



United Nations  
Educational, Scientific and  
Cultural Organization

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

**PART II**

**NEW PROJECTS SUBMITTED TO THE  
IPDC**

**ASIA AND THE PACIFIC**

**IPDC BUREAU**  
(Fifty-sixth meeting)

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# KYRGYZSTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>‘THE PEOPLE’S MICROPHONE’ – ORGANIZING A COMMUNITY RADIO CARAVAN IN KYRGYZSTAN</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 KYZ/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS’ CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community media development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support Institutional capacity building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 29 200
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 23 100
<b>9.</b>	<b>BENEFICIARY BODY</b>	Public Foundation Mediamost Talas City, 59 <sup>th</sup> Kvartal, dom 8, apt. 1 Talas Province, Kyrgyz Republic Tel: +9963422 53126 E-mail: <a href="mailto:mediamost@inbox.ru">mediamost@inbox.ru</a> Contact: Ms Gulmira Osmonova, Director
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Cluster Office, Almaty Contact: Sergey Karpov E-mail: <a href="mailto:s.karpov@unesco.org">s.karpov@unesco.org</a>
<b>11.</b>	<b>PROJECT LOCATION</b>	Community Radios in Talas, Chong Kemin, Suusamy, Batken CMCs in Zhergetal, Dzhalalabad
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Radiomost: Gulmira Osmonova, Bettina Ruigies, UNESCO Almaty: Sergey Karpov
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

This proposal requests support to organize a “community radio caravan” that will visit locations with existing or potential community media outlets in the Kyrgyz Republic. The caravan team will consist of representatives from existing community radios, who will share their experience with the host communities. This 10-day activity shall help to foster the network of community media initiatives and build capacity for peer-to-peer assistance. Exchanging and comparing best-practice experience will strengthen the commitment for cooperation and dialogue among the community radio initiatives and minimize the risk of localism. These joint efforts shall further their sustainability, which as a consequence will increase the diversity of media in Kyrgyz Republic.

Five years ago Mediamost introduced the community radio station “Radiomost” to the remote Talas region which, at the time, suffered from informational isolation. Over the years Radiomost was able to demonstrate its usefulness as an instrument for promoting social change and providing access to information to all members of the various communities. Its experiences and best-practices allow Radiomost now to guide other community radio initiatives. Community radios in Chong Kemin and Suusamyr that struggled to be launched for more than five years are now operating under Radiomost’s guidance. The Radiomost experience also caught the attention of NGOs in other remote regions. In the meantime, a CR in Batken was launched within 12 months. This happened within a considerably shorter time span, thanks to the proper advice and communications means which were made available. These results were achieved by workshops, during and after which community media representatives responsible for these initiatives gave advice to each other. If such peer-to-peer assistance became institutionalized it would benefit communities that suffer of informational isolation in remote areas. This is why the caravan will also raise awareness for community media as an instrument for accessing information in secluded mountainous areas.

At present, it is estimated that around 40% of people in rural mountain areas have no access to information. There is also a discrepancy between the content of information and information needs of the population. Absence of linear (horizontal) relations in the information infrastructure represents another problem. Various surveys have shown that information provision to residents of remote and mountainous villages is considered to be an important, but not priority issue. Development of peer-to-peer assistance strategies at inter-regional level could help to realize the importance and necessity for new information. In this context the caravan’s objectives will also be to identify actors and agencies of the state, public and private sectors, interested in providing and exchanging information. During the caravan stopovers, training courses will be organized for interested community members. Thus, the community radio caravan will fulfill not only the functions of collecting information and ensuring information exchanges, but also a consultative and educational function aimed at eliminating the “media illiteracy” of the visited communities.

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

The target group of the community radio network building activities consists of approximately 180 members of existing community radios and initiatives in the following provinces: Talas, Chui, Naryn, Batken, Djalalabad.

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

Narrowcasting, Multimedia Centers and traditional FM broadcasting represent very important tools to increase people’s participation. The proposed action will also build the capacity of rural community radio initiatives of different parts of Kyrgyzstan in efficient use of modern technology to gather and distribute news and information. This will enable expansion of communication space and introduce new dialogue between

community radio initiatives and information users and providers. Sustainable community radio networks can become an element to ensure an independent and pluralistic media landscape.

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

Networking of 180 members of community media realized and alliances with other CRs and CMCs for common projects and campaigns fostered, with synergies among CMCs, radios and other growing media projects put in place.

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

- A 10-day community radio caravan tour conducted with a minimum of 6 stopovers in Talas, Suusamy, Chong Kemin, Naryn, Batken, Dzhalalabad.
- At least 180 representatives of community radio initiatives with enhanced insight about the potential of peer-to-peer assistance and potential of community radio/CMC.
- 32 “People’s Microphone” radio programmes jointly produced and exchanged by the community radio initiatives, reaching 350 000 potential listeners.
- 6 on-site trainings/presentations conducted in Talas, Chong Kemin, Suusamy, Naryn, Batken, Dzhalalabad community radio initiatives.
- Surveys on the information needs among villagers in rural settlements conducted.
- Reports & pictures on progress of community radio caravan project published on social networks.
- Minimum of 2 cooperation agreements with local administration, database of minimum 10 additional volunteers at each existing community radio, a total of 60 new volunteers.
- At least 5 new potential community media initiatives identified and given consultation on launching a community media outlet.

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

- Adjust the work plan to IPDC funding level. Initiate preparations for caravan and on-site trainings. Identify and prepare participants/trainers from community radio initiatives. Preparation of handouts.
- Announcement of upcoming caravan event in communities. Interim report to UNESCO/IPDC.
- Conduct community radio caravan within 10 days, including interviews, reports from on the road.
- Polling.
- Post-Production of recorded interviews, evaluation of pollings, proper documentation of the experiences and lessons learnt. Publishing of pictures audio material on social network site.
- Evaluate the “Community Radio Caravan” activities.
- Needs assessment of identified community media initiatives.
- Develop and deliver recommendation for further promotion of the CR initiatives
- Submit final report and the certified financial statement to UNESCO/IPDC.

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

- 1 Radiomost project manager to coordinate the Community Radio Caravan activities
- 4 Representatives from the existing community radios (Talas, Suusamy, C.Kemin, Batken) as caravan participants/trainers
- 1 administrative assistant travelling w/ caravan
- 1 international expert for consultation of community radio caravan (sustainability)
- 1–2 cars (rented) including driver, plus fuel
- Radio studios and audio editing facilities
- Information material (on community media) to give out.
- Recording & documentation equipment

- Radiomost accountant services for financial reporting on the project

**8. WORK PLAN:**

<b>ACTIVITIES / MONTH</b>	1	2	3	4	5	6	7	8	9	10	11	12
1 Radiomost project manager to coordinate the Community Radio Caravan activities	■	■	■									
4 Representatives from the existing community radios (Talas, Suusamy, C.Kemin, Batken) as caravan participants/trainers				■								
1 administrative assistant travelling w/ caravan					■							
1 international expert for consultation of community radio caravan (sustainability)						■	■					
1 – 2 cars (rented) including driver, plus fuel								■	■			
Radio studios and audio editing facilities									■	■		
Information material (on Community media) to give out.										■	■	
Recording & documentation equipment												■

**9. INSTITUTIONAL FRAMEWORK:**

The Public Foundation Mediamost (est. 2004) is a non-governmental, non-profit organisation that, in July 2007, launched the first community radio (100.5 FM) in Kyrgyzstan and Central Asia, with support from UNESCO/IPDC. The community radio station “Radiomost” is committed to providing Talas community with information that is relevant to it. This also means increasing the quantity and quality of reporting on farming and rural development, with a focus on the importance of women to the economics of rural areas, and promoting gender equality in public debate. Mediamost implemented several projects to enhance its programming standards – one was the creation of a citizen journalist network in Talas district, with currently 60 village reporters. Radiomost has a council of 6 members; it has 8 employees and 25 volunteers. Radiomost is a member of the world’s community radio association AMARC.

**10. SUSTAINABILITY:**

The radio stations will be sustained by the income generated through their activities (including community commercials, jingles and PSAs paid by local government, NGOs and international agencies), through partnership arrangements, and through enhanced training skills, which will result from this project. Networking with community radio initiatives will also produce partnerships for joint projects.

**11. FRAMEWORK OF MONITORING:**

A journalism expert from GIZ/CIM who is based in Bishkek will be available for monitoring progress.

**12. EVALUATIONS CARRIED OUT:**

In February 2010, an external evaluation by John Couper for UNESCO/IPDC was conducted. In April 2010 a certified audit by Jacobs Audit, Bishkek for EU project was carried out, as well as regular audience research on information needs in Talas, conducted by Mediamost since August 2007. Regular audience research through meetings with focus groups has also been carried out.



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

Mediamost undertakes to report on project progress on a four- month basis and also to submit a final report.

#### C. ADDITIONAL INFORMATION

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

- Meeting with representative of community radio initiatives to work on project proposal.
- Draft Memorandum on cooperation is under revision of community radio initiatives.
- Two national conferences and 6 workshops have been held to train community radio initiatives.
- Further Community radio initiatives in 3 Provinces have been identified.

#### D. BUDGET

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

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>10-day Community Radio Caravan through Kyrgyzstan</b>	
Caravan team's per diems: 5 pax x 10 days x \$110	5 500
Travel: car rental 10 days x \$250/day	2 500
Fuel for caravan's route (Talas, Suusamy, C. Kemin, Naryn, Batken, Djalalabad return) est. 3500 km	400
Training & handout materials: 180 participants x \$25	4 500
Refreshments for participants: 180 pax x \$15 x 1.5 days	4 050
Rent of training venue and equipment: 6 cities x 1.5 days x \$150 day	1 350
Information material, posters, leaflets, banners for announcement of caravan \$600 x 6 cities	3 600
Communication & Internet costs	1 200
<b>Total</b>	<b>US\$ 23 100</b>

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

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project coordinator 12 months (part time)	1 200
Project assistant 12 months (part time)	900
Caravan team: 4 representatives from community radios 10 days + 10 days prep = 4 pax x 20 days x \$10	800
Production costs and studios 4 Months x 4 CRs	1 600
Administrative costs 4 CRs x 12 months	1 200
Preparation of interrim and final (narrative and financial) reports	400
<b>Total</b>	<b>US\$ 6 100</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>GENDER MAINSTREAMING IN BROADCASTING ORGANISATIONS IN ASIA-PACIFIC REGION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RAS/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promoting freedom of expression & media pluralism
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 91 070
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 39 680
<b>9.</b>	<b>BENEFICIARY BODY</b>	Asia-Pacific Broadcasting Union (ABU) P.O. Box 12287 50772 Kuala Lumpur Malaysia  Contact: Ms Natalia Ilieva E-mail: <a href="mailto:natalia@abu.org.my">natalia@abu.org.my</a> Tel: (+601) 7873 6917
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Almaty Office
<b>11.</b>	<b>PROJECT LOCATION</b>	MNBC, Maldives; RTM, Malaysia; PBS, Philippines; YATV, Sri Lanka; Thai PBS, Thailand; VOV, Viet Nam, Kyrgyzstan Radio and TV
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Ms Natalia Ilieva, Executive Assistant to the Secretary General of ABU
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 2. PROJECT JUSTIFICATION:

This project is aimed at Capacity Building within leading broadcasting organisations in the Asia-Pacific region, focusing particularly on correcting serious gender imbalances and inequities in employment opportunities, female participation and media portrayal of women and girls in the region. The project is in line with The Beijing Platform for Action for Equality, Development and Peace, which places specific obligations on the media, both, in the way women participate and in how they are portrayed. Its overall aim is the achievement of the Beijing Declaration objectives, that require signatory nations and their citizens to ‘increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication’ and that demand that governments and other organisations, businesses and individuals alike to ‘promote a balanced and non-stereotyped portrayal of women in the media’.

Gender inequity is widespread and systemic in most areas of the Asia-Pacific region, including the media, according to the UNDP Asia-Pacific Human Development Report “Power, Voice and Rights: A Turning Point for Gender Equality in Asia and the Pacific”, published in 2010. This report, the Beijing Platform and numerous research projects have identified the media as being vital in addressing issues of gender inequity. Through this project the ABU is going to use its influence with participating members to bring organizational and policy change towards fair representation of women in organizations (including in decision-making positions) and a fair, balanced portrayal of women in the stations’ outputs.

The Project will build upon work already commenced by the project “Broadcasting for All: Focus on Gender”, a partnership involving the The Asia-Pacific Broadcasting Union (ABU), Asia-Pacific Institute for Broadcasting Development (AIBD), the Friedrich-Ebert-Stiftung (FES) and the International Association of Women in Radio and Television (IAWRT). This partnership has produced a central Guidelines document and some associated materials for employers, practitioners, relevant organisations and communities to use to address this problem. The Guidelines and materials, including questionnaires and template action plans, are currently being piloted in the seven participating broadcasting organisations. With funding from this project the work would continue to: Conceptualize and adapt the Guidelines, survey tools and action plans by the seven targeted organisations; Train their representatives broadcasting organisations in the use of the Guidelines and tools; Support the Implementation of the gender policy and gender neutral production and monitor success against pre-established benchmark measures.

It is planned to roll-out the scheme to at least 18 key broadcasting organisations in three years, commencing in 2012 with the seven organisations targeted by this project proposal. Progress will be continuously monitored and it is hoped that measurable improvements in gender equitable employment, work practices and portrayal will be securely embedded and largely self-sustaining in at least 15 participating organisations after the completion of this project.

### 3. DESCRIPTION OF THE TARGET GROUP:

60 gender champions from 7 broadcasting organizations from Asia and the Pacific

### 3. DEVELOPMENT OBJECTIVE:

To contribute to the achievement of the Beijing Declaration objectives, that require signatory nations and their citizens to ‘increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication’ and that demand that governments and other organisations, businesses and individuals ‘promote a balanced and non-stereotyped portrayal of women in the media’.

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

Contextualisation and adaptation of the Gender Guidelines and associated tools in the 6 targeted broadcasting organizations for sustainable increase of participation and access of women to expression and decision-making in broadcasting and a more balanced and non-stereotyped portrayal of women by the media and greater gender equity in employment, participation and portrayal in the long term.

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

- Evaluated, revised, finalised, published and distributed Guidelines “Broadcasting for All: Focus on Gender” in at least five of the participating broadcasting organizations.
- Relevant to the participating organisations supporting resources are produced, such as publicity materials and explanatory information, survey questionnaires and analysis tools, templates for action plans and tools for monitoring and measuring success within the organizations.
- Set up and maintain an online learning website which will house the resources to support the project and develop a network to share and grow the information and resources available.
- Approximately 60 gender equity champions trained to lead and sustain change in their organizations
- Benchmarks for organizations agreed upon and support provided to monitor success in technical and programme development areas as well in management and opening of training opportunities.
- Best practice case studies published and circulated among ABU members.
- Training and practical implementation of the Guidelines, survey tools and action plans by the seven participating broadcasting organizations.

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

- Development of the methodology and programme for two day regional conceptualization workshop of the Guidelines to the legal, political and cultural context of each participating country and for adaptation in each organization.
- Development of a training module for a gender training programme for sensitizing the management and for journalists and other media stakeholders as well as guidelines for facilitators.
- Module development for training of journalists in gender sensitive production.
- Conduct a regional workshop for gender champions of seven organizations to plan the implementation stage.
- Implementation of in-country workshops in the seven organizations, including a sensitization course for management team (3-5 people) and managers of programme and technical departments (6-10 people).
- Consultant develops support resources, including establishing website and support network of participants, champions and mentors.

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

- Consultant project coordinator and travel costs for consultant.
- Trainers for one regional and seven in-country training workshops in 2012.
- Travel costs for trainers where appropriate.
- Training facilities, including hire of premises, teaching equipment and audio-visual equipment.
- Travel and accommodation subsidies for workshop participants.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Inception of project and planning all activities	■											
Employment of consultant and trainers	■	■										
Development of methodology conceptualisation and implementation of the Guidelines			■	■								
Regional workshop				■								
Implementing seven in-country workshops					■	■	■	■				
Development of support resources, incl. website and network of participants			■	■	■	■						
Evaluation of annual progress, future planning			■			■			■			■
Progress and Final report submissions				■			■			■		

## 9. INSTITUTIONAL FRAMEWORK:

The **Asia-Pacific Broadcasting Union (ABU)** is a non-profit, non-government, professional association of broadcasting organizations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organize co-operative activities amongst its members. It currently has 209 members in 60 countries, reaching a potential audience of about 3 billion people. The ABU core operations are financed through members' subscriptions. The main objective of the Union is to help media development in the region and support the capacity building of its members in management, news, programming and technical areas so they can fulfil their role in advancing democracy in the Asia-Pacific Region.

The International Association of Women in Radio and Television (IAWRT), founded in 1951, is a forum for personal contact and professional development among women broadcasters worldwide. IAWRT's main focus is the promotion of women's rights through the electronic media. It actively promotes the implementation of UN Resolution 1325 by funding local projects which support the role of women in building peace and consensus in post-conflict situations. Its training, capacity building initiatives and special documentary projects have as their subject matter the protection and portrayal of women and their rights. IAWRT has a large and growing membership, of over 350 members spread across 54 countries, covering all continents. It has local chapters in Africa, South and East Asia, Europe and India.

## 10. SUSTAINABILITY:

Sustainability is a key element of the whole project, in making broadcasting organizations more gender aware as best practice employers and as the producers of more balanced portrayals of women and girls in their programmes. A key factor in achieving the sustainability of the project is getting the commitment of the management team to mainstream gender equality in employment, and training policies and programmes. The capacity building workshops and training of gender champions will make each participating organisation better equipped to sustain advances. The gender champions in turn will train key people in their organizations to achieve a critical mass of personnel committed to change. Achievements against agreed benchmarks will be monitored each year by the gender champions and support provided by the consultant, trainers and other project mentors (e.g professional women in broadcasting with expertise in gender issues, such as members of IAWRT).

## 11. FRAMEWORK OF MONITORING:

The ABU would monitor the roll-out and implementation of the scheme through its members. Liaison Officers in each participating organization and the IAWRT will assist in monitoring through its international network of members and Chapters. Progress on achieving a more balanced and non-stereotyped portrayal of women in the

media will be also monitored in part through the Global Media Monitoring Project (GMMP at [www.whomakesthenews.org/gmmp-background.html](http://www.whomakesthenews.org/gmmp-background.html)) and other international and regional surveys, including by IAWRT Chapters where appropriate.

## 12. EVALUATIONS CARRIED OUT:

The Gender Guidelines “Broadcasting for All: Focus on Gender” are the result of a three-year development project (2008-2010), financed by the Friedrich-Ebert-Stiftung (FES) and implemented by the Asia-Pacific Institute for Broadcasting Development. The need to produce such guidelines was outlined by a region-wide study which established the current situation regarding gender employment and women portrayed in the 30 broadcasting organizations. The project submitter - the Asia-Pacific Broadcasting Union- and its member - the International Association of Women in Radio and TV - played a crucial role in finalizing the guidelines, joining forces with the FES and AIBD during a Gender Guidelines workshop in Kuala Lumpur in September 2010 and the Gender Guidelines workshop during the Asia Media Summit in Hanoi in May 2011.

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

The ABU would report to the UNESCO, Almaty Office, on the project’s implementation progress every four months and would submit a comprehensive final report at the end of the project.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Regional workshop</b>	
Airfares for 6 gender champions (one is local) and 2 consultants: 2 tickets Australia to KL at \$3000; 1 ticket Sri Lanka/KL at \$300; 1 ticket Maldives/KL at \$1000; 1 ticket Hanoi/KL at \$500; 1 ticket Manila/KL at \$400; 1 ticket Bangkok/KL at \$300, 1 ticket Bangkok /KL – 300 Bishkek-KL 600	6 200
Accommodation for 8 participants (including one trainer) x 4 nights at \$40 per night	1 280
DSA for 9 participants (including two trainers) x 3 days at \$50	1 350
Fees for one international trainer: 3 days x \$200	600
Fees for one local trainer: 3 x US\$ 100	300
<b>Seven national workshops</b>	
Travel for 1 international consultant for Thailand, Vietnam& Philippines (\$3850) – Sidney/Bangkok \$1000, Bangkok/Hanoi \$300; Hanoi/Manila \$300, Manila/Sydney \$1000; Malaysia, Maldives and Sri Lanka (\$4050), Bangkok/Bishkek (US\$ 2500)	13 500
Accommodation for 1 person x 3 nights x 7 courses x \$100	2 100
Fee for international consultant to implement the conceptualization and journalists training workshops (1 x 4 days x 7 courses x 200)	5 400
Fee for local consultant to implement the conceptualization workshops and draft the country Gender Guidelines 12 days x 7 countries x \$100	8 400
DSA 1 consultant x 3 days x 7 courses x \$50	1 050
<b>Total</b>	<b>US\$ 39 680</b>

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

ABU Full time Project Assistant for 12 months x \$1000 Financial Officer for 30 days x \$100 Project Manager 5 days x \$240 for reporting	16 200
Development and maintenance of a dedicated online resource database	3 000
IAWART Gender Expert: 30 days x \$250	7 500
Venue and facility for workshops 7 x \$2000	14 000
Meals for 17 participants and trainers x 3 days x 20 x 7 workshops	7 190
Local transport 7 x 300	2 100
Communications: Internet connection, phones for 7 workshops at \$200 each	1 400
<b>Total</b>	<b>US\$ 51 390</b>

# PAPUA NEW GUINEA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>EMPOWERMENT THROUGH COMMUNITY MEDIA IN HELA PROVINCE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 PNG/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 50 000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 28 100</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Hela Transitional Authority PO Box 13, Tari Hela province Papua New Guinea Tel: +675-3235973 Mobile: +675-7122 763</b></p> <p><b>Contact: Mr William Bando, CEO <a href="mailto:william.bando@gmail.com">william.bando@gmail.com</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Apia Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Tari High School, Tari District Hela Province</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mr William Bando, Hela Transitional Authority; Mr Terry Pato and Ms Aguri Korua, PNG Nat Commission for UNESCO; Mr Guenther Cyranek, UNESCO Apia</b>
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

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

Papua New Guinea is a developing country which enjoys a vibrant democracy, thereby promoting basic human rights accorded to its people. One such fundamental right is freedom of expression and media pluralism, which serves as a tool for enhancing empowerment of the people. Exercising of this human right is provided for within the Constitution of Papua New Guinea, which gives the necessary strength and impetus for the promotion of free media and expression.

This is evident from the increasing number of media organizations in the country, in both electronic and print. Papua New Guinea has two major newspapers called the National and Post Courier, both of which are available across the entire provincial capital within a day, with a few other small newspapers being stationed within the main cities like Port Moresby. In terms of the country's electronic media, there are two TV stations (EMTV/Karai 2) and two major National Radio Stations (Karai/Kalang Services, and the National Broadcasting Corporation, NBC) with a strong 20 Provincial Station Network which broadcasts nationwide.

Community Radio stations, however, remain rare in the country. The National-owned radio network covers most major centres, but little coverage extends to other areas including the Tari District in the Papua New Guinea's Hela Province. Establishing a community radio broadcasting facility in the Tari District will therefore facilitate the flow of information needed by the people for an equitable participation in development.

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

The immediate beneficiaries of the project are the people living and working around Tari High School, which consists of the small township of Tari with 6 tribal groups living within a five-kilometre radius of the location of the new radio station.

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

This community radio project, upon its full establishment, should contribute to the enhancement of democratic participation in all development endeavors, through the empowerment of the people of Tari District. This will contribute to the alleviation of poverty for an improved dialogue and understanding within the community and the outside world.

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

The immediate objective is to create a self-sustaining, operational community radio in Tari, to help its community members and the 6 surrounding tribal groups gain access to the information necessary for public empowerment and participation.

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

- A community radio, operational for community dialogue and arbitrational notices via community news programmes and government service announcements/public responses i.e. Health/hygiene, HIV issues and the broadcasting of natural disaster warnings.
- Eight locals will be trained to outsource information from other sources, for integration into local education programmes.

**6. ACTIVITIES:**

- Two 1-week long community management team meetings/consultations for management plans (MOUs), involving the community and government.
- One week training of community radio operators and managers by technical experts supplied by UNESCO sources.
- Supply and installation of radio equipment by suppliers (T.E – PNG) and issuance of government License by NICTA.
- Launch and commence operation after 9 months of project development.

**7. PROJECT INPUTS:**

- Two technical trainers for local community operators/broadcasters/producers (8)
- Three computers for automation, production, scheduling and determining of broadcast content.
- Building for the broadcast and hosting radio equipment.
- FM transmitter set (1000 MW) and antennae (see quote) for 30km radio coverage.
- Funding from local MP and National government (>US\$35 900)

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Community audience/MOUs/Training broadcasters	■	■										
Identify/outsource radio equipment/ Installation			■	■	■							
Training workshop/Reporting – Phase I						■						
Project Launch/Trial broadcast programmes								■				
Final Evaluation/Reporting/Acquittals				■				■			■	

**9. INSTITUTIONAL FRAMEWORK:**

In response to greater recognition of Huli interests, a Hela Transitional Authority was recognized by the PNG government in 2009 in the formation of a new national province, known as Hela Transitional Authority (HTA). The Hela province is divided into roughly four distinct geographic regions where the West includes the district of Tari. HTA has a provincial government which takes care of the administration of the province. It has all the necessary infrastructure and expertise to implement the project which will also be supported by the Central Government of PNG to a certain extent.

**10. SUSTAINABILITY:**

The project is an important initiative of the Hela Transitional Authority, with strong support from the National Government. Thus, when IPDC support ceases, the project will be sustained through the normal recurrent budget from government.

**11. FRAMEWORK OF MONITORING:**

The project will be monitored for professional and technical needs by the National Broadcasting Corporation, the National Radio of PNG (NBC), at the expense of the Hela Transitional Authority, as previously agreed. This will also include the monitoring and evaluation of the project by professionals from the National Radio of Papua New Guinea, the National Broadcasting Corporation.

## 12. EVALUATIONS CARRIED OUT:

There have been various community consultations carried out with government agencies at the district level, with the strong support from the National Government through the local MP and the National Commission for UNESCO in Port Moresby. Technical advisors from NICTA have given support for the proposed community radio location. NICTA (The National Broadcasting Regulator).

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

The project implementation reports will be submitted to UNESCO Apia in three phases.

### C. ADDITIONAL INFORMATION

The broadcast license will be provided (Assessment done, location of radio station recommended).

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Studio and Broadcast Transmitter Equipment:</b>	
Mixing console w. studio switch, built-in tel. hybrid	3 100
Studio 1" capsule condenser microphone (\$120 per unit x 5)	600
Monitor speakers (pair) w. built-in amplifier (\$1000 per unit x 2)	2 000
Headphones (\$50 per unit x 6)	300
4-way headphones amplifier	150
Soundcard	100
Limedriver Ultra Di Pro	150
Microphone stands (\$40 per unit x 5)	200
Shielded auto cable (100m), 30 XLR male/female connectors and 30 RCA connectors	300
P4 audio-editing computer:80GB HD RAM 512MB,WindowsXP,CD-WR (\$1200 x 2)	2 400
Uninterrupted power supply 350 VA	100
<b>Sub-Total Studio Equipment</b>	<b>9 400</b>
FM stereo transmitter 50 watts	5 000
Antenna bay 4 layers omni-directional	1 050
Antenna feeder (50 metres)	300
Uninterrupted power supply 500 VA	350
30 m antenna mast (locally fabricated)	2 500
<b>Sub-Total Broadcast Transmitter System</b>	<b>9 200</b>
Equipment transport costs	3 500
Equipment installation costs	3 000
PC Computer System with accessories for broadcasting (\$1000 per unit x 3)	3 000
<b>Sub-Total</b>	<b>9 500</b>
<b>Total</b>	<b>US\$ 28 100</b>

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

Transmission Equipment	9 600
Training and Consultation costs for local operators/broadcasters (8 x \$50 x 5days x2) to cover 3 meals, accommodation costs (transport not required)	4 000
Transport (by car) and fuel costs (\$30 per day fuel + \$200 per day hire of 4x4 for rough terrain x 10 days)	2 300
Any other unexpected costs involved during project establishment stage	6 000
<b>Total</b>	<b>US\$ 21 900</b>

# PAPUA NEW GUINEA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING INSTITUTIONAL MEDIA TRAINING CAPACITY AT THE UNIVERSITY OF GOROKA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 PNG/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Capacity Building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 56 536
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 40 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Centre for Media and Visual Communication University of Goroka P.O. Box 1078, Goroka 441 Eastern Highland Province, Papua New Guinea  Contact: Verena Thomas Phone: +675 5311769 Email: <a href="mailto:Verena.Thomas@uts.edu.au">Verena.Thomas@uts.edu.au</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Apia Office, Samoa Communication and Information in the Pacific
<b>11.</b>	<b>PROJECT LOCATION</b>	Centre for Media and Visual Communication University of Goroka P.O. Box 1078, Goroka 441 Eastern Highland Province Papua New Guinea
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Verena Thomas, University of Goroka and Guenther Cyranek, ACI, UNESCO Apia <a href="mailto:g.cyranek@unesco.org">g.cyranek@unesco.org</a>

**DECISION OF THE BUREAU:**

## **B. PRESENTATION**

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

Papua New Guinea (PNG) has two daily newspapers and one weekly newspaper. It has one commercially owned TV station (EM-TV), a government-owned TV station (Kundu2) as well as the national radio broadcaster, NBC, and a number of small commercial and community radio stations. The two foreign-owned daily newspapers are published in English and together are distributed to less than 1% of the population. The weekly newspaper Wantok is the only national paper published in Tok Pisin and is owned by a collaboration of various churches. Television (EM-TV and Kundu2) is received in urban centres but does not reach the majority of the 85 percent of the population living in remote areas (Papoutsaki & Rooney, 2006). PNG has one of the largest media industries in the Pacific but foreign ownership and the lack of dissemination into the remoter areas create a lack of participation for its poorer population. Although the constitution guarantees the freedom of speech and media, the media often rely on the government as an advertising client and too often do not represent the voices of the majority of the people. "Several decades after political decolonisation, Papua New Guinea's poor and disadvantaged sections of the population still live in a state of 'undercommunication'." (ibid.).

Currently, most video producers are educated at media organizations and therefore trained with an institutional agenda. There is currently no film and video production course offered in PNG. The Highlands region in particular, where over 50% of PNG's population live, has a lack of trained media professionals and little capacity for media training. The Divine Word University in Madang on the North coast for example offers a journalism programme, which focuses on newspaper and radio programmes. The popularity and success of this course has shown that there is a hunger for capable media producers. Education at university level is important for shaping the future of PNG. The University of Goroka, as the only tertiary institution in the Highlands of PNG, is uniquely placed to provide training in this area.

The proposed project is aimed at bringing together University of Goroka staff as well as media professionals in the region in order to train them to be media trainers. In doing so it seeks to fill the gap of a shortage of media professionals. It is proposed to establish a media facility at the University of Goroka which can be used by media students working in collaboration with media professionals and media organizations in the PNG Highlands. By doing so, it will provide a space to better understand media work in the region and ensure ongoing media training. The recent establishment of a Centre for Media and Visual Communication at the University of Goroka offers a unique opportunity to increase media training and provide a platform for the sharing of skills. The proposed project ensures that there will be capable media trainers available to train future media students at the University of Goroka. By strengthening the training at a local educational institution, the University of Goroka, the emphasis is placed on a local institution instead of foreign-own ones (such as EM-TV and the daily newspapers). Educating future trainers and collaborators in media projects will allow for a stronger engagement in democratic media practice in the country.

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

The target group of this capacity building initiative is 9 media professionals in the PNG Highlands region to become media trainers for future courses at the University of Goroka.

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

The project further contributes to the development of sustainable teaching and learning practices to lay the basis for a future media degree course at UOG.

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

The Centre for Media and Visual Communication at University of Goroka will be able to train 9 media professionals over 2 weeks to become media trainers for future courses at the University. These media trainers will then be able to train future media students at UOG.

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

- Nine media professionals trained as media trainers and capable of delivering training to UOG media students.
- A media training strategy for professional media training in the PNG Highlands taking into account (a) the specific social and cultural structures and (b) the media availability and literacy level in the region and the country.
- The establishment of a media training facility for media students at UOG and for media professionals in the region.

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

A 2-week training course held at the Centre for Media and Visual Communication at the University of Goroka to impart essential media training skills for 9 media professionals from different organisations within the region (e.g. The University of Goroka, The National Film Institute, The National Broadcasting Commission Goroka, The National Theatre Company, and The National newspaper).

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

Trainers: Two trainers capable of training media professionals in conducting media training in Papua New Guinea and capable of collaboratively developing a lesson plan specific to the country's media landscape for university media students and professionals

Equipment: 3 iMac Computers with media software (Final Cut Studio) and 3 camera kits (Sony V1P) will be purchased. This is the basic equipment to set up a professional training facility at UOG. This facility will be used for the proposed and future training of media professionals and media students (see the notes on the model and types of the equipment in the budget). The already available equipment at UOG includes 3 iMac Computer (with Final Cut Studio Software) and one camera kit (Sony V1P) which will be made available for the proposed training.

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

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection of trainers	■											
Ordering of equipment		■										
Preparation of training materials			■	■								
Installation of equipment				■								
Selection and notification of participants					■							
Skill and needs assessment with participants						■						
Workshop (2 weeks)							■					
Production of specific training material (Developed during the workshop)								■				
Reporting				■				■				■

## 9. INSTITUTIONAL FRAMEWORK:

UOG is PNG's leading teacher training University and the only university in the highlands. It was established in the 1950s as a Teachers Training College and became a University in 1997. Since its early years, UOG has had a vibrant cultural programme largely built on PNG's diverse cultural heritage. It has 3 faculties: Faculty of Humanities, Faculty of Education and the Faculty of Science. It caters for over 2000 students on campus and has over 100 teachers. UOG is mainly government-funded and works closely with the Department of Education in PNG. It has a large track record of receiving external funding as well from organizations such as AusAID, NZAid or the Christensen Fund. Within the Humanities Faculty the University recently approved the establishment of a 'Centre for Media and Visual Communication' to increase media research and evaluation and to strengthen media capacity within the region.

## 10. SUSTAINABILITY:

UOG is committed to establishing an ongoing video training facility within the Centre for Media and Visual Communication. The University's involvement in this project will ensure a continuation of this facility and its training. Implementing the media training at the institutional level of UOG will ensure an ongoing support of future training and a meaningful integration into existing courses. Goroka, offering access to the various highland provinces, is an ideal location to establish media training facilities and spread new knowledge further into the highlands.

## 11. FRAMEWORK OF MONITORING:

UOG will undertake the monitoring of the project. Senior staff outside of the Centre for Media and Visual Communication will be assigned to undertake the monitoring of the project, ensuring that it reaches its maximum capacity.

## 12. EVALUATIONS CARRIED OUT:

A detailed assessment of UOG and its capacity in providing media training will be undertaken by the newly established Centre for Media and Visual Communication. This will include an assessment of the University's current structure and surveys conducted with students and staff. Evaluations undertaken by previous media projects (Yumi Piksa and Komuniti Tok Piksa) undertaken by the university will be considered. Another assessment will be conducted with the participants of the training workshop, prior to the workshop.

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

The Centre for Media and Visual Communication at the University of Goroka will undertake reporting to ACI, UNESCO Apia.

### D. BUDGET

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

<b>Equipment</b>	
3 iMac computers incl. Software Final Cut Studio 3 x \$2450.00 (equivalent to AUD2333.63 as per quote)	7 350
3 camera kits: Sony VIP including tripod, headphones and microphone 3 x \$5627 (equivalent to AUD5359.09 as per quote)	16 881



3 audio recorders Zoom H4N recorders at \$351.75 (equivalent to AUD335.00)	1 055
Shipping Costs (Melbourne, Australia, to University of Goroka, estimated)	1 500
<b>Training</b>	
2 International trainers fee x 10 course days x \$200	4 000
Training Materials (40 video cassettes x \$25)	1 000
Accommodation and Meals (ca 90 Kina/day; \$ 42.70 x 13 days x 9 participants)	5 000
2 flights for trainers (Brisbane-PNG Goroka US\$ 1520, Sydney-PNG Goroka \$1700, incl. to + from airport)	3 250
<b>Total</b>	<b>US\$ 40 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Office/lab space	2 000
Setting up of the Media Lab and Maintenance	5 000
Transport (Vehicle and Driver)	3 000
Training and Project Coordinator (Over the duration of project planning and actual training)	4 000
Additional Assistant Trainer from the University of Goroka (\$100 x 10)	1 000
Communication Costs (telephone, internet)	1 000
Project Reporting	500
<b>Total</b>	<b>US\$ 16 500</b>

## SOLOMON ISLANDS

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING CAPACITY OF SOLOMON ISLANDS BROADCASTING CORPORATION CORRESPONDENTS TO STRENGTHEN A NETWORK OF NEWS AND REPORTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 SOI/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promoting freedom of expression &amp; media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 18 428</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 15 950</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Solomon Islands Broadcasting Corporation PO Box 654 Honiara Solomon Islands. Tel. +677 20051 Fax + 677 23159. Contact: Cornelius Rathamana, General Manager. <a href="mailto:crathamana@sibc.com.sb">crathamana@sibc.com.sb</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO National Commission, Honiara. Solomon Islands</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>SIBC, Botanical Garden Road, Rove, Honiara, Solomon Islands</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Walter Nalangu, Manager News &amp; Current Affairs; Christina Bakolo, UNESCO National Commission, Honiara; Guenther Cyranek, ACI, UNESCO Apia</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

This project proposes to provide training to regional community reporters to work as correspondents for the national broadcaster, the Solomon Islands Broadcasting Corporation (SIBC), and thus make an essential contribution to media development in Solomon Islands. The Solomon Islands is made up of more than a thousand islands; it has a population of more than half a million, 80 percent of which lives in rural villages where radio SIBC is usually the only media communication. A lot of media reports in Solomon Islands cover issues in the capital Honiara, because of the lack of people trained to report from the rural areas and provincial towns. SIBC had a few correspondents in the past, but due to lack of training on our part, everyone has left.

This project therefore aims to address the current lack of professional capacities by strengthening the skills of media workers in all provinces of the countries in areas such as basic news writing, scripting for current affairs, or how to differentiate between news and non news, to name a few. SIBC currently has three active correspondents in the provinces and we plan to recruit another eleven. This would enable us have people on the ground in all the provincial stations and a few sub-stations.

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

New recruited 14 correspondents from provincial centers of the country.

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

The need to develop the capacity of correspondents from in the different provinces of our islands cannot be under-estimated. SIBC has in the past tried to develop a network of stringers. It was however not successful because of a number of reasons. Firstly, these people were never given an opportunity to undergo basic training on news. This is what this project aims to do. Secondly, the environment and technological capability then was not good enough for an island country like the Solomon Islands. The current improvement and advancement in terms of available technologies such as telephones / mobile phones is now right for this network of stringers to be viable.

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

Enhance to capacity of 14 newly recruited regional correspondents of radio SIBC to report on events as they happen.

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

- 14 radio correspondents will be trained on basic journalism and news.
- More news and information from the remote parts of the country will now be heard on the national broadcaster, coming from people who have gone through some basic training in news and journalism.

### **6. ACTIVITIES:**

- The recruitment process for eleven more correspondents will begin in October/November 2011, with initial appointments of candidates in January/February 2012.
- UNESCO will organize capacity building workshops

**7. PROJECT INPUTS:**

- Travel costs for newly appointed stringers/correspondents trainees;
- Their accommodation;
- Per diem and meal allowances
- Cost of trainer and hire of training equipment;

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Recruitment process	■	■										
Selection/ notification				■	■							
Finalize trainer							■					
Prep. For training						■	■	■				
In-country training									■			
Final reporting											■	■

**9. INSTITUTIONAL FRAMEWORK:**

The Solomon Islands Broadcasting Corporation was established to provide a high quality broadcasting service, by radio, of a wide range of programs for the information, education and entertainment of all people living in the sovereign borders of the Independent State of Solomon Islands. Also, to keep pace with broadcast technology, satisfy demand for quality reach and deliver trustworthy news and information and nationally driven radio programs. In times of natural disasters, the SIBC remains the most effective choice for the National Disaster Management Office to manage and mitigate effects of such disasters. SIBC's headquarters are located at Rove in Honiara, the capital city of the Solomon Islands. It has a Board of Directors, a general Manager and a team of five department managers heading the five departments of the Corporation. The departments include News and Current Affairs, Programs and Presentation, Engineering and Technology, Finance and Administration, and Sales and Marketing.

**10. SUSTAINABILITY:**

This project is for initial training of people who we wish to recruit as correspondents, but who have very limited knowledge in journalism and reporting. We hope that by this training, they will be able to learn a lot of the basics in news and journalism. In this way, when they complete the training, they will help us report on issues and happenings in the provinces. With the improvement in technology such as telephones throughout Solomon Islands provinces, we are confident that we will continue to do one-to-one training.

**11. FRAMEWORK OF MONITORING:**

The Solomon Islands Broadcasting Corporation will work in close liaison with the UNESCO National Commission on four-monthly progress reports submitted to the Solomon Islands National Commission and the UNESCO Office Apia after the selection of applicants and after the training.

**12. EVALUATIONS CARRIED OUT:**

There has not been any official feasibility study, nor has there been any specific research in this area. However, a Tebbutt research piece, prepared for the Solomon Islands Media Assistance Scheme in 2010 has brief sections that can support this project proposal.

Tebbutt Research was commissioned to conduct research for SOLMAS involving an all-media audience survey and qualitative exploration. The primary objective of this research was to provide information on media access, usage, met and unmet needs and expectations. The qualitative component of the research comprised a survey of a total of 1,229 personal face-to-face interviews with residents 14 years and over. Interviews were conducted across the capital district of Honiara and each of the 5 provinces including Guadalcanal, Western, Malaita, Makirai-Ulawa, Isabel and Central provinces. Specifically on Solomon Islands Broadcasting Corporation, the report makes a number of suggestions for improvement in radio (SIBC) services.

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

**D. BUDGET**

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

Travel from provinces to (Honiara) training venue (14 participants x US\$ 250)	3 500
Accommodation (\$75 x 8 rooms x 8 nights) - some participants will have to share.	4 800
Per diem (\$20 x 8 days x 14 participants)	2 240
Refreshments (Morning/Afternoon tea + lunch x 5 days)	1 000
Equipment Hire (Computers, Overhead projector)	2 000
Internal travels (within Honiara x 5 days)	400
Internet Equipment (1 switch & 76m network cables)	305
Stationary (Paper, flipchart, pencil)	200
Trainer's fee (\$70 x 5 days + \$120.00 Report compilation)	470
Accommodation (\$92.00 x 8 nights)	735
<b>Total</b>	<b>US\$ 15 650</b>

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

Conference venue hire (\$262.00 x 5 days)	1 310
Counterpart Trainer (\$40 X 5 days + \$50.00 Report compilation)	250
Internet access costs	590
Catering costs for workshop (water x 15 part. x 5 days)	327
<b>Total</b>	<b>US\$ 2 477</b>

# TONGA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CONTRIBUTING TO THE ALLEVIATION OF POVERTY THROUGH BROADCOM BROADCASTING</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 TON/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training and Equipment</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 79 600</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 32 150</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>BroadCom Broadcasting</b>  <b>PO Box 970 Nuku'alofa</b>  <b>Tonga</b>  <a href="mailto:broadcomradio89.5fm@gmail.com">broadcomradio89.5fm@gmail.com</a></p> <p><b>Contact person: Ms. Katalina Uili Tohi,</b>  <b>Managing Director</b>  <b>E-mail: <a href="mailto:sioelitohi@yahoo.com">sioelitohi@yahoo.com</a></b>  <b>Tel: (+676)-23550, Fax: (+676)-24417</b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>BroadCom Broadcasting and UNESCO Apia</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>BroadCom Broadcasting, Tonga</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Katalina Uili Tohi, BroadCom Broadcasting</b> <b>Guenther Cyranek, ACI, UNESCO Apia</b> <b>E-mail: <a href="mailto:g.cyranek@unesco.org">g.cyranek@unesco.org</a></b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

Radio and television broadcasting is important for a country like Tonga, where more than half of the population lives in isolated islands separated by vast distances. The communication value of radio and television broadcasting is essential for national integration by providing education, information and entertainment, and by preserving cultural integrity for the people of Tonga.

Tonga BroadCom Broadcasting was set up in 2009 after a group of 15 journalists, programmers, engineers and announcers retired from the Tonga Broadcasting Commission to set up the newest broadcasting station in Tonga. BroadCom Broadcasting is licensed under the Tongan government (License No 488 and Tin Number 426291). It has a five-member board of directors with Dr Sitiveni Halapua as Chairman.

BroadCom Broadcasting is in charge of the 89.5FM radio and it has its own television production unit. The FM station is heard within Tongatapu, the main island, and the nearby island of 'Eua. It can also be streamed via internet at [www.radiotongavtfusa.com](http://www.radiotongavtfusa.com). It is therefore not only listened to in Tongatapu but across the outer islands and worldwide. In the outer islands, FM radio stations are permitted to relay live programmes particularly in Vava'u, Ha'apai, and the two most northern islands of Niuatoputapu and Niuafu'ou. BroadCom Broadcasting seeks to produce as much local content as possible. About 80% of its programmes are now local.

As a public service broadcaster, the mission of the BroadCom Broadcasting is to deliver to the people of Tonga quality programmes, education, news, information and entertainment. To be able to accomplish its task, BroadCom supports the freedom of expression and free flow of information. It seeks to develop its services to the best advantage of the Kingdom, thus serving a pivotal role in the development of the country. It fills a major need in strengthening the nation's unity and solidarity by informing the public of the government's policies and plans for improving the lives of its people. The public uses radio to communicate their views to the government and how they perceive government policies might help or affect the people.

BroadCom's production unit produces programmes ranging from children's educational and women's developmental to agricultural, environmental, fishery, health and other community-based programmes. Furthermore, it provides programme time to community groups, and organizes panel discussions, interviews with citizens at random as well as telephone talk-back shows on current affairs issues that affect their lives. In doing so, BroadCom promotes the free flow of information, freedom of speech and expression.

To further promote this pivotal role, this project seeks support for the BroadCom Radio programme unit in the form of training, equipment and support to production. The equipment is necessary to maintain the programme production levels in terms of both quality and quantity. The programmes to be produced under this project will be simultaneously broadcast on radio and television to contribute to community awareness. BroadCom Broadcasting has always aimed to carry out these productions, but certain problems have made it impossible.

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

Six professional staff of Tonga BroadCom Broadcasting

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

To improve the capacity of Tonga BroadCom Broadcasting in order to strengthen national unity and keep the public informed of the government's policies and plans for improvement.

**4. IMMEDIATE OBJECTIVE:**

To train and enhance the skills of six staff members Tonga BroadCom Broadcasting, and produce 192 radio and TV programmes.

**5. PROJECT OUTPUTS:**

- Six staff members will be fully trained for production of TV/radio programmes
- Production and broadcasting of 48 TV and radio programmes (30 minutes each)
- Production and broadcasting of 144 TV and radio programmes for youth and children.
- All TV programmes produced will be dubbed for radio and internet purposes.

**6. ACTIVITIES:**

- Training of six staff members in radio/TV production
- Production and broadcasting of 48 TV and radio programmes (30 minutes each)
- Production and broadcasting of 144 TV and radio programmes for youth and children.
- Dubbing of all TV programmes produced for radio and internet purposes.

**7. PROJECT INPUTS:**

- Equipment
- Trainer to train staff in the operation of the equipment
- External trainer to train staff in production techniques
- Staff salaries for the Tonga BroadCom trainees/production teams
- Travel costs of the production teams to the outer islands
- Production materials
- Editing costs, transmissions of the programmes

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Review of workplan, approval of equipment specification	■											
Installation of equipment			■									
Basic field research for programs					■							
Second training course						■						
Adjust the audio of the first radio programs; transmission of the first programs by TBC							■					
TBC will finalize and broadcast the full series of programs over a period of 18 months;								■	■	■	■	■
Third workshop for five days again by local trainer to evaluate the last four month production and broadcasting, including response of TV viewers												■
Reports to UNESCO				■				■				■



## **9. INSTITUTIONAL FRAMEWORK:**

The BroadCom management will order the necessary equipment and train staff in their operation. The implementation of the project will be managed by BroadCom, with a consultative committee composed of the representatives from the following government departments: Agriculture, Health, Environment, Women's and Youth representatives. This committee will contribute their expertise to the programmes and identify key individuals in the islands to be involved. The programmes will be participatory in order to ensure that the voice of the communities is heard.

## **10. SUSTAINABILITY:**

The BroadCom staff will maintain and make use of both the equipment and the training programmes.

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

UNESCO Apia will support the monitoring of the project.

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

Radio and Television broadcasting is of crucial importance in Tonga where every household has more than one radio and at least one television set. There is not much entertainment available on offer which leaves people with no choice but to listen to radio and watch local television. Not all people understand English and the production of programmes using local content and in the Tongan language is very important for this project.

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

After the implementation of the project, Tonga BroadCom Broadcasting will submit to UNESCO a report on project progress on a four monthly basis during implementation, on completion of activities, and upon request.

### **C. ADDITIONAL INFORMATION**

Previous IPDC support received by the country: US\$ 15 000 to Radio & TV Tonga on Empowerment of Tongans in a transitional political era through capacity building for Tongan Broadcaster Corporation staff.

The BroadCom management committee has already endorsed the proposed project. A Production Unit comprising four people has been set up. A series of meetings with key people from various government and nongovernment organisations has been held to seek their views on the project. Identification of low-cost equipment is in process. Talks have taken place with the National Commission for UNESCO. No assistance other than that of IPDC has been sought for this project.

### **D. BUDGET**

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

<b>Training</b>	
Return Airfare for External Trainer in Production (Samoa/Tonga/Samoa)	1 500
Fee for Media Consultant (5 days x \$150)	750
Daily Subsistence Expenses (7 days x 100)	700

<b>Equipment</b>	
2 x Panasonic AG-HMC70U Shoulder Mounted Camcorder (at \$2400)	4 800
2 x Azden 105ULH – 105 Series UHF Wireless Microphone System (at \$440)	880
10 x SD Card (32 GB) (at \$70)	700
2 x Rotolight RL48-A (at \$150)	350
2 x Petrol PRC-XL Camera rain cover (at \$75)	150
2 x IDX Lithium Ion Camera Batteries (at \$160)	320
2 x 501HDV, 547BK Video Tripod System Kit (at \$470)	940
2 x Sony MDR 7502 Headphones (at \$75)	150
2 x Panasonic Wide Lens Converter VWW4307HPPK (at \$225)	450
2 x field carrying case Pelican (at \$200)	400
2 x Apple 13.3” MacBook Pro Notebook Computer + accessories (at \$2000)	4 000
2 x Panasonic AG-HMC70U Shoulder Mounted Camcorder (at \$2400)	4 800
2 x LaCie 500GB Rugged Safe Hard Drive (at \$360)	720
2 x Ikan V – 7000 7” Widescreen LCD Monitors (at \$490)	980
10 x 25’ XLR Cable (at \$30)	300
2 x Azden 105ULH – 105 Series UHF Wireless Microphone System (at \$440)	880
1 x HP Laser Jet P1005 Printer	300
1 x AV Switcher	2 500
Commercial Tax and Freight costs	5 580
<b>Total</b>	<b>US\$ 32 150</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)</b>	
<b>Administrative cost/Institutional costs</b>	
Hiring of conference/training room	1 500
Flip Charts, white boards & markers	400
Notebooks, pens & office supplies	250
Morning & Afternoon teas	1 000
Transportation for trainers and trainees, logistics and admin costs, salaries for local trainers	2 500
“On-air” costs (308 TV programmes, 308 radio programmes produced)	40 800
Assessment and Evaluation	1 000
<b>Total</b>	<b>US\$ 47 450</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING INNOVATIVE AND GENDER INCLUSIVE USE OF COMMUNITY MEDIA PRACTICES IN THE PACIFIC REGION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RAS/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Awareness and advocacy of the importance of community radio for social and community development, technical and organizational capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 101 553</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 39 813</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>FemLINKPACIFIC 2<sup>nd</sup> Floor Bayly Trust Building 193 Rodwell Road Suva. Fiji Islands. Tel: (+679) 924 4871 E-mail: <a href="mailto:sharon@femlinkpacific.org.fj">sharon@femlinkpacific.org.fj</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Apia Office Contact: Guenther Cyranek E-mail: <a href="mailto:g.cyranek@unesco.org">g.cyranek@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Fiji – Suva, Nausori, Nadi, Labasa; Tonga, Bougainville and Solomons Islands</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Sharon Bhagwan Rolls, Executive Director of Femlink Pacific Guenther Cyranek, CI Advisor, UNESCO Apia</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

The importance of community-access radio in promoting social and community development, basic education, and models of good governance has been widely acknowledged in the international community. According to the World Association of Community Broadcasters' 2007 report on community radio (CR) and its social impact, this form of development communication has contributed to poverty reduction and sustainable development, fostered broader non-partisan political communication within countries (including peace building and conflict resolution), helped to engage marginalized or excluded populations such as women in the setting of the public agenda, and helped to preserve indigenous culture, language and knowledge. Radio is often described as the ideal communication medium for the South Pacific. Despite the promise of recent technological developments such as the Internet and video conferencing, radio remains the most accessible and affordable communication medium in the Pacific.

This project will be built on 2008 in implementing Initiative 2.2 of the Pacific Plan – Implement a regional digital strategy for improving information and communications technology (ICT) – to bridge the communication divide between urban and rural and remote communities in the Pacific Islands region. It will focus on these goals to increase awareness of and advocacy for CR in the South Pacific through workshops, roundtables and similar public dialogue targeted at government officials, community leaders, public health officials, agricultural extension officers, youth and women's groups, educators, and similar stakeholders. This will strengthen existing CR outlets through a community media network coordinated by FemLINKPACIFIC in liaison with international and regional media associations and help them to successfully work with local communities in order to inspire their vision of using community radio for their defined social and community development aims.

This project builds FemLINKPACIFIC's efforts to contribute to a strong Women, Peace and Security Architecture through the use of Community Media, and in particular community radio. Since 2000, FemLINKPACIFIC has taken small but strategic steps towards the development, production and distribution of a range of media initiatives focusing on the advancement of women in Fiji and in the Pacific region.

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

The project targets existing community-media and radio practitioners coordinated by FemLINKPACIFIC which includes a community media network (rural and regional correspondents and focal points, producers and broadcasters)

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

The project will contribute to the shaping of Media, Information and Communication Technology's policy-making processes at national and regional levels to reflect women's security issues, increase the participation of women in defining and utilizing decision making spaces (in particular political spaces) through the use of community radio and contribute to the strengthening and enhancing of existing community media/radio networks within the Pacific media landscape.

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

To facilitate the Digital Strategy of the Pacific Plan by strengthening awareness amongst existing community media based networks in the Pacific through community radio roundtables, media and advocacy skills training and public dialogue in the 4 countries of South Pacific.

## **5. PROJECT OUTPUTS:**

- Production of the report on the community media roundtable reflecting increased awareness about the role of community radio in Pacific development among key stakeholders
- Production of updated FemLINKPACIFIC Community Radio Handbook for the Pacific.
- Enhanced community media productions focusing on gender equality and human security as a result of strengthened rural media network in Fiji
- Project paper reflecting the initial development of a women-led community media network in Vanuatu
- Report and 8 x 60' in-depth radio productions resulting from the training of 40 young women from target regional partner organisations as producers and broadcasters
- 6 x digital stories reflecting young women's perspectives on gender equality and human security produced during the training workshop and the course of the project
- 3 Policy advocacy statements on gender equality and human security based on the community media reports emerging from consultation with at least 100 community leaders in 4 rural centres in Fiji
- 2 regional media advertisements in Islands Business International addressing implementation of the Pacific Digital Strategy

## **6. ACTIVITIES:**

- Community Media Assessment
- Regional Young Women's Media and Advocacy Skills Training in Fiji
- Regional Community Media Roundtable
- Production and distribution of a Pacific community radio handbook

## **7. PROJECT INPUTS:**

- 1 x 3-day project consultation and planning meeting with Suva-based project partners
- 5 community media assessment focus group discussions conducted at national level
- 1 x 7-day Regional Young Women's Media and Advocacy Skills Training conducted for 40 young women in Suva
- 1 x 3-day Regional Community Media Roundtable conducted with relevant stakeholders and partners in Suva
- 1 x regional policy dialogue with relevant regional intergovernmental organizations in Suva
- 1 Community Media/Radio Adviser to assist FemLINKPACIFIC in the development of research, training and publication initiatives
- 1 graphic artist to be involved in the design and layout of the media publications as well as the Community Radio publication
- 1 Editorial Adviser for publications
- Community media advocacy and campaigns produced by regional community media network team based at FemLINKPACIFIC
- 12 community media volunteers and correspondents equipped in at least 4 Pacific Island countries to produce monthly community media content
- Production of community media advocacy papers reflecting issues raised from the rural networks
- 1 training and meeting facility equipped with a community radio station

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
FemLINKPACIFIC Network Planning and Review Meeting	■											
Networking with regional partners and prepare for the regional training and meeting	■	■	■									
Country level media assessment and surveys		■	■	■								
Stage Regional Young Women's Media and Advocacy Training/Regional Community Media Roundtable/Policy dialogue				■								
Collate, design and publish Community Media Handbook/Report					■	■	■					
National and local level community media productions	■	■	■	■	■	■	■	■	■	■	■	■
Media and Advocacy publications published and distributed			■			■			■			■
Report to UNESCO				■				■				■

## 9. INSTITUTIONAL FRAMEWORK:

FemLINKPACIFIC has proven experience of working with women at the community level and has also been recognized for its innovative work in establishing and managing the Pacific's first mobile women's community radio station. FemLINKPACIFIC is currently providing advice and information to its Tonga partners to establish their own radio station. In 2004, FemLINKPACIFIC launched its own mobile radio station focusing on women (femTALK 89.2FM), as well as initiated and managed a rural and regional media network for women. In 2011, FemLINKPACIFIC is being supported to extend the community radio station network with two more community radio kits.

## 10. SUSTAINABILITY:

This project will strengthen existing community media networks so that might they be better positioned to attract local funding and regional and international grants. Funding for continued operations would most likely come from future grants or aid donors. A capacity building component is incorporated into this project, particularly to support the management of the community radio and community media network as well as the production of the community radio handbook

## 11. FRAMEWORK OF MONITORING:

A Community Radio Adviser will assist in the monitoring of the project with UNESCO. FemLINKPACIFIC will also be using outcomes mapping to evaluate and monitor the impact of the project activities including evaluation at training and consultations.

## 12. EVALUATIONS CARRIED OUT:

- 2009-2010: Communicating a Culture of Peace through the Strengthened Women and Community Media and Advocacy
- 2009-2010: Advancing Community Media Policy and Practice in the Pacific for Development, Education and Gender Equality

- 2010 (ongoing): Feminization of Poverty research in collaboration with the International Women's Development Agency and the Australian National University
- 2011: Baseline media assessments carried out through the GPPAC Pacific network

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

FemLINKPACIFIC commits to provide progress reports every four months to the UNESCO Apia based office

**D. BUDGET**

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

Workshops of the regional community media network (Policy dialogue) 2 International media advisers (2 tickets at \$2243 each) 2 experts x 7 days honorarium at \$200 per day 2 experts x 7days DSA at \$200	4 486 2 800 2 800
Production of Pacific community radio handbook (cover design \$500, layout \$500, proof reading \$243, printing of 1000 copies \$6000 )	7 243
Regional network roundtable and advocacy meeting: 5 participants' travel at \$856 DSA 4 days x \$56 x 5 participants Workshop room, catering costs at \$759)	4 320 1 080 759
Resourcing of regional community media network productions: 5 productions at \$317	7 925
Regional Young Women's Media/Advocacy Training (40 women x 7 days x \$30)	8 400
<b>Total</b>	<b>US\$ 39 813</b>

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

Equipping of FemLINKPACIFIC Community Media Centre with training facility including suitcase radio station	10 000
Project coordination	12 000
Contribution for regional network meeting	14 114
6 months contribution to regional women's media and policy network	25 626
<b>Total</b>	<b>US\$ 61 740</b>

## CAMBODIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>SUSTAINING COMMUNITY AND MEDIA PARTICIPATION IN PROMOTING FREEDOM OF EXPRESSION IN CAMBODIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 CAM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 48 489</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 21 160</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Cambodian Center for Independent Media House No. 14A, St. 392, Sangkat Boeng Keng Kang I, Chamkar Mon Phnom Penh, Cambodia</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Bangkok, Dr. Susanne Ornager <a href="mailto:s.ornager@unesco.org">s.ornager@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Mondulkiri Resource &amp; Documentation Center, Romanea Commune, Sen Monorom District, Mondulkiri ; Ratanakiri Indigenous People's Cultural Center, La Ban Seat Commune, Ban Lok District, Rattanakiri ;</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Ms. Kong Keo Sokunthea, Media business Manager of Cambodian Center for Independent Media (CCIM) Ms. Lee Jamie Hyo-Jin, Communication and Information Officer, UNESCO Phnom Penh. <a href="mailto:hj.lee@unesco.org">hj.lee@unesco.org</a></b>
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

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

Cambodia is still suffering from the effects of the genocidal Khmer Rouge regime of the 1970s and the ensuing years of civil strife. The legacy of these historical factors is manifold, but two major effects are the prevalence of a voiceless and fragmented civil society, unable or unwilling to speak up about basic rights, and the continuation of repressive or corrupt state systems. This is particularly noticeable in the constraints placed upon freedom of expression and media plurality in Cambodia. The adoption of the new penal code in 2010 potentially limits freedom of expression and freedom of the press. Despite the relatively high number of TV, radio and media publications in the country (10, 52 and over 100 respectively) self-censorship and political bias hamper independent reporting. According to Freedom House, journalists critical of the state remain vulnerable to threats or intimidation, and professional training opportunities are scarce. These factors contribute to Cambodia's low ranking in the 2010 Index of Press Freedom: 128 out of 178 countries worldwide.

While recognizing that the problems facing independent media in Cambodia are complex and interlinked, this project is directly aimed at supporting marginalized and ethnic communities to express their views and interests through active participation in media broadcasting. In order to promote community participation about freedom of expression, this project proposes to train 60 citizen journalists and actively involve them in the production of radio broadcasts from three target communes. This will build the capacity of communities to advocate for their rights in general (not only the right to freedom of expression), strengthen independent media networks and bolster media diversity in Cambodia.

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

60 selected commune members (At least 40% female, 30 % ethnic minorities) living in 3 communes in Kratie, Mondulkiri, Ratanakiri, with limited access to either media resources or adequate means of self-expression.

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

The project contributes to empowering marginalized and ethnic communities to represent themselves through active participation in radio broadcasting, thereby leading to a diversity of voices and interests expressed through Cambodian media platforms.

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

This project will establish a sustainable mechanism for the production and dissemination of community focused radio broadcasts, facilitating self-expression and improving information-sharing in 3 target communes.

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

- 60 trained community members capable of delivering community news on topics such as human rights violations.
- These individuals will form a Community Information Committee. The committee will be formed and operated by the trained community members who will act as citizen journalists.
- The creation of a Media Network with the involvement of five radio stations. This media network will take the news items produced by the Community Information Committee and broadcast them.
- At least 50 news items produced by the community members who are part of the Community Information Committee, edited and broadcasted via Sarika FM and the network of radio stations.
- The creation of a sustainable, self-managed mechanism at community level for information sharing between journalists and media outlets via a bridge workshop.

**6. ACTIVITIES:**

- Identify and contact commune members who are human rights activists, youth activists, and those with a sufficient educational level to be trained as citizen journalists.
- Baseline and final surveys conducted for project evaluation.
- A three-day Citizen Journalist training course to impart technical skills of citizen reporting, as well as knowledge of freedom of expression and freedom of information, for 20 selected individuals in three target communes.
- Establishment of a network of at least 5 radio stations. The radio station representatives will be invited to a presentation of the IPDC project and will be requested to broadcast reports produced by the trained citizen journalists.
- Editing and broadcasting of 5 citizen journalists’ news reports per month by CCIM and the established network of radio stations.
- Establishment of Community Information Centres (CICs) in existing places such as the UNESCO Cultural Center in Rattanakiri. CICs allow citizen journalists and community members to access radio broadcasts related to freedom of expression and human rights in general, and provide a forum for discussion groups to meet every three months. CICs will be supplied with information materials and documents related to media and freedom of expression.
- 1-day Bridge forum organized as a platform for citizen journalists and network of radio stations (50 participants - 40 expected citizen journalists, 5 representatives from the network of 5 radio stations and VOD project staff) to exchange ideas, leading to the creation of a sustainable mechanism for information sharing between journalists and media outlets when the project ends.
- Employment of 3 best citizen journalists as freelance reporters for CCIM’s radio program according to the quality and quantity of their reports after the project ends.

**7. PROJECT INPUTS:**

- Human Resources: Project team (1 Programme Coordinator, 3 selected core citizen journalists, 3 Trainers on Freedom of Information (FoI), Rights to Access to Information, and Democracy, & 3 Volunteers running the CIC)
- Equipment: 1 laptop for program coordinator, 1 printer, 1 LCD, 3 Digital Sound Recorders, 3 Professional Microphones, 1 set of earphones and 1 digital camera.
- CIC materials: Books and CDs of radio productions related to FoI installed in the CIC and openly available to citizen journalists and community members.

**8. WORK PLAN:**

<b>ACTIVITIES / MONTH</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Selection of trainees in each commune	■											
Baseline survey	■											
Preparation for 3-day citizen journalist training	■											
Commune No1 training		■										
Commune No 2 training		■										
Commune No3 training		■										
Selection of citizen journalist volunteers to run CIC		■										
MoU with community-based organizer & existing UNESCO partners for monitoring activities			■									

Orientation of volunteers on running CIC														
Collection of reading material, audio & video related to FOI														
Establish the CIC														
Field check twice per year to CIC														
Follow up with trainees by phone														
Edit & coordinate news coverage for journalists														
Broadcast coverage via Sarika FM														
Relay broadcasts to partner radio stations														
Edit and produce CDs and send to CIC														
Orientation for project														
MoU with partners														
Collaborate to transmit broadcasts														
Arrange 1-day bridge forum														
Hold 1-day bridge forum														
Report														
Final Survey														

**9. INSTITUTIONAL FRAMEWORK:**

CCIM, a non-partisan NGO established in 2007, is one of the few independent media voices in Cambodia. Its mission is to strengthen independent and professional multi-media approaches, broaden audience access to high quality media and freedom of expression. Its annual income is approximately \$600,000, garnered from both institutional donors and media business initiatives. CCIM has 36 fulltime employees (including 14 women) and is divided into three divisions: Administration and finance, Media Business, and Media Development (including production). CCIM produces radio materials as Voice of Democracy (VOD), and broadcasts via Radio Sarika to 8,480,000 people. CCIM has proven capacity to undertake the project, having extensive experience in community capacity building, freedom of expression and media coverage. Examples of past experience include:

- Capacity Building: Supported by FH, UNESCO, UNOHCHR, and SEAPA, CCIM conducted training in S.Reap for 40 journalists from different media on freedom of expression (2011).
- Freedom of Expression: 2-year project, funded by The Asia Foundation/World Bank, improving good governance and public service delivery (2011).
- Media Mobilization: Funded by the EU and UK embassy, CCIM mobilized individual journalists, journalist associations and media practitioners together to promote code of ethics, professionalism, and also establishment of a united mechanism named "Cambodian Journalist Council for Ethics" (2009-10)

**10. SUSTAINABILITY:**

Firstly, the project is designed to establish a self-sustaining mechanism to facilitate the continual and ongoing flow of information between communities and media outlets. Trained citizen journalists will continue to feed reports to the network of radio stations (established for the purpose of this IPDC project), which will broadcast this material to a wide range of listeners in rural communities. This process is designed to function after the official completion of the project due to the capacity building and network-enhancing activities of the action. Furthermore, citizen journalists will continue to voice community concerns, as the project builds strong connections between journalists and media broadcasters, particularly CCIM. CCIM will maintain a VOD editor who will continue to assist citizen journalists to produce news-worthy materials for broadcast on Sarika FM 106.5 and FM 95.5 and the network of radio stations established for the IPDC project.

## 11. FRAMEWORK OF MONITORING:

There will be quarterly meetings among the radio stations for feedback on broadcast news, as well as follow-up calls from the project team to the trainee citizen journalists to encourage flow of information from communities to media outlets.

## 12. EVALUATIONS CARRIED OUT:

The project was designed without training need assessments; however, it initiated to fulfill the community needs with creating the mechanism for enhancing the community's freedom of expression.

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

Mr Nop Vy, Media Business Manager will be in charge of submitting the final report to the UNESCO Bangkok.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Programme Activities</b>	
Baseline and final surveys conducted for project evaluation	5 000
Meal, refreshment, venue hire: 3-day citizen journalist courses (20 people x 3 courses)	2 260
Transportation/fuel for vehicle for project staff/trainer	390
Meal and accommodation for project staff/trainer (5days x 4 pp at \$25 x 3 trainings)	1 500
Honoraria for trainers (2 trainers x 3 days x \$100 x 3 training courses)	1 800
Communication	1000
<b>Sub-Total Programme Activities</b>	<b>11 950</b>
<b>Equipment</b>	
Computer (laptop) (\$1100 x 1 set)	1 100
LCD projector (\$1200 x 1 set)	1 200
Printer (\$300 x 1 set)	300
Computer for audio/sound editing (\$1250 x 1 set)	1 250
Digital sound recorder (\$720 x 3 sets)	2 160
Professional microphone (\$350 x 3 sets)	1 050
Earphones ( \$150 x 1 set)	150
Digital camera (\$2000 x 1 set)	2 000
<b>Sub-Total Equipment</b>	<b>9 210</b>
<b>Total</b>	<b>US\$ 21 160</b>

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

Radio airtime charge for broadcasting (5 reports/month x 5 stations x \$5 x 40 weeks)	5 000
News reports editing (\$12 x 25 reports x 10 months)	3 000
News cover costs for citizen journalists	1 000
Management committee (\$4800 x 12 months x 10%)	5 760
Project coordinator (\$550 x 12 months x 100%)	6 600
Admin/finance staff (\$1305 x 12 months x 10%)	1 566
Indirect/overhead costs (\$3050 x 12 months x 10%)	3 660
<b>Total</b>	<b>US\$ 26 586</b>

# CAMBODIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING FOR LOCAL RADIO STAFF TO PRODUCE COMMUNITY PROGRAMMES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 CAM/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 38 290</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 27 590</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Department of Media &amp; Communication Cambodia Communication Institute <a href="http://www.dmc-cci.edu.kh">www.dmc-cci.edu.kh</a></b></p> <p><b>Royal University of Phnom Penh. Russian Blvd Toul Kork Phnom Penh, Cambodia. Tel: (855) 23 88 44 08</b></p> <p><b>Contact: Tieng Sopheak Vichea, Director Email : <a href="mailto:director@dmc-cci.edu.kh">director@dmc-cci.edu.kh</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Bangkok, Dr. Susanne Ornager <a href="mailto:s.ornager@unesco.org">s.ornager@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Phnom Penh, Battambang, Pursat, Takeo, Svay Rieng, Kampot, Preah Sihanouk, Kampong Thom, Kratie, Pailin, Ratanakiri</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mr Tieng Sopheak Vichea Miss Hyo-Jin Lee (Jamie) UNESCO Phnom Penh</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

As the illiteracy rate in the rural areas is still high, radio is the most commonly used medium of the rural people in Cambodia to receive information, with almost every family in the provinces owning a radio set.

Although provincial radio stations do exist in more than 10 provinces in Cambodia, most of their programming content is relayed from the Radio Nationale Kampuchea (RNK) in Phnom Penh. Therefore, the majority of programmes do not serve the specific requirements of the community people since the information needs of provincial people are different, not least in geographical terms. It is important that the community members who are the target listeners of these provincial radios obtain the maximum possible from local programmes.

In general however, provincial radio stations lack the professional capacities of media workers/programme producers/radio reporters and capacities of media associations required in order to produce effective community-based radio programmes which respond to the needs of their listeners. It is therefore necessary that that provincial radio staff be given training, particularly on how to produce community-based radio programmes to better serve their target local listeners.

Since the Department of Media & Communication (DMC) of the Cambodia Communication Institute (CCI), is the leading academic force in journalism education and training in Cambodia, it is the most suitable institution to provide such training assistance. The purpose of this proposed project is to seek support to equip and upgrade the skills of the existing provincial radio staff to enable them to produce sustainable community-based radio programmes serving the ten provinces, and therefore helping to develop community media.

UNESCO initiated the establishment of CCI in 1993, supporting its establishment as a media training institute together with help from other donors. Under this UNESCO support, hundreds of courses including a one-year diploma course have been offered to working journalists. Thus far UNESCO has supported CCI training activities, publications, conferences and other relevant activities.

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

The target group of this project is thirty staff of ten selected provincial radio stations

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

By equipping provincial radio staff with improved skills to produce community-based programmes, this project will provide locals with an improved source of much-needed information for a community audience.

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

Thirty radio producers/reporters working in ten selected radio stations will acquire skills and knowledge for reporting and producing effective community-based programmes after participating in a 4-week training course.

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

- Technical and operational needs assessment available for sharing and dissemination
- Thirty provincial radio staff capable of producing quality community-based radio programmes
- Thirty resource books in local language (Khmer) on producing community radio programmes
- Thirty start-up kits for radio producers/reporters, which include digital audio recorders, headphones, radio, 4 GB flash drives, bag, sets of notebook and pen.

## 6. ACTIVITIES:

- Baseline technical and operational need assessment of selected provincial radio stations
- Lobbying for cooperation from the Ministry of Information (MoI) and concerned institutions
- Selection of trainers and resource persons
- Preparation of materials for producing and managing aspects of the community radio programmes
- Two 4-week training courses for 30 trainees (15 participants per course) from ten selected provincial radio stations to acquire skills for producing community-based radio programs.

The format of each course is as follows:

- Week 1: In-house training at DMC/CCI
- Weeks 2 and 3: Field training in the 5 provinces
- Week 4: In-house training at DMC/CCI
- Three follow-up activities on a 2-month basis
- Two-day experience sharing and exchange workshop at DMC/CCI
- Monitoring and evaluation

## 7. PROJECT INPUTS:

- Two trainers capable of training local radio producers/reporters in digital radio production.
- One consultant specialized in community radio programming.
- Teaching materials
- A laptop and an LCD projector set for use as a training visual aid. This equipment will be retained by DMC/CCI for subsequent training.
- Digital audio recorders, headphones, radios, flash drives, bags, sets of notebook and pen, to be provided to the participants after the training so that they have adequate material to start up their own programmes
- DMC/CCI already has a training venue, a radio studio, an editing room, and a mini mixer that can be utilized to implement the proposed project

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contacting of project staff	■											
Baseline and technical studies	■	■										
Lobbying for cooperation from MoI and concerned institutions	■	■										
Purchasing of equipment		■										
Preparation of training materials	■	■	■	■								
Selection and notification of training participants			■	■								
Training 1: Community-based radio programs					■							
Training 2: Community-based radio programs						■						
Three follow-up activities per training							■	■	■	■	■	■
Experience sharing and exchange workshop											■	
Submission of implementation reports				■				■				■
Monitoring and evaluation								■	■	■	■	■



## 9. INSTITUTIONAL FRAMEWORK:

The Department of Media and Communication (DMC) was established in 2001, under the Royal University of Phnom Penh, as the first and only academic ground for communication, journalism, and formal media education in Cambodia. As a non-profit media training centre, DMC aims to prepare students to be effective and professional specialist practitioners of mass media in order to foster free, pluralistic, and socially accountable media in Cambodia. Moreover, Cambodia Communication Institute (CCI), initiated by UNESCO in 1993, has been and continues to be committed to train Cambodian working journalists, editors, media and communication officers who have not received prior formal education in journalism. CCI regularly organizes various training workshops for working professionals on the topics of media and journalism. DMC/CCI has over 30 staff including a director, advisors, general staff, and full-time and part-time faculty members.

## 10. SUSTAINABILITY:

Through this proposed project, DMC/CCI will secure the human resources and equipment needed to conduct the next training. The participants will be able to produce community-based radio programmes broadcast at their existing provincial radio stations. Creative advertising practice will also be introduced in order that the trained producers/reporters can sustain their newly produced community radio programmes. Moreover, DMC/CCI will serve as a resource for producers and reporters to consult when they have questions or face challenges.

## 11. FRAMEWORK OF MONITORING:

Regarding the framework of monitoring, DMC/CCI proposes that the Club of Cambodian Journalists ([www.ccj.com.kh](http://www.ccj.com.kh)) collaboratively monitor this project with UNESCO field office.

## 12. EVALUATIONS CARRIED OUT:

Prior to submitting this proposal, research was conducted to determine certain key information so as to ensure that the proposed work is required, and that appropriate training content will be given to the right people.

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

The four-month report on project progress and comprehensive final report describing the extent to which the immediate objective has been achieved, will be prepared by Mr Meas Raksmeay, Assistant Lecturer.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Baseline study for 10 provinces (\$300 per unit)</b>	<b>3 000</b>
<b>Training 1: In-house component at DMC/CCI</b>	
Trainer (2 trainers at \$75 each x 5 days)	750
Assistant trainer (2 at \$35 each x 5 days)	350
Transportation for trainees (\$5 each leg of journey x 15 trainees)	150
Food, accommodation and local travel for trainees (\$35 x 6 days x 15 trainees)	3 150
<b>Sub-Total Training 1: In-house component</b>	<b>4 400</b>

<b>Training 1: On-field component in 5 Selected Provinces</b>	
Trainer fee (\$75 x 2 days x 5 provinces)	750
Food, accommodation and local travel for trainer (\$40 x 2 days x 5 provinces)	400
Transport for trainer (\$5 each leg of journey x 5 provinces)	50
Food and local travel for trainees (\$10 x 2 days x 5 provinces)	100
<b>Sub-Total Training 1: Field component</b>	<b>1 300</b>
<b>Three Follow-up Activities</b>	
Trainer (3 x \$75 x 2 days each x 5 provinces)	2 250
Transport for trainer (3 x \$5 each leg of journey x 5 provinces)	150
Food, accommodation and local travel for trainer (3 x \$40 x 2 days x 5 provinces)	1 200
<b>Sub-Total: Follow-up Activities</b>	<b>3 600</b>
<b>Experience-sharing/Exchange Workshop</b>	
Trainer (\$75 x 2 days)	150
Transport for trainees (\$5 each leg of journey x 15 trainees)	150
Food, accommodation and local travel for trainees (\$35 x 3 days x 15 trainees)	1 575
<b>Sub-Total: Exchange Workshop</b>	<b>1 875</b>
<b>Teaching Resources</b>	
Resource book (\$2 per copy x 15 units)	30
Teaching materials	150
Stationery (\$1 per set x 15 units)	15
<b>Sub-Total: Teaching Resources</b>	<b>195</b>
<b>Equipment</b>	
LCD Projector (\$700 per unit)	700
Laptop (\$1300 per unit)	1 300
Digital audio recorder (\$40 x 15 units)	600
4GB Flash drive (\$10 x 15 units)	150
Headphones (\$10 x 15 units)	150
Bag (\$10 x 15 units)	150
Radio (\$25 x 15 units)	375
<b>Sub-Total: Equipment</b>	<b>3 425</b>
<b>Total Budget Training 1</b>	<b>14 795</b>
<b>Total Budget Training 2</b> (same as Training 1 minus Projector and Laptop)	<b>12 795</b>
<b>Total</b>	<b>US\$ 27 590</b>

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

Staff Costs (2)	3 600
Project Coordinator	2 400
Communication Costs	500
Radio studio and editing room	1 000
Maintenance of existing equipment	1 000
Training venue	1 000
Project reporting	500
Contingencies	700
<b>Total</b>	<b>US\$ 10 700</b>

# LAO P.D.R

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>SETTING UP A COMMUNITY RADIO IN XIENKHO DISTRICT, HUAPHAN PROVINCE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 LAO/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 31 295</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 24 315</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Lao National Radio P.O.Box 310 Vientiane, Lao PDR  Tel.: (+856-21)-212432 E-mail: <a href="mailto:pvorasack@hotmail.com">pvorasack@hotmail.com</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Bangkok, Dr. Susanne Ornager <a href="mailto:s.ornager@unesco.org">s.ornager@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Xiengkho District, Huaphan Province</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mr Vorasack Pravongviengkham, LNR Deputy Director General, UNESCO Bangkok, Dr. Susanne Ornager, UNESCO Bangkok</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

As telecommunication services in the south of the country are currently under development, the northern areas will remain relatively isolated for many years to come if no action is taken now. The development of the radio sector in Lao PDR is slow, especially in the northern, mountainous part of the country where radio signal cannot reach many communities. Like the rest of the country's media sector, Lao National Radio lacks the equipment for developing radio networks. Its capacity needs to be enhanced if it is to compete with international broadcasters and growing new media.

Nearly 44 percent of the country's total population (6.3 million) is regarded as a member of various minority ethnic groups. Huaphan Province is located in the northern part of the Lao PDR. Its total population is of 280,000. Xiengkho District, one of the 47 poorest districts of Laos, has been chosen as site for this project due to the absence of a local radio service. Many radio listeners listen to Lao National Radio (LNR) on the shortwave band despite very poor sound quality. The broadcast from LNR station in Vientiane reflects the perspectives of the capital city and is produced in Lao language, understood only by certain sectors of the population. A small number of programmes are broadcast in major ethnic languages. Approximately 50% of Xiengkho's population of 26,500 is female. It comprises three main ethnic groups: Lao, Hmong and Khmu.

The Government is keen to provide relevant quality radio programmes in local languages to people living in remote areas. Local radio stations occupy an important role in providing information services corresponding to local listeners' needs and interests in terms of content, language and culture. For this reason, the Government, the Ministry of Information, Culture and Tourism as well as the LNR wish to install an FM transmitter or provide a local radio station to the Xiengkho District of Huaphan Province. Through this project, a local radio station with community participation will contribute to and promote community development, lifelong learning and cultural diversity.

Mainstream media reporting predominantly focuses on the events and issues related to the national capital. Though the print press has done some investigative reporting, according to Lao journalists, there is very limited coverage on issues concerning ethnic peoples. Media reporting mostly targets the information needs of government officials and urban elites, which form the main audience and subscribers of the mainstream media. In this regard, the Lao National Radio both at central and provincial levels is an exception because it has ethnic language windows that enjoy considerable popularity. They are however, in essence, translations of mainstream programming, with resources for community based programming remaining very scarce.

### 2. DESCRIPTION OF THE TARGET GROUP:

Local radio managers, technicians, programme producers and reporters in Xiengkho District working for the benefit of all the villages within the District.

### 3. DEVELOPMENT OBJECTIVE:

To significantly increase the flow of news, current affairs, materials and other information about health, agriculture and education to isolated communities in Xiengkho District, and to promote people's participation in community development.

### 4. IMMEDIATE OBJECTIVE:

A fully operational basic studio with recording facilities producing radio programmes on health, agriculture, and education, based on community-based production units after training of production and technical staff.

## 5. PROJECT OUTPUTS:

- A local radio station
- Trained radio technicians and programme producers
- Trained radio reporters/journalists with a particular focus on women
- Locally produced radio programmes

## 6. ACTIVITIES:

- Renovate existing building to meet the requirements of a radio station
- Prepare equipment specification, select equipment suppliers and purchase equipment
- Install equipment
- Recruit community volunteers (including females) to work with LNR staff for day-to-day operation of the station
- Carry out audience research to identify information needs
- Identify trainers and organize staff/volunteer training workshops on technical operation and maintenance of equipment, programme production techniques, and journalism
- Launch broadcast
- Project monitoring at regular intervals and project evaluation at the end of the project

## 7. PROJECT INPUTS:

- Radio transmitter and studio equipment
- Financial support for training workshops
- Two trainers capable of training radio technicians and producers in production techniques
- Two trainers capable of training journalists in professional radio skills

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Community mobilisation and orientation	■											
Establish a radio management committee	■											
Renovation of existing building	■	■										
Preparation for equipment procurement	■											
Equipment procurement - installation		■	■									
Recruitment and orientation of 4 volunteers	■	■										
Audience research		■	■									
Identification of trainers		■										
Development of training curriculum		■	■									
Volunteer/Staff training			■	■								
Refresher course							■			■		
Programme Production				■	■	■	■	■	■	■	■	■
Programme broadcasting					■	■	■	■	■	■	■	■
Monitoring			■			■			■			
Final evaluation												■
Report to UNESCO						■						■

## **9. INSTITUTIONAL FRAMEWORK:**

The Project will be implemented by Lao National Radio in collaboration with the Xiengkho radio station management team, as well as the people's committee of Xiengkho District. LNR is operating the national radio and provincial radio stations throughout the country. Their staff have both technical and programming capacity to install equipment and train local volunteers in programme production and journalism using the commonly spoken language. Currently, the Xiengkho radio station, equipped with a very old analog system broadcasts with difficulty for some hours every day in three languages: Hmong, Khmu and Lao. The programmes cover a wide range of topics, including education, health, agriculture, disaster preparedness, women, youth, culture, law and security, community announcements and entertainment. The radio also relays national news.

## **10. SUSTAINABILITY:**

The project is an important initiative of the community with support from the Xiengkho District Administration. It will be sustained through the recurrent budget from the Information and Culture Department of Huaphan Province that will provide budgetary support for equipment maintenance and staff salaries. The radio station will be also looking at other sources of funding and incomes generated through its various activities (including community commercials, sponsorships and PSAs paid by local administration, NGOs and international agencies) within the framework of the government regulations which govern community radio.

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

Monitoring will be carried out by the Huaphan Office of Information & Culture and UNESCO Bangkok.

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

Last May, a team from the Lao National Radio made a visit to Xiengkho district to conduct a needs assessment survey on radio coverage capacity. Findings of the survey indicate that the Xiengkho Community wishes to receive relevant information, news, and educational opportunities through radio.

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

LNR will submit a progress report to UNESCO Bangkok every six months. A final report will be submitted to UNESCO Bangkok within one month of completion of the project, describing overall project achievements, project sustainability and lessons learned.

### **D. BUDGET**

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

<b>Equipment</b>	
1000 W Transmitter (SET 1)	2 997
Two bay vertical polarized FM antenna (SET 1)	3 408
Feeder cable (6000m and connectors)	2 700
Voltage regulator 5KVA (SET 1)	1 440
2 Satellite Digital Receiver System (Receiver infosat DSR 9500 and Disk 10" Unit 1)	900
Audio mixer YAMAHA 12 Channels	1 320
Soken DVD player (2 units at \$420 each)	840

Monitor Speaker (4 units at \$158 each)	632
Dynamic Microphone YAMAHA (6 units at \$79 each)	474
Microphone Boom Stand (2 units at \$95 each)	190
Headphone (2 units at \$1056 each)	2 112
M-Audio recorder with 1G memory (2 units at \$1056)	2 112
Tape Cassette/Radio Panasonic	238
4 Line telephone bridge TH804B	1 050
Blank CD	120
Cable and connector accessories Suit 1	318
Installation and furniture	1 464
<b>Sub-Total Equipment</b>	<b>22 315</b>
<b>Training</b> (Technical and journalism training : 8 trainees / 1 week)	<b>2 000</b>
<b>Total</b>	<b>US\$ 24 315</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project coordinator (estimated)	1 200
Staff costs (trainers, supervisors, station manager, programme producers)	1 800
Administration costs	1 500
Communication costs	360
Electricity/Water supply	900
Petrol	600
Reporting	240
Monitoring costs	360
<b>Total</b>	<b>US\$ 6 960</b>



# LAO PDR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING FOR IMPROVING NEWS MANAGEMENT FOR LOCAL RADIO STATIONS IN LAO PDR</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 LAO/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity building and training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 51 560</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 36 140</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Lao National Radio Phainam Road, Chanthaburi District P.O.Box 310 Vientiane Lao PDR Tel: (+856) 21 212 432</b></p> <p><b>Contact: Mr Vorasack Pravongviengkham, Deputy Director General Email: <a href="mailto:pvorasack@hotmail.com">pvorasack@hotmail.com</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<p><b>UNESCO Bangkok Contact: Susanne Ornager <a href="mailto:s.ornager@unesco.org">s.ornager@unesco.org</a></b></p>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Lao National Radio Head Office</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>UNESCO Bangkok - Dr Susanne Ornager</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

In Lao PDR, all major media outlets are largely owned and managed by the government. Some recent changes in the media landscape point to a number of new opportunities for a more pluralistic and inclusive media situation in the country. More information is becoming available and increasing access is now possible through the introduction of Internet cafes, mobile telephony, satellite and cable TV broadcasting networks. These are all new, positive trends in the overall mass media landscape. However, these new sources of information and communication channels remain concentrated in the central and urban areas, particularly in the capital of Vientiane. With the exception of access to national radio, the population living in the rural areas still has limited access to information due to limited media outreach in ethnic languages, infrastructure and resources (both financial and human).

Radio broadcasting is one of the most influential media in Lao PDR. Over 80 percent of the nation's population of 6.3 million has access to radio. It plays an important role in Laos in promoting the causes of social and economic development. As newspapers cannot reach many provinces, Lao radio is still very much the principal means of carrying news, information and messages to rural communities. A survey conducted in Luang Prabang and Savannakhet on the reach of radio concluded that it is the only medium that many people have access to in their households, and that it has also reached a number of people who are not Lao native speakers. As radio is based on verbal communication, it thereby draws on a strong oral tradition in Lao PDR. It has proven to be an effective medium of communication particularly among the poor and those who have limited literacy skills. Radio can also usefully integrate traditional media, such as folk tales and songs practiced by rural communities, into broadcasting formats.

Despite these positive trends, Lao Radio still faces serious resource and capacity constraints in delivering quality public information, particularly in the provincial and district areas. Production and broadcast equipment is largely outdated. Technical support is required to improve equipment as well as the operation of radio in Lao PDR. This includes an increasing demand for training of media professionals, in areas such as writing, interviewing, editorial, media management and marketing skills. Moreover, the top-down approach among editors and media managers and limited journalism skills present major obstacles which hinder the mass media from enhancing their outreach to a wider range of audiences or competing with foreign media.

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

The target groups are journalists, editors, sub-editors and/or radio station managers at national and local level from 17 provinces of Laos, with a particular focus on women.

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

The project will contribute to building the professional capacities of radio journalists, editors, sub-editors and/or radio station managers in writing/editing the news in this field.

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

Capacities of 60-70 journalists, editors, sub-editors and/or radio station managers at national and local levels from 17 provinces of Laos, (with a particular focus on women) enhanced to produce the news and current affairs programmes.

## 5. **PROJECT OUTPUTS:**

- 20 local FM radio stations strengthened to produce news and current affairs programmes
- Approximately 60-70 radio journalists and professionals who have acquired the necessary capacities and knowledge on radio journalism, programme production, editing and broadcasting as well as CR management and operation through the three separate training courses in three locations (Champassak for the southern provinces, Vientiane Capital City for the central provinces and Luang Prabang for the northern provinces)
- These journalists will be skilled in producing news contents and current affairs programmes from all parts of the country
- A network of participating radio stations formed

## 6. **ACTIVITIES:**

- Identification of the 20 central and local FM radio stations
- Selection of the 60-70 participants with the help of these radio stations
- Selection of the two foreign trainers (from Thailand)
- Selection of the local co-trainer (and interpreter)
- Selection of the training venue for each of three locations (northern-central-southern parts of Laos)
- Nomination of the coordinators (1 central and 1 for each of the three locations)
- Preparation of workshop programmes and schedules and handouts (3 x 1-week workshops)
- Announcement of training programmes and schedules for each of these three locations
- Conducting 3 x 5-day training workshops on producing new and current affairs programmes for radio formation and networking of radio stations engaged in producing news and current affairs programme to be carried out accordingly
- Follow-up workshop (1 day) to share experiences and best practices, and to discuss next steps

## 7. **PROJECT INPUTS:**

- One central coordinator and three local coordinators
- Two foreign trainers per workshop with academic and professional background in journalism and experience in course design, development and training methodologies, capable of training radio journalists on producing news and current affairs programmes
- One Lao co-trainer
- Two-three resource persons per workshop to conduct technical sessions; training and reference materials for the participants
- Training facilities with overhead projector, large screen, photocopying facilities, computer workstations with Internet access and support personnel for logistics and technical facilities; sound system, audio players, and digital camera; computers capable of editing the radio programs and broadcasting contents;
- Set of studio equipment, comprising a mixer, recording facilities, microphones etc capable of recording and broadcasting radio programmes
- Stationery and printing materials for 60-70 persons (paper for printing 40-50 packages), modules, manuals, evaluation forms and related supplies, certificates for participants, flipcharts, other stationery.

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory meeting												
Selection of trainers/Resource persons												

Preparation of training material																				
Selection of radio stations and participants																				
Conduct training workshops																				
Three-weekly report submissions																				
Final report (programme and financial)																				

## 9. INSTITUTIONAL FRAMEWORK:

The Lao National Radio (LNR) operates the national radio and provincial radio stations throughout the country. There are now more than 44 radio stations at national and provincial level in Laos, thirteen more than the figure in 2005. Each station has its own editorial and technical board. Some of the programmes are also broadcast in local ethnic dialects. It is expected to cover the entire country in the next five years. Today it broadcasts on 567 KHz AM, on 6.130 KHz and 7.145 KHz SW and on three FM channels – (103.7 MHz, 97.25 MHz, and 95.00 MHz). In recent years both AM and FM programmes have been relayed by satellite to all parts of the country.

## 10. SUSTAINABILITY:

The project achievements will be made sustainable by continuing the network through trained journalists. This project aims not only to equip radio journalists/reporters and managers with the skills to provide news coverage on various topic issues, but will also ensure that these professionals have access to the resources required to continue building their capacity in different thematic areas

## 11. FRAMEWORK OF MONITORING:

All the activities of the project will be monitored closely by the relevant UNESCO field office Adviser for Communication and Information located in Bangkok, in accordance with the working plan and strategy of the project. As part of this project, an international trainer could be requested to help in the development of a monitoring tool. Final evaluation will be undertaken by LNR and UNESCO Bangkok, if it so desires.

## 12. EVALUATIONS CARRIED OUT:

Although no formal evaluation has been carried out, it is recognized by Lao National Radio and the Lao Ministry of Information, Culture and Tourism that there is a need to build the capacity of the rural journalists on producing news and current affairs programmes. To support this work it has been generally accepted that staff training in radio journalism is necessary.

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

A final report will be submitted to UNESCO Bangkok within one month of completion of the project, describing overall project achievements, project sustainability and lessons learned.

### D. BUDGET

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

<b>Training costs:</b>	
Fees for two foreign trainers (\$100 x 15 days x 2 persons)	3 000
Fees for local co-trainer (\$50 x 15 days x 1 person)	750

<b>Accommodation:</b>	
Hotel for two foreign trainers (\$50 x 2 persons x 21 days)	2 100
Hotel for local co-trainer (\$35 x 1 person x 14 days)	490
<b>Transportation:</b>	
Return Air ticket Bkk-Vte-Bkk for two foreign trainers (\$350 x 2 persons)	700
Return domestic Air ticket Vte-CPS-Vte for two foreign trainers (\$270 x 2 p)	540
Return domestic Air ticket Vte-CPS-Vte for local co-trainer (\$270 x 1 p)	270
Return domestic Air ticket Vte-LPB-Vte for two foreign trainers (\$270 x 2 p)	540
Return domestic Air ticket Vte-LPB-Vte for local co-trainer (\$270 x 1 p)	270
Return bus for the non-resident participants in Champassak (\$55 x 12 pers.)	660
Return bus for the non-resident participants in Vientiane (\$55 x 9 persons)	495
Return bus for the non-resident participants in Luang Prabang (\$55 x 21 pers.)	1 155
Field trip for all participants & trainers in Vte (35 seat bus rental) (\$150 x 1)	150
Field trip for all participants & trainers in CPS (35 seat bus rental) (\$150 x 1)	150
Field trip for all participants & trainers in LPB (35 seat bus rental) (\$150 x 1)	150
<b>Honorariums:</b>	
For two foreign trainers (\$60 x 2 persons x 21 days)	2 520
For local co-trainer (\$30 x 1 person x 21 days)	630
For the resident trainees (\$10 x 21 persons x 7 days)	1 470
For the non-resident trainees (\$25 x 42 persons x 7 days)	7 350
For the technical assistants in each locations (\$15 x 6 persons x 3 days)	270
For the resource persons in each locations (\$50 x 6 persons)	300
<b>Food &amp; Refreshments:</b>	
Lunch during field trip at each location (\$8 x 93 persons/3 locations)	744
Coffee breaks for trainees (Morning & Afternoon) (\$3 x 72 persons)	216
Opening Ceremony (Welcome Dinner) (\$10 x 99 persons/3 locations)	990
Closing/Graduation Ceremony (Lao Baci/Farewell Party) (\$10 x 138 persons/3 locations)	1 380
<b>Training facilities:</b>	
Handouts (\$5 x 78 persons/3 locations)	390
Room (including whiteboards, markers, banner, pens, notebooks, flip charts, flower decorations, certificates, name tags) (for 3 locations)	1 800
Microphones, laptops, computers, tape recorders, cassettes, mini-discs & batteries, etc. (for 3 locations)	3 600
Documentation, Other training materials, Communications	1 800
<b>TOTAL:</b>	<b>34 880</b>

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

Institutional support / Administrative expenses	3 600
Training venues	2 400
Training material	4 500
Technical operation & Maintenance	3 000
Additional communications (Telephone, fax, internet)	600
Electricity/water supply	750
Honorarium for local coordinators (\$10 x 21 days x 3 persons)	630
Project report	1 200
<b>TOTAL:</b>	<b>16 680</b>

# MYANMAR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING THE CAPACITY OF YOUNG JOURNALISTS IN THE MYANMAR PRINT MEDIA INDUSTRY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 MYA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 47 540</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 28 340</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Myanmar Consolidated Media 379-383 Bo Aung Kyaw Rd Kyauktada Township Yangon Myanmar</b></p> <p><b>Contact Person: Thomas Kean Tel: (+951) 392 928 E-mail: <a href="mailto:tdkean@gmail.com">tdkean@gmail.com</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Bangkok</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Yangon, Myanmar</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<p><b>Thomas Kean, The Myanmar Times Sardar Umar Alam, UNESCO <a href="mailto:su.alam@unesco.org">su.alam@unesco.org</a></b></p>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

The private sector print media industry in Myanmar is best characterized by its diversity, with about 400 licensed publications circulating. Of these, perhaps 100 fit into the category of news publications. There is no one single dominant player, with perhaps five to 10 large companies and many smaller operators. The private sector's reach is however limited mostly to urban areas, particularly Yangon and Mandalay. The government has a monopoly on daily publications, although this is expected to change in the coming 12 months.

With the government making encouraging moves towards reform, there is an acute need in Myanmar for well-trained journalists to report on, and create awareness about, the challenges and responsibilities involved in a transition towards democracy.

All publications are subject to censorship of one form or another. However, publications and journalists are able to operate with a large degree of independence and are rarely threatened. While censorship remains strict, there has been a significant relaxation during the past 18 months and the government has said that eventually all publications will move to a system of post-publication censorship. The government is in the process of drafting new media laws to give greater freedom of expression but has indicated that journalists will remain subject to some restrictions.

In spite of the large number of publications, there are few training and professional development opportunities available to journalists. Journalists who have undergone training to upgrade their skills have attended courses held outside the country. Most journalists are trained on the job and as a result of this there is a high degree of turnover. The level of understanding of journalism conventions, standards and ethics is generally low but varies from publication to publication.

The purpose of this project is to improve the skills and knowledge of beginner and mid-level print media journalists through three four-week training methodology courses during which a professional, international trainer will train a total of about 36 journalists. The training will enable participants to acquire both practical and theoretical knowledge on subjects such as media law, journalism ethics and the role of the media in democracy. It would also improve the English language skills of participants.

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

The beneficiaries for this project will be 24 young Myanmar print media journalists who are already working in the private media sector.

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

The project will contribute to national development by improving the quality of discourse in the private-sector print media in Myanmar by giving journalists the skills needed to take advantage of greater opportunities for independent reporting and analysis, particularly on governance issues.

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

The project will contribute to national development by improving the quality of discourse in the private-sector print media in Myanmar by giving journalists the skills needed to take advantage of greater opportunities for independent reporting and analysis, particularly on governance issues.



**5. PROJECT OUTPUTS:**

- 24 young working journalists from Myanmar will be given the skills and knowledge to enable them to report impartially and accurately and to adhere to journalism conventions and standards.
- The participants for two of the courses will be working in the industry and therefore able to apply their newly acquired skills and knowledge immediately after returning to the workplace.
- Those who are not yet employed will be given the opportunity to undertake a four-week internship with the project submitter and will have the opportunity to gain permanent employment.

**6. ACTIVITIES:**

Two four-week training courses held at the project submitter’s premises to impart practical and theoretical print journalism skills and knowledge to a total of 24 working print media journalists from at least 10 weekly newspapers published in Myanmar. The topics to be covered in the training programmes include reporting, writing, editing investigating news.

**7. PROJECT INPUTS:**

- One international trainer with extensive print media experience, preferably in Asia.
- One Myanmar trainer with extensive print media experience.
- Textbooks
- Voice recorders for training purposes

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of trainers	■											
Preparation of training materials		■	■									
Advertising for trainees		■										
Selection/ notification of workshop participants			■	■								
Workshop 1					■							
Workshop 2						■						
Workshop 3							■					
Submission of implementation reports									■			

**9. INSTITUTIONAL FRAMEWORK:**

Myanmar Consolidated Media (MCM) is a private joint venture media company established in 2000 and based in Yangon, Myanmar. It has four publications, including *The Myanmar Times*, a weekly newspaper published in both English and Myanmar languages. It operates the only private English-language newspaper in the country and has about 350 employees, including about 60 journalists and editors. The company has about five expatriate editors. Its main source of income is advertising, followed by publication sales.

It has in the past conducted journalism training with funding from the Sasakawa Peace Foundation of Japan, from 2003-2007. There is clear evidence of the value of such training as former course participants are among the most competent members of the newsroom at *The Myanmar Times*. Many of the former trainees are working as journalists with other publications or are communications specialists with United Nations agencies, non-government organizations or private companies.

## 10. SUSTAINABILITY:

The example of journalists at *The Myanmar Times* who have undergone training funded by the Sasakawa Peace Foundation provides clear evidence that the benefits accrued in skills development are sustainable. Those who participate in the proposed courses will acquire skills which will serve them during their careers and as such, will be sustainable. The proposed courses will also make an important contribution to raising overall standards in the print media, from which the entire industry will benefit.

## 11. FRAMEWORK OF MONITORING:

As well as being monitored by the relevant UNESCO field office, the project submitter proposes that the project be monitored by an organization such as Internews, which has branch offices in Asia. An advantage of monitoring by Internews is its awareness of the context in which the Myanmar print media operates and the cultural issues particular to the environment in which Asian journalists operate.

## 12. EVALUATIONS CARRIED OUT:

While no formal evaluation has been conducted of the outcomes of the in-house training conducted at *The Myanmar Times* with Sasakawa Peace Foundation funding, the performance of participants leaves no doubt that it has been effective and achieved its objectives. Another indication of the effectiveness of the training is the number of former journalists at *The Myanmar Times* who now hold key communications roles with UN agencies and NGOs in Myanmar.

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

The project submitter undertakes to provide progress reports every four months to UNESCO Bangkok in addition to a comprehensive final report describing the extent to which the immediate objectives of the project were achieved. In submitting such reports, the project submitter will draw on the experience it acquired in reporting on both project progress and outcomes as required under the funding provided by the Sasakawa Peace Foundation.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
One international trainer for 2 x 4-week training courses at \$200 per day	8 000
One Myanmar trainer for 2 x 4-week training courses at \$100 per day	4 000
Textbooks and misc. training materials x 2 training programmes	1 500
Voice recorders for interview training	500
Accommodation for international trainer at \$50 per day x 50 days	2 500
Travel costs for international trainer (maximum estimated cost)	1 500
Excursions for training purposes at \$280 x 2 training programmes	560
<b>Total</b>	<b>US\$ 28 340</b>

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

Staff costs (programme administration and support for 9 months x 2 people)	4 500
Project coordinator for 9 months	4 500
Advertising costs: Once per week x both editions of Myanmar Times x 4 weeks	5 000
Communication costs, participant liaison, etc	900
Contingencies	1 000
Project reporting	300
Use of Myanmar Times' premises at \$50 per day x 60 days	3 000
<b>Total</b>	<b>US\$ 19 200</b>

# THAILAND

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>RAVE (RADIO AGAINST VIOLENCE)</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 THA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as a platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 36 730
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 29 730
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p>MAP Foundation  <a href="http://www.mapfoundationcm.org">www.mapfoundationcm.org</a>            Executive Director: Jacqueline Pollock</p> <p>63/30 Soi 4, Soi Wat Umong            Suthep Rd, Chiang Mai            Tel: 66860904118            Fax: 6653811202            Email: <a href="mailto:map@mapfoundationcm.org">map@mapfoundationcm.org</a></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<p>UNESCO Bangkok            Susanne Ornager, Advisor for CI in Asia  <a href="mailto:s.ornager@unesco.org">s.ornager@unesco.org</a></p>
<b>11.</b>	<b>PROJECT LOCATION</b>	Chiang Mai, Thailand
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<p>Ms Jacqueline Pollock, Executive Director            MAP Foundation            E-mail: <a href="mailto:Jackie_pollock@yahoo.com">Jackie_pollock@yahoo.com</a>            and Dararat Weerapong, UNESCO Bangkok</p>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

While Thailand has a wide variety of newspapers, magazines, TV channels and community radio stations, the vast majority are in Thai language. There are two national and several provincial English language newspapers but there is no national media in any of the languages of the ethnic groups of Thailand, or the language of the migrant workers, despite a presence of 3 million migrants from Myanmar/Burma. Previously controlled by the army, the 1997 Constitution of Thailand provided for airspace for the people and since then community radios have struggled to come into existence and continue. Moreover, whilst existing community radio stations promote regional dialects, they fail to cater for migrant workers.

Migrant workers in Thailand face isolation and discrimination. They live on work sites out of view of the general public where exploitation and abuse can go undetected. Women are particularly affected by this segregation and suffer violence from their employers, local authorities, and within the communities. Community radio provides an efficient and practical means to communicate with migrants, particularly women, and to break the isolation and abuse which happens behind employers' doors.

The purpose of RAVE (Radio against Violence) is to use community media as a tool to address issues of protection, security and gender violence. Through a soap opera/radio drama series, RAVE will raise awareness about and reduce incidences of gender-based violence among migrant communities in Thailand. Through the development of the drama scripts, the project will also explore how people in the community move towards a greater understanding of gender equality and sexual and gender based violence free communities.

The programming will be recorded in Thai, Shan, and Burmese languages, to enable this project to add to the diversity of voices and perspectives in community radio. The project will include the various communities in the development of the drama scripts and better link the host and migrant communities, thus strengthening a pluralistic media development which at present is hampered by xenophobia. Migrants having a voice on the radio will no longer be seen as a threat but as a positive contribution to a peaceful and harmonious society. The radio programme will aim to reach 3,000 listeners - migrant women and men (75% women) - aged between 16 and 30 years in Mae Sot. The listeners will include a diverse ethnic background including Burmese, Mon, and Karen. In Chiang Mai the radio programmes will aim to reach 1,000 migrant men and women (50% women) from Shan, Lahu, Akha and Kachin ethnic nationalities.

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

14 migrant workers will be trained on script writing, broadcasting and exploring in depth their own progression in regard to gender violence. In addition, one technician will develop skills to produce radio dramas. 8 migrant workers of Burmese, Karen or Mon ethnicity will be based in Mae Sot (4 women and 4 men), and 6 in Chiang Mai (3 men and 3 women) of Shan, Lahu, Kachin or Akha ethnicity. All migrants will be aged between 16 and 30 years.

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

The RAVE project on Community radio in Chiang Mai and Mae Sot will contribute to increasing the acceptance of media in different languages developed by marginalized groups, thus increasing the plurality and diversity of media in Thailand. The RAVE project also provides a model for using radio as a tool for protection of communities lacking security, to promote sexual- and gender-based violence free communities and increase the participation of migrants and women in democratic discourse.

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

Two migrant community radio stations will provide a voice for the migrant communities to break their isolation, increase communication with the host community and address issues of sexual and gender based violence through capacity building of 14 migrant workers in producing a 30-part radio soap opera in slots of 15-minute episodes.

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

- 30-part radio soap opera, in 15-minute episodes, broadcast over three months on MAP's Community radio stations, FM99 in Chiang Mai and FM102.5 in Mae Sot
- Documentation of process of 14 male and female migrants exploring the issues of gender based violence to provide input for the scripts for the radio programmes. The documentation will increase understanding of how men and women understand, deal with and develop solutions to gender based violence and will be invaluable for anyone developing community based projects on gender based violence.
- Pre and post-test gender based violence assessments of 14 Raconteurs to report increased understanding
- Copies of the soap opera to distribute to other community radio stations in Thailand

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

- Recruit the raconteurs and script writers (7 men and 7 women, in Mae Sot (8) and Chiang Mai (4))
- Pre-assessment test on gender based violence
- Hold weekly raconteur sessions with drama activities, sharing of experiences, art activities at MAP
- Community Resource Centre, Mae Tao Mai, Mae Sot men and women meet separately 3 times a month, and men and women meet together once a month)
- Post assessment test on gender based violence
- Training of raconteurs and script writers and broadcasters (6 day training)
- Development of Advisory Board
- Develop scripts
- Record and pre-test scripts
- Adapt scripts according to results and write remaining scripts
- Record and broadcast radio series
- Monitor listenership through outreach to migrant sites

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

- Drama trainers to lead 4 drama sessions for raconteurs (2 Mae Sot, 2 Chiang Mai) and one day each in 6 day training
- Art trainers to lead 4 art sessions for raconteurs (2 Mae Sot, 2 Chiang Mai) one day each in 6 day training
- Sexual and gender based violence experts to lead 4 raconteurs sessions (2 Mae Sot, 2 Chiang Mai) one day each in 6 day training
- Art equipment and props for sessions
- Hiring of LCD for trainings
- 10 MP3 players for raconteurs to use for recording, interviews etc
- 2 Desktop computers with playlist software. Computers will be retained by the radio station to maintain the programme beyond the project period.
- Equipment to increase radio stations coverage

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Self expression activities for raconteurs	■	■	■	■	■	■	■	■	■	■	■	■
Develop Concept Story board	■											
Choose raconteurs	■											
Self-expression activities /pre assessment	■											
Choose script writers	■											
Training of the raconteurs, script writers	■											
Develop Concept story board		■										
Develop promo materials		■										
Commission and record music		■										
Write pilots (6)		■										
Record pilots		■	■									
Test pilots and promotional materials			■									
Rewrite pilots				■								
Write further scripts 15 scripts				■								
Record & complete 9 scripts				■	■	■						
Monitoring							■	■				
Recording and broadcasting complete series									■	■		
Evaluation /post assessment											■	
Submit implementation report												■

## 9. INSTITUTIONAL FRAMEWORK:

MAP was founded as Migrant Assistance Program in 1996 and registered as a Thai foundation under the Thai name: Foundation for the Health and Knowledge of Ethnic Labour (in English MAP Foundation) in 2003. Its mission is to ensure that migrant communities can create and access information and services, to eliminate exploitation of workers, in all sectors, to improve the mental, physical and social well-being of migrant communities, to increase spaces for migrant participation in advocacy and policy making. Our annual income is presently US\$ 800,000. MAP has a total of 37 regular staff of many different ethnicities of Thailand and Burma. MAP works closely with many different communities and stakeholders, including the Burmese migrant community, the Thai NGO community, Thai government authorities and international and UN bodies. The setting up and general running of the two community radio stations has been supported by Open Society Institute (OSI) and APHEDA, Australia since 2005.

## 10. SUSTAINABILITY:

A successful radio soap opera on gender based violence for young migrant workers in Burmese has the potential to be re-broadcast on community radio stations all around Thailand. MAP is currently in contact with all radio stations that broadcast for Burmese migrants as well as Thai community radio stations which may be interested in such a series. In addition, MAP broadcasts radio programmes online so that migrants in community centres, supported by MAP, in the south of Thailand can also listen, as can any Burmese with access to internet.

## 11. FRAMEWORK OF MONITORING:

In addition to monitoring carried out by UNESCO, MAP will request the Voice of America (Burmese section) which streams daily news broadcasts to both MAP community radio stations and monitors listenership and quality to include monitoring of the RAVE programs.

## 12. EVALUATIONS CARRIED OUT:

MAP holds quarterly listener feedback meetings, at which participants often request more information about their rights in Thailand. Listener evaluations were conducted at the Chiang Mai station as well as among the migrant community audience, both in written and interview form. The need for a programme dealing with violence against women and gender inequality has come up often in Women's Exchange meetings. Many women have shared their stories and men have also discussed the culture behind violence.

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

Reports will be prepared by Juthamane Areeya, Chiang Mai Radio Manager and Min Nyunt Lwin, Mae Sot Radio Manager.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Project Participants</b>	
Script writers/raconteurs' expenses (40 weeks x \$24 x 14)	13 440
Studio Technician ( \$9 x 40 weeks)	360
<b>Travel</b>	
Local travel (outreach to listeners sites) (15 outreach in Mae Sot x \$20 + 21 outreach x \$10 in Chiang Mai)	510
<b>Radio equipment</b>	
14 MP3 players	1 400
Microphones	400
Editing software	600
<b>Training Courses</b>	
3 trainers (art, drama, SGBV) x1day each + 3 media trainers	1 200
Accommodation (14 participants + 3 organisers + 2 trainers per day for six days)	2 040
Materials for training	360
Transport cost: 6 trainers + 14 participants + 3 orgs	4 600
<b>Activities</b>	
Weekly Raconteur meetings (14 people at \$10 x 12 months)	1 680
Accommodation of trainers (12 special sessions per area) 2 nights per session	960
Food 14 persons x 12 sessions x \$10	1 680
Training materials	500
<b>Total</b>	<b>US\$ 29 730</b>



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

Chiang Mai Radio Manager	3 484
Mae Sot Radio Manager	3 333
Social Security for managers	183
<b>Total</b>	<b>US\$ 7 000</b>

## VIETNAM

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF ETHNIC MINORITY BROADCASTERS FOR PROMOTION OF MEDIA AND ETHNIC DIVERSITY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 VIE/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 34 500</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 25 500</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Broadcasting College I</b> <b>136 Quy Luru St, Minh Khai Ward,</b> <b>Phu Ly city, Hà Nam province</b>  <b>Contact: M</b> <b>Tel: 0351.851219</b> <b>Fax: 0351.854383</b> <b>Email: <a href="mailto:cdptth1@vov.vn">cdptth1@vov.vn</a></b> <b>Contact: Mr Duong Van Tuan, Rector</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Bangkok, Dr. Susanne Ornager</b> <b><a href="mailto:s.ornager@unesco.org">s.ornager@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Hà Nam province and Ho Chi Minh City</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mr Duong Van Tuan</b> <b>Rector of Broadcasting College I</b> <b>Hoang Minh Nguyet, CI Programme</b> <b>Coordinator, UNESCO Ha Noi Office</b> <b><a href="mailto:hm.nguyet@unesco.org">hm.nguyet@unesco.org</a></b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

In the last 20 years, Vietnam's media landscape has expanded rapidly in terms of platforms, publications, journalists and audience figures. As at January 2011, the media landscape comprised a national news agency, a national television broadcaster (VTV), digital and cable television broadcasters (VTC and VCTV), a national and international radio broadcaster (VOV), 64 provincial and municipal radio and TV stations, more than 500 district-level radio and TV stations, more than 10,000 communal and ward radio stations, 179 newspapers, 566 magazines, 34 online newspapers, and thousands of portals of associations, unions and enterprises. Though these figures represent considerable expansion in terms of public access to information, this tends to be concentrated in the urban areas, with those living in remote, mountainous and ethnic minority communities being deprived of such developments.

Given this backdrop, since 2011, the Vietnamese Government has started to implement a "National Target Programme expanding information to remote, mountainous, border and islands areas" aimed at improving the infrastructure of communication and information, developing training materials and training of media practitioners and communication officers in local areas, with particular emphasis on disadvantaged and ethnic minority regions. Radio broadcasting has been considered as one of the most effective means of communication in remote regions which are often inhabited by ethnic minority communities.

Viet Nam has 54 ethnic groups recognized by the Government, with a population of 13 million ethnic minority people. Government policies have been promulgated to promote cultural identity while encouraging ethnic and media diversity. Thus, out of 67 radio and television stations, 39 stations have had broadcasts in 26 ethnic languages. However, of the 341 broadcasters of ethnic minority programmes, only a small number are of ethnic minority origin with few being able to write news stories and reports in the national language, let alone in their mother tongues. A recent survey by Voice of Vietnam showed that only 36.6 % of these broadcasters are college graduates, and only 50% are high school graduates. As very few have received academic journalism education or training in broadcasting skills (both technical and editorial), or possess knowledge on ethnic diversity, most ethnic minority broadcasters tend to originate from a professional background as translators or presenters. Those who have been trained in ethnic languages or journalism generally lack professional competence in ethnic diversity programming.

Despite the fact that more than half of the broadcasting stations in Vietnam offer ethnic minority language services, with several having programmes in the same languages, they seldom provide opportunities to network and share the resources and products that they have taken the time and energy to produce. This means that efforts to enhance media and ethnic diversity in Vietnam have not yet been maximized.

All these factors indicate a need for training of broadcasters of ethnic minority language programmes, first and foremost radio broadcasters of ethnic minority origin.

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

The immediate target beneficiaries are 60 ethnic minority radio broadcasters of 39 national and provincial radio stations, who are producers of radio programmes in 26 ethnic minority languages.

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

The project will contribute to increasing media and ethnic diversity in Vietnam, and will enhance the capacities of ethnic minorities to use media as a platform for democratic discourse.

**4. IMMEDIATE OBJECTIVE:**

Over a 12-month period, 60 ethnic minority radio producers working in 39 radio stations in Vietnam will acquire skills and knowledge on digital recording, digital editing techniques and sourcing information on the internet and will be able to apply it to produce radio programmes in ethnic minorities languages, after participating in four five-day training courses

**5. PROJECT OUTPUTS:**

- 60 trained ethnic minority radio broadcasters have acquired skills and techniques on digital recording, digital editing techniques and source information on the internet and applied it for use in producing ethnic minority radio programmes
- Sixty trained ethnic minority radio broadcasters have acquired editorial skills to promote ethnic diversity through their programming
- A network of ethnic minority radio broadcasters on promotion of ethnic diversity is established to exchange ethnic language programmes to be aired on 39 radio stations

**6. ACTIVITIES:**

- Organization of the Project Management Team
- Identification of trainers to design and produce training materials
- Conducting of training courses for target groups
- Establishment of the network of ethnic minority radio broadcasters to promote media and ethnic diversity

**7. PROJECT INPUTS:**

- One project coordinator
- One project assistant
- One administrative assistant
- Two trainers
- Training module
- Four 5-day training workshops

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Identificaiton of project personnel				■								
Preparatory meetings – management team				■								
Identification of training participants					■							
Selection of trainers					■							
Organization of training workshops						■	■	■	■	■		
Establish ethnic minority broadcaster network							■	■	■	■	■	■
Evaluation and reporting											■	■

## 9. INSTITUTIONAL FRAMEWORK:

The Broadcasting College I, located in Ha Nam province in North Vietnam, is one of only two educational institutions specializing in both radio and television tertiary training in Vietnam. The college comprises of expert trainers on communication and media. The Rector of the Broadcasting College I is a holder of an MA in Broadcasting. Broadcasting College I will coordinate with the Broadcasting College II in Ho Chi Minh City to organize the training workshops. Both have close working relations with national and local broadcasting stations since many of their executives and staff members are graduates of the two colleges. This relationship will facilitate the cooperation between the two institutions and media organizations in implementing the project.

## 10. SUSTAINABILITY:

Participants of the training courses within this project will improve their professional skills in producing ethnic minority language programmes that meet the needs and culture of ethnic groups. This will contribute to the preservation of ethnic identity. The network of ethnic minority radio producers established, will share its resources and products for broadcasting, leading to richer media content for its audience.

## 11. FRAMEWORK OF MONITORING:

The Project Management Board will ask Channel 4 for ethnic minority programmes of Radio Voice of Viet Nam to monitor and undertake evaluation of the project. The project will also be monitored by UNESCO.

## 12. EVALUATIONS CARRIED OUT:

Findings of a survey carried out by the Rector of the Broadcasting College II in 2007 showed low human resource development for ethnic minority radio programmes in Viet Nam and an urgent need for training of ethnic minority broadcasters. The activities under this project will assist to rectify the situation.

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

Reporting will be done in two stages. An interim report will be provided once preparations for the training workshops are completed, and a final report will be submitted to UNESCO upon final completion of activities.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Module development	1 000
Two national trainers (2 x \$100 per trainer x 5 days x 4 workshops)	4 000
Transportation for 2 trainers and 15 participants for 2 training courses outside Ha Noi (17 x \$15 x 2 workshops)	510
DSA for 2 trainers and 15 participants in Ha Nam outside Ha Noi for six nights (17 x \$28 x 6 nights x 2 workshops)	5 712
Airfare and terminal fare for 2 trainers in Ho Chi Minh city (2 x \$130 x 2 training) + (2 x \$10 x 4 times x 2 workshops)	680
Transportation for 15 participants of two workshops to and from Ho Chi Minh City (15 x \$20 x 2 workshops)	600

DSA for 2 trainers and 15 participants of two workshops in Ho Chi Minh city for six nights (17 x \$50 x 6 nights x 2 workshops)	10 200
Material for 4 workshops ( \$300 x 4 workshops)	1 200
Communication 4 workshops (\$200 x 4 workshops)	800
Field practice 4 workshops, travel for 1 day for 15 participants (\$200 x 4 workshops)	800
<b>Total</b>	<b>US\$ 25 502</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project coordinator (10 months x \$300)	3 000
Two project assistants (2 x 10 months x \$200)	4 000
Office, workshop venue, equipment, amenities (over 12-month period)	2 000
<b>Total</b>	<b>US\$ 9 000</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>PROJECT TITLE</b>	<b>SEAPA: NAVIGATING THE LAWS THAT INFLUENCE THE WORK OF THE MEDIA</b>
2.	<b>NUMBER</b>	<b>IPDC/56 RAS/03</b>
3.	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 1: A system of regulation conducive to freedom of expression
4.	<b>IPDC PRIORITY AREA</b>	Promoting freedom of expression & media pluralism
5.	<b>SCOPE</b>	Regional
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support
7.	<b>TOTAL COST OF PROJECT</b>	US\$ 45 020
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 26 520
9.	<b>BENEFICIARY BODY</b>	Southeast Asian Press Alliance (SEAPA) Unit 3B Thakolsuk Pl., 115 Terddumri Road, Dusit, 10300 Bangkok Thailand Tel: +6622435579 Fax: +6622448749 Email: <a href="mailto:seapa@seapa.org">seapa@seapa.org</a> Contact person: Gayathry Venkiteswaran
10.	<b>IMPLEMENTING OFFICE</b>	UNESCO Bangkok, Thailand
11.	<b>PROJECT LOCATION</b>	Bangkok, Thailand
12.	<b>PROJECT PREPARED BY</b>	Gayathry Venkiteswaran (Director, SEAPA)
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

Southeast Asia is represented by a diverse range of countries in terms of politics, economy and culture, and a clear divergence in terms of respect and appreciation for fundamental human rights. The aforementioned diversity is also reflected in the media situation of the individual countries of the region, as found by respected international press freedom monitors. The 2010 press freedom index by Reporters Without Borders placed most of the countries in the region at the bottom quarter of the 178 countries assessed, while Freedom House concluded in its Freedom of the Press 2011 survey that only three countries in the region were 'Partly Free' (Indonesia, Philippines and East Timor) and the rest were considered 'Not Free'.

Through the work done by SEAPA, it has become clear that not all journalists and editors in the different countries are aware of provisions and policies, or have the capacities to defend or protect themselves at work. One of the best tools against censorship and control is knowledge of the laws and rights. The proposed project will equip a group of senior journalists with the knowledge and skills regarding their rights and strategies for protection, and to transfer that knowledge to their peers and staff in the long run. While SEAPA has facilitated many training activities to date, it is time that the region had its own pool of well-equipped trainers who can ensure that the spread of the knowledge and skills can reach a wider audience.

The focus of this project will be to train a pool of trainers from among the Burmese, Cambodian and Malaysian media, where journalists are faced with numerous legal threats but where awareness is low and the use of non-media related laws in the last few years have posed greater challenges for those writing or reporting news critical of the government. The training will complement other advocacy activities being carried out by local and regional groups towards law reforms and will raise the professional standards of the media.

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

Up to twelve senior journalists with experience in training or knowledge-sharing within their respective organizations/communities, committed to conduct follow-up training activities within 2 years, and/or lecturers from journalism faculties/departments who teach journalism at the intermediate/advanced level or media law from Cambodia, Malaysia and among the Burmese communities.

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

The project contributes to creating a strong media community that is able to protect itself against legal and other threats that would hamper the media's work in providing fair and accurate information to the public in at least four countries in Southeast Asia.

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

Twelve trainers from four countries or communities in the region from the print, broadcast or online media who are capable of transferring knowledge and skills on protection of journalists to other journalists and journalism students.

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

- 12 trainers have acquired a deeper knowledge on laws that affect the media and ways to arm journalists with adequate tools for protection, and the skills to conduct the training in their home countries.
- A practical handbook/CD produced from the training of trainers that is translated into the relevant languages and shared with the wider community of journalists and available on the SEAPA website



**6. ACTIVITIES:**

- A five-day training of trainers held at a suitable location to impart the skills and knowledge on the laws in the related countries and training methods for 12 senior journalists/media trainers/lecturers from Burma, Cambodia, Malaysia and Thailand
- A handbook prepared in the form of a CD at the end of the training to be used for distribution to other journalists in the respective countries and to conduct other trainings
- Two follow-up trainings planned for each country within 2 years for not less than 15 participants from the media/faculties

**7. PROJECT INPUTS:**

- Two trainers capable of training senior journalists or lecturers in laws that affect the media and how to navigate the restrictions that can be used by journalists to defend themselves
- One editor to put the materials together for the handbook
- At least 2 translators to translate materials into Burmese and Khmer

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Terms of reference for trainers and participants	■																	
Select participants & trainers	■																	
Prepare training materials and communication		■	■	■	■													
Training for trainers held						■												
Preparation of reports							■											
Terms of reference for trainers and participants										■								
Completion of handbook											■							
Translation of handbook												■						
CDs and print copies ready															■			
Distribution of materials																		
Evaluation						■	■											■
Final report prepared																		■

**9. INSTITUTIONAL FRAMEWORK:**

Founded in November 1998, SEAPA is a coalition of press associations and media advocacy groups from Indonesia, the Philippines, and Thailand, namely the Alliance of Independent Journalists (AJI, Indonesia), the Center for Media Freedom and Responsibility (CMFR, Philippines), the Institute for Studies on the Free Flow of Information (ISAI, Indonesia), the Philippine Center for Investigative Journalism (PCIJ), and the Thai Journalists Association (TJA). In November 2009, SEAPA’s Board of Trustees approved the admission of the Kuala Lumpur-based Centre for Independent Journalism (CIJ) as an Associate Member.

To take advantage of Thailand as a regional hub for NGO and media activity, the Board of Trustees decided to have SEAPA registered in Bangkok, Thailand, which was successfully accomplished in March 2011. However, to comply with local laws, SEAPA has had to amend its name for official purposes (registration under the Thai law, bank purposes etc) to the Southeast Asian Press Association. For publicity and branding however; it is still referred to as the Southeast Asian Press Alliance. The acronym SEAPA is maintained for both purposes.

## 10. SUSTAINABILITY:

The proposed project is a series of training courses for a group of trainers, including journalists/editors who would be able to conduct similar sessions with their staff/colleagues. By creating a pool of in-country trainers, a higher rate of transfer of knowledge will be achieved within the respective societies.

## 11. FRAMEWORK OF MONITORING:

The project will be monitored by the UNESCO office in Bangkok and an independent consultant who will assess the implementation, once at the conclusion of the training and another at the end of the project.

## 12. EVALUATIONS CARRIED OUT:

The evaluation from the training conducted for journalists from the Burmese media in exile and for a group of Cambodian journalists over the period of 2010 and 2011 revealed the need for local trainers who would be able to reach out to more beneficiaries locally, and where training could be held at lower costs involving more people without reliance on foreign trainers.

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

The beneficiary agency undertakes to report on project progress on a four-month basis to the UNESCO office in Bangkok and submit a final comprehensive report of the project. The person in charge of reporting and project management is the SEAPA Programme Manager Mr Wisnu Hanggoro, who will be supported by the Financial Manager, Ms Chankaew Suthithanawat.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Airfare from Phnom Penh to Bangkok	1 400
Airfare from Kuala Lumpur to Bangkok	800
Airfare from Chiang Mai to Bangkok	280
Airfare from Rangoon to Bangkok	2 000
Airfare for trainers (Hong Kong/Manila)	1 200
Accommodation (13 people x 6 nights x \$80)	6 240
Meeting costs (15 people x 5 days x \$80)	6 000
Fees for 2 trainers (US\$ 150 x 2 x 5 days)	1 500
Local travel: (\$30 x 10 participants + \$100 for 2 trainers) Visa: (\$20 x 5 persons = \$100)	600
Fees for 2 translators	1 000
Publication and distribution costs in English/Khmer/Burmese Print: (\$5 per copy x 1000 books = \$5000), CD copies: (\$500)	5 500
<b>Total</b>	<b>US\$ 26 520</b>

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

Staff costs (12 months)	6 000
Project coordinator (8 months)	4 000
Editing costs	1 500
Communication costs	1 000
Travel costs for SEAPA	1 000
Project reporting and evaluation costs	4 500
Contingencies	500
<b>Total</b>	<b>US\$ 18 500</b>

## CHINA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>PROMOTING GENDER-AWARENESS IN CHINA'S MASS MEDIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 CPR/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional Capacity Building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 48 350</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 35 350</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>UNESCO Chair on Media and Gender Media and Gender Institute Communication University of China Room D 22, North Library Building No.1 East Street, Dingfuzhuang Chaoyang Beijing China</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Chair on Media and Gender</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Beijing, China</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Mrs Liu Liqun, Chair Holder of UNESCO Chair on Media and Gender and Dean of Media and Gender Institute Communication University of China</b>  <b>Advised by Mr Sayem Mehmood, UNESCO Beijing (<a href="mailto:s.mehmood@unesco.org">s.mehmood@unesco.org</a>)</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

In China, media and gender issues have come to the fore since the United Nations Fourth World Conference on Women in 1995. More reports and programmes on women are now produced, helping to diversify the image of women portrayed in the media. There are also 10 women's newspapers and more than 170 women's magazines in circulation, and four women's TV Channels. Furthermore, the participation of women in the media has been greatly improved, with women's employment in mass media increasing from 32% in mid-1990s to 42% in 2007. However in spite of these improvements, media representation of women still lags behind China's development in general. Women remain stereotyped and marginalized in the media. Even in media specifically orientated at women, the representation aspect remains a problem. The Chinese Women's NGOs Report on Beijing+15 pointed out that "there lacks gender consciousness in mass media and the phenomena of gender discrimination remain pervasive. Women's images that comply with traditional gender codes are still widely received in mass media" and that "media products that tout women's sexual characteristics still abound..."

The media's role in promoting gender equality and gender mainstreaming has been recognized by China. However, media reporting on gender issues and the portrayal of women are influenced by various factors. Media professionals' gender awareness, which could be reflected in media organizations' administration or shown in the programme-making process, is one of the determining factors in bringing the media's role in promoting gender equality and gender mainstreaming to its full use.

UNESCO's Media and Gender Chair at the Communication University of China (referred to hereafter as "The Chair") has carried out substantial activities in research, teaching, training, academic exchange and cooperation in media and gender. The Chair plays a significant role in capacity building for media professionals and in synthesizing theory and practice on Media and Gender in China. Based on its expertise, the Chair proposes to organize systematic and scientific training, as well as to conduct media content monitoring, aimed at improving media professionals' gender awareness. Relevant publications such as UNESCO's booklet *Getting the Balance Right: Gender Equality in Journalism as the Foundation of Our Training*, UNDP's *Gender Mainstreaming Learning Manual, Training Booklet for Media Professionals*, and *An Introduction to Media and Gender Research* will be used as the primary training materials. The training workshops which form part of the activities of this project will gather top media and gender scholars and media professionals to discuss related topics, and to develop complementary training materials that meet the Chinese reality.

A three-day national training workshop for 30 media professionals and a 7-month monitoring on the media content of the participating organizations will be conducted to evaluate the success of the training workshop. The monitoring results will be published as a comprehensive analytical report, followed by a one day seminar to strengthen the outcome of the previous training, as well as to prepare for another round of training.

### 2. DESCRIPTION OF THE TARGET GROUP:

30 media professionals, including journalists, editors, administrators, selected from China's mainstream media and women's media throughout China. Leading journalists will be the dominant group.

### 3. DEVELOPMENT OBJECTIVE:

Promote Chinese media professionals' understanding and enforcement of gender mainstreaming strategy. Enhance media professionals' gender awareness so as to incorporate the gender perspective into the production of programmes and their daily work, thus contributing to the promotion of gender equality and women's development in the long run.

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

30 media professionals working in China's mainstream media and women's media will be introduced to the principle of gender balance in programme production and will receive training on how to select reporting topics, pitch the right reporting frequency and select appropriate language, whilst avoiding a partial and stereotyped portrayal of women in the media.

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

- Thirty media professionals will improve gender awareness and acquire the skills in programme production from a gender perspective.
- Development of a systematic gender training course for media professionals.
- Ready-to-use training handbooks concerning the fostering and upgrading of media professionals' gender awareness and gender-balanced reporting and production of programmes based on UNESCO's gender booklet, and other gender guidelines.

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

- A three-day national training workshop, with the participation of 30 journalists, media administrators and editors, under the theme of "promoting gender awareness and producing gender balanced programmes" to be held in March 2012.
- Handbook Publication: The Chair will translate the UNESCO booklet on "*Getting the Balance Right: Gender Equality in Journalism*" into Chinese and publish a complementary handbook consisting of media and gender theories, practises, and study cases in China's media.
- News Reporting & Programme Monitoring: Gender-related reporting and other major programmes from the participating media organizations of the workshop will be closely monitored. Articles and research analysis report on the monitoring results will be published on the Chair's website and as a comprehensive report after 7-month monitoring.
- Seminar: A one day seminar on the topic of media and gender equality will be organized at the concluding stage of the project. Twenty media and/or gender scholars, influential media professionals, administrators of media organizations, representative of the national workshop participants, etc., will be invited to the seminar to discuss how to promote gender equality in journalism, how to fully represent Chinese women's situation and promote gender equality and women's development. The exploration of further carrying out similar gender training workshops targeted at media professionals will also be a topic of the seminar.

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

- Thirty participants including media professionals and administrators will attend the workshop to discuss gender issues in media. Four scholars from China and the U.S and one influential media professional will provide training on how to make gender-sensitive programmes.
- Thirty media professionals and media administrators will attend the seminar to exchange ideas on how to promote gender equality and contribute to gender mainstreaming. Some of the workshop participants will be invited to the seminar to exchange their experiences from the workshop.
- Seven Chair team members and two post-doctoral fellows will undertake all the related work.
- An academic consultant group comprising five scholars and a media professional will provide intellectual assistance to the project so as to guarantee the quality and smooth running of the project.
- One rented conference room for the three-day workshop and one-day seminar.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection/Contacting of instructors and trainers			■	■								
Translation of UNESCO Gender booklet	■	■	■	■								
Selection/Development of supplementary training materials		■	■	■	■							
Project website and web log construction					■	■						
Selection and notification of participants					■	■						
National workshop							■					
Gender-sensitive reporting monitoring		■	■	■	■	■	■	■				
Seminar on Media and Gender Equality									■			
Publication and official launch of training booklets										■		
Submission of implementation reports										■		

## 9. INSTITUTIONAL FRAMEWORK:

Established in China in September 2005, the UNESCO Chair on Media and Gender is the 18th Chair of UNESCO, as well as being the first Chair in the field of information and communication. There are 7 members in the Media and Gender Chair position, with academic backgrounds in journalism, communication, gender studies, history, literature, sociology, politics, and mass culture. Moreover, the Chair has 3 guest professors, 5 academic consultants and 2 post-doctoral research staff. The Chair regards promoting gender equality and gender mainstreaming as its responsibility. It is active in establishing close links with important media and academic organizations through varied forms of activities and exchange programmes. In addition, it has carried out academic exchanges with other UNESCO Chairs, universities and institutes from more than 15 countries and regions.

## 10. SUSTAINABILITY:

The UNESCO Chair on Media and Gender will develop a regular training course and publish handbooks concerning the promoting of media professionals' gender-awareness and the making of gender-sensitive programmes. The Chair will maintain constant contact with the participants and provide assistance for gender-related training courses within the participating broadcasting organizations.

## 11. FRAMEWORK OF MONITORING:

- Regular monitoring by UNESCO Beijing Office, progress reports about workshop and seminar (from preparation to the implementation) and participation
- Monitoring visits by experts assigned by UNESCO or UNESCO Beijing Office to track progress.
- Auditing by UNESCO Beijing Office through financial reports with detailed financial statements.
- Monitoring by Women Talents Committee of Chinese Talents Society.

## 12. EVALUATIONS CARRIED OUT:

The research team participated in the research and writing of 'Media and Women' of Chinese Women's NGO Report on "Beijing+15", and research on the Draft of 'The Program for the Development of Chinese Women' (2010-2020).

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

UNESCO Chair on Media and Gender will submit progress reports on a four-month basis, together with a comprehensive final report to UNESCO Beijing Office. The financial statement and deliverables will also be submitted. The report will be submitted by Prof. Liu Liqun, Chair-Holder of UNESCO Chair on Media and Gender at Communication University of China, and Vice-President of Communication University of China.

#### C. ADDITIONAL INFORMATION

Peking University, China is currently implementing an IPDC funded project entitled: "Freedom of Information Book Launch". In 2009, Tsinghua University's Information and Communication Center in China received another IPDC grant for a project titled "Chinese Journalism Education Reform and UNESCO Model Journalism Curricula".

#### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Sub-Total: Translation of ' <i>Getting the Balance Right: Gender Equality in Journalism</i> '	<b>1 000</b>
Project website construction	<b>1 500</b>
Selection/Development of supplementary training materials	<b>500</b>
<b>Sub-Total: Three-day national training workshop (30 participants)</b>	<b>21 450</b>
Accommodation(including guests and trainers) (USD 80/ person/night x 30 persons x 4 nights)	9 600
Meals (guests, trainers, working staff) (USD 30/person/day x 40 persons x 3days)	3 600
Transport for non-local trainees and lecturers (USD300/ person x 20persons)	6 000
Transport for local trainees and lecturers (USD 15/person x 10persons)	150
Posters, meeting material	500
Airfare (Colorado-Beijing-Colorado)	1 600
<b>Sub-Total: One-day seminar (Media and Gender Equality)</b>	<b>900</b>
Meals (guests, trainers, working staff) (USD 30/person/day x 20 persons x 1day)	600
Transport for local trainees and lecturers (USD 15/person x 20 persons)	300
Sub-Total: Publication and official launch of the training booklets	<b>5 000</b>
Sub-Total: Publication of the monitoring results and related analyses	<b>5 000</b>
<b>Total</b>	<b>US\$ 35 350</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Staff, administrative/office space, office equipment, consumables	11 000
Reporting on project progress	2 000
<b>Total</b>	<b>US\$ 13 000</b>



# MONGOLIA

<b>A. PROJECT IDENTIFICATION</b>	
<b>PROJECT TITLE</b>	<b>BUILDING TRAINING CAPACITY OF THE PRESS INSTITUTE OF MONGOLIA TO FACILITATE IMPLEMENTATION OF A NEW JOURNALISM CURRICULA</b>
<b>NUMBER</b>	<b>IPDC/56 MON/01</b>
<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>
<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>SCOPE</b>	<b>National</b>
<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity building</b>
<b>TOTAL COST OF PROJECT</b>	<b>US\$ 54 920</b>
<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 32 760</b>
<b>BENEFICIARY BODY</b>	<p><b>Press Institute of Mongolia</b>  <b>Ikh Toiruu 11 B</b>  <b>20/347 Ulaanbaatar</b>  <b>210620 Mongolia</b></p> <p><b>Contact person: M.Munkhmandakh, PhD</b>  <b>Executive Director</b>  <b>Tel/Fax: +976-11-350002</b>  <b>Email: <a href="mailto:munkhmandakh@pressinst.org.mn">munkhmandakh@pressinst.org.mn</a></b></p>
<b>IMPLEMENTING OFFICE</b>	<p><b>UNESCO Beijing office</b>  <b>Communication advisor:</b>  <b>Ms Gracie Zeng</b>  <b><a href="mailto:g.zeng@unesco.org">g.zeng@unesco.org</a></b></p>
<b>PROJECT LOCATION</b>	<b>Ulaanbaatar, Mongolia</b>
<b>PROJECT PREPARED BY</b>	<p><b>M.Munkhmandakh, Executive director</b>  <b>Press Institute of Mongolia</b>  <b>Gracie Zeng, CI Advisor</b>  <b>UNESCO Beijing office</b></p>
<b>DECISION OF THE BUREAU:</b>	

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

When Mongolia became a free-market democracy in the 1990s the number of media outlets drastically increased and thus so did the need for qualified journalists and media professionals. In the past ten years the number of media outlets, including newspapers, television, radio and magazines, has doubled, and the number of media employees has increased threefold. Mongolian tertiary training institutions have tried to meet this demand for qualified journalists. Currently there are 18 state and private higher educational institutions which offer journalism courses. However, the media managers often complain of a lack of qualified personnel. One of the key reasons for this is outdated curricula that do not meet the current needs of the media operators.

In January 2010 the Press Institute, with the assistance of the UNESCO Beijing office, translated the UNESCO Model Curricula in Journalism into Mongolian and introduced it to academics and media professionals. While there was some disagreement about the need for changes and the extent to which the UNESCO model should be adapted and used, the majority expressed the opinion that the UNESCO Model Curricula provides a well developed template for the reform of current journalism education curricula in Mongolia. As its next step towards modernizing Journalism education in Mongolia, the Press Institute implemented a follow-up project in 2011, which involved adapting the UNESCO Model Journalism Curricula to Mongolian journalism and educational practice. In May 2011 the adapted version of the new curricula was officially presented to the Ministry of Education, Culture and Science and inaugurated at the Press Institute of Mongolia with the participation of media practitioners and academia.

In order to move further towards the adoption of the new curricula, the Press Institute is seeking funding to strengthen its training capacities in terms teaching skills, relevant knowledge and training resources, including equipment and handouts. In particular, the project seeks to build up the resources needed to introduce a new course on 'covering development issues' in its education programme, and conduct train-the-trainer courses for other journalism educators. A specific course on development journalism has never been taught in Mongolia and there is therefore a serious shortage of teachers with relevant knowledge and experience, or the necessary facilities to teach the course to an appropriate level.

### 2. DESCRIPTION OF THE TARGET GROUP:

The project will involve 10 journalism trainers working at the Press Institute and its School of Journalism

### 3. DEVELOPMENT OBJECTIVE:

To support democratic governance in Mongolia and improve public access to information through capacity building of educational institutions in Journalism

### 4. IMMEDIATE OBJECTIVE:

To strengthen training capacities (skills, knowledge, facilities) of the Press Institute of Mongolia in order to introduce a course on 'covering development issues' within its training programme (long and short term courses as well as the BA programme) and facilitate its implementation at other national universities and journalism schools based on the adapted Mongolian version of the UNESCO Model Curricula.

### 5. PROJECT OUTPUTS:

- 10 highly-trained journalism teachers with a high level of knowledge and relevant teaching skills needed to train other trainers and conduct a course on 'covering development issues'.

- Training manuals/booklets for journalism teachers on selected components of development journalism ('covering poverty', 'gender sensitive journalism' and 'environmental journalism') including a detailed description of training activities, reading materials in Mongolian, sample stories and exercise suggestions. (Currently there are no such training manuals specifically developed for journalism educators based on the new curricula and accessible in the Mongolian language.)
- A well-equipped training facility/lab for 'development journalism' with an LCD projector, white and LED screens to facilitate the use of video and graphics for training purposes. The training room will also be furnished with a book cabinet to provide training participants (trainers, working journalists and students) with additional reading materials which will have been collected by the Press Institute.

## 6. **ACTIVITIES:**

- Two week train-the-trainer course held to strengthen teaching skills and improve the methodology of the Press Institute's training staff of 10 journalism teachers. The course will be conducted by an experienced international expert to be invited by the project submitter based on its extensive relations with international training institutions.
- Two week train-the-trainer course on selected development issues in journalism to impart essential theoretical knowledge and practical skills in covering environmental issues, gender mainstreaming and poverty reporting for the same group of Press Institute journalism teachers. The training will cover social and political frameworks for development issues, general understanding of development communication, journalistic reality, challenges, perspectives and practical tools.
- Producing training manuals: Based on knowledge obtained from the two train-the-trainer courses, the Press Institute will produce a training manual as a step-by-step guide for journalism teachers to conduct the 'Covering Development Issues' course. The manual will include theoretical foundations and frameworks of general development issues, as well as lectures and reading materials for each class/session described in the adapted Journalism Curricula, and other teaching practical teaching aids such as tips for covering different areas and sample stories from national and international media, suggestions for class assignments etc.
- A well-equipped, specialized training room for teaching development journalism set up at the Press Institute to enhance the efficiency of training courses. Modern technical facilities such as an LCD projector, white and LCD screen, DVD player and a computer will be installed to enable use of visual training materials such as images, graphics, videos etc. A book cabinet will be built to provide students and training participants with books and reading materials on development issues.
- Building on knowledge, resources and facilities created through the project, a pilot course for journalism educators from other universities will be conducted to introduce the 'Covering Development Issues' course. The Press Institute's training team will conduct the course for 10 journalism educators to impart knowledge and skills on modern hands-on training methodology and issues around reporting development-related stories in the media.

## 7. **PROJECT INPUTS:**

- Two international experts capable of training the Press Institute's trainers in hands-on teaching methodology and covering development issues.
- A team of 6 people capable of producing the training manual for teachers as a step-by-step guide for conducting the development journalism course.

- LCD projector with 1024 x 768 resolution, 1000 – 2000 lumens brightness, contrast ratio 500:1 and multiple computer ports.
- 42” LCD monitor with multiple ports (HDMI, USB memory, VGA, audio,video), full HD, 1366x768 resolution
- DVD/CD/DivX Player with HDMI Output, USB Port for Media Playback, Midi Slim Size
- Laptop Intel Core i3-370M 2.4Ghz, SATA 320GB, 2GB DDR3, Screen 14.1" and optical Drives DVD+/-RW
- Flip chart with white screen

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection and contracting of intl. experts to conduct training & preparatory activities	■											
Selection, purchase, installation of equipment and facilities		■										
Training course 1: Teaching Methodology			■									
Training course 2: Development Issues				■								
Producing training manuals					■	■	■	■				
Preparation for the pilot course									■			
Conducting pilot course for journalism educators to facilitate implementation of the course ‘Covering Development Issues’										■		
Evaluation, project reporting				■				■				■

**9. INSTITUTIONAL FRAMEWORK:**

The Press Institute is a national NGO established in 1996 with the assistance of the Danish International Development Agency. Its mission is to support development of independent and pluralistic media in Mongolia and assist in improving the qualifications and skills of Mongolian media workers, and enhance the role of media in Mongolia’s economic and social development. In the 15 years since its establishment, the Press Institute has implemented more than 500 short and long-term courses for journalists and newcomers to the media industry and hundreds of meetings and discussions which provided a forum media professionals to examine the role of the media in relation to particular development issues in partnership with and with the support of various international organizations (World Bank, UNDP, UNESCO, USAID, AusAID, DW and many more). The Press Institute has also conducted over 40 research projects including monitoring of public service programming, monitoring of election coverage, content analysis of the media’s coverage of health, environment, and child rights issues, amongst others. The Press Institute has a full time staff of around 30 people including journalism teachers, media researchers, public communication experts and administrative staff.

**10. SUSTAINABILITY:**

This project builds on the UNESCO Model Journalism Curricula and its adaptation in Mongolia. It continues to promote journalism education reform and capacity building of journalism institutions.

The training capacities developed through the project will be used to conduct short term training courses for working journalists on development issues, as part of the Mongolian Press Institute’s regular vocational training programme. The course on ‘covering development issues’ will be included in the curriculum of its BA programme. The Press Institute will also conduct regular train-the-trainer courses for other universities to

promote and facilitate implementation of the course on covering development issues as part of the new Journalism curricula.

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

The Press Institute proposes that the Mongolian Union of Journalists would be a suitable organization to collaborate with the UNESCO field officer in project monitoring. The Secretary General of the Mongolian Union of Journalists would observe all ongoing project activities and submit evaluation reports to the UNESCO Beijing office every four months with conclusions and recommendations.

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

This project has been developed based on the outcomes and achievements of two projects implemented with the assistance of the UNESCO Beijing office (the translation of the UNESCO Model Journalism Curricula and its adaptation). Stakeholders of both projects, including media practitioners, journalism educators and decision makers in the higher education sector, acknowledged the importance of capacity building of educational institutions to undertake reforms in journalism education.

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

The Press Institute will submit progress report on a quarterly basis and a comprehensive final report to the UNESCO Beijing Office. The report will be submitted by Munkhmandakh Myagmar, Executive director of the Press Institute.

### **C. ADDITIONAL INFORMATION**

Activities completed prior to IPDC project submission: See project justification. No assistance has been pledged other than that of UNESCO IPDC

### **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
International trainers' subsistence (2 trainers x 14 days each at \$50 per day)	1 400
Air fare (Europe-Ulaanbaatar-Europe) \$1750 x 2 trips	3 500
Domestic travel for the expert \$130 x 2	260
Visa fee \$120 x 2 persons	240
International trainers' fee (2 trainers x 12 days each at \$250 per day)	6 000
Training handbook writing fee: \$8 x 160 pages with 2200 characters	1 280
Editing Training handbook \$4 x 160 pages	640
Training handbook layout & printing fee \$2.7 x 400 copies	1 080
Oral translation during the 2 training courses for trainers (\$100 x 10 days x 2 courses)	2 000
Written translation of training materials (40 pages x 2 training courses x \$16 per page)	1 280
Accommodation for international trainers (\$100 x 2 persons x 14 days)	2 800
Training aid materials	800
Printing and disseminating training manuals (\$4 x 800 copies)	3 200

Meals and refreshments for trainee participants (12 people x \$20 x 10 days x 2 courses)	4 800
Meals and refreshments for pilot course participants (12 people x \$20 x 5 days)	1 200
LCD projector 1024x768 res. 1000–2000 lumens brightness, 500:1, multiple ports	1 300
Samsung 42” LCD monitor with multiple ports (HDMI, USB, memory, VGA, audio, video), full HD, 1366x768	850
Portable flip chart with white screen	130
<b>Total</b>	<b>US\$ 32 760</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)</b>	
Staff costs (11 months x 3 staff members)	13 200
Project coordinator (11 months)	5 500
Communication costs (11 months)	660
Vehicle maintenance and local transport costs	1 100
Contingencies	1 200
Project reporting	500
<b>Total</b>	<b>US\$ 22 160</b>

# PAKISTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF WOMEN TV JOURNALISTS TO PRODUCE NEWS PACKAGES &amp; NEWS BULLETINS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 PAK/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human Resource Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 47 020</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 34 220</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Women Media Center Pakistan (WMC) Address: H/No. 407, Ground floor, Block 3 Sirajuddulah Road Bahadurabad, Karachi Pakistan Tel: +92-213-486-0067/76 Fax: + 92-213-491-9321 Email: <a href="mailto:info@wmcpk.org">info@wmcpk.org</a> <a href="mailto:womenmediacenter@gmail.com">womenmediacenter@gmail.com</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Office in Islamabad</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Rural and urban locations in Sindh, Punjab, Khyber Pakhtoonkhwa and State Capital of Pakistan</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Fauzia Shaheen, General Secretary/Executive Director, WMC E-mail: <a href="mailto:fauziashaheen@gmail.com">fauziashaheen@gmail.com</a></b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

The turn of the 21<sup>st</sup> century resulted in the boom of electronic media in Pakistan. 77 satellite television channels are currently operating in Pakistan according to the statistics provided by Pakistan Electronic Media Regulatory Authority. These include several regional, national and local channels with a constantly growing viewership. The print and electronic media in Pakistan has experienced a remarkable transformation in the last decade and now Pakistan enjoys a vibrant media scene with unprecedented diversity of opinion available in various ethnic languages. This development is the consequence of the long struggle by the Pakistani media for greater freedom as well as technological advances.

The electronic media can play an important role by highlighting local and national issues and performing a critical watchdog role. However, much of the new electronic media in Pakistan is relatively unsophisticated and most content revolves around entertainment. There is a dearth of investigative journalism and issue-based programming. Gender bias and insensitivity to women issues is pervasive within the Pakistani media establishment. Women, who account for a mere three percent of journalists overall, have yet to break down barriers to achieve full participation in the media. The largest journalistic network in Pakistan - Geo group - has 300 women employed against the total staff of 9000 - a ratio of 1:30.

The mushroom growth of media networks has strengthened the practice of freedom of speech and expression. Journalists are struggling to support the primary societal values and fragile democratic system through the media available to them. Multidimensional networks that accommodate print, electronic and social media are emerging in the media scenario as well as regional (Indigenous) channels are also getting increasingly popular. Unfortunately Pakistan's women population, which accounts for over 50% of the entire population, still does not have fair representation in the media. Women journalists are regularly assigned to traditional beats such as fashion and entertainment rather than "hard" news subject such as politics, business, or crime. As a result, a gender-sensitive perspective is rarely reflected in reporting on critical issues that affect women's lives. Despite these obstacles, women who choose to pursue careers in journalism learn skills on-the-job, primarily through trial-and-error instead of formal qualitative and technical training. It is time they had equal access to advanced training opportunities, support networks and professional associations that can advocate on their behalf. There is still a void of such institutes that can impart knowledge with technical know-how and handling the latest media equipment to enhance their professional skills which can lead them to the significant position in the mainstream media.

This project will ascertain the participation of both national and regional female television journalists from the country and initially train 90 females during 6 workshops on quality enhancement and the technical skills necessary to pursue TV journalism. Each workshop will last for 4 days and will train 15 female journalists from 30 national and regional news TV channels. The trainers will be media experts from their respective fields who will pass on journalistic theory as well as practical television expertise to the trainees for producing news packages as well as producing a news bulletin for television. The trainees will produce news packages and news bulletins at the end of every workshop to put their acquired skills to practical use. The news productions taken up by them will later act as the advocacy platform for the 50% voiceless marginalized female population of Pakistan. Through these trainings, these female journalists will create a network that will advocate plurality and gender equality in the media industry. They will also be able to secure respectable designations that include decision-making processes in media organizations and will later facilitate enlistees adapting journalism as a career who will in turn enhance the opportunity of freedom of speech and expression with particular reference to women. They will be the real agents of change to bring about plurality and diversity in media.



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

90 Female Television Journalists from 30 National and Regional News TV Channels.

## **3. DEVELOPMENT OBJECTIVE:**

Facilitation of plurality in media by training female journalists to assist their effective representation in the national and regional television channels. This objective is in line with the 4<sup>th</sup> Media development indicator that deems importance to Professional Capacity Building to support institutions that underpin the freedom of expression, pluralism and diversity.

## **4. IMMEDIATE OBJECTIVE:**

Capacity of 90 female journalists will be strengthened in producing news packages and news bulletin and will be able to advocate gender equality in and through the media.

## **5. PROJECT OUTPUTS:**

- At least 90 Female Journalists from all over Pakistan skilled capable of producing news packages and news bulletin for television.
- 30 national and regional News TV channels are involved to enhance plurality in and through the media.
- Advocacy network of 90 Female TV Journalists is created for gender equality and plurality in and through the media.

## **6. ACTIVITIES:**

- Identification of participating national and regional TV channels
- Nominations of 90 journalists acquired from the TV channels.
- Selection of trainers for the project and finalization of venues for the training.
- Commencement of six 4-day training workshops across Pakistan involving 90 female TV journalists from 30 National and regional news channels.
- Each four-day training sessions concentrating on contents of news bulletin and news packages making theory and practical television techniques which involve mainly gathering news from the field, collecting vox pops, handling camera while shooting outside as per scripting.
- Broadcasting of the news packages made by the trainees at different news TV channels.
- Evaluation of such news packages and news bulletins would be shown in the certificate distribution ceremony to the guest speakers, renowned journalists from TV channels for evaluation.

## **7. PROJECT INPUTS:**

- One Project Coordinator for ensuring the effective implementation of the project plan and finances.
- One Programme Assistant to manage participants, technical support and involvement of trainers.
- One Logistics and maintenance officer.
- Equipment necessary for training such as cameras, editing facility, multimedia, mikes and voice recording equipment.
- Resource material for trainees.
- Two media experts recruited as trainers per workshop.
- One technical professional hired for sessions for equipment handling.
- One computer DELL with LCD screen will be purchased.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Project meeting	■											
Identification of 30 national and regional TV channels		■										
Resource material development and purchase of the equipment			■									
Acquire nominations (90 journalists) from TV channels		■	■									
Selection of trainers from across the country		■										
Confirmation of venues for the trainings			■									
Six 4-day trainings across Pakistan involving 90 female TV journalists					■	■	■		■	■	■	
Report submissions				■				■				■

## 9. INSTITUTIONAL FRAMEWORK:

The Women Media Center Pakistan (WMC) is a registered non-profit organization which works for gender equality in media through capacity building of female journalists and media students since 2005. The WMC organizes projects that promote female journalists, encourage major media organizations to provide an enabling environment for female journalists, and strengthen democracy and human rights, including women's rights. To date, it has engaged more than 1200 female working journalists and media students in various workshops and conferences. WMC has 6 full-time staff (Programme Assistant, Administrator, Programme Coordinator, Public Relations Representative, Chief Financial Officer, and a Helper) and 1 part time Finance Consultant and over 300 female journalists and media student volunteers from across the country. The annual budget of WMC is \$90,000 supplemented by National Endowment for Democracy, USA, which has been supporting the Center since its inception.

## 10. SUSTAINABILITY:

The project that will be undertaken with the assistance of IPDC is similar to the prevalent working plans pursued by WMC. WMC's track record makes it evident that it has engaged in the capacity building of female journalists since its inception and will continue to do so through the projects that are already ongoing. Besides this, its project not only has direct impact on the female working journalists but also has an indirect impact on the media organizational structure and content of the TV channels that will become a part of this initiative. This development will bear self sustenance.

## 11. FRAMEWORK OF MONITORING:

The implementation of this project could be monitored by the relevant UNESCO officials; however WMC has also its internal mechanism for effective evaluation of all relevant training materials, seminars, workshops and other related activities.

## 12. EVALUATIONS CARRIED OUT:

- Feedback from the previous participants regarding the duration, content and productions is appreciated and implemented with the maximum resources available to WMC.
- Print and Electronic Media coverage of the events is maintained in the file of every workshop/conference/seminar.

- Inputs from the trainers with respect to their individual needs for training is welcomed and accommodated.
- Besides an annual framework of reporting WMC has prepared a comprehensive five-yearly Cumulative Report on the basis of SWOT analysis.

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

The Women Media Center has planned to submit 2 four-monthly reports to the UNESCO Field Office along with a final report that will be submitted by the end of the project. The reports will include implementation results, feedback from the participants and media organizations which could independently monitor the project.

#### **D. BUDGET**

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

<b>One 4-day training workshop for Female Journalists from Television</b>	
Per Diem for two Media Experts/trainers (2 trainers per day at \$100 x 4 x 2)	800
Travel/Airfare/Conveyance for 2 trainers at \$225 per person	450
Accommodation for two trainers for 4 nights including dinner (\$100 x 2 x 4)	800
Airfare for one staffer (\$225)	225
Accommodation and dinner for one staffer (\$100 x 4)	400
Honorarium for 4 Resource persons (\$100 per person) (Director News and Current Affairs, script editors and other media professionals from major media organizations invited to share their knowledge)	400
Workshop materials	800
Meals+ hall rental (Per person per day at \$15 for 20 persons)	1 200
Local Travel for outdoor shooting or field trips and conveyance	500
<b>Cost of One 4-day workshop</b>	<b>5 570</b>
<b>Cost of 6 x 4-day workshops at \$5570 each</b>	<b>33 420</b>
<b>Total</b>	<b>US\$ 33 420</b>

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

Salary of Project Coordinator (\$500 x 12)	6 000
Salaries of two Staffer (\$200 x 12)	2 400
Communication (\$100 x 12)	1 200
Space and utilities (\$50 x 12)	1 800
Contingencies	1 000
Project Reporting	400
<b>Total</b>	<b>US\$ 12 800</b>

## TIMOR-LESTE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ESTABLISHMENT OF THE TIMOR-LESTE PRESS COUNCIL</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 TIM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promotion of freedom of expression and media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 47 058</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 34 248</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Media Trust Fund Foundation, Contact person: Ms Suzana Cardoso, Executive Director E-mail: <a href="mailto:ffundumediatl@gmail.com">ffundumediatl@gmail.com</a> Tel: (+670) 72 42 944</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Jakarta Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Dili, Timor-Leste</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Media Trust Fund Foundation, Advised Mr. Ming Kuok Lim (Division of Freedom of Expression and Media Development, UNESCO HQ)</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

In the 2011 Assessment of Media Development in Timor-Leste which is based on the UNESCO Media Development Indicators (MDI), media self-regulation is one of the prominent elements lacking in the current Timor-Leste media landscape. A healthy voluntary self-regulatory system within the media landscape is one of the cornerstones of freedom of expression, press freedom, and democratic governance. It is also the best means of guaranteeing high ethical and professional standards in journalism.

The media environment in Timor-Leste is still under-developed compared to the region, and there are currently no active self-regulatory systems in place, either at media industry level in general (e.g. print or broadcast media) or at the level of individual media outlets. The MDI Assessment of 2011 noted this as “a serious lacunae in the overall framework for the media in the country”. Yet, at the same time, there is no comprehensive media law in place which protects the rights and freedom of the press. There are more than 10 active dailies and weeklies being published in the country, with a small but growing readership. This can be considered as relatively varied for a small country of approximately one million people. Radio, especially community radio, continues to be a main source of information for more than 90 percent of the people, especially outside of Dili, the capital. There are 15 community radio stations with more being planned for the near future. The state television and radio broadcaster was recently transformed into a private entity, *Radio and Television of Timor-Leste* (RTTL), en route to becoming a public service broadcaster. Internet is not yet widespread and is hampered by the lack of equipment, connectivity and stable electricity supply, amongst other issues.

Currently, there is no outlet to handle media complaints or to provide redress against unprofessional journalism in the country. The only recourse is through expensive and lengthy legal procedure which has the potential to bring financial ruin and a chilling effect to freedom of the press and freedom of expression, to a nascent media landscape such as that of Timor-Leste. A strong self-regulatory approach through the establishment of a press council is a necessary step towards a truly free, independent and pluralistic media. The establishment of a Timor-Leste Press Council which is represented by local media practitioners, publisher or owners, and members of the public will also directly contribute to increasing the professional standards of journalism in the country collectively, through the publication and dissemination of the Press Council’s code of ethics, decisions and deliberation to its members and media outlets.

### 2. DESCRIPTION OF THE TARGET GROUP:

The target group is all the press council board members and at least 80 working journalists in the country representing newspaper, television, and radio (including community radio) in Timor-Leste.

### 3. DEVELOPMENT OBJECTIVE:

To strengthen Timor-Leste’s self-regulatory system in the media, by raising awareness of it amongst the media practitioners in specific and the public in general and by strengthening professional journalism standards in the country.

### 4. IMMEDIATE OBJECTIVE:

To establish the first Press Council in Timor-Leste and to provide it with necessary start-up support including basic office equipment and training for all the council members in order for them to be effective, well-recognized and capable of carrying out the Council’s duties and responsibilities.

## 5. PROJECT OUTPUTS:

- At least 12 of the press council board members trained via 2 workshops on the function and the effective administration of the press council to align it with international standards.
- At least 80 journalists, especially from rural districts, trained on the function and role of the press council through a specialized seminar on media self-regulation.
- Press Council convened at least twice a year, with outcomes reported and disseminated to all its members.
- Awareness-raising materials (3000 posters, 5000 guidebooks) produced and distributed to all journalistic associations and their members to raise awareness of the function and responsibility of the press council.

## 6. ACTIVITIES:

- 2 in-country training workshops (3 days each) with regional trainers for the familiarization of board members of the running of a press council. This will provide an opportunity to learn from the experience of regional press councils with more socio-cultural similarity.
- 1 in-country seminar (2 days) on raising awareness and discussion of self-regulatory system for local journalists and media practitioners, especially from rural districts. This seminar also doubles as the official inauguration meeting for the newly established Timor-Leste Press Council, and will include international and regional speakers to expose participants to a variety of press council modalities.
- Publication and distribution of posters and guidebooks about the press council to sensitize and raise awareness amongst journalists and the public in the country of its role and function.

## 7. PROJECT INPUTS:

- Two trainers from the regional press councils for two training workshops for council members on the functioning of press council. (e.g. Indonesian Press Council).
- Two speakers from one international and one regional press council for the awareness-raising seminar.
- One interpreter for international speaker.
- One editor/translator to work on the production of the guidebook and poster in Tetum language.
- Local graphic illustrator contracted to design layout and artwork of the guidebook and poster
- Office equipment: two computers, one printer, one scanner, office stationery, one projector and one projector screen.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Coordination meetings with stakeholders & the establishment of Timor-Leste Press Council	■	■	■									
Procurement and furnishing Press Council with start-up office supply and equipment			■	■	■							
Selection/contracting of regional trainers	■	■	■									
2 workshops for council members			■	■					■	■		
Production- awareness-raising poster & guidebooks					■	■	■	■				
Distribution of awareness-raising posters and guidebook									■	■	■	■
Identification/ contracting of international and regional speakers for seminar				■	■	■						
Seminar of self-regulatory system for local journalists & official inauguration of the Timor-Leste Press Council							■	■	■			

Feedback and Monitoring															
Regular & Final Reporting															

**9. INSTITUTIONAL FRAMEWORK:**

The Media Trust Fund Foundation is a conglomerate of well-established local journalistic associations. The membership includes the Timor-Leste Photographers Association (TiLPA), Sindicato Jornalista Timor-Leste (STJL), Associacao Jornalista de Timor-Leste (AJTL), Association for Community Radio in Timor-Leste (ARKTL), and Center for Investigative Journalism in Timor-Leste (CIJTL). It has previously received funding from USAID which enabled it to purchase a plot of land and construct its own premise which was completed in mid-2011. This premise will serve as the de-facto office of the Timor-Leste Press Council. Two of the members of the Media Trust Fund Foundation, namely the ARKTL and STJL worked jointly with UNESCO Jakarta Office, and had previously received IPDC funding for the Community Radios Model for Timor-Leste and the Independent Printing Press for Timor-Leste projects respectively. Furthermore, all the associations have participated many times in UNESCO-supported activities in the past.

**10. SUSTAINABILITY:**

Since the press council could be housed physically within the premise of the Media Trust Foundation, which is entirely owned by the association, the largest cost would be from the initial investment of hardware, equipment, training and printing of materials. The regular day-to-day costs of managing and administering the press council are comparatively much lower. In addition, as the media continues to develop and mature, the stakeholders themselves will be able to contribute towards its sustainability.

**11. FRAMEWORK OF MONITORING:**

All activities of the project will be monitored by the UNESCO Jakarta office, the Dili Antenna Office, and the Media Trust Fund Foundation in accordance to the work plan and strategy of the project.

**12. EVALUATIONS CARRIED OUT:**

UNESCO Communication and Information Sector carried out, in 2011, the MDI Assessment of Media Development in Timor-Leste and an in-depth exploratory mission by staff in the country. These two evaluations, which noted a need for a self-regulatory system, form the basis of this project.

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

The Timor-Leste Press Council will convene regularly throughout the year; to prepare a report of its activities including press complaints. The beneficiary will incorporate these into a progress report on a 4-month basis and a final comprehensive report which the Press Council will submit to UNESCO field office and IPDC/UNESCO.

**C. ADDITIONAL INFORMATION**

UNESCO HQ CI staff conducted extensive consultative meetings with local partners and also identified the relevant stakeholders to establish the Timor-Leste Press Council and provided ongoing support in the formulation of a draft Charter and Code of Ethics.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Two Workshops and One Seminar:</b>	
Regional Trainers' Fees (2 workshops x 3days x 2 pax. x \$140)	1 680
Regional Air travel (2 workshops x 2 trainers x \$800)	3 200
Per diem (2 workshops x 4 nights x 2 trainers x \$100)	1 600
Training & resource materials (2 workshops x 12 pax x \$40)	960
Refreshment & lunch for workshop (2 workshops x 3days x 14 pax x \$12)	1 008
Air travel for 1 international seminar speaker (approx. \$1200)	1 200
Air travel for 1 regional seminar speaker (approx. \$800)	800
1 local interpreter for international seminar speaker (2days x \$75)	150
Hall rental for seminar (2days x \$350)	700
Per diem for seminar speakers (2days x 2 pax x \$100 )	400
Refreshment & lunch for seminar (2days x 80 pax x \$24.50)	3 920
3 banners for seminar	300
Non Dili-based participants' lodging, travel, & dinner (36 pax x 2days x \$40)	2 880
<b>Awareness-raising Materials:</b>	
1 local graphic illustrator (4 months x \$350)	1 400
1 editor/translator for guide book and poster production (8 months x \$300)	2 400
Printing cost of guidebooks (5000 copies) and posters (3000 copies)	6 500
Distribution cost of posters and guidebooks (to 12 districts outside of Dili)	1 800
<b>One-time Start-up Support for Press Council:</b>	
2 laptops (2 x \$1100)	2 200
1 printer (Fuji Xerox DocuPrint M205 and cartridges)	450
1 scanner (Epson EB-S9)	400
1 projector white-screen	100
Office stationery	200
<b>Total</b>	<b>US\$ 34 248</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Office premise and facilities (12 months x \$500)	6 000
1 Project coordinator ( 12 months x \$300)	3 600
Overheads (12 months x \$100)	1 200
Communication Cost (12 months x \$30)	360
Reporting of project (4 month basis)	450
Venue for workshop (2 workshops x 2 days x \$300)	1 200
<b>Total</b>	<b>US\$ 12 810</b>



## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>A MODEL CURRICULUM FOR GENDER AND MEDIA FOR ASIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RAS/04</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4 : Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support, resource development and institutional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 49 786</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 34 066</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Asia Pacific Journalism Centre (APJC)</b>  <b>90 Amess Street</b>  <b>Carlton North</b>  <b>3054 Victoria</b>  <b>Australia</b></p> <p><b>Tel: (+61) 3 9387 9740</b>  <b>Fax: (+61) 3 9387 9750</b></p> <p><b>Contact: John Wallace, Director</b>  <a href="mailto:wallace@apjc.org.au">wallace@apjc.org.au</a></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Jakarta Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>South East Asia (Brunei Darussalam, Indonesia, Malaysia, Philippines and Timor-Leste)</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>John Wallace, Director, APJC</b> <b>Pierre Beaulne, UNESCO, Jakarta Office</b> <b>E-mail: <a href="mailto:pr.beaulne@unesco.org">pr.beaulne@unesco.org</a></b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

There is presently no comprehensive textbook and syllabus used within colleges and universities that examines the specific dimensions of media and gender in Asia.

This regional project is designed to develop a comprehensive syllabus and textbook outline on media and gender in Asia. Lecturers from universities in Brunei Darussalam, Indonesia, Malaysia, Philippines and Timor-Leste will meet to share and synthesize their existing materials to develop a comprehensive syllabus. While the level of media development and freedom in these five countries varies, all these countries share a significant pattern of gender disparity, according to the findings of the “Global Report on the Status of Women in the News Media”. This UNESCO-sponsored report, published in 2011 by the International Women’s Media Foundation, found that men outnumber women four-to-one in newsrooms in Asia and Oceania. In addition, women are almost totally absent from key policy and decision-making positions of media companies. While “two thirds (67%) of companies prohibit sexual harassment, only half (51%) have some kind of broader policy guaranteeing gender equality.”

The format and content of this syllabus will be consistent with those published in UNESCO’s Model Curricula for Journalism Education. The content of this syllabus is expected to examine gender-balanced news reporting, safety of women journalists, gender representation within media organizations, and related issues. The project is also intended to increase the capacity of the academics to teach gender and media. Its use is intended to enhance the capacity of journalists in Asia to address issues of gender in their work and work environments.

The development of this syllabus will be led and facilitated by Monash University. The academics from Brunei Darussalam, Indonesia, Malaysia, and the Philippines who will participate in this project have been identified as leaders in their fields and, individually, are researching a number of projects in area of gender and media. Letters of intent to participate in this project have been received from the University of the Philippines, University of Brunei Darussalam, University of Indonesia, University Islam Indonesia and University of Malaysia. The National University of East Timor has provided verbal commitment, with a letter of support to follow. Once the comprehensive syllabus and textbook outline are completed, the beneficiary body (Asia Pacific Journalism Centre) will work with the UNESCO Jakarta office to secure funding from other donors to develop a textbook and instruction manual on media and gender in Asia.

### 2. DESCRIPTION OF THE TARGET GROUP:

This project will target ten academics teaching communication and/or journalism courses at universities in UNESCO Jakarta’s focus countries: Brunei Darussalam, Indonesia, Malaysia, Philippines and Timor-Leste.

### 3. DEVELOPMENT OBJECTIVE:

The project will build the professional capacity of lecturers from journalism institutions in each of the five cluster countries, and will support the institutions to deliver training that supports gender equality in media throughout the region.

### 4. IMMEDIATE OBJECTIVE:

To produce a regional course syllabus and textbook outline capable of supporting university and professional education on gender and media.

## 5. **PROJECT OUTPUTS:**

- A comprehensive syllabus and textbook outline produced to support teaching gender and media in Asia across the five UNESCO-Jakarta cluster countries
- Ten university academics from the five UNESCO-Jakarta cluster countries with increased knowledge of gender and media issues and increased capacity to teach in this area.
- A network of 10 gender and media educators established across the five UNESCO-Jakarta cluster countries

## 6. **ACTIVITIES:**

- A 3-day workshop professionally facilitated by the APJC and led by the curriculum expert specializing in gender and media; attended by up to 10 leading university academics from the five UNESCO-Jakarta cluster countries.
- Six Skype video conference meetings facilitated by the APJC and led by the curriculum expert specializing in gender and media; attended by up to 5 leading university academics from the five UNESCO-Jakarta cluster countries.
- Drafting and approval of a jointly-produced course syllabus and textbook outline

## 7. **PROJECT INPUTS:**

- 1 Facilitator
- 10 lecturers from the University of the Philippines, University of Brunei Darussalam, National University of East Timor, University of Indonesia, University Islam Indonesia and University of Malaysia.
- Venues in Malaysia to support three-day workshop for up to 5 academics and the curriculum expert
- A laptop computer and data projector for the workshop
- Use of APJC facilities for Skype editorial planning discussions

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Curriculum expert contracted	■											
Engagement of academics based in 5 countries		■										
Development of agenda for 3-day workshop			■									
Three-day workshop in KL				■								
Skype meetings						■		■				
Synthesis/editing of course syllabus, text book outline										■		
Distribute course syllabus											■	
Participant evaluation collected											■	
Project support, monitoring and evaluation	■	■	■	■	■	■	■	■	■	■	■	■

## 9. **INSTITUTIONAL FRAMEWORK:**

As the Beneficiary Body, the Asia Pacific Journalism Centre (APJC) will ensure the timely implementation of this project, management of expenses, and reporting to UNESCO Jakarta.

The Asia Pacific Journalism Centre is a not-for-profit incorporated association, established in 2003. In 2011, its programmes expenditures are expected to total US\$ 337 793. APJC has financial and management systems, including evaluation processes, in place to run projects for journalists at locations in Australia and overseas and uses a participatory project planning and management framework to ensure maximum input from project beneficiaries.

Participating Universities: One university from Brunei Darussalam, Indonesia, Malaysia, Philippines and Timor-Leste will be involved in this project. Each university will support a maximum of two journalism academics specializing in gender to participate in the project. The participating universities are expected to be the University of the Philippines, University of Brunei Darussalam, National University of East Timor, University of Indonesia, University Islam Indonesia and University of Malaysia.

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

The outcome of this project will be the publication of a regional course syllabus that will support teaching about gender equality in the media in journalism and media courses in universities in the five countries, thereby increasing the cohort of Asia Pacific journalists educated about gender and related issues. Since this will be developed with the direct input of academics teaching similar courses, it is expected that this syllabus will be approved for use at the participating universities. The project will result in a network of academics from the five countries working together on gender and media. This will provide a foundation for ongoing discussion and promotion of the syllabus.

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

The project implementation will be monitored by the UNESCO's Jakarta field office. The APJC will support this activity, drawing on its experience in monitoring and evaluating a range of international media development projects.

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

The APJC has carried out evaluations for programmes funded by the European Commission, the Australian Agency for International Development (AusAID), and private philanthropic foundations. These include eight projects for AusAID under its Australian Leadership Awards (ALA) fellowship program. The APJC's most recent project was an AusAID-funded ALA program on "Reporting the economic life of communities", with 10 journalist participants coming from seven countries in the Asia Pacific region. Its next program will be an ALA programme on "Reporting climate change and the environment: regional knowledge sharing", for 16 journalists in the region.

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

The APJC has the capacity and experience to meet the four-monthly progress reporting obligations of UNESCO Jakarta office. The final report will assess the extent to which project objectives were achieved and will also comment on challenges and successes of the project.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Three-day Curriculum Development Workshop in Kuala Lumpur, Malaysia</b>	
Venue hire for workshop, AV equipment rental, catering (3 days at \$700 per day)	2 100
Workshop Facilitator (\$250 per day x 3 days)	750
Accommodation in KL for international participants (\$127 per day x 4 days x 7 participants)	3 556
Meals and incidentals in KL for international participants (\$100 per day x 4 days x 7 participants)	2 800
<b>Sub-Total</b>	<b>9 206</b>
<b>Workshop in Kuala Lumpur, Malaysia</b>	
Flights for Facilitator and Consultant (Melbourne-KL- Melbourne: 2 persons at \$985)	1 970
Flight for Lecturer from Univ of Brunei D. (Bandar Seri Begawan- KL- Bandar )	750
Flight for Lecturer from Univ of the Philippines (Manila-KL- Manila)	450
Flight for Lecturer from Univ of Indonesia (Jakarta-KL- Jakarta)	354
Flight for Lecturer from Univ of East Timor (Dili-Denpasar > Denpasar-KL= \$350)	1 800
Travel expenses for local participants (\$30 x 3 participants x 3 days)	270
<b>Sub-Total</b>	<b>5 594</b>
<b>Development of Model Curriculum and Textbook outline</b>	
Fee for Editor 22 days over 12 months at \$250 per month	<b>5 500</b>
<b>Video Conference Calls and Communication expenses</b>	<b>3 700</b>
<b>Total</b>	<b>US\$ 24 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
International Project Consultant (48 days x \$140 day)	6 720
APJC Project Director - Overall management and editorial support (18 days x \$250 per day)	4 500
Office, desk and landline for consultant (120 days x \$37.50 per day)	4 500
<b>Total</b>	<b>US\$ 15 720</b>

# NEPAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ESTABLISHING A COMMUNITY RADIO SELF REGULATION MECHANISM FOR UPHOLDING FREEDOM OF EXPRESSION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 NEP/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 41 680</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 35 380</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Association of Community Radio Broadcasters Nepal (ACORAB) Chakupat 10 Lalitpur P.O. Box: 19324 Kathmandu Nepal Tel: (+977) 1 5551161 / 5551171 Contact person: Sunita Singh Acting Executive Director Email: <a href="mailto:sunita@acorab.org.np">sunita@acorab.org.np</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Office in Kathmandu Tel: (+977) 1-5554396 / 5554769 Contact person: Terhi Ylikoski, CI Advisor Email: <a href="mailto:t.ylikoski@unesco.org">t.ylikoski@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Across Nepal</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Pramod Tandukar, ACORAB Terhi Ylikoski, UNESCO Kathmandu</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The International Programme for the Development of Communication (IPDC)'s support for community radios (CR) in Nepal has been a strategic, defining factor in the growth of the CR sector. After receiving support from IPDC in 2007, the Association of Community Radio Broadcasters (ACORAB) worked on enhancing the capacity of CRs and preparing a Code of Conduct (CoC) of CRs. The CoC was revised in 2010 considering changes in the country's socio-political context and three-fold increase in number of CRs. To date, the number of CRs has increased to almost 200 in Nepal.

ACORAB now seeks further support from IPDC to establish an independent system of self-regulation for promoting freedom of expression, the right to information, and ethical standards within CRs. These have also been recognized in the UNESCO Media Development Indicators and the Article 19 of the United Nations' Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights (ICCPR). Nepal's Government signed the ICCPR in 1990, and is therefore committed to protecting and promoting the rights of its people to seek and receive information. Over the last 14 years, Nepali CRs have promoted that right by allowing for pluralism and freedom of expression. In many rural areas of the country, these CRs represent the only form of media available, providing services to the marginalized and disadvantaged people who have often been ignored by mainstream media. With the continued increase of the CRs, effective implementation of CoC has become vital to build on self-regulatory mechanisms in enhancing CR professionals' unbiased coverage, honesty, accuracy and reliability.

This project intends to establish a mechanism to hold CRs accountable to play a greater role as a watchdog. Self-regulation is a function that lies at the very the centre of this, fostering the media's responsibility towards the public and enhancing the quality of CRs. The Annual General Meeting of ACORAB has already formed an inclusive five-member Disciplinary Sub-Committee, headed by the Vice-President of ACORAB, to effectively monitor compliance of the CoC by the CRs, build public trust and credibility over the CRs, serve as a driver to improve quality standards, and reduce public complaints against CRs. Self-imposed rules are likely to carry a greater moral authority and, consequently work with greater effectiveness than externally imposed legal ones.

With the aim of creating a self-regulatory system for community radios, this project is strongly linked with the Media Development Indicator 3.7, 'Print and Broadcast Media Have Effective Mechanisms of Self-Regulation'.

### 2. DESCRIPTION OF THE TARGET GROUP:

The project targets all 197 operational CRs of Nepal. The CRs exist in 72 out of Nepal's 75 districts.

### 3. DEVELOPMENT OBJECTIVE:

The development objective of the project is to promote Community Radios as catalysts for social transformation and as facilitators to advocate for social justice, promotion and protection of human rights and good governance. Through improved professional and ethical standards, community radios will better represent the different views and interests of the diverse Nepali communities, thus contributing to the democratic discourse, building a sustainable and inclusive peace in Nepal.

### 4. IMMEDIATE OBJECTIVE:

To ensure high ethical and professional standards in community radio journalism through enforcement of a "Community Radio Code of Conduct" within the community radios of Nepal.

## 5. **PROJECT OUTPUTS:**

- Capacity of "Disciplinary Sub-Committee" members and Regional Vice-Presidents of ACORAB on implementation of Self-Regulatory Mechanism enhanced.
- Community radios aware of the importance of self-regulatory system and willing to join the system introduced by ACORAB.
- Community radios' self-regulatory mechanism in place.
- 35 CoC compliance monitoring reports by Disciplinary Sub-Committee prepared.

## 6. **ACTIVITIES:**

- Organise training to Disciplinary Sub-Committee members and Vice Presidents of ACORAB on enhancing their capacity to effectively play their role on the following key characteristics of the self-regulating system: Accessibility, independence, fairness efficiency and effectiveness.
- Organise regional workshops on Self-Regulatory Mechanism
- Preparation of Self-Regulatory mechanism
- Monitoring and reporting on compliance of CoC by community radios (The monitoring visits made during the project period are also a crucial part of capacity building and awareness raising of the community radio members on the Code of Conduct.)

## 7. **PROJECT INPUTS:**

- 2 trainers for training of Disciplinary Sub-Committee
- 2 facilitators for facilitating workshops
- 2 consultants for preparation of Self-Regulatory Mechanisms
- Training/workshop materials

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Project preparation and planning	■											
Training of Disciplinary Sub-Committee members and Vice Presidents of ACORAB		■										
Preparation of Self-Regulatory mechanism		■	■	■	■							
Organize regional workshops			■	■								
CoC compliance Monitoring and reporting					■	■	■	■				
Project Evaluation								■				
Preparation of final project report									■			

## 9. **INSTITUTIONAL FRAMEWORK:**

The project will be implemented by ACORAB, which was established in 2002 as an autonomous and politically non-partisan organization. 197 CRs spread across 72 districts of the nation form the core membership of this association. It works to advance the cause of CRs and facilitate the sharing of knowledge and resources, speaking with a single voice for the community that it represents.

ACORAB is guided by its own Strategic Plan and policies (e.g. good governance) and Code of Conduct. It will continue to strengthen existing the management structure, including its Audit Committee and Sub-Committees (including Disciplinary, Gender Equality and Inclusion)



## 10. SUSTAINABILITY:

The effectiveness and sustainability of social accountability mechanisms are improved when they are “institutionalized” and linked to existing governance structures. The project intends to enhance and institutionalize democratic norms, accountability and professionalism of the community radios so that they play the strong role of watchdog, act as the voice of citizens, and defend public interests. These are important determinants of continued support from the public and sustainability of community radios as well. ACORAB has already shown commitment to making the self-regulatory system part of its core work by creating the disciplinary committee. In order for ACORAB to establish the system in a participatory and quality manner, external assistance is needed, but once the self-regulatory system is in place, it will become part of ACORAB’s regular work.

## 11. FRAMEWORK OF MONITORING:

The internal project monitoring will be carried out under the leadership of the Programme Coordinator, being aligned with the monitoring and evaluation framework of ACORAB and IPDC/UNESCO, ensuring that monitoring is results-oriented and participatory. The primary purpose of monitoring will be to generate learning that will lead to achievement of programme goals. Member CRs will be responsible for reporting field level activities to the Programme Coordinator. The project implementation will also be closely monitored by the CI Unit of the UNESCO Office in Kathmandu.

## 12. EVALUATIONS CARRIED OUT:

Recently, ACORAB and its strategic partners (e.g. DanidaHUGOU, ActionAid Nepal) jointly commissioned to review performance of ACORAB as per its Annual Work plan 2010-2011. The report has recommended that ACORAB monitors compliance of the CoC not just to establish minimum standards on accuracy, professional ethics, broadcasting advertisement, averting politicization of CRs, preserving editorial freedom and freedom of speech, and diversity of points of view and opinions, but also for the safety of the radio journalists themselves.

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

ACORAB will submit quarterly progress and financial reports, and a project completion report at the end of the implementation to the UNESCO Office in Kathmandu.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>2-day Capacity building workshop for Disciplinary Sub-Committee and Regional Vice Presidents of ACORAB</b>	
Accommodation and meals for participants (\$25 x 10 persons x 4 days)	1 000
Trainer (\$100 x 2 days)	200
<b>Travel cost of participants:</b>	
Travel cost of participants (\$15 x 5 persons x 2 way)	150
Travel cost of disciplinary sub-committee (\$86 x 5 persons x 2 way)	860
Stationery e.g. pens, copies, etc. (\$3 x 10 persons)	30
Training materials (\$7 x 10 persons)	70
<b>Sub-Total</b>	<b>2 310</b>

<b>Consultation workshop with community radios and stakeholders:</b>	
Accommodation and meals of CR participants from outside districts (\$25 x 40 persons x 5 workshops)	5 000
Meals of participants from the district(USD 5 x 20 persons x 5 workshops)	500
Remuneration to Facilitators (\$100 x 2 facilitators x 5 workshops)	1 000
Travel cost of participants (\$15 x 40 persons x 2 ways x 5 workshops)	6 000
Stationery (\$3 x 60 persons x 5 workshops)	900
Workshop materials, e.g. photocopies of self-regulatory mechanism, banner, (\$2 x 60 persons x 5 workshops)	600
Travel cost for 3 ACORAB staff members to each workshop (\$154.70 x 5 workshops x 3 people)	2 320
<b>Sub-Total</b>	<b>16 320</b>
<b>Development of a self-regulatory mechanism:</b>	
Remuneration to Consultants (\$100 x 2 consultants x 15 working days)	3 000
Publication of Self-Regulatory Mechanism (\$400 design, layout, editing, translation into English + \$600 for printing 500 copies)	1 000
<b>Sub-Total</b>	<b>4 000</b>
<b>CoC Compliance monitoring and reporting:</b>	
Travel cost (\$20 x 2 way x 3 persons x 40 visits)	4 800
Daily Allowance (\$25 x 3 persons x 40 visits x 2.5 days)	7 500
Stationery	450
<b>Sub-Total</b>	<b>12 750</b>
<b>Total</b>	<b>US\$ 35 380</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Partial salary of Coordinator (\$300 x 9 months)	2 700
Partial salary of Accountant (\$200 x 9 months)	1 800
Communication (\$50 x 9 months)	450
Transportation (\$100 x 9 months)	900
Utilities (\$50 x 9 months)	450
<b>Total</b>	<b>US\$ 6 300</b>

# NEPAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>INSTIUTIONAL CAPACITY BUILDING OF TRIBHUVAN UNIVERSITY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 NEP/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and Institutional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 40 881</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 35 381</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Central Department of Journalism and Mass Communication Tribhuvan University Exhibition Road Kathmandu Nepal</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Office in Kathmandu</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Tribhuvan University, Kathmandu, Nepal.</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Professor Prabal Raj Pokhrel, Tribhuvan University</b>  <b>Terhi Ylikoski, UNESCO Office in Kathmandu</b> <b>E-mail: <a href="mailto:t.ylikoski@unesco.org">t.ylikoski@unesco.org</a></b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

Journalism education was initiated in Nepal in 1976 as the Journalism Department of the Tribhuvan University (TU) was established with support from UNESCO. Today, there are three universities and approximately 170 colleges giving training in journalism in Nepal, and the Nepali media landscape is thriving with thousands of newspapers and magazines, hundreds of radio channels and more than 30 TV channels. Journalism and mass communication courses are witnessing considerable demand from students with intent on pursuing careers in journalism and communication.

While the boom in private television channels and FM radio stations in the country fuels this demand, the educational institutions are facing a challenge in responding to the needs of a growing number of students. This creates challenges with regard to the competencies of teachers, (many of whom do not have degrees or experience in journalism) as well as the content and consistency of curricula, and the level of equipment and facilities.

There is no clear direction or consistency in many of the various journalism courses offered at schools and universities in Nepal. Academia is facing difficulties in keeping in pace with the fast changing media scenario in the country, and many universities have not changed or updated their curricula in years.

Nepal is a post-conflict country with a young and still fragile peace. Therefore the capacity of media is of particular importance. Only with well trained journalists who understand their rights and responsibilities can the Nepali media take its crucial place in strengthening the democracy of the country and disseminating information to the Nepali people. In this context, Tribhuvan University (TU) is planning a pilot project for journalism training. The purpose of the project is to update and improve the journalism training in Nepal through introducing the UNESCO Model Curricula for Journalism Training for the first time in Nepal. TU will first review the current curricula for BA and MA level studies, and then revise it according to the UNESCO Model. In order to take full advantage of the revised curricula, the university needs new tools, both in terms of textbooks that correspond with the revised curricula and technical equipment, as well as in terms of increased capacity of the teaching staff of the university.

Currently TU's Central Department for Journalism and Mass Communication only has 3 computers, 4 sound recorders, 3 small digital cameras and 1 television. By establishing a national journalism education resource centre, open to all universities offering training in journalism, TU will improve the students' possibilities to put their learning into practice. Through training and networking activities, the experiences from the Model Curricula will be distributed to other institutions giving training in journalism as well.

The long term aim of the pilot project is to start a new era in journalism training in Nepal, by providing the students with education that is of better quality and prepare them both with skills as well as the understanding of their role in building democratization and peace in Nepal as the journalists of the new generation.

Supporting the development of training curricula and capacity training for journalism teachers, this project is strongly linked with the Media Development Indicator 4.4, 'Academic Courses Accessible to Wide Range of Students'.

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

Primary target group: Faculty members of the Central Department of Journalism and Mass Communication, Tribhuvan University. Secondary target group: Faculty members of other universities offering training in

journalism will benefit from the project through the training and networking activities as well as the national journalism education resource centre.

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

The development objective of this project is to improve the level of journalism training in Nepal, in order to strengthen professionalism and independence of journalists in Nepal. Through creating quality training for the students of journalism, the project will contribute to building the new generation of well trained journalists, able to fully assume the media's important role in building democracy and strengthening peace.

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

Infrastructure and academic capacity of the Central Department of Journalism and Mass Communication, Tribhuvan University strengthened in order to provide the students of Tribhuvan University journalism with training of good quality, and to disseminate good practices of journalism training to other training institutes in Nepal.

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

- Bachelor and Master level journalism training reviewed and new journalism curricula developed based on UNESCO Model Curricula for Journalism Training.
- A textbook complimenting the revised curricula published.
- Capacity of faculty members of TU and other universities strengthened through training and networking.
- National journalism education resource centre established.

### **6. ACTIVITIES:**

- Review and revision of Bachelor and Master level journalism training curricula in accordance with the UNESCO Model Curricula for Journalism Training.
- Textbook publication for journalism training in order to support the revised curricula.
- 6-day training to impart skills on using appropriate training methodologies for 35 journalism teachers and trainers in TU and other universities.
- Establishment of a national journalism education resource centre, open to all students of journalism in Nepal.
- Seminar at the end of the project in order to share the experiences from the UNESCO Model Curricula with other institutions giving journalism training.

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

- Computers and media teaching aids with communication facilities for the national journalism education resource centre.
- Consultation by experts and resource persons in order to publish a textbook for the journalism training and in order to organize training for journalism educators.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Review and revision of Bachelor and Masters level journalism training curricula	■	■	■	■	■	■	■					
Establishment of national resource centre	■	■	■									
Training for journalism educators							■	■	■			
Publication of textbook for journalism ed.								■	■	■		
National seminar on the journalism curricula											■	

## 9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by the Central Department of Journalism and Mass Communication, Tribhuvan University, where journalism and mass communication education was initiated in 1976. The department has one Professor, 4 Associate Professors, 6 Lecturers and 20 Journalism Assistant teaching members. Core professors and teachers are members of the subject committee of journalism, and the Head of the department is responsible for the course curricula for journalism training at TU.

## 10. SUSTAINABILITY:

After the journalism training curriculum has been developed, it will be adopted as a normal part of the curricula at Tribhuvan University. In addition, the textbook and resource centre will benefit the university also after the project has ended, and the Tribhuvan University commits itself to maintaining the resource centre after the project has ended.

## 11. FRAMEWORK OF MONITORING:

The project implementation will be monitored by the CI Unit of the UNESCO Office in Kathmandu. Tribhuvan University will provide UNESCO Kathmandu with quarterly progress and financial reports.

## 12. EVALUATIONS CARRIED OUT:

There has been no specific feasibility study carried out for this project. However, a working paper on the state of journalism training and media education in Nepal was written by Laxman Datta Pant in July 2010. This working paper emphasizes the need for revision of the journalism training curricula in Nepal, as well as the need for capacity building for journalism trainers.

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

Central Department of Journalism and Mass Communication, Tribhuvan University, will provide UNESCO three intermediary implementation reports after the third, sixth and the ninth month of the project duration. At the end of the project, a final report and certified financial statements will be submitted describing the achievement of immediate objectives and the financial operations. The person in charge of this project is Mr Prabal Raj Pokhrel, Head of the Department of Journalism and Mass Communication.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Establishment of journalism resource centre (equipment)</b>	
Computers (3 x \$ 800)	2 400
Digital camera (3 x \$300)	900
Video camera (2 camcorders x \$800)	1 600
Sound recorders (2 x \$500)	1 000
Printers (2 x \$250)	500
Scanners (2 x \$200)	400
Portable USB drivers (10 x \$70)	700
Internet and Web construction	500
Purchase of various books on journalism	2 000
<b>Sub-Total</b>	<b>10 000</b>
<b>Capacity building workshop for journalism trainers</b>	
Local Travel cost for participants from Kathmandu (30 persons x \$20)	600
DSA for participants from outside Kathmandu (includes accommodation, meals and local travel) (\$25 per day x 5 persons x 8 days)	1 000
Training venue + equipment (6 days x \$200 per day)	1 200
Remuneration for the local trainers (5 local trainers, \$80 per person)	400
Training material photocopying	200
Stationeries for the training (\$3 per person, 35 persons)	105
Fee for the international expert facilitating the training (6 days at \$250 per day)	1 500
DSA for the trainer (8 days at \$142 per day)	1 136
Travel cost of the international trainer	1 500
<b>Sub-Total</b>	<b>7 641</b>
<b>Reviewing and revising the Bachelor and Master level curriculum</b>	
Research assistant to develop questionnaire and conduct research (30 days x \$40)	1 200
Consultant to revise the curricula (45 days x \$ 100)	4 500
<b>Sub-Total</b>	<b>5 700</b>
<b>Text book production, including author's input and publication (1500 copies)</b>	
8 articles by 8 writers x \$400 per person	3 200
Editing, layout and design	500
Printing of the book, 1500 copies, \$4 per book	6 000
<b>Sub-Total</b>	<b>9 700</b>
<b>Seminar</b>	
Lunch for 70 people (including the venue), \$18 per person	1 260
DSA for 20 participants coming from outside Kathmandu (\$25 x 20)	500
Facilitator	80

Stationery for 70 people, \$2 per person \$140; Banner and equipment \$200	340
2 Presentations on adaptation of the curricula (\$80 x 2)	160
<b>Sub-Total</b>	<b>2 340</b>
<b>Total</b>	<b>US\$ 35 381</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Administrative costs for project	2 000
Project management	2 000
Local transportation	500
Utilities (water, electricity, telephone, printing, stationery)	1 000
<b>Total</b>	<b>US\$ 5 500</b>



## BANGLADESH

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING INSTITUTIONAL CAPACITY OF THE PATHSHALA SOUTH ASIAN MEDIA ACADEMY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 BGD/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human Resource Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity Building, Training and Equipment support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 52 224</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 33 782</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Pathshala South Asian Media Academy 16, Shukrabad, Panthapath, Dhaka – 1207, Bangladesh</b></p> <p><b>Website: <a href="http://www.pathshala.net">www.pathshala.net</a> Contact: Arnob Chakrabarty, Head of Training Phone: (+88) 02 9129847 / 9136895 Email: <a href="mailto:arnob.chakrabarty@pathshala.net">arnob.chakrabarty@pathshala.net</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Dhaka</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Dhaka, Bangladesh</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<p><b>Abdullah Al Razwan Programme Coordinator Email: <a href="mailto:razwan.nabin@pathshala.net">razwan.nabin@pathshala.net</a></b></p>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

The Government of Bangladesh adopted the Right to Information (RTI) Act in 2009 and makes provisions for ensuring free flow of information and people's right to information. The freedom of thought, conscience and speech are also recognized in the Constitution as a fundamental right, with the right to information being a distinguishable part of it. Technological advancement in recent years has led to a boom in broadcast media: 20 private TV channels and 8 Radio stations have been established in the past couple of years while traditional forms of journalism remain strong.

Developments in RTI provide an opportunity to start building not only a strong journalism profession, but the resultant flood of information and news reaching the Bangladeshi people also assists in the development of civil society, ensuring good governance by being the watchdog of democracy. Most broadcast journalists in Bangladesh have received university education, and some have a background in print media. Many however have no journalistic education background. Increasingly, working journalists argue that further refinement of their skills through rigorous formal training would better serve both the profession and the public.

The purpose of the project is to enable the Pathshala South Asian Media Academy to be a more professional institute with a modern organizational approach. This includes better and clearer long term planning, and tighter financial control with stricter monitoring of performance, together with a more refined evaluation approach. It also seeks to implement a structured training programme in different thematic training areas to provide participants, both novices and seasoned practitioners, with tools to professionalize their work, with the aim of steering journalism in Bangladesh towards greater independence, accuracy and responsibility. In order to become a self sustained media academy, Pathshala will charge minimum fees from the course participants.

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

Students and faculty members of the Pathshala South Asian Media Academy are the primary beneficiaries of the project. Other media training institutes, media organizations and educational institutions offering education and training in journalism and media will also benefit from the project through sharing the Academy's equipment, resource centre, training and networking activities.

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

The project will improve the level of Broadcast Journalism education and training, both vocational and academic at various career-stages of Bangladeshi journalists, in order to strengthen their professionalism and independence. Through creating quality training for broadcast departments, the project will contribute to building the new generation of well trained broadcast professionals, able to fully assume the role of the media in building democracy and strengthening freedom of expression.

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

The Broadcast Journalism Department of the media academy will acquire the capacity to introduce a short course on Broadcast journalism and one year diploma course on video editing for interested and working journalists based on the UNESCO Model Curricula for journalism Education.

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

- A new module will be introduced as a three month short course on Broadcast Journalism based on UNESCO Model Curricula for Journalism Education.

- A new module of a one year Diploma Course of on Video Editing will be introduced for interested and existing Broadcast Media technicians.
- Capacity of fifteen tutors and trainers of Pathshala South Asian Media Academy strengthened through Training of Trainers (ToT)
- 3 sets of Broadcast equipment will be installed in the academy, including Camera Kits and Video Editing panels.

**6. ACTIVITIES:**

- Recruitment of project staff
- Background studies to develop the short course on broadcast journalism and diploma course on Video Editing
- Hire consultant to develop short course on Broadcast Journalism and One year diploma on Video Editing
- Procurement of broadcast equipment
- Installation of broadcast equipment in the Media Academy
- Organization of ToT for the fifteen tutors and trainers
- Development of the marketing and promotion plan of the courses
- Launch of the courses

**7. PROJECT INPUTS:**

- One Project Manager to supervise and one Project Coordinator to ensure efficient project implementation
- One Broadcast Technician to ensure the maintenance of equipment
- Four external experts for developing course modules
- Three iMAC computer with 27” Monitor, 1 TB Hard Disk, 512 Graphics 2.7 GHZ processor and Final Cut Pro Software. Computers will be retained by the Media Academy to continue the courses beyond the project period.
- Three Panasonic AG-HPX172 Professional Camcorders (PAL Camera KIT with external hard drive) to be retained by the Media Academy to continue the courses beyond the project period.
- Three external experts capable to conduct the ToT for tutors and trainers of the media academy.
- Fifteen tutors and trainers to attend the ToT and conduct the course later on.
- One External Expert to develop a marketing and Promotion plan of the courses.

**8. WORK PLAN:**

<b>ACTIVITIES / MONTH</b>	1	2	3	4	5	6	7	8	9	10	11	12
Recruitment of project staff	■	■										
Background studies to develop short module	■	■										
Hire consultant to develop modules		■	■									
Development of modules				■	■	■						
Recruitment of teachers						■	■					
Procurement of broadcasting equipment						■	■					
Installation of equipment							■	■				
Recruitment of broadcasting technician						■	■					
Selection of tutors/trainers for ToT						■	■					

Organization of ToT													
Development of marketing/promotional plan													
Launch the courses													
Monitoring and evaluation													
Project progress report													
Final report													

**9. INSTITUTIONAL FRAMEWORK:**

By an initiative of World Press Photo (WPPH), Pathshala opened its doors to students in 1998. Pathshala offers a 3-year professional course on photo journalism including thematic workshops in collaboration with foreign universities. Pathshala recently changed its name from Pathshala South Asian Institute of Photography to Pathshala South Asian Media Academy. The launch of the new Media Academy took place on 22 March, 2010 with the opening of the new department on broadcast and multimedia journalism. Since then the Broadcast and Multimedia Journalism Department has organized 4 Reporting and Producing News for TV courses, 8 Basic Video Editing Courses, 6 TV Basic Camera courses and 2 Multimedia Journalism Courses.

**10. SUSTAINABILITY:**

From its beginning, Pathshala has tried to become a self-sustained media academy in the country and has charged a minimal amount of money from the trainees and students of courses. And after the development of curriculum for the Short course on Broadcast Journalism, it will be adopted as a part of the regular curricula at Pathshala South Asian Media Academy. Trained ToT holders will join Pathshala as a regular faculty and continue their teaching for future courses while broadcasting equipment procured will be used for all broadcast courses in the academy.

**11. FRAMEWORK OF MONITORING:**

UNESCO Dhaka office will monitor the activities of the project.

**12. EVALUATIONS CARRIED OUT:**

Pathshala South Asian Media Academy and Goethe Institute organized a round table meeting with broadcast media professionals in 2010 which indicated that the broadcast media industry need a platform to train the interested and practiced journalists on broadcast journalism. In view of these recommendations, Pathshala South Asian Media Academy and UNESCO conducted a needs assessment survey among media professionals and found that everybody is looking for a platform to enrich their broadcast skills.

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

The project Manager will prepare and submit to the UNESCO field office the progress report on a four month basis. The final report will be submitted with all the relevant documents, describing the extent to which the objective of the project has been achieved at the end of the project period.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
National Trainers to conduct ToT (\$100 each x 3 trainers x 5 days each)	1 500
Venue & sound system (\$82 x 5 days)	410
Information Kit (Bag, Writing pad, Pen & Materials for 18 people at \$10 each)	180
Banner	40
Certificate for 15 participants (15 x \$4)	60
Food & refreshment for Participants, Resource persons & Project staff on Training. (2 x tea/snacks & 1 x lunch for 22 persons at \$10 each x 5 days)	1 100
Equipment rental (laptop, multimedia projector) at \$82 x 5 days	410
Communication and Invitation	100
Transportation (5 days at \$13 per day)	65
<b>Sub-Total</b>	<b>3 865</b>
i-Mac computer with 27" Monitor, 1 TB Hard Disk, 512 Graphics 2.7 GHZ processor (3 units at \$2295 each)	6 885
Final Cut Pro Software (3 units at \$1054 each)	3 162
Panasonic AG-HPX172 Professional Camcorder PAL Camera KIT with One Battery & charger, Tripod, 64 GB Memory and Soft Case (3 units at \$6260 each)	18 780
Installation of broadcast equipment	1 500
<b>Sub-Total</b>	<b>30 327</b>
<b>Total</b>	<b>US\$ 33 782</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Equipment rental (laptop, multimedia projector) at \$82 x 5 days	410
Project Manager (Partial) 1 person for 12 months at \$547	6 564
Project Coordinator (Partial) 1 person for 12 months at \$273	3 276
Project Office Rent (Partial) for 12 months at \$205	2 460
Equipment Room Rent (Partial) for 12 months at \$136	1 632
Launching of courses	1 000
Promotion of courses	1 000
Telephone, Cell phone, Internet, Postage etc for 12 months at \$50 per month	600
Project Reporting Costs	1 500
<b>Total</b>	<b>US\$ 18 442</b>

## BHUTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>DEVELOPMENT OF THIRD TIER OF BROADCASTING COMMUNITY RADIO IN BHUTAN</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 BHU/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity building and Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 32 000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 27 500</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>AMARC Asia Pacific Kathmandu, Nepal Phone: +977 1 5554811 Fax: +977 1 5521714</b></p> <p><b>Mr Ashish Sen, President Email: <a href="mailto:sen_ashish@yahoo.com">sen_ashish@yahoo.com</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO New Delhi Office, India</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Thimpu, Bhutan</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>AMARC Asian Chapter</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

Media in Bhutan has undergone considerable growth after the establishment of democracy in 2008. Today, mass communication in Bhutan encompasses both traditional and New Media technologies, ranging from newspapers, radio and TV to mobile phones and the internet. According to a UNESCO-supported Media Development Assessment (MDA) conducted in Bhutan in 2010, there are vital elements missing in the media landscape which need to be addressed. These include policy and legal frameworks to support the growth of media; Right to Information laws to ensure transparency and good governance; Fiscal and infrastructural incentives to encourage the growth of media; and enabling spectrum and licensing policies for electronic media.

The findings of the media assessment indicate that “reach and scale have been critical bottlenecks for the media, resulting in media-clutter in urban areas within the country.” For balanced growth of media in Bhutan, it is imperative that media should penetrate rural and remote areas, as well as marginalized and deprived communities to enable equal access to user-friendly and cost-effective communication means such as radio.

Radio as a means of mass communication has the advantage of wide coverage, affordability, portability, the ability to operate on battery-power and with a low set-up cost. Radio provides easy access to information in remote and inaccessible regions. Unlike print or the internet, it does not require literacy or higher order technical skills to operate or to receive.

The basic rationale of community radio is freedom of expression. Article 19 of the Universal Declaration of Human Rights guarantees freedom of opinion and expression and the freedom to receive and impart information and ideas through any media and regardless of frontiers. The Milan Declaration on Communication and Human Rights (1998) calls for international recognition of the community broadcasting sector as an essential public service and an important contributor to media pluralism and freedom of expression and information.

According to the MDA (2010) “Community media is a new idea in Bhutan and, to this end, the only community media is a radio that has been licensed to Sherubtse College”. The Sherubtse campus radio is one of just half a dozen private FM radio stations in Bhutan. There are no separate laws and regulations for community radio in Bhutan. It is, therefore, important to recognize community radio as the third tier of broadcasting (along with public service and commercial radio), as a unique, not-for-profit sector in terms of licensing, but also in terms of the vital role it plays in democratization and equity, and to counterbalance the commercialization of media.

This project aims to: Conduct feasibility studies for the establishment of community radio and pilot a few community radio stations; formulate policies and regulations for creating an enabling environment for community media based on the study; and encourage and collaborate with civil society organizations, including local communities, to promote community media.

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

The target group is the staff of Bhutan InfoComm and Media Authority (BICMA) and the Division on Community Radios, Ministry of Information and Communication (MoIC).

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

The goal is to build the professional capacities of the BIMCA and MoIC in tune with the best international and regional practices, in line with category 1 of the Media development Indicators so that they will contribute to an enabling environment of freedom of expression, pluralism and diversity of the media.

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

To develop the knowledge and skills of BIMCA and MoIC with the best regulatory, managing administrative practices of according to the highest international standards to establish a Policy on Community Radio and first Community Radio pilot projects in the country.

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

- Feasibility study report on potential of community radio in Bhutan
- Three day National Consultation on community radio
- Draft Policy on community radio
- One pilot community radio project
- At least 100 trained volunteers in community radio

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

- Conduct a feasibility study on development of Community Radio in Bhutan with recommendations
- Hold a three-day national consultation on Community Radio in Thimpu with all stakeholders
- Preparation of a draft Policy on Community Radio
- Conduct a 3-day workshop on community radio to train volunteers

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

- Two consultants in Community Radio (CR) to conduct the feasibility study, organize the National Consultation and help draft the CR Policy
- Technical assistance to conduct training workshops for CR volunteers and set up 1 pilot CR station.
- Temporary office space in Bhutan, preferably in Thimphu.

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

ACTIVITIES / MONTH	2	4	6	8	10	12	14	16	18	20	22	24
Conduct feasibility study	■	■	■									
Plan National Consultation on CR			■	■								
Conduct 3-day National Consultation					■							
Discussions with stakeholders to develop draft CR policy					■	■						
Identify locations & civil soc. orgs. to set up 5 CR pilot projects							■					
CR training workshops, seek licenses								■	■			
Identify equipment manufacturers. Install equipment within 6 month period									■	■	■	
Continue training of CR volunteers										■	■	■
Pilot projects handed over to local organizations												■

#### 9. **INSTITUTIONAL FRAMEWORK:**

The World Association of Community Radio Broadcasters (AMARC) is an international non-governmental organization serving the community radio movement, with a grassroots membership base and with more than 4000 members including community radios, Federations and community media stakeholders in more than 115



countries. Its goal is to support and contribute to the development of community and participatory radio along the principals of solidarity and international cooperation. Through service to its members, networking and project implementation, AMARC’s main global impact since its creation in 1983, has been to accompany and support the establishment of a worldwide community radio sector that has contributed to democratize the media sector in a number of countries across the world. AMARC advocates for the right to communicate at the international, national, local and community levels and defends and promotes the interests of the community radio movement through solidarity, networking and cooperation.

**10. SUSTAINABILITY:**

AMARC is uniquely placed to support development of community broadcasting. It is the only grassroots NGO to focus specifically on community radio for development. It brings together a global movement with an unrivalled body of experience and expertise in community broadcasting practice and in communication for development. The Asia Pacific Chapter of AMARC has developed a regional action plan aimed at the support and development of a community broadcasting sector in the region. Based on that appropriate activities have been planned and implemented taking place

**11. FRAMEWORK OF MONITORING:**

The Asia Pacific Chapter of AMARC will coordinate the project and its implementation with UNESCO New Delhi Office, to whom AMARC will submit its reports.

**12. EVALUATIONS CARRIED OUT:**

The Media Development Assessment report initiated and supported by UNESCO in 2010 in Bhutan, in partnership with the Ministry of Information and Communication (MoIC), as well as with other media stakeholders in the country, provided critical insight and understanding of the media landscape in Bhutan. It was intended to serve as an operational guideline framework for evidence-based intervention by all stakeholders to promote and develop the media. More specifically, the assessment looks at the areas of media development, delineating the issues and challenges that the media industry is facing in Bhutan. The MDIs, developed by UNESCO-IPDC, provide specially-adapted methodological tools to assess Bhutan’s media development.

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

The beneficiary agency undertakes to report on project progress on a fourth month basis. At the end of the project, a comprehensive narrative and financial report will be submitted to the donor agency.

**D. BUDGET**

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

Local travel for 10-day fact-finding mission to Bhutan for 1 consultant	500
Accommodation for fact-finding mission: \$100 x 10 days	1 000
Per diem for fact-finding mission: \$25 x 10 days	250
Fee for fact-finding mission: \$100 x 10 days	1 000
<b>Sub-total 10-day fact-finding mission</b>	<b>2 750</b>
Feasibility study	1 450
National Consultation Budget	

Training Workshops (x3): (3 days x 20 pp at \$30 + Honorarium for 3 trainers: \$1500)	3 300
<b>Equipment for Setting up of 1 CR station</b>	
1000W Transmitter	2 897
Two bay vertical polarized FM antenna	3 308
Feeder cable (6000m) + Connectors	2 600
Voltage Regulator 5KVA	1 340
2 Satellite Digital Receiver System	900
Receiver infosat DSR9500 and Disk 10" Unit 1	1 320
3 Audio Studio System Equipment	840
Audio mixer YAMAHA 12 Channels (x 1)	632
Soken DVD player (x 2)	474
Monitor Speaker (x 4)	190
Dynamic Microphone YAMAHA (x 6)	2 112
Microphone Boom Stand (x 2)	218
Headphones (x 2)	231
M-Audio recorder with 1G memory (x 2)	1 050
Tape cassette/Radio Panasonic (x 1)	120
4 Line Telephone bridge TH804B (x 1)	318
Cable and Connector accessories Suit 1 Installation and furniture	1 450
<b>Sub-Total Equipment</b>	<b>20 000</b>
<b>Total</b>	<b>US\$ 27 500</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project coordinator	3 000
Communications and Narrative report preparation	1 000
Financial report preparation	500
<b>Total</b>	<b>US\$ 4 500</b>

# MALDIVES

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>INSTITUTIONAL CAPACITY BUILDING OF THE MALDIVES BROADCASTING COMMISSION AND MALDIVES MEDIA COUNCIL</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 MLD/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 29 500</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 26 000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Maldives Broadcasting Commission and Maldives Media Council</b>  <b>Ameenee Magu,</b>  <b>20144 Male</b>  <b>Maldives</b></p> <p><b><u><a href="mailto:info@broadcom.org.mv">info@broadcom.org.mv</a></u></b>  <b><u>(+960) 333 4 333</u></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO New Delhi Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Male, Maldives</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>UNESCO New Delhi Office</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

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

Until recently, the history of Maldives media was that of a State run media with the former President, M.A. Gayoom, exercising a firm grip over media content. Mohamed Nasheed's democratically elected government in 2008 began a string of political, economic and media reforms which improved the status of freedom in Maldives from 'Not Free' in 2007 to 'Partly Free' in 2011 (carried out by US-based watchdog, Freedom House). According to the 2010 Reporters sans Frontières (RSF) Press Freedom Index, the Maldives has jumped 53 places - the biggest advance of any country. The change in the political landscape had contributed to an improved press freedom, according to Vincent Brossel, in charge of the Asia desk at RSF. He argues that cases against journalists have been frozen or withdrawn, journalists have been released from jail and there are no longer obstructions to the work of foreign journalists.

Although the space for free expression has been unlocked and is vibrant, and the role of the media is growing, the political crisis in the Maldives showed that transition and change is always a painful process and there is still much to be done. Maldives is a fledgling democracy, still struggling for press freedom. Following the ratification of the Broadcasting Bill on 22 August 2010, the Maldives Broadcasting Commission (MBC) was established. It is a 7-member commission, entrusted with the implementation of broadcasting policy, regulation of broadcasting industry and promotion of responsible broadcasting, and became operational on 5 April 2011.

The President promulgated the right to freedom of expression press freedom in the new Maldivian Constitution and also established the Maldives Media Council (MMC) and Maldives Broadcasting Commission (MBC) to oversee the smooth and independent functioning of the press and broadcasters in the country. The MMC's mandate is to promote freedom of press and to instill ethics and high professional standards among all those engaged in media and journalism. The State still exerts a strong control over the media and MBC/MMC President Nasheed says this hold is largely due to a shortage of trained personnel. The law gives the Media Council statutory powers to investigate public complaints against broadcast and print media. Although the Media Council Law has many loopholes, it is the currently the best option, since it will help bring an end to the Department of Information's regulation of media content of private media organizations.

The crisis of lack of trained people in the field of broadcasting is also expressed in the August 2011 Status Brief of MBC. It also states that due to lack of educational institutions that provide broadcast related training, securing exposures to international training opportunities is a priority area identified by the Commission. In a situation where knowledge base is relatively limited, the importance of learning from successful models created and practiced in mature democracies is imperative.

The MMC has the power to investigate complaints, oversee the behaviour of the news media, and where the Council finds appropriate sends cases to the courts for trial. The Council has very sensitive functions and powers which if not implemented properly would lead to a stifling of media and free speech. The MMC mandate also includes providing professional training opportunities for working journalists which requires first and foremost capacity building of the members of MMC itself. Being a new and very recent institution with a high responsibility towards the civil society, it is imperative that the members of both MBC and MMC be given adequate training and skills from international experts.

To this end, the project aims to build and elevate the professional capacity of the Maldives Broadcasting Commission and Maldives Media Council.

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

Members of the Maldives Broadcasting Commission (7) and Maldives Media Council (15).

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

The goal is to build the professional capacities of the newly instituted MMC and MBC, keeping in tune with the best international and regional practices in line with category 1 of the Media Development Indicators so that they will contribute to an enabling environment of freedom of expression, pluralism and diversity of the media.

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

Building capacity of members of MMC and MBC with the best regulatory and arbitration practices according to the highest international standards.

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

- Two study visits of a maximum of 6 days each to two countries (among the UK, Australia or the Netherlands) to observe and extract the best practices from each of the models observed and discussed.
- Minimum of three consultation and advocacy meetings held between the institutions and media stakeholders.

### 6. **ACTIVITIES:**

- A consultant to provide 3- month technical support advice to the two targeted institutions
- Agreements and preparations made with Media Commissions in UK, Australia or The Netherlands
- Study visit to the specific offices of 1 model country

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

- A consultant, preferably an expert with experience in the field of assisting and advising regulatory and arbitration bodies sourced for at least 3 months to Maldives
- Funding for travel to 1 model country, from the 3 mentioned above
- Funding for at least two stakeholders mobilisation and consultation meetings

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

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Familiarization/study visit by appointed executives	■											
Sourcing and engagement of consultant		■	■	■								
Stakeholders mobilization meetings		■			■		■					

### 9. **INSTITUTIONAL FRAMEWORK:**

Maldives Broadcasting Commission was constituted on 22<sup>nd</sup> August 2010 under Article 3 of the Broadcasting Act (Act No.16/2010) as an independent institution, with members being appointed by the President Mohamed Nasheed on 4<sup>th</sup> April 2011. The objectives of its seven-member commission include regulating and developing the broadcasting sector in the Maldives, and establishing sound regulatory mechanisms for broadcasters with a view to creating a conducive environment for developing and expanding the broadcasting infrastructure and service. It also aims to facilitate and support the professional development of broadcasters in order to enhance and ensure responsible use of the freedom of expression enshrined within the constitution, increase access to information, and foster the growth of a free and responsible media.

## 10. SUSTAINABILITY:

The project will enhance the regulatory framework and monitoring system, and raise awareness on broadcasting, all of which are vital for the development of the Broadcasting sector of Maldives. The trained members will provide further training to other current and future members to sustain the capacities of its broadcasters.

## 11. FRAMEWORK OF MONITORING:

Delivery will be carried out by the Consultant who will be imparting technical support in MMC and MBC as well as by the UNESCO New Delhi Office.

## 12. EVALUATIONS CARRIED OUT:

The project will be monitored and evaluated against the objectives and anticipated outcomes. The project submitter will be responsible for implementing and monitoring mechanisms under the coordination of the UNESCO New Delhi Office and will ensure that accounts and reports, describing the extent to which the objectives were achieved, are submitted within three months of the completion of the project.

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

Reporting will done as required by IPDC guidelines.

### D. BUDGET

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

1 International consultant fee: \$150 x 30 working days	4 500
Consultant's return airfare from London-Male-London	1 500
Total accommodation of consultant and per diem: \$150 x 30 working days	4 500
Airfare for 6 participants (3 MMC + 3 MBC) (economy class return to UK at \$1000)	6 000
6 participants' accommodation and per diem: 5 days x 6 x \$180	5 400
<b>2 stakeholders mobilisation and consultation meetings in Male:</b>	
Participants' accommodation and meals (\$10 per day x 15 participants x 3 days)	450
One local expert (3 days at \$100 per day)	300
Training material and rental of training aids	1 050
Local travel	250
<b>Sub-Total: Stakeholders meetings (x2)</b>	<b>4 100</b>
<b>Total</b>	<b>US\$ 26 000</b>

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

<b>Website Development and Maintenance:</b>	
Content development and design	1 000
Regular update and maintenance	1 000

<b>Project Coordination and Reporting:</b>	
Project coordinator	1 000
Communication, narrative and financial report preparation	500
<b>Total</b>	<b>US\$ 3 500</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF POLICY MAKERS IN CREATING AN ENABLING ENVIRONMENT FOR PUBLIC SERVICE BROADCASTING</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RAS/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human resource development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Capacity Building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 24 530
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 16 580
<b>9.</b>	<b>BENEFICIARY BODY</b>	Asia-Pacific Institute for Broadcasting Development (AIBD) Kuala Lumpur Malaysia Tel + 6-03 2282 1046/ 2282 4618 Fax + 6-03 2282 2761  Contact: Mr Yang Binyuan, AIBD Director E-mail: <a href="mailto:yangbinyuan@aibd.org.my">yangbinyuan@aibd.org.my</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO New Delhi Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Kuala Lumpur, Malaysia
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Iskra Panevska, ACI, UNESCO New Delhi E-mail: <a href="mailto:i.panevska@unesco.org">i.panevska@unesco.org</a>
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

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

It is generally accepted that Public Service Broadcasting (PSB) has a particular role to play in meeting public interest objectives and in contributing to democratic principles. Globally broadcasters are planning to meet the deadlines set by the ITU for digital switchover. In technological terms the transition from analogue to digital broadcast systems presents many challenges but it also offers opportunities.

Public Service Broadcasters around the world are currently fighting for their survival. The growth of private commercial broadcasting is also posing a deep challenge to the future of Public Service Broadcasting. PSB has become a favoured component in an evolving multi-sector broadcasting system in most transition countries and in a growing number of developing countries. In spite of this, it is forced to contend with major challenges to achieve genuine independence and gain a secure financial base, all the while struggling to compete with commercial broadcasting.

The merits of Public Service Broadcasting institutions are widely and vigorously debated but guidance and knowledge is needed for broadcasters on how they should respond to creating Public Service Broadcasting for public interest with the convergence of new technologies. In this era it is important that broadcasters understand how PSB can be defined and redefined to perform its functions effectively. In May 2012 broadcasters from across South-Asia will gather in Bangkok, Thailand, for the Asian Media Summit. This provides an excellent opportunity to partner with AIBD, the host organization, to run a seminar specifically targeted at PSB. The seminar will last two days and will target broadcasters representing mainstream broadcast outlets in South Asia.

The purpose of the two day seminar is to encourage and improve the merits of Public Service Broadcasting in South Asia. PSB is one of the most important instruments for promoting citizens' democratic participation. However, the concept and idea of PSB is often not well understood or sometimes even misunderstood by broadcasters. This seminar envisages bringing together policy makers from over 8 South Asian countries to debate the relationship between Public Service Broadcasting (PSB) and the digital world; focusing particularly creating an enabling environment for the PSB. The participants and panelists will discuss topics such as the role of PSB in fostering democratic participation; the autonomy of professional television journalists; types of government and state intervention in PSB; and changing PSB policies in the face of new technologies. This seminar will be a forum for debating and sharing cross-country experiences in PSB as well as discussing the role of media in building a pluralistic, inclusive, liberal and open civil society.

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

The immediate beneficiaries of this seminar are Policy makers, Director Generals, Managing Editors and General Managers representing Public Service Broadcasters in their countries.

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

This seminar will help to bring about a system of guidelines conducive to freedom of expression, pluralism and diversity of media (IPDC Category 1), help make the media available for democratic discourse (Category 2) and support institutions that underpin freedom of expression, pluralism and diversity (Category 3). Over the years, the plan is to support professional capacity building (Category 4) and encourage public access (Category 5)

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

The seminar will help facilitate PSB reforms and produce a set of recommendations to strengthen the development of free, independent and pluralistic media in South Asia through an analysis of the national PSB

media landscape with the participation of policy makers from Afghanistan, India, Pakistan, Bangladesh, Sri Lanka, Maldives, Nepal and Bhutan. A model of good governance will be discussed so that it is possible to evaluate whether objectives are reached and how governments can help public broadcasters meet their objectives of pluralism and independence in the Digital world.

**5. PROJECT OUTPUTS:**

12 senior policy makers who have a PSB remit and are familiar with all the major sources of information on democratic principles and media pluralism in broadcasting and will be able to apply the seminar outcomes within their own countries

**6. ACTIVITIES:**

The seminar will be held as a pre session at the AIBD Asian Summit in Thailand in July 2012 for two days and will address the following issues:

- Public Service Broadcasting (PSB) and its relationship with audiences and governments.
- To develop new media frameworks and reshaping the role of PSB.
- Redefining PSB as ‘Public Service Media’, to emphasize the changes brought about by the increasing number of media outlets.
- Discuss what kind of PSB is more conducive to democracy, and which democratic arrangements are needed for PSB to perform its statutory functions (Country/experience and in a comparative perspective)
- The role of PSB in fostering democratic participation
- The autonomy of professional TV journalists
- Public service ethos
- Public versus private television
- Types of government and state intervention in PSB
- PSB policies in the face of new technologies

**7. PROJECT INPUTS:**

- A panel of key speakers from South Asia and Europe with expert knowledge of PSB
- Production materials and manuals
- Rental of training rooms/equipment
- One facilitator/consultant
- Project Manager
- Airfares for 8 broadcasters from India, Pakistan, Bangladesh, Sri Lanka, Maldives, Nepal and Bhutan.
- 3 airfares for panellist

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection /contracting of consultants												
Logistics for workshop												
Research & selection of participating organizations												
Send out invitations to attend seminar												
Hold the seminar												
Submission of implementation reports												

## 9. INSTITUTIONAL FRAMEWORK:

AIBD is a regional inter-governmental entity servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. The Institute currently enjoys a membership of 26 countries, 97 affiliates and 46 partners in Asia, Pacific, Europe and North America. Established as a UNESCO project in 1977, AIBD is mandated to implement training related to sustainable development through radio, television and new media as required by its members.

## 10. SUSTAINABILITY:

The proposed seminar represents a model that is sustainable beyond the project life in that tangible, high-standard, editorial policies will be produced by individual beneficiaries attending the seminar. These policies will act as ongoing internal training and PSB objectives for the media outlet.

## 11. FRAMEWORK OF MONITORING:

The project will be monitored by the UNESCO New Delhi office.

## 12. EVALUATIONS CARRIED OUT:

The idea for this seminar stemmed from the needs of broadcasters based on informal discussions with CBA senior employees in South Asia on PSB. There is a growing need for PSB to embrace new technologies which bring many challenges. This seminar will address these issues and how broadcasters can still maintain the values of PSB through these times of change

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

AIBD will report on the project every four months or as required by UNESCO IPDC.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Airfares: 8 participants from South Asia x \$700 Afghanistan, India, Nepal, Pakistan, Maldives, Sri Lanka, Bangladesh, Bhutan	5 600
Accommodation: 8 participants from South Asia x 3 nights x \$150	3 600
Meals: 8 participants x 3 days Dinner x \$30	720
Local travel: Airport Transfers at \$50 x 8 participants	400
Visa and airport tax etc. miscellaneous charges at \$50 x 8	400
International speakers x 3 (panelist) 3 x \$800 Airfares	2 400
Accommodation: 3 x 4 nights x \$150	1 800
Meals x 3 speakers x 4 days x \$30	360
Local Travel: Airport Transfers	150
Visa and airport tax etc. and miscellaneous charges at \$50 x 3	150
Venue	1 000
<b>Total</b>	<b>US\$ 16 580</b>

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

Airfare: 1 international Consultant x \$1000	1 000
Fee: 1 consultant x 6 days (including preparation) x \$250	1 500
Accommodation: 1 trainer x 4 nights x \$120	480
Meals: 1 trainer x 4 dinners x \$30	120
Expenses (taxi, phone, visa, inoculations, etc.)	350
Communication costs	500
Project coordinator (8 months)	4 000
<b>Total</b>	<b>US\$ 7 950</b>