

MULTIMEDIA

AFGHANISTAN

A. PROJECT IDENTIFICATION		
1. TITLE	AFGHANISTAN: FURTHER DEVELOPMENT OF A WOMEN IN MEDIA NETWORK.	
2. NUMBER	PDC/23 AFG/01	
3. CATEGORY OF MASS MEDIA	Professional media association	
4. IPDC PRIORITY AREA	Gender and training	
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National	
6. TYPE OF ASSISTANCE REQUESTED	Training and equipment	
7. TOTAL COST OF PROJECT	\$68,000	
8. AMOUNT REQUESTED FROM IPDC	\$59,000	
9. BENEFICIARY BODY	Voice of Afghan Women in Global Media	
10. IMPLEMENTING BODY	Voice of Afghan Women in Global Media; and UNESCO? Kabul	
11. PROJECT LOCATION	Kabul, Heart, Mazar-I-Sharif, Jalalabad and Kandahar	
12. PROJECT PREPARED BY	UNESCO Office, Kabul	
DECISION OF THE COUNCIL:		
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The Taliban regime harshly governed Afghanistan for five years until it was expelled in the latter part of 2001. During the time of the Taliban, women, in particular, felt the wrath of this ultra-conservative authoritarian form of rule. Girls and women were forbidden from undertaking formal education, nor could they work in employment outside the home. Unless accompanied by a male relative, they could not walk in the street, nor take a taxi, nor undertake a normal shopping trip. The legacy of the Taliban is a generation of women with little, if any, education. Illiteracy rates are amongst the worst in the world.

Women who worked for national media outlets as radio and television producers, directors and journalists, flooded back to work upon the departure of the Taliban. The first woman to appear on national television after the fall of the Taliban regime was seen on-screen within days of the liberation of Kabul by Afghan and Coalition forces.

In an effort to encourage the development of women in media and to ensure specific training opportunities, UNESCO initiated the establishment of a professional association of Afghan women working in the media sector. The first meeting in Kabul, attended by more than 60 women, elected a Board of management and devised a basic work-plan. The group decided on the name *Voice of Afghan Women in Global Media* (VAWGM) as the title of the association. It has since been registered as a national NGO. Subsequent support from UNESCO has enabled the VAWGM to set-up an office within the AINA Media and Cultural Centre in Kabul.

The VAWGM now has three full-time officers, a women's publications unit (*Malalai* magazine, *Seerat* newspaper etc.) and has developed a range of training opportunities. It has also extended its reach beyond Kabul to Bamiyan. To provide more information for rural women, the VAWGM has recently established *Effat*, a monthly newspaper which is distributed to several parts of the country.

However, to be truly effective in providing a service to women media professionals working for radio/television/print in other major cities, such as Herat, Kandahar, Jalalabad and Mazar-i-Sharif, the VAWGM needs to establish small branch offices and basic seminar/training rooms in each location. Given the conservative nature of Afghan society, it is important that women be provided with their own facilities. The objective of this project proposal is to enable such offices to be developed.

2. DESCRIPTION OF THE TARGET GROUPS:

The primary beneficiaries of this project will be Afghan women working in either the national or local media. These are estimated to number more than 1,000, although exact figures are hard to ascertain. These women will be provided with support mechanisms, training and access to career development opportunities. An improvement in their craft-skill levels will, of course, enable them to produce better media products (programmes, newspapers etc.) for women in Afghanistan, thus benefiting the entire citizenry.

3. IMMEDIATE OBJECTIVES:

- To establish branches of the *Voice of Afghan Women in Global Media* association in provincial centres of Afghanistan, namely Herat, Mazar-i-Sharif, Jalalabad and Kandahar.
- To develop small training/seminar facilities for women media professionals in four provincial locations.

4. DEVELOPMENT OBJECTIVE:

Women, especially in rural areas, continue to suffer severe discrimination in Afghanistan society. It is vital that they have a place in the media, thus ensuring that there is a democratic platform for them to give voice to their concerns and problems. Women media professionals can assist their sisters to become literate, to enjoy educational opportunities, to understand their human rights and to improve the quality of their lives. The overall objective of this project is to value-add in such a way that women's issues are highlighted and addressed, thus assisting national development.

5. PROJECT INPUTS:

- Small-scale training equipment (camera, tape-recorder etc.)
- Computers and printers for training purposes.
- Teaching aids.
- Essential furniture.
- Training expertise.

6. PROJECT OUTPUTS:

- Equipped VAWGM branches established in four provinces.
- Four training /seminar/workshop rooms equipped.
- Regular training and career development activities in place.
- At least 20 women trained per month in each location.

7. ACTIVITIES:

- *Voice of Afghan Women in Global Media* (VAWGM) to identify offices and staff in four provincial cities.
- VAWGM, in collaboration with AINA Media Centre, to develop training plan.
- AINA Media Centre to train women trainers.
- UNESCO Office, Kabul to source and purchase equipment, as well as to supply administrative and logistical back up.

8. WORK PLAN:

Month I. VAWGM selects office sites in four centres and mobilizes women to establish branches.
Months II-III. UNESCO assists VAWGM to renovate rooms, purchase and deliver equipment. AINA works with VAWGM on training plan. Women trainers undertake training.
Month IV. Branches/training areas established and programmes underway.

9. INSTITUTIONAL FRAMEWORK:

- *Voice of Afghan Women in Global Media* sets up branches.
- AINA Media Centre co-ordinates training activities.
- UNESCO Office, Kabul handles logistical and administrative matters in close consultation with VAWGM.

10. SUSTAINABILITY:

The VAWGM is a nationally registered NGO financially assisted by UNESCO and other donors. It is now building its infrastructure and support base in Kabul and across Afghanistan. As membership grows and subscriptions are able to be collected, the VAWGM will become more sustainable. However, given the current economic situation in the country, the association needs outside funding support to remain viable. UNESCO is working with the VAWGM to develop a business plan to encourage self-sustainability in the medium-term.

11. FRAMEWORK OF MONITORING:

The Faculty of Journalism at Kabul University could be invited by the IPDC to independently assess and monitor the project.

12. EVALUATIONS CARRIED OUT

The VAWGM has already made forays into several provinces and has received very positive feedback about its intended efforts. In addition, wide-scale assessments have been made by international NGO's working in Afghanistan which conclusively indicate a strong need for support to women media workers.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The VAWGM, through UNESCO Kabul, will report quarterly.

C. ADDITIONAL INFORMATION

Afghanistan is a country struggling to develop a democratic base and civil society institutions. The VAWGM, albeit a small organization, is an important part of this overall process. Without international donor support, such NGO's cannot develop in Afghanistan. Thus, this project has a very valuable role to play in helping to establish democratic principles and bodies in the country.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Video camera/recorder, digital audio recorder etc. (x 4)	12,000
Computers/printers (x 8)	10,000
White-boards, OHP's etc. and classroom furniture (x 4)	8,000
Office equipment and supplies.	2,000
Travel (within provinces and to Kabul).	6,000
Renovations (x 4 locations).	8,000
Training/consultancy fees (x 4 locations).	12,000
Project monitoring	1,000
TOTAL	59,000

2. Breakdown of beneficiary agency's contribution (in US\$):

Staff salaries (12 months).	6,000
Utilities.	2,000
Communication/travel.	1,000
TOTAL:	9,000

AFGHANISTAN

A. PROJECT IDENTIFICATION		
1.	TITLE	AFGHANISTAN: ESTABLISHMENT OF A TRAINING CENTRE AT RADIO-TELEVISION AFGHANISTAN
2.	NUMBER	PDC/23 AFG/02
3.	CATEGORY OF MASS MEDIA	Electronic
4.	IPDC PRIORITY AREA	Training and development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training
7.	TOTAL COST OF PROJECT	\$ 96,000
8.	AMOUNT REQUESTED FROM IPDC	\$81,000
9.	BENEFICIARY BODY	Radio-television Afghanistan
	IMPLEMENTING BODY	Radio-Television Afghanistan; UNESCO Office, Kabul; and the Asia-Pacific Institute for Broadcasting Development
11.	PROJECT LOCATION	Kabul, Afghanistan
12.	PROJECT PREPARED BY	UNESCO Office, Kabul

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Afghanistan is beginning to emerge from 25 years of war and destruction. Following the fall of the Taliban regime in late 2001, a Transitional Authority was put in place to steer the country to a democratic future. However, the task of the new Government is extremely difficult, given the lack of security in Afghanistan and the almost total demolition of infrastructure, systems and services.

The national broadcasting organization, Radio-Television Afghanistan (RTA), has re-started its activities after not being able to transmit television signals or music via radio during the time of the Taliban. RTA has its Headquarters in Kabul, with provincial branches throughout the country. Its equipment is old, but functioning. As the only major broadcasting organization in a country where illiteracy rates are high and topographical difficulties hinder the distribution of the printed press, RTA plays a key information dissemination role in national society.

At present, the media in Afghanistan is in a transitional stage. Independent newspapers and magazines now circulate, while plans are in hand to corporatize both RTA and the national news agency, Bakhtar. A recent UNESCO co-ordinated international seminar on promoting independent and pluralistic media in Afghanistan further encouraged this process.

This project seeks to establish the first, fully equipped training centre at RTA in Kabul. The need for training is huge, as all staff members require re-skilling and orientation towards modern broadcasting techniques. They also need initiation into the role of the media in a democratic society and further support in ensuring that freedom of expression principles are understood and put in place.

As RTA currently works on a zero budget (apart from recurrent costs), the IPDC project will be required to purchase all equipment, as well as supporting the renovation and rehabilitation of the training rooms themselves.

2. DESCRIPTION OF THE TARGET GROUPS:

The key beneficiaries of this project are the 2,500+ staff of Radio-Television Afghanistan. They will receive training in a range of fields, including craft-skills (radio/TV production, journalism etc.), management, administration and related areas. A co-ordinated training plan will be devised to ensure an integrated approach. The end-user target group is, of course, the public of Afghanistan who will enjoy a better range of news and information programming.

3. IMMEDIATE OBJECTIVES:

- To establish a fully-equipped, professional training center at Radio-Television Afghanistan.
- To provide co-ordinated training, within an on-going time-frame, for some 2,500+ staff members of Radio-Television Afghanistan

4. DEVELOPMENT OBJECTIVE:

Without training and reskilling, the quality and quantity of the news, information and entertainment output of RTA cannot improve. By developing the work skills of RTA staff, better quality educational and development broadcasts can be achieved. The training centre also aims to provide seminars and workshops on issues such as freedom of expression and the role of a public broadcaster in a democracy. The key development objective of the project is to establish RTA as an editorially independent and effective national PSB system.

5. PROJECT INPUTS:

- Digital radio and television equipment.
- Computers and Internet connection.
- Training aids (white-boards, OHP etc.)
- International trainers.
- Materials for renovation of premises.
- Preparation of national co-ordinated training plan.

6. PROJECT OUTPUTS:

- Fully-equipped training centre established.
- Development of training cadre through ‘training of trainers’ courses.
- On-going training courses/seminars/workshops put in place for RTA staff from Kabul and Provincial centres.
- At least 400 RTA staff trained (radio/TV production, journalism, ‘training of trainers’, media management etc.) in the first year of operations.

7. ACTIVITIES:

- UNESCO Office, Kabul, Asia-Pacific Institute for Broadcasting development and Radio-Television Afghanistan to prepare joint equipment and rehabilitation plan.
- AIBD and RTA to establish co-ordinated training schedule.
- AIBD to train RTA trainers and to establish and implement training schedule.
- UNESCO Office, Kabul to make equipment purchases and import goods.

8. WORK PLAN:

Month I. Develop plan of action, order equipment, commence building renovations.

Month II. Equipment received, renovations completed, training plan devised.

Month III. Training commences and continues.

9. INSTITUTIONAL FRAMEWORK:

- Radio-Television Afghanistan is to provide facilities (rooms with basic furniture) and to cover utilities/recurrent staff costs.
- AIBD is to devise co-ordinated training schedule, recruit trainers and ensure implementation of courses.
- UNESCO Kabul is to purchase equipment overseas and provide logistical and administrative back-up.

10. SUSTAINABILITY:

Radio-Television Afghanistan is the nation's sole broadcasting organization and will ensure that staff are assigned to the centre, thus enabling it to function effectively and on an on-going basis.

11. FRAMEWORK OF MONITORING:

The British Broadcasting Corporation, which has offices in Kabul, could be utilized by the IPDC for independent monitoring purposes.

12. EVALUATIONS CARRIED OUT

The UNESCO Kabul office is keenly aware of the huge needs of Radio-Television Afghanistan. This project proposal addresses a request made by senior officials of RTA and the Ministry of Information and Culture during meetings with the Director, UNESCO Kabul.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Through UNESCO and the AIBD, Radio-Television Afghanistan will report quarterly on project activities and developments.

C. ADDITIONAL INFORMATION

Afghanistan has not previously been the beneficiary of IPDC funding. Since late 2001, RTA has received support from UNESCO, BBC, Internews, Baltic Media Centre, IMPACS, USAID and several other agencies involved in training and equipment provision. Now, the Ministry of Information and Culture has requested UNESCO to be the overall co-ordinator of media training activities in the country. This project proposal marks the first step on this road. UNESCO Regular Programme funding is also being sought to value-add to any funds made available by the IPDC.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Small digital radio studio (computer editing etc.)	15,000
Basic television editing suite (digital) and cameras.	20,000
Computers (10), LAN and printers.	15,000
Galaxy satellite Internet connection	3,000
International trainers.	15,000
Classroom furniture	3,000
Teaching aids (white-boards, Data-show etc.)	6,000
Renovations.	3,000
Project monitoring	1,000
TOTAL:	81,000

2. Breakdown of beneficiary agency's contribution (in US\$):

Utilities (12 months).	5,000
Staff salaries (12 months).	6,000
Furniture and fittings.	4,000
TOTAL:	15,000

CAMBODIA

A. PROJECT IDENTIFICATION		
1. TITLE		Affiliation of the Cambodia Communication Institute with the Royal University of Phnom Penh
2. NUMBER		PDC/23 CAM/01
3. CATEGORY OF MASS MEDIA		PRINT and ELECTRONIC MEDIA
4. IPDC PRIORITY AREA		Human Resource Development
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)		National
6. TYPE OF ASSISTANCE REQUESTED		Capacity Building for advanced journalism training
7. TOTAL COST OF PROJECT		US\$ 39,500
8. AMOUNT REQUESTED FROM IPDC		US\$ 30,000
9. BENEFICIARY BODY		Cambodia Communication Institute and the Royal University of Phnom Penh
10. IMPLEMENTING BODY		UNESCO
11. PROJECT LOCATION		Phnom Penh, Cambodia
12. PROJECT PREPARED BY		National Professional Officer – CCI, under the guidance of ACI/Asia
DECISION OF THE COUNCIL: DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Media in Cambodia today is by and large free and pluralistic though written press remains highly politicized. It took nearly ten difficult years for Cambodian journalism to develop into the current level of maturity and with the increasing number media outlets journalism training continue to remain as major factor to ensure media functions in developing a democratic Cambodia. It is widely acknowledged (both by the Government and the Media Community) that much of the professionalism achieved so far is attributed to the important contribution made by the Cambodia Communication Institute (CCI). The CCI is the only regular training institute for Cambodian journalists, which constantly work to raising the level of professionalism among the journalists. Most students of CCI are now heading or working in the Cambodian Newspapers and Journals. CCI was established under a UNESCO/IPDC funds in trust project. In the course of eight-year period it has conducted around three hundred short-term training workshops and seminars and established a one-year Certificate of Journalism course with annual intake of 40 journalists selected in concurrence with media organizations. Since 1994 close to four thousands people have participated to training workshops and seminars that have either been organized solely by CCI or in partnership with other organizations. Besides all Cambodian print and broadcast media organizations, several local and international NGOs and government ministries have participated in CCI' s programmes, though some of the participants and organizations have attended more then one activities.

One key objective of the CCI is to develop the Institute into the national media-training institute catering to variety of emerging training needs and for that purpose to affiliate with the Royal University of Phnom Penh (RUPP) with a view to offer accredited high level training opportunities. After having trained solid core group of journalists, who are well trained in basic journalism skills, the CCI took the crucial step in September 2002 to accomplish this affiliation by relocating CCI in the premises of the University. This has made the possibility of accrediting CCI qualifications in the national higher vocational education plans and upgrading the CCI's journalism certificate course into a Diploma level. In Cambodia, where many journalists do not have proof of formal educations qualifications (Generally such proof of formal education has been either destroyed or lost during Khmer Rough period and subsequent political turmoil) an opportunity to bag an accredited qualification, besides acquiring higher professional training, would make the journalists feel in par with their counterparts in the region, thus ensuring their commitment to high standards of professionalism. This affiliation also in the long run ensures the sustainability of the CCI because University will become responsible for managing the CCI and for that purpose making public funds available to maintain the CCI training programme. Since September 2001 the Royal University of Phnom Penh established the first Department of Media and Communication with the first intake of 30 students who have formal educational qualifications.

The CCI will remain affiliated with the Royal University of Phnom Penh with the focus on mid-career training for working journalists while the University will offers academic media study for young students. Therefore the University looks forward for a mutually beneficial affiliation. The CCI is scheduled to be handed over to the RUPP by the end of 2003. The agreement is that CCI's courses at diploma level for working journalists will be credited by the University so that those who graduate from the CCI' s diploma program can be admitted to the University's academic programme. But the challenge is great for RUPP, which has just launched its academic programme with very limited resources and then will have to take over the management of CCI with its regular training programmes.

This affiliation is rather important because it will contribute directly to raise and strengthen the standards and quality of Cambodian journalism.

It is for that reason this proposal is submitted to enable the RUPP and CCI to complete the transition into a fruitful affiliation and specifically the RUPP to help upgrade CCI certificate course into a two year Diploma through acquiring or developing the necessary resource base to conduct the Diploma course.

2. DESCRIPTION OF THE TARGET GROUPS:

The primary target of the project is the working journalists of Cambodia. There are around 200 print media organizations and more than 20 electronic media outlets, number of freelance journalists; media production houses are on the increase. While the working journalists will be the direct beneficiaries, the project also impact on the University students taking up journalism as a subject

3. IMMEDIATE OBJECTIVES:

- a) To upgrade the CCI certificate of journalism course into a diploma.
- b) To produce annually at least 30 diploma holders among working journalists.
- c) To enable the Royal University of Phnom Penh to takeover the training management.

4. DEVELOPMENT OBJECTIVE:

To improve the quality of media output and to increase the investigative capacity of independent and pluralistic media in Cambodia as a vital condition for a sustainable democracy.

5. PROJECT INPUTS:

- (1) Consultants/trainers (2.) Training attachments for local trainers (3) Curriculum development workshop (4) Diploma course material (5) Training support costs

6. PROJECT OUTPUTS:

- At least five well trained local trainers are produced to conduct the diploma course at CCI/RUPP
- Annually 30 journalism diploma holders with high level of professionalism are produced
- CCI affiliation to RUPP is accomplished through the accreditation of the Diploma

7. WORK PLAN and ACTIVITIES:

Month 1	Selection of trainers/consultant
Month 2	Training attachments for principal trainers
Month 3	Curriculum development workshop
Month 3& 4	Development of course material (protesting and revision included)
Month 5	First badge of trainees selected
Month 6	First diploma course commenced and conducted
Month 18	Completion of the first diploma course accreditation of diplomat's
Month 19	Project evaluation

9. INSTITUTIONAL FRAMEWORK:

By the end of 2003, the management of Cambodia Communication Institute (CCI) will be taken over completely by the University. The project will be implemented by the CCI under the supervision of the University. For training management the CCI shall be conducted under the guidance of Advisory Council representing media organizations, journalists organizations and the university. The staff and resources of the CCI and RUPP will be used to implement the project with the technical assistance of UNESCO.

10. SUSTAINABILITY:

After completing the affiliation the Cambodia Communication Institute will become an integral part of the Royal University of Phnom Penh. Recurrent costs of the Institute will be borne through University funds. While the cost of first diploma course will be met through this project the subsequent courses will be sponsor through combination of scholarships offered by media organizations and through student fees. With the affiliation of the CCI the University also plans to set up a radio station, which will be used for training purposes but is expected also to able to generate some income to support the training programme. The first four-year academic programme of the RUPP, which is going on at the present, is intended to produce a group of journalism teachers. The RUPP has also sent out a number of their staff for communication and journalism study abroad. So by the time the project finishes it is expected that a group of local teachers will be available enabling the RUPP and CCI to continue the Diploma programme efficiently.

11. FRAMEWORK OF MONITORING:

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of UNESCO Office in Phnom Penh and relevant professional organizations in Cambodia.

12. EVALUATION CARRIED OUT

A tripartite (UNESCO/DANIDA and the Royal Government of Cambodia) evaluation carried in 1996 recognized the important contribution CCI has made in raising the quality of Cambodian journalism. The evaluation carried by UNESCO Consultant Lin Neumann in 1999, as a part of UNESCO's overall evaluation of the media in transitional countries, recognized the need in Cambodia to offer more structured and advanced training opportunities for Cambodian journalists and strongly supported the affiliation of CCI with the University.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

- The CCI and University will provide joint implementation reports covering the activities conducted in each four-month period.

C. ADDITIONAL INFORMATION

Provide information on:

- Cambodia is an LDC and has benefited from the following IPDC projects in recent years:

1	510 CMB 62 (FIT – Denmark)	Ministry of Information Cambodia Communication Institute (CCI) Phase III	<i>To develop national training plan for Cambodia media and information sources to include in the Framework of the National Higher Education Plan with the University of Phnom Penh.</i>	(271,000) <i>(the project is heavily under funded due to cancellation of Danida Framework agreement w.e.f Aug 2002)</i>
2	PDC/20 CAM/01 353 CMB 01	WMC: <i>Requesting radio equipment</i> CAMBODIA 2001	<i>To improve the situation of women by providing awareness through electronic media, and give guidance to the public about the important role of women in society</i>	27,000 <i>Project completed</i>
3	PDC/21 CAM/01	National Radio FM96: <i>Increasing community participation and programme quality in National Radio FM96</i>	<i>To extend the choice available to listeners by offering a programme service which is not normally provided by the commercial broadcasters.</i> <i>To improve its output by providing advance training to its personnel, particularly in participatory programme production.</i>	<i>Allotments awaited</i>

Preparatory activities completed prior to submission of the project to IPDC: Originally the activities proposed under this project could have been accommodated within Danida funded project 510 CMB 62. However premature cancellation of Danida framework agreement has nullified this possibility. The CCI has conducted so far three one-year journalism courses since 2000 for around forty journalists each and has now been affiliated with the RUPP. It is in the process of working together with the RUPP to improve the current training curriculum and that of the two-year diploma programmes in the way that the latter can give a certain credit to the programmes and that those who graduate from the CCI 's programmes can be admitted to further study at the RUPP. The RUPP has

also set up a partnership with a US university, the Ohio State University, a move that will also benefit the project.

The CCI will provide training facilities and staff support at its new building in the University premises and together with the RUPP will ensure management and accreditation of the Diploma course.

Assistance sought other than IPDC: Nil.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

(Breakdown should include the budget line for monitoring of project progress (see article 11))

Breakdown of IPDC's contribution during the year in question (in US\$):	US\$
1. Consultant (curriculum Development)	4,500
2. Trainers	10,000
3. Study tours for trainers	7,000
4. Training programme costs (including the curriculum development workshop)	7,500
5. Project monitoring	1,000
TOTAL	30,000

2. Breakdown of the beneficiary agency's contribution (in US\$):

(Breakdown should include the budget line for regular reporting on project progress (see article 13))

Breakdown of the contribution of submitting agency during the years in question (in US\$):	US\$
1. Logistics administrative support	2,000
2. Supplies and materials	2,000
3. Staff salaries	4,000
4. Project reporting	500
TOTAL	9,500

INDIA

A. PROJECT IDENTIFICATION		
1. TITLE		Training on Converging Media
2. NUMBER		PDC/23 IND/01
3. CATEGORY OF MASS MEDIA		New Media
4. IPDC PRIORITY AREA		Human resource training and capacity building.
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)		National with sub-regional orientation
6. TYPE OF ASSISTANCE REQUESTED		Equipment and expertise
7. TOTAL COST OF PROJECT		\$ 65,000.
8. AMOUNT REQUESTED FROM IPDC		US\$ 28,000
9. BENEFICIARY BODY		Indian Institute of Mass Communication, Aruna Asaf Ali Marg, New Delhi-110 067.
10. IMPLEMENTING BODY		Indian Institute of Mass Communication
11. PROJECT LOCATION		IIMC, New Delhi and other training centres can be envisaged in due course.
12. PROJECT PREPARED BY		Prof. B.P. Sanjay, Director, Indian Institute of Mass Communication, New Delhi-67 with advice from ACI/Asia

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The convergence of new communication technologies is set to make a discerning impact on mass media. In this scenario, the individual characters of the medium no longer determine mass media development. Convergence opened up vast opportunities for television, radio and Internet. The phenomenon can also be viewed in terms of convergence of print and electronic media. It is no wonder that today most leading newspapers can also be read on the Internet. Telecommunications, media and information technology are using all the flexibilities of digital technology to offer services outside their traditional business sectors increasingly on an international and global scale. The Indian society is fast getting armed with newer technologies. We are already marching rapidly towards e-governance and e-commerce. However, even in this changed scenario, where electronic media seems to dominate, the importance of the print media has not diminished. For serious information and in-depth analyses, people will still rely on the print medium and will continue to do so. Presently, any apprehension of print media being replaced by TV or Internet seems totally misplaced as is evident from the sustained growth of the newspaper sector in India. The print media will continue to service our vibrant democracy for a long time to come by ensuring transparency and accountability in public affairs and in safeguarding the rights of the citizens. The project is being pitched on the basis on the emergence of new media environment which recognizes new ways of using individual media and new information and communication technologies that can increasingly be used for mass media applications and incorporate interactivity and wherever possible generate alternate content and discourses.

However, the developments in this sector are currently technology driven without a clear understanding of the training needs and capacity building. As a training institution we have been able to constantly recognize the changing mediascape and formulate new training programmes and modules.

This proposal seeks IPDC assistance to enhance IIMC training programme to offer application-oriented understanding of new media to its trainees. We will also be analyzing policies in this area with a view to enhance the potential of the new media for better participation by the communities through training programmes for entry level journalists and communicators, in-service personnel and civil society groups.

The proposal involves purchase of equipment to set up the center, which will be based on training for multi-media skills. IIMC already have training studios for audio-visual training and some printing infrastructure. Planned integration of IIMC facilities with necessary hardware and licensed software is needed. We are looking at multi-media nodes with LAN and WAN connectivity. Network environment is visualized for video conferencing and distance training and conference options. Real-time online interactive training for students and trainees located in other regions is also envisaged.

2. Beneficiaries:

Entry level and in-service journalists and professionals in the government, media and civil society sectors in India and the regions to which we already cater to in the SAARC, ASEAN and CIS states.

2. The immediate objectives are:

- a. To be able to train at least fifty entry level students on convergence and new media annually;
- b. To train Journalists and information officers;
- c. To train our development journalism students from developing countries.

3. Development objectives

To strengthen the democracy in terms of cherished communication goals of equity and participation and ensuring plurality through skills to operate in the new media environment

4. Project inputs:

- a. Support for digital and network equipment;
- b. Expertise on new media training
- c. Hardware and software consultants to provide network and related solutions.

5. Project Output:

- a. Regular training programme on convergence and new media
- b. Annual output of 50 trained professionals

7. Activities and work plan:

- a. Month 1 - Recruitment of experts
- b. Month 2—3, Analyzing training needs
- c. Month 3 – Development of course curricula
- d. Month 4. Equipment specification, purchase, installation and progress report
- e. Month 5- 6, Development of course modules
- f. Month 7 – Testing of course modules through test workshops
- g. Month 8- Revision of course modules
- h. Month 9- Commencement of first regular training programme and progress report
- i. Month 12- Project evaluation

9. Institutional Framework:

The Indian Institute of Mass Communication (IIMC) is a foundation training academy for the Indian Information Services; It offers regular Post-graduate diploma programmes in journalism, advertising, public relations and broadcasting and conducts diploma programmes in development journalism for journalists from developing countries (Currently the 39th course is under progress). The IIMC collaborates with institutions especially in the northeastern states where capacity building in this area is not significant. The IIMC with more than 36 years of experience in the media-training field will be implementing this project. Its track record and reputation in the region and internationally is beyond doubt.

10. Sustainability:

It will be begin in the project mode and subsequently absorbed as a routine activity like many other activities of the Institute are.

11. Framework for monitoring.

Sufficient mechanisms exist within the institutional framework for ensuring the realization of the objectives of the project. However, as and when necessary, UNESCO in consultation with the Institute can assign any agency for monitoring of the project.

12. Evaluation:

All training programmes conducted at the IIMC is subject to evaluation by respective participants. These evaluations are available for reference. The participants will evaluate the training programmes developed under this project.

12. Framework for Beneficiary Agency's Reporting:

Quarterly or any other periodicity reports can be sent by the institute including feedback by the trainees if necessary.

C. ADDITIONAL INFORMATION

The Institute has not received any IPDC support and this is the first time that a proposal is made to the IPDC.

IIMC is a national Center for mass communication and journalism with regional and interregional programmes. It is the foundation training academy for the Indian Information Services; Offers regular Post-graduate diploma programmes in journalism, advertising, public relations and broadcasting; Conducts diploma programmes in development journalism for journalists from developing countries; Collaborates with institutions especially in the northeastern states where capacity building in this area is not significant. Provision of fellowships for persons in the SAARC and ASEAN region. The Institute attracted persons from African and CIS areas as well.

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

The Institute based on its presentation to the Ministry has received approval for seeking a deemed university status, which is going to make a significant difference to the nature and quality of our programmes. It is also seeking collaboration arrangements with centres of learning in the region and abroad to gain from mutual experience. One of the proposals under active consideration is the setting up of a Centre for New Media and Policy. The proposal above will strengthen our capacity to create the centre. Further, the director as part of a national survey to study the media industry needs vis a vis media education has crystallised a plan in which IIMC will be a major centre for training of trainers and act as leading resource centre in the region. The proposed programme will supplement and enhance our ability to offer training in the convergent media environment. A senior faculty position has been notified in this area to plan and implement various activities. We are also moving towards a memorandum of understanding with universities such as Medill of USA which have proven experience in this area as far as training of journalists is concerned.

Assistance sought other than IPDC: Nil.

BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Breakdown of IPDC's contribution during the year in question (in US\$):	US\$
1. Equipment (Multi-media nodes, LAN & WAN, Video Conferencing, Software)	20,000
2. Experts (Course development and training)	6,000
3. Training need assessment	1,000
4. Project monitoring	1,000
TOTAL	28,000

2. Breakdown of the beneficiary agency's contribution (in US\$):

Breakdown of the contribution of submitting agency during the years in question (in US\$):	US\$
1. Staff	12,000
2. Training fellowships	12,000
3. Recurrent costs	12,000
4. Project reporting	1,000
TOTAL	37,000

TAJIKISTAN

PROJECT IDENTIFICATION		
1	TITLE	Resource Center for Tajikistan Journalists
2	NUMBER	PDC/23 TAD/01
3	CATEGORY OF MASS MEDIA	Print & Electronic Independent Media
4	IPDC PRIORITY AREA	Human Resource Development
5	SCOPE (NATIONAL, REGIONAL, INTERNATIONAL)	National
6	TYPE OF ASSISTANCE REQUESTED	Training / Equipment
7	TOTAL COST OF THE PROJECT	\$42,000
8	AMOUNT REQUESTED FROM IPDC	\$34,500
9	BENEFICIARY BODY	200 local independent journalists and 25 governmental authorities
10	IMPLEMENTING BODY	Executive Body of the Union of Journalists
11	PROJECT LOCATION	Tajikistan
12	PROJECT PREPARED BY	Hayot Davlatov, Chairmen of the Union of Journalists of Tajikistan
DECISION OF THE COUNCIL: DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The Constitution of Tajikistan provides for freedom of speech and of the press; however, the Government severely restricts this right in practice. It exercises control over the media both overtly through legislation and indirectly through such mechanisms as "friendly advice" to reporters on what news should not be covered. It also controls the printing presses and the supply of newsprint and broadcasting facilities and subsidizes virtually all publications and productions.

Lack of modern equipment in the independent news agencies and radio / TVs slow down the media the number of independent media continued to increase during the last years. Today there are more than 20 private newspapers in the country, although only a small number of them attempt to cover serious news and analysis. There is one government-run TV network. Its several local stations cover regional and local issues from an official point of view. There are about 25 non-governmental TV stations all over the country but not all of them are operating and only a handful of which can be considered genuinely independent. Some of these independent stations have studio facilities.

Journalists frequently are subject to harassment, intimidation, and violence. At times the perpetrators are government authorities. Low level of legal knowledge of media practitioners does not allow them to more actively play the role of a "watchdog of society". This makes editors and journalists, fearful of reprisals, to exercise self-censorship.

Development process in Tajikistan. There are five Internet service providers in the country but high fees and limited capacity means that access is out of the reach for most journalists. Analytical materials therefore are often are based on the old information.

Bringing a significant change into the situation in the short run appears almost impossible. The Union of Journalists aims to contribute to the development of strong and independent media in Tajikistan by setting up a Journalists' Resource Centre. The Centre will be equipped so as to allow media practitioners to learn computer skills, access international information through Internet, and photocopy their materials free of charge. A Legal Literature Library will be set up with materials on international and local media laws, democracy, human and journalists' rights, freedom of speech, etc. Equipment for the Centre and furniture for its Library are requested from IPDC. Furthermore, five training courses on media legislation and the security of journalists will be conducted in the regional centres of the country for some 100 participants. Another five round tables with participation of 50 media practitioners and 25 governmental decision-makers will be carried out under this project as well. The Union will publish a monthly bulletin "Mirror of Tajik Media" and distribute it among Tajikistan Mass Media, governmental and non-governmental institutions, faculties of journalism, libraries, and NGO Recourse Centers free of charge.

The implementation of this project is expected to give impetus and strengthen the role of media institutions in the democratization of the country.

2. DESCRIPTION OF THE TARGET GROUP:

The beneficiaries will be Tajik journalists from independent and government media.

3. IMMEDIATE OBJECTIVES:

- Set up a Journalists' Resource Centre, with legal library and Internet access for Tajik journalists;
- Conduct 5 x 2-day training courses on media laws and professional security;
- Conduct five Round Tables on "Media & Government: Partners or Competitors" (all regions).
- Publish monthly "Mirror of Tajik Media".

4. DEVELOPMENT OBJECTIVE:

- To foster the development of strong independent media in Tajikistan through strengthening of its information resources; to increase legal and professional knowledge of journalists; and to facilitate interaction between representatives of the media and governmental institutions.

5. PROJECT INPUTS:

Following are elements needed to achieve the project objectives:

- Three-room building for the Resource Centre (Grantee contribution).
- Computers (four Pentium IV: three requested, one exists; printer and photocopier: both contributed by Grantee) and furniture (partly requested & partly existed) for Internet Center;
- Two-day training courses will be conducted by qualified journalist trainers.
- Furniture and legal books and other materials for Library: both requested.
- Room for training and round tables (rented in regions, contributed by Grantee in Dushanbe).
- Car and fuel (rented for 12 months) for project executors.
- "Mirror of Tajik Media" printed in "Nodir Publishers" (expenses requested).

6. PROJECT OUTPUTS:

Following are the expected results of the project:

- A new module for a 2-day training course on legal and safety aspects will be developed.
- 100 Tajik journalists will be trained thus helping them to be more secure in expressing their opinions on different aspects of political and social life of the country.
- 50 journalists and 25 officials taking decisions affecting journalists' professional life will meet to discuss existing problems and seek solutions. These meetings will help both sides to avoid misunderstanding in their future interactions.
- 200 Tajik journalists will consult the Legal Library.
- 100 journalists will be trained in and have free access to Internet.
- 300 copies of "Mirror of Tajik Media" will be distributed. The bulletin will publish materials about the current situation of media in Tajikistan and the violations of journalists' rights, and new regulations in the sphere of media, etc.

7. ACTIVITIES:

- 5 x 2-day training courses and five Round Tables in main cities of Tajikistan.
- To establish a Library on Legal Literature within the Tajikistan Journalists' Resource Centre.
- To establish an Internet Centre within the Resource Centre.
- To train 100 media representatives in the use of Internet.
- To provide journalists with a free access to Internet.
- To print twelve issues of "Mirror of Tajik Media" and distribute them.
- To submit narrative reports on project progress on a four-month basis.

8. WORK PLAN:

Month 1: Repair Resource Centre building, purchase equipment, furniture and books, install furniture and equipment; finalize the workplan and instruct staff accordingly; start developing training module and publishing “Mirror of Tajik Media” (monthly).

Month 2: Establish the list of participants in the training seminars and round tables; open the Journalists Resource Centre; provide journalists with literature on legal aspects of their work (continuous); start the training in Internet and provide free access (continuous);

Month 3: *Conduct training in Dushanbe, Kulyab, Khujand, Krorugh and Kurgan-Teppa* (3rd, 5th, 7th, 9th and 11th months);

Project progress reporting will be on four-monthly basis and final financial report in Month 12.

9. INSTITUTIONAL FRAMEWORK:

The Union of Journalists of Tajikistan was established in 1959 as a branch of the USSR Union of Journalists. Since 1992, it's an independent NGO of more than 1,000 journalists from independent and governmental mass media. The Union is a member of the International Confederation of Journalists' Unions. This project will be implemented by the Union, which has qualified staff for project implementation. Two professional trainers have received Counterpart (association) Training of Trainers in adult learning and other relevant topics and have 3-5 years of experience in training. They will be contracted to conduct the seminars under this project. The Union has also highly skilled lawyer to run its Library. It is expected that he will provide free legal consultations to more than 200 Tajik journalists within the grant period. A contracted computer specialist will train journalists in Internet two hours a day two times a week. The Resource Centre will be established in the building of Sharqi Ozod Printing House where the majority of the national print media are located. The premises will be provided by the Printing House, free of charge, as its contribution to this project. Babilon-T (ISP) will provide Internet service with 64 Mb/sec. The National Commission for UNESCO represented by Ms. Lola Dodkhudoeva in cooperation with RCA will coordinate the implementation of the project.

10. SUSTAINABILITY:

After the completion of the grant period it is expected that the Resource Centre will continue providing its services. The Library will serve its clients for free while the Internet Centre will cover part of its expenses by providing paid services. At the same time students of the Departments of Journalism of the Universities and journalists of the newly established independent media will continue to use its services free of charge. The Union will continue to publish the “Mirror of Tajik Media” by itself with the same circulation after the completion of the grant period.

11. FRAMEWORK OF MONITORING:

Counterpart Tajikistan is recommended to UNESCO as a monitoring agency for this project. It has a network of strong Civil Society Support Centres in the capital and all four regional centers of the country with highly skilled professionals in implementing and monitoring projects.

12. EVALUATIONS CARRIED OUT:

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Union will submit to UNESCO reports on the project progress every four months. The final and financial report will be submitted in one month after completion of the grant period.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

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

Members of the Union actively participated in some surveys conducted by CIMERA Network, Swiss, in 2000 and OSCE on media situation in Tajikistan. After these surveys, we conducted a seminar for journalists on Freedom of the Press in Tajikistan sponsored by Global Project and series of seminars in five regional centers assisted by Democracy Commission of the US Embassy. In cooperation with National Association of Independent Mass Media of Tajikistan and OSCE we organized a three-day training on Professional Skills and Legal Knowledge in the most remote and mountainous area of Tajikistan- the GBAO in 2000. The absolute majority of those seminars' participants supported the idea of creating a Resource Center in the capital city to provide them with qualified and timely information and technical services.

Contribution foreseen by the beneficiary agency during the project period:

The total sum of the Union's contribution to this project is equal to 5,575 USD. It consists of some equipment, fee and honoraria for bulletin's editor and authors, Union's car that will be used by project, and a part of expenses for conducting training in Dushanbe. The Sharqi Ozod Publishing House has agreed to provide free of charge a 3-room space for the Resource Centre (equivalent of 1800 USD/year).

Assistance sought other than IPDC:

The Union has received from the US Embassy Democracy Commission US\$8,343 to prepare 10 trainers to conduct training all over the country; UNDP (\$643) and AED Global Project (\$920) to carry out a seminar for journalists on the Freedom of Press in Tajikistan. OSI covered expenses of Union's project to publish in Tajik the Universal Declaration of Human Rights, the brochure The Press and the Market, and The Guidebook of Journalists.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

	Budget item	Unit cost \$	Req. Sum (\$)		Budget item	Unit cost \$	Request. Sum (\$)
1	Training courses	1200	6,000		2 * Cartridge for printer	70	140
2	4 * Computer Pentium IV	950	3,800	3	Library		
	1 * Printer LaserJet 1200	450	450		Furniture and books		3,290
	1 * Copy Machine Canon	750	750		Local and International Press Subscription		850
	1 * Fax machine Panasonic	350	350	4	12 * Office supplies	90	1,080
	2 * Board	200	400	5	Communications		
	1 * Fax modem	150	150		12 * Internet online	500	6,000
	1 * Network connections	170	170		12 * Phone/Fax	45	540
	4 * UPS APC 600	170	680	6	12 * Publication of Bulletin	120	1,440
	5 * Filters	20	100	7	4 * Monitoring	300	1200
	1 * Scanner	180	180	8	Fee		
	1 * TV Receiver	350	350		12 * Librarian	90	1,080
	1 * TV Set Sony	550	550		12 * Internet Center Manager	100	1,200
	1 * Video Recorder	120	120		12 * Bookkeeper	70	840
	25* Video tapes	2	50		12 * Project Coordinator	110	1350
	3 * Cartridge for Canon	130	390	9	Project monitoring		1000
Total IPDC Contribution: 34,500							

2. Breakdown of the beneficiary agency's contribution (in US\$):

	Budget item	Unit cost \$	Request. Sum (\$)		Budget item	Unit cost \$	Request. Sum (\$)
1	2d rent for training hall	30	60	7	1 * Scanner	180	180
2	20 units training mat:s	2,0	40	8	12 * Car	120	1,440
3	1 * Computer Pentium IV	950	950	9	12 * Bulletin Editor's fee	90	1,080
4	1 * Printer LaserJet 1200	450	450	10	12 * Honoraria for bulletin authors	50	600
5	1 * Copy machine Canon	750	750	11	12 * Resource Centre Office rent	150	1,800
6	1 * UPS APC 500	150	150	7	1 * Scanner	180	180
A. Total of the Union's contribution						7,500	

GRAND Total : US\$42,000

LATIN AMERICA AND THE CARIBBEAN

A. PROJECT IDENTIFICATION		
1.	NAME	STRENGTHENING AND PROMOTION OF FREEDOM OF EXPRESSION AND OF THE PRESS
2.	NUMBER	PDC/23 RLA/04
3.	CATEGORY OF MEDIA	
4.	PRIORITY AREA OF THE IPDC	PROMOTION OF FREEDOM OF EXPRESSION AND OF THE PRESS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL: MEXICO, CENTRAL AMERICA AND THE DOMINICAN REPUBLIC
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF THE PROJECT	US\$ 172 800
8.	AMOUNT REQUESTED FROM THE IPDC	US\$ 31 000
9.	BENEFICIARY INSTITUTION	INTER-AMERICAN INSTITUTE OF HUMAN RIGHTS
10.	IMPLEMENTING INSTITUTION	INTER-AMERICAN INSTITUTE OF HUMAN RIGHTS
11.	STATUS OF THE PROJECT	FIRST PHASE UNDER WAY
12.	PROJECT PREPARED BY	INTER-AMERICAN INSTITUTE OF HUMAN RIGHTS:
BOARD'S DECISION:		
BUREAU'S DECISION:		

B. INTRODUCTION

1. BACKGROUNDS AND RATIONALE:

The IIHR has been engaged in activities to promote the content and implementation of Article XIII of the American Convention on Human Rights since 1997, and has positioned itself as a key organization specializing in this issue in the hemisphere. The main activities that the IIHR has promoted include: (i) six regional seminars entitled *The Media and Democratic Society* (1996-1999 - AECI); (ii) two pilot training projects for judges, legislators, journalists and representatives of civil society, on the *Inter-American System of Human Rights and Freedom of Expression*, in Venezuela and Paraguay (2000-2001 - Robert R. McCormick Foundation); (iii) six preliminary studies on the status of freedom of expression and a forum entitled "*The Inter-American System of Human Rights and Freedom of Expression in Central America*" (23-24 August 2001 - PRODECA); and (iv) six initial exercises aimed at implementing *a system of indicators of progress on freedom of expression in Central America* (2001 – Ford Foundation).

These experiences highlighted the continued existence of a number of obstacles to the exercise of the freedom of expression and of the press, including the following:

1. The existence of legal provisions – such as the criminal offence of *desacato* – that permit journalists and/or the media to be prosecuted for reporting information or expressing an opinion about the conduct of public officials.
2. The existence of legal provisions that hinder access to information held by public institutions.
3. Many judges and justices, public defenders and attorneys are ignorant of international norms and jurisprudence dealing with freedom of expression and of the press.
4. The existence of practices – related to taxation, distribution of state publicity, etc. – that constitute improper, direct and indirect pressure on media organizations;
5. The continued existence of threats (carried out, in some cases) of the use of force against journalists, against which no effective legal protection exists or which go unpunished.

The problems identified and the good results obtained from previous efforts have led the IIHR to promote a regional program aimed at exploring and promoting solutions to these problems, and also at training key actors in the corresponding standards established within the Inter-American System of Human Rights.

2. DESCRIPTION OF THE GROUPS

OBJECTIVES:

This effort is targeted primarily at:

- (i) Directors and journalists of media organizations; and,
- (ii) Representatives of the State: executive, legislative and judicial branches (judges, justices), human rights ombudsman's offices, local government leaders and political leaders.
- (iii) Representatives of civil society, teachers...

3. SHORT-TERM OBJECTIVES:

- (i) To carry out, in Mexico and the Dominican Republic, studies on national legislation on freedom of expression, similar to the ones undertaken previously in the Central American countries.
- (ii) To disseminate information about the standards of the inter-American human rights protection system in relation to freedom of expression and of the press, among key actors in Central America, Mexico and the Dominican Republic.
- (iii) To promote the incorporation of the standards on freedom of expression of the inter-American system into domestic legal systems;
- (iv) To foster dialogue among different sectors in the countries and in the region, with regard to legal frameworks that contribute to freedom of expression and of the press.
- (v) To propose solutions agreed by the various parts; and,
- (vi) To help inform journalists and directors of media organizations about their rights in relation to freedom of expression and of the press.

4. OVERALL OBJECTIVE:

To promote international legal standards with respect to freedom of expression and of the press in Central America, Mexico and the Dominican Republic, by means of training, promotion of networks and dissemination of information.

5. THE PROJECT'S CONTRIBUTIONS:

- (i) To complement the diagnostic studies already undertaken in the six Central American countries with two studies on the status of legislation on freedom of expression and of the press in Mexico and the Dominican Republic.
- (ii) To identify 16 key actors in each of the countries (Mexico, the Dominican Republic and six Central American countries) for the purpose of setting up a network to discuss, promote and disseminate legislation related to freedom of expression and of the press.
- (iii) To train previously identified key actors in the standards governing freedom of expression.
- (iv) To promote, among the members of the network set up, the generation of proposed legal reforms and public policies designed to improve freedom of expression and of the press.
- (v) To promote links among these key actors, UNESCO and the organs of the Inter-American System for the Protection of Human Rights.

6. PROJECT OUTPUTS:

- (i) A manual based on the standards for the protection of freedom of expression within the Inter-American Human Rights System, to be produced by the Office of the Rapporteur for Freedom of Expression of the Inter-American Commission on Human Rights (ICHR).
- (i) One hundred key actors in Central America, Mexico and the Dominican Republic (officials, legislators, judges, journalists, human rights activists) trained in issues related to freedom of expression and of the press in the region.
- (ii) A proposed framework of concrete actions for legal reforms and public policies that would improve the defense and promotion of freedom of expression in the countries of the region.
- (iii) Eight national studies (six Central American countries, Mexico and the Dominican Republic) and one Central American regional study on the status of freedom of expression and of the press;
- (iv) Design and development of an electronic page, with public access, to disseminate the results.

7. ACTIVITIES:

1 Studies

1.1. Conduct two national studies on the status of legislation on freedom of expression in Mexico and the Dominican Republic, to complement the other six carried out in Central America.

2. Training

2.1 Hold eight national forums (one in each country) involving key actors (judges, legislators, civil society, journalists, directors of media enterprises, etc.), who will receive training in the subject and help validate the national reports and propose strategies for action in their respective countries and the region as a whole.

2.2. Hold a regional seminar, with the participation of the Rapporteur for Freedom of Expression of the Inter-American Commission on Human Rights, to discuss the problems of freedom of expression in the region in the light of the standards of the inter-American system, and to present the Manual of the Office of the Rapporteur.

3. Production

3.1. Publish a Manual produced by the Office of the Rapporteur for Freedom of Expression.

3.2. Draft a framework proposal setting out concrete actions aimed at promoting freedom of expression and securing the adoption of the standards of the inter-American human rights protection system in domestic legislation.

4 Dissemination

4.1. Design the section of the IIHR’s website on freedom of expression, with electronic links, documents generated by various institutional activities and the results of the implementation of the project (national reports, comparative studies) and information on the subject that is important from the standpoint of human rights.

8. WORK PLAN:

Activities 2002 Y 2003		3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8
1. National reports																			
1.1. Identify consultants in the Dominican Republic and Mexico																			
1.2. Compile the reports																			
1.3. Receive and edit reports																			
2. Manual of the Office of the Rapporteur																			
Systematization of principles																			
Layout																			
Printing																			

12. FRAMEWORK OF THE REPORTS OF THE BENEFICIARY INSTITUTION:

The beneficiary agency will submit a project status report, as provided for in the contract that will be signed with UNESCO, to monitor progress on the dates agreed.

C. ADDITIONAL INFORMATION

The Inter-American Institute will contribute US\$ 141,800, using funds provided by PRODECA.

D. BUDGET

1. Breakdown of the budget (in U.S. dollars):

INTER-AMERICAN INSTITUTE OF HUMAN RIGHTS FREEDOM OF EXPRESSION AND OF THE PRESS PROJECT

IPDC (Unesco) contributions

National studies in the Dominican Republic and Mexico	\$ 4,000
National training forums in Mexico and the Dominican Republic	\$ 6,700
Preparation of the Rapporteur's Manual	\$ 10,000
Regional seminar	\$ 9,300
Project monitoring	\$ 1,000
TOTAL:	\$ 31,000

2. Breakdown of the contribution of the beneficiary organization (in US\$):

Inter-American Institute of Human Rights FREEDOM OF EXPRESSION PROJECT IIHR'S CONTRIBUTION

National reports in Mexico and the Dominican Republic	0
Systematization of the reports of the six Central American countries	\$ 11,182
National training forums in the six Central American countries	\$ 20,860
Drafting of framework proposal	\$ 23,475
Follow-up missions	\$ 15,682
Publications	\$ 6,000
Development of the website	\$ 6,405
Technical coordination	\$ 31,196
Subtotal Program	\$114,800
Administration (professional fees and administrative salaries, maintenance and depreciation of premises and equipment, utilities, supplies, etc.)	\$ 27,000
TOTAL PROGRAM	\$141,800

LATIN AMERICA AND THE CARIBBEAN

A. PROJECT IDENTIFICATION		
1.	TITLE	In-service Multi-media Training to upgrade the professional skills of practicing journalists in the Caribbean
2.	NUMBER	PDC/23 RLA/05
3.	CATEGORY OF MASS MEDIA	Radio and Television production and broadcast
4.	IPDC PRIORITY AREA	Human resource development and capacity building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	regional
6.	TYPE OF ASSISTANCE REQUESTED	financial
7.	TOTAL COST OF PROJECT	\$174,500
8.	AMOUNT REQUESTED FROM IPDC	\$ 83,500
9.	BENEFICIARY BODY	Radio and TV stations in the Caribbean
10.	IMPLEMENTING BODY	Caribbean Broadcasting Union,(CBU) and Caribbean Media Corporation, (CMC)
11.	PROJECT LOCATION	Barbados and other Caribbean countries
12.	PROJECT PREPARED BY	CBU and CMC
DECISION OF THE COUNCIL:		
DECISION OF THE BUREAU:		

1.0 Background and Justification

The electronic mass media in the English-speaking Caribbean have been besieged in the last fifteen (15) years by dramatic changes driven largely by technological advances and a proliferation of new media entrants. A wave of liberalization over this period has resulted in an increase of radio stations from 50-150, TV stations from 20-40 (more than half of which are in one country alone). Convergence of technologies has at the same time raised new and challenging issues of multi-skilling for effective performance of newsrooms. Internet Protocol (IP) development in particular has driven “new media” development, challenging traditional players in the industry.

While Caribbean governments have engaged in sweeping, though inadequately thought-through media privatization policies and applications, in some countries they refuse to relinquish control of State-owned entities, posing a constant threat to freedom of expression and freedom of information.

In the face of these major changes, journalists and producers are professionally cramped. Gross inadequacy in mastering the new technologies, fulfilling convergence demands, understanding the global issues and responding professionally to new requirements, mitigates against their effective defense of democratic ideals and issues in the public interest. As a result, many buckle to the economic (advertiser) and political pressures to compromise on their trade.

Regional information flow requirements particularly as they concern issues critical to the very fabric of integration continue to baffle journalists and media decision-makers alike. It is expected that renewed in-service training and up-skilling of these players as foreseen in this project will engender the adaptation and understanding necessary for a breakthrough in resolving this dilemma. Use of existing equipment and technical infrastructure at the CBU, CMC and individual stations will be maximized in the delivery of the project’s outputs.

It is also expected that the practical challenges to be tackled will contribute to on-going efforts to chart an updated strategy for media and communication within the integration process of the region.

2.0 Description of the Target Group

The focus of this training intervention is on working journalists whose skills need to be upgraded in keeping with new global trends and developments in the industry, as well as media decision-makers who need to become more pro-active in responding to policy issues and developments.

3.0 Immediate Objectives:

- To undertake three four (4x) three-day multi-media training workshops for journalists and media decision-makers, of a total of one hundred (100) persons, through CBU, CMC and Radio GED, community radio service of the Barbados Community College.
- To inaugurate during these workshops the effective use of the traditional classroom, satellite radio and television services, as well as multi-media Internet Protocol (IP) feedback solutions.

4.0 Development Objective:

Encourage the use of new, cost effective, broad-based training mechanisms integrating traditional and emerging media technologies to accelerate the acquisition and repackaging of information by the region's media and the provision of more informed choices to audiences. Individual stations will be encouraged to undertake more training in-house training of its professionals.

5.0 Project Inputs

1. Training Room
2. TV Production facilities:
3. Cameras
4. Microphones
5. Video projectors
6. Video recorders
7. Radio Satellite uplinks
8. Television Satellite uplinks
9. Internet Connection Facilities
10. Telephone Interface units
11. 3 x Trainers
12. Programme Co-ordinator
13. Local co-ordinators
14. Public Broadcasting research (already initiated)

6.0 Project Outputs

- 100 in-service journalists and media decision-makers provided with new and updated information tools
- A new multi-media kit on CD-ROM, DVD and VHS tape of training material related to issues of sustainable social and economic development
- Information posted on CBU and CMC websites – hyperlinkages to websites of participating stations will be created
- Development of elements for a new policy proposal for consideration by media decision-makers
- Documentation on pre- and post- training effects on audiences

7.0 Activities

- a. Pre- and post-project surveys of current awareness and use of the methodology proposed in this project (combining existing research, experiences and expertise available)
- b. Preparation and publication of a proposed policy paper on up-skilling practicing media professionals in the region for inclusion in overall public policy affecting the regional media
- c. Identifying and engaging Project Co-ordinator
- d. Designing the training modules
- e. Engaging participating media resource persons 2x per workshop
- f. Recruitment of 3x trainers
- g. Identifying local co-ordinators in each participating territory
- h. confirming and fulfilling technical needs per workshop

- i. Preparing workshop material
- j. Conducting Workshops
- k. Developing workshop material on CD-ROM and VHS tapes for sale
- l. Reporting and evaluations for presentation at regional media conferences
- m. Post evaluation

8.0 Work Plan

1. pre- and post- project surveys and assessment	1 st Month	Sept/03
2. preparation and publication of proposed policy paper	3 rd Month	Nov/03
3. identifying and engaging Project Co-ordinator	1 st Month	Sept/03
4. designing the training modules	2 nd Month	Oct/03
5. engaging participating media players	4 th Month	Dec/03
6. recruiting trainers	5 th /6 th Mths	Jan-Feb/04
7. identifying local co-ordinators	6 th /7 th Mths	Feb/Mar 04
8. confirming and engaging technical needs	10 th Month	June 04
9. preparing workshop material, print and electronic	8 th /9 th Mths	Apr/May 2004
10. conducting workshops	12 th /14 th /16 th Mths	Aug/Oct/Dec/ 04
11. developing workshop material-CDs/VHS/sale	On-going	
12. monitoring and supervision		
13. reporting and evaluations	17 th Month	Jan 05
14. post evaluation	30 th Month	Feb 06

9.0 Institutional Framework

The Caribbean Broadcasting Union, and its subsidiary operating company the Caribbean Media Corporation, both based in Barbados have been responsible for the development and execution of regional multi-media services and in-service training in the region for over 25 years. They will co-ordinate this project with radio and television stations across the Caribbean. CBU/CMC will draw on their long established links with the CARICOM Secretariat in accessing information about the regional integration process to be utilised in these workshops to heighten awareness.

Other institutions of media training in the region, namely, the Barbados Community College, through its community radio service Radio GED, which has had an internship relationship with CBU/CMC, will also be engaged.

CBU/CMC will utilise its satellite networks for radio and television in an innovative approach to distance education in media to facilitate a live training laboratory employing multi-media facilities of IP, traditional e-mail and telephone interface, and the use of satellite to achieve the project objectives.

10.0 Sustainability

The project is designed on a partial cost-offset basis with a view to contributing to future training programmes, through participants' contributions and the marketing of CD-ROM and programme tapes. It is projected to tap into non-traditional, new media entrants requiring training of new personnel as well as deliver refresher/in-service training of journalists, both at CBU/CMC and

individual stations. The impact will also be sustainable, with an output of better skilled cadres and a more reliably informed public.

11.0 Framework of monitoring

Independent monitoring of the project is proposed to be undertaken by the Institute of Management Studies (IMS) unit at the University of the West Indies, Mona campus, headed by a former media boss.

12.0 Framework of beneficiary agencies reporting

CBU/CMC will prepare project reports after each major activity: research; start up preparation; workshops and a final report on the overall exercise.

C. ADDITIONAL INFORMATION

The CBU/CMC have in the past received hardware and training support from IPDC in the form of radio production studio equipment and digital field camera units. That has assisted us in the broadcast of public service programmes such as the annual HIV/AIDS Awareness programming undertaken in association with the Caribbean Epidemiology Research Centre (CAREC), and with in-service training of at least six media professionals so far on two-week attachments to the CMC. The digital field cameras have also been accessed and used to train some stringers and freelancers who now utilise them on a breaking-news basis.

The CBU had commissioned a study on public service broadcasting opportunities and trends in the Caribbean. That extensive study has been completed and will guide some of the steps taken in this project. The CMC is presently in an active process of restructuring to include multimedia training for its newsroom. In addition, to making that study available as well as studio and other production facilities, the CBU/CMC will put at the disposal of this project training tools, such as Power-point instruments, projectors and its satellite uplink facilities.

Approaches have been made to the Caribbean Development Bank, the World Bank and the Commonwealth of Learning for assistance in carrying out this exercise.

D. BUDGET

Consultancy for background research and publication	\$ 8,000
Project Co-ordination	\$ 3,000
Training: trainers and resource persons fees 8x	\$12,000
Travel	\$ 4,000
Perdiem	\$ 8,000
Resource persons	
Material production and duplication	\$ 5,000
Freelance Production Staff	\$ 10,000
Satellite time for Television (27 hrs for 2 x workshops @ 6hrs pd)	\$ 21,600
Satellite space for radio	\$ 3,500
Telephone Services for feedback	\$ 3,000
Communications and miscellaneous	\$ 4,400
Sub total	\$ 82,500
Project monitoring	\$ 1,000

Total **\$ 83,500**

16.0 Breakdown of Beneficiaries Contribution in US\$

Project coordination	\$ 5,000
Previous needs analysis by CBU	\$ 4,000
Local/ station co-ordinators	\$ 5,000
Satellite time for Television (27 hrs for 2 x workshops @ 6hrs pd)	\$ 21,600
Satellite radio and television uplink services	\$20,000
CBU/CMC Website documentation	\$ 3,000
Production Equipment	\$15,000
Local studio and equipment	\$ 7,500
Local support staff	\$ 6,500
Internet set up and usage costs (4x)	\$ 4,000
Subtotal	\$91,000
Project TOTAL	\$174,500

ARGENTINA

A. PROJECT IDENTIFICATION		
1.	TITLE	COMMUNITY MEDIA AND HUMAN RESOURCES
2.	NUMBER	PDC/23 ARG/01
3.	CATEGORY OF MASS MEDIA	Community radio station and community Antenna and a community TV circuit
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA AND HUMAN RESOURCES DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	ECONOMIC
7.	TOTAL COST OF PROJECT	57.000 Dollars
8.	AMOUNT REQUESTED FROM IPDC	31.000 Dollars
9.	BENEFICIARY BODY	UNIVERSAL RADIO (100.3) and UNIVERSAL TV COLOUR
10.	IMPLEMENTING BODY	UNIVERSAL RADIO (100.3) and UNIVERSAL TV COLOUR
11.	PROJECT LOCATION	BRINKMANN, Province of CORDOBA ARGENTINE REPUBLIC
12.	PROJECT PREPARED BY	UNIVERSAL RADIO and UNIVERSAL TV COLOUR. B. Director: RAUL ALBERTO POSSETTO
DECISION OF THE COUNCIL:		
DECISION OF THE BUREAU:		

B.PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Since the return of democracy to Argentina in 1983, freedom of expression has been reinforced as a condition of daily life, and the major media (or multimedia) are free in their professional and commercial practices. Today the big national media have intertwined their commercial interests with other sectors of the economy by diversifying their activities, including telephony and the Internet.

Argentina has a system of mixed broadcasting that includes the official broadcasting service, private enterprises, universities and other organizations. The main concentration of media is in Buenos Aires metropolitan area and the provincial capitals. The market is divided into no more than five groups, two of them have the 80 % of the national map (“Cablevision and Multicanal”). The rest is formed by small independent enterprises and cooperative societies for services distributed in small cities, towns and rural zones.

Cable TV has contributed widening the dissemination of information by providing coverage in areas where broadcast TV does not penetrate and allowing the development of programming related to local and regional interests. Small, independent enterprises, in spite of having few resources, have given more impulse to the production of contents of community interest.

This project involves two community media dedicated to meeting local community interests: Universal Radio (FM 100.3) which is a community radio station working for 22 years in the city of Buenos Aires, with a coverage of 70 kms; and Universal TV colour is a mixed system of TV integrated by a community antenna and a community TV circuit. It has been working there (in the same city) for 15 years.

The goal of this project is to promote a participatory approach to programming by involving in productions those segments of the community most open to this type of initiative - schools, social and cultural institutions and neighbourhood groups. The participation of teachers, cultural and social promoters, leaders and neighbours of the neighbour’s group would be preceded by an effective training in the use of radio and telegenic-television media.

IMPORTANCE

The reasons why we began to elaborate this project are:

- a) to meet the needs of the public who want their radio-TV services to be more in turn with their work, professional, technical, educative and cultural needs;
- b) to create a multimedia environment committed to the integration of the urban and rural communities in actions which guarantee the citizen’s participation;
- c) to promote a spirit of co-operation with the agents of the community and the general public;
- d) to reinforce cultural identities in an increasingly globalized world;
- e) to focus attention on matters concerning with the defence of the ecosystem and the quality of life

The project would be carried out in four consecutive stages: training, production of contents, diffusion and evaluation.

The training of the agents will be oriented to the usage of available contents and to the fundamentals and instruments for the production of new contents and of local or regional interest.

The production of new contents and of regional interest proposes the creation of educational videos and documentary referring to these urban-rural communities also of school use to incorporate them to the programming of community media.

The broadcasting concerns the point of view of the school or community public.

Evaluation is the research work to determine if the contents and their forms respond to the needs of the public and audiences.

Lastly the proposal involves the purchase of equipment for sound recording.

2. DESCRIPTION OF THE TARGET GROUPS:

The immediate beneficiaries of the project are agents of the community who develop activities with multiplying effect: teachers of the different levels of the education, cultural and social promoters as well as neighbourhood organisations.

The teachers will benefit when they use contents everyday tasks (production of educational programmes) and when they understand the global phenomenon of the mass media (the study of the theories, methodology, and the structures of the mass media and its influence).

The cultural and social promoters as well as the neighbourhood organizers will be trained for the production of contents for the broadcasting of their institutional activity and will deal with topics referred to the structure of the mass media and its effects in the environment that develops its task.

3. IMMEDIATE OBJETIVES:

The two basic objectives are the training in the use of the social mass media and the production of radio-television contents. The estimated time for the training will be of 1 trimester and one semester for the production of contents. The proposal intends to train 250 people (70 % women, 30 % men).

4. DEVELOPMENT OBJETIVE:

The knowledge of structures of mass media, the development of skills in the use of media and the production of contents are fundamental tools so that the citizen can participate in and with the media, and thus help guarantee the right to information, which is fundamental to democracy and the promotion of freedom of expression. The citizens develop activities which multiplying effects reach to every sector of the community (as they were described in the objectives group).

These citizens will be the responsible of guarantee the greatest communicative capacity of people.

5. PROJET INPUT:

The necessary elements to reach the immediate objectives are:

Staff assigned to the project:

2 qualified persons or trainers in audiovisual communication media and 2 trainers in the performance of audiovisual contents.

Academic resources:

10 seminars about theory, methodology, structure and usage of audiovisual mass media and 10 workshops of performance and production of audiovisual contents.

Materials: bibliography, printed-paper and equipment

Production of contents:

Staff assigned to the project: 5 performers and producers of audiovisual contents and 2 technicians

Materials: 1 equipment of sound recording for outside work, 1 video projector and support elements (CD, video cassettes)

6. PROJET OUTPUTS:

This project covers a geographical area of more than 54000 kms including only the urban centers with less than 20000 inhabitants and urban communities. These towns are located in the following departments: San Justo, Rio Primero and Cruz del Eje in the Province of Córdoba. The other departments are San Cristóbal, Castellanos, Las Colonias and San Martín in the province of Santa Fe, Argentine Republic.

Ten zones of no more than 50 kms of coverage each (see following map) will be conformed so as to have a more efficient distribution of these resources.

The expected results of the project are:

- a) Train 250 people in the knowledge, use of the mass media and in the production of audiovisual contents.
- b) Produce 500 videos (documentaries, educational and/or institutional) on the history of the town, colony (rural zone) the neighbourhood, the typical inhabitants of the place.

7. ACTIVITIES

To attain these objectives, the following actions will be performed

- a) Carrying out the work in 10 zones will allow a better distribution of resources, which will be monitored in each location by a co-ordinator formed by small radial or television media, which will provide their tactical support
- b) The academic follow-up of the trainers of the school of Information sciences of the National University of Córdoba or private institutes from seminars, workshops and in the production work.
- c) The formation of research team equipment from the project beneficiaries to evaluate the results.

8. WORK PLAN:

The suggested work plan supposes the performance of the activities in a period of nine months.

First stage: preparation to develop the activity communication with the beneficiaries and adjustments of the instrumental topics of the project. Approximate date: from 1st February to 10th March 2003.

Second stage: training of agents - a workshop and a seminary for each one of the determined zones. Approximate date: from 15th March to 15th June 2003

Each trainer will take charge of five 3-day seminars and five weeklong workshops. The seminars will deal with theory-practice topics such as theory, methodology, structure and usage of audiovisual media. The workshops will train in techniques of audiovisual performance oriented to a concrete usage according to a routine and a specific topic.

Third stage: the production of audiovisual contents will start when the topics to deal with are defined in the workshop.

- 1) Teams formed by the trained agents plus students of schools, neighbours or collaborators of social or cultural institutions will start with the task of identification of informative sources, recollection and selection of documentation and interviews with the main characters of the stories that want to be told. Approximate date: from 20th June to 31st July 2003.
- 2) Once the information and the documentation are selected, the plots for the performance of determined contents will be elaborated. Approximate date: from 1st August to 20th August 2003
- 3) The trained agents will perform the radio-telegenic/television programmes with the assistance of performers, producers and technicians. Approximate date: from 25th August to 25th October 2003.

Fourth stage: under the motto “250 towns tell their stories”, the 11th November 2003 performances will be broadcasted simultaneously. For this reason the radio-television media from the different zones involved in the project will be used (broadcasting stations of FM, channels of cable TV and systems of open TV like the MMDS and UHF)

9. INSTITUTIONAL FRAMEWORK:

Universal radio and Universal colour TV will carry out all the project. They will be in charge of an integral organisation, the election of the communities which will conform the centers of a net integrated by ten zones of no more than 50 kms of coverage each one.

Activities at the beginning of the project will seek to determine the interest grade of the potential beneficiaries. References about work performed in radio and television or the interest about the training in these topics will be asked.

The staff assigned to the training and production tasks will supervise the progress of each module or training stage. These teams will include teachers from the school of information Sciences from the National University of Córdoba or private institutions.

Actions will be coordinated with local institutions, which will have a support function in the performance of academic activities. Marks-records and curricular background register will be acquired to Ministries of Provincial Education and Culture

10. SUSTAINABILITY:

In order that this project can be self-sustaining, the mass media in charge of fulfilling it have some support from private and official institutions as well as enterprises interested in its continuity. Steps are being taken to get the legal capacity for the creation of a foundation whose objectives are the promotion and development of communication, education and culture.

11. FRAMEWORK OF MONITORING:

Regional Office for Communication and Information for Latin America and the Caribbean.

12. EVALUATIONS CARRIED OUT:

See preparatory activities

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

As we informed in the article 8, the project's work plan will be in four stages.

The first report would be before 30th June 2003, and cover the fulfilment of the stages related to preparation and training which will be carried out between the 15th of February and 15th of June 2003.

The second report would be before 15th November 2003 and cover the performance of the last stages of production and diffusion-transmission of audiovisual contents, which will be carried out between 20th June and 11th November 2003.

C. ADDITIONAL INFORMATION

National Radio General Gregores in Santa Cruz province received support from the IPDC in 1999 for the modernization of its equipment.

PREPARATORY ACTIVITIES

The elaboration and design of the project are based on assessments of the needs of the urban zones (with less than 20000 inhabitants) such as training in the use of audiovisual media at school and other social and cultural institutions.

After determining the coverage area of the services to offer, several meetings were carried out with the inspectors of the zones or educative regions of departments San Justo, Rio Primero and Cruz del Eje in the province of Córdoba and San Cristóbal, Las Colonias and San Martín in the province of Santa Fe. It was explained the scope of the project, the methodology of selection of the beneficiaries and the commitment they should assume to contribute to the success of the project. Suggestions were received to improve the development of the proposal more efficiently.

Contacts with the directors of the local and regional radial and TV media have been made with the purpose of communicating the content of the project as well as to invite them to join as co-participants of this performance. In all the cases the answers were positive.

CONTRIBUTIONS BY THE BENEFICIARY AGENCY:

Universal Radio and Universal Colour TV- Brinkmann, province of Córdoba, Argentine Republic, society which carries out the project, contributes all the management structure, the administrative support for the workshops and seminars, the human resources (reporters, announcers, sound operators, cameramen, engineers) the technical infrastructure and the management.

ASSISTANCE GOT FROM OTHER DONORS:

The following enterprises and foundations have given economic and technical support: Social and Cultural Foundation “San Jorge”, Institute Salesiano, Agency of Rural Extension of INTA, Town Hall of Brinkmann, Regional Committee of northeast of Córdoba, ARCOR Foundation, San Cor Foundation and “La Piamontesa cold-storage plant

D. BUDGET

1. CONTRIBUTIONS OF PIDC

Staff assigned to the project	m/h	US\$
1 Coordinator of the Project	12	6.000
2 Trainers in audiovisual media	6	3.000
2 Trainers in the performance of audiovisual contents	6	6.000
5 Performers and/or producers of audiovisual contents	20	5.000
2 Operators and/or technicians	4	4.000
1 Auxiliary staff	12	3.000
Materials and equipment		
1 equipment for sound recording outside		2.000
1 video projector		3.000
1 pack of materials for technical support		1.000
Project monitoring		1.000
Total		31.000

2. CONTRIBUTIONS OF BENEFICIARY ORGANISM

Staff assigned to the project	m/h	US\$
2 Consultants in no formal education	6	3.000
2 Announcers	4	2.000
2 Cameramen	4	2.000
1 Technician	2	1.500
1 Sound operator	2	1.500
1 Video operator	2	1.500
1 Administrative personal	3	1.000
Materials		
Administrative support for the workshops and seminars		3.000
bibliographies, printed sheets		4.000
diffusion(printed, publicity, press)		2.500
Trip's expenses		3.000
other business(several)		1.000
Total		26.000

BAHAMAS

A. PROJECT IDENTIFICATION		
1. TITLE	Building Community Media Capacity for Environmental Stewardship	
2. NUMBER	PDC/23 BHA/01	
3. CATEGORY OF MASS MEDIA	Traditional and New Media	
4. IPDC PRIORITY AREA	Community Media	
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL	
6. TYPE OF ASSISTANCE REQUESTED	Financial and Technical	
7. TOTAL COST OF PROJECT	\$ 306,000	
8. AMOUNT REQUESTED FROM IPDC	\$ 57,000	
9. BENEFICIARY BODY	Sub-committee for media and development, of the Bahamas Environment, Science and Technology Commission (BEST)	
10. IMPLEMENTING BODY	BEST Sub-committee for media and development	
11. PROJECT LOCATION	New Providence and Family Islands, The Bahamas	
12. PROJECT PREPARED BY	BEST Sub-committee for media and development	
DECISION OF THE COUNCIL:		
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUNDS AND JUSTIFICATION:

In The Bahamas, the press is relatively free. Seven (7) new FM radio stations emerged over the past 10 years following gradual application of a national liberalization policy. Four of these are on New Providence with one each on Grand Bahama, Abaco and Eleuthera. All inhabited islands have radio coverage and telephone access while 90% of those with populations of over 100 enjoy public electricity; the other islands use diesel generators. Cable is available on the major islands thus enabling Internet access through four service providers. Ninety eight percent (98%) of households have access to cable television.

Daily newspapers produced in some of the major islands are shipped by airplane for circulation throughout the country. Four are produced on New Providence and one each in six other islands. Multi-media Resource Centres have been introduced on the major islands to encourage public access to information and knowledge, and to function as training and animation centres.

While the media infrastructure might appear sound, the capacity to effectively exploit it for development remains a major challenge. Economically and geographically fragile, (four major hurricane disasters in ten years), The Bahamas is heavily dependent on the environment as its main source of livelihood. Repeated efforts have been made to address issues of environmental awareness and education with the support of mainstream media with little sustainable success.

This project is seeking to use the more targeted and focussed approach of community-based media including both traditional and new media, as the source for instilling individual responsibility and the making of informed choices by community members with respect to environmental practices. The project therefore foresees implementation of a sustained strategy, focussed on community media, to change the mindset of various target groups in society towards demonstrated and positive action in favour of its objective.

Five pilot island-communities have been initially selected for this project namely, Abaco, Andros, Exuma, Grand Bahama and New Providence. Using a combination of traditional mass media, the Internet and existing distance learning infrastructure, the project aims to build capacities in research and information-gathering, methodologies for easy access to information such as portal and database management and usage, community media production and packaging, on-line networking and exchanges, and advocacy at all levels, as the main tools in the development of community stewardship for a safe and productive environment. The project will build on community organisational structures and equipment and facilities that may already be in place, and provide upgrades and miscellaneous field production equipment as necessary, in the training of a core of persons to ensure the on-going nature of this exercise.

2. DESCRIPTION OF THE TARGET GROUPS:

- i. *Schools* : teachers and students; Parents Teachers Associations (PTA)
- ii. *Community members*: children and young people; local government officials; civic and church groups; law enforcement agents; fishermen;
- iii. *Environmentalists*
- iv. *National NGO's*

- v. *Politicians*
- vi. *Representatives of traditional media*
- vii. *Migrant populations:*

3. IMMEDIATE OBJECTIVES:

- i. Begin the process of influencing responsible thinking and behaviour at the community level in relation to the environment using new and traditional media.
- ii. Reinforce community media capacities so that they can assume their role in effecting positive change.

4. DEVELOPMENTAL OBJECTIVE:

Foster awareness and individual responsibility, free expression and exchange of new information and knowledge through diverse application of the media.

5. PROJECT INPUTS

- i. Coordination - New Providence and Family Islands
- ii. Infrastructure – Distance Learning, telecommunications, inter-island and ground transportation
- iii. Portal on environment awareness
- iv. Equipment and materials
- v. Multi-media Resource Centres and premises
- vi. Trainers and resource persons
- vii. Local overheads – electricity, potable water, furnishings and supplies, etc
- viii. Inter-island transport and logistics, trainers and resource persons

6. PROJECT OUTPUTS

- i. Increased use of the portal by at least 100 hits per minute.
- ii. Programmes/messages produced, disseminated and tested in different communities.
- iii. 2- 4 action-oriented workshops and seminars conducted on five islands
- iv. 4 – 6 students and teachers on each participating islands trained to produce messages on video for radio and television broadcasts.
- v. Demonstration of more proactive approaches to environmental issues.
- vi. Ongoing networking and information exchange using the Internet and traditional media within and among participating islands.

7. ACTIVITIES

- i. Management and maintenance of a portal on environmental awareness practices in New Providence and the Family Islands.
- ii. 2-4 action-oriented seminars per island for the traditional media and environmentalists in the preparation and dissemination of focussed messages in environmental awareness.
- iii. 2-4 training workshops per island for 4-6 trainers in mass media production to produce focussed messages for the general public.
- iv. Community fora and town meetings as required
- v. Introduction and management of an Internet Forum among schools and the general public.
- vi. Training in basic community video. Radio and print technology for inter-island networking and exchanges.

- vii. Upgrading of existing field recording and computer equipment.
- viii. Monitoring and Reporting
- ix. Post evaluation

8. WORK PLAN

Activities	Date
a) Management of portal on environmental awareness	Oct – Dec. 2003
b) Action-oriented seminars for the traditional media environmentalists	Sept. 2003 – Sept. 2004 and
c) Training in mass media production	June 2003 – March. 2004
d) Community fora and town meetings.	July 2003 – Sept. 2004
e) Introduction and management of Internet Forum	July 2003 – Dec. 2004
f) Training in basic community video, radio and print	July 2003 – April 2004
g) Upgrading of existing field recording and computer	March – July 2003
h) equipment.	
i) Reporting and evaluations.	Jan 2003 – Dec. 2004
j) Post evaluation	2005

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the BEST Sub-Committee for Media and Development, a public agency engaged in the promotion of the mass media in environmental, scientific and technological activities. This body is composed of environmentalists, community development specialists and media professionals. The Sub-Committee will work in close collaboration with The College of The Bahamas (COB), the Learning Resources Section (LRS) of the Distance Education Facility in the Ministry of Education, the Ecotourism Department of the Ministry of Tourism and the Bahamas Broadcasting Corporation (ZNS).

COB will make available to the project its expertise in research skills, data base compilation and resource management. LRS will implement a system of training using Distance Education while the Ecotourism Department will provide environmental content. ZNS will assist in the training in basic media techniques and production for national broadcast and basic promotion.

10. SUSTAINABILITY

An inclusive approach is being adopted from the outset so as to ensure an integral role for all stakeholders. The “training of trainer” model will be employed in all workshops and seminars. Continuous electronic networking and supervision are also foreseen. This project is expected to be a model for future advocacy strategies on development issues.

11. FRAMEWORK FOR MONITORING

This project will be coordinated locally and monitored by the Bahamas National Commission for UNESCO in close collaboration with ACI/CAR/UNESCO

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Bahamas National Commission for UNESCO undertakes to report on the progress of the project at four month intervals.

C. ADDITIONAL INFORMATION

i. Previous IPDC support received by The Bahamas

The Bahamas was a first time beneficiary of IPDC support in 2000 for implementation of the regional project entitled: "Digitisation of Audio-Visual collections of broadcasting institutions in the Caribbean". This project has now been launched and implementation is set to be completed by mid-2003.

ii. Preparatory activities completed prior to submission of Project to IPDC.

Preparatory research and data base development (Opinion Survey, state of access to information in each island community, compilation of existing data on environmental awareness activities into a database to be included in a portal on this subject in the Bahamas) are foreseen to be carried out during the first semester of 2003.

A number of activities including data collection, consultants, environmental workshops, and symposia in environment and development were carried out over the past six (6) years which emphasized the need for more creative media use in changing perceptions with respect to environmental issues. Amongst these were:

- a. The Children's Environmental Summit which was held in 1996 and 2002
- b. Staging of a Science, Technology and Mathematics Exhibition giving focus to the protection of the marine environment in 1998
- c. Data collection from environmental NGO's in 2000.
- d. Bahamas National Trust Environmental Symposium
- e. Ministry of Tourism's Ecotourism and Environmental fora

iii. Assistance sought other than IPDC :None.

D. BUDGET

1. Breakdown of IPDC contribution (in US \$)

• Refining and management of web-site and portals	2,000
• Honoraria for trainers and resource persons	3,000
• Multi-media productions	6,000
• Upgrading of existing computer equipment, accessories and software;	10,000
• Field recording equipment, digital camcorders, tape recorders, etc	5,000
• Workshops, meetings or seminars (includes materials, travel and per diem)	30,000
Sub-Total	56,000
Project monitoring	1,000
Total IPDC	57,000

2. Breakdown of the beneficiary agency's contribution in (US\$)

• Local coordination	5,000
• Overhead costs (Includes coordination, electricity, potable water, furnishings and supplies)	10,000
• Salaries of Technical Officers (Man hours on a part-time basis for six (6) technical officers)	30,000
• Infrastructure and premises (Distance Learning, Telecommunications and internet, Multi-Media Resource Centres inter-island and ground transportation)	200,000
Total	245,000
OVERALL PROJECT TOTAL	306,000

MEXICO

A. PROJECT IDENTIFICATION		
1. TITLE		Dissemination of and training for the execution and compliance of the Federal Law on Transparency and Access to Governmental Public Information
2. NUMBER		PDC/23 MEX/01
3. CATEGORY OF THE MEDIA		
4. PRIORITY AREA FOR THE PIDC		Promotion of freedom of expression and of the press
5. SCOPE (NATIONAL, REGIONAL, INTER REGIONAL)		National Mexico
6. TYPE OF ASSISTANCE REQUESTED		Financial
7. TOTAL COST OF PROYECTO		61.000,00
8. AMOUNT REQUESTED TO PIDC		31.000,00
9. BENEFICIARY AGENCY		Asociación Mexicana de derecho a la Información (Mexican Association for the Right to Information)
10. INSTITUTION TO IMPLEMENT THE PROJECT		Asociación Mexicana de derecho a la Información (Mexican Association for the Right to Information)
11. PROJECT SITUATION		To be started
12. PROJECT PREPARED BY		Asociación Mexicana de derecho a la Información (Mexican Association for the Right to Information)
COUNCIL'S DECISION:		
BUREAU'S DECISION:		

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION:**

In 1977 the Congress of the Union of Mexican United States added article six of the General Constitution of the Republic, adding to it the paragraph: “The Right to Information will be guaranteed by the State”.¹ This addition opened up a debate around the need to build a normative framework in order to guarantee Mexicans their right to information.

In 1980 the Legislative Chamber organized public hearings in six regions of the country, with the purpose of consulting on the issue different sectors related to the mass media, as well as gathering their proposals to prepare a regulation project for article 6 of the Constitution.

In 1983, within the framework of the elaboration of its National Development Plan, then President Miguel de la Madrid, calls on a Popular Consultation Forum of Social Communication.

In 1995 the Legislative Chamber creates the Special Social Communication Commission, with the mandate of “consulting the population and gathering opinions in order to execute and safeguard freedom of expression, to guarantee the right to information, as well as to adjust the normative framework to the technological transformations that occurred in the fields of information and communication”.

The Special Commission organized a national referendum. Two initiatives emerged from it and they were presented to the Legislative Chamber in 1996.

Proposals to regulate the Right to Information and redesign and update the current legal status in force for the Mexican media were presented at all the consultations. Nevertheless, businessmen’s reticence, economic and political interests of the successive PRI governments and of the opposition to that party that held a majority in Congress until 1988, prevented those reforms.

Within the framework of the country’s political changes, efforts were intensified to regulate the Right to Information.

On July 11, 2001 Legislator Luis Miguel Jerónimo Barbosa Huerta, of the PRD Parliamentary Group, presented a *Law Initiative for Access to Information Related to Administrative Actions and of the Executive Power of the Union*.

On November 30, 2001, President Fox presented the *Federal Law Initiative for Transparency and Access to Information*.

On the basis of a proposal by a group of citizens, academicians and representatives of some newspapers, on December 6, 2001 the PRI, PRD, PT Convergencia por la Democracia, presented the *Federal Law Initiative for Access to Public Information*.

¹ Article 6: “The expression of ideas shall not be the object of any legal or administrative inquiry, except in cases when the morale or the rights to third parties are attacked, or when it causes a crime or disturbs the public order; *the right to information shall be guaranteed by the State*”.

On April 24, 2002 the plenary of the Legislative Chamber approved by 411 votes, the Report with the Project *Federal Law on Transparency and Access to Governmental Public Information*. The Law Project was then sent to the Senate for discussion and unanimously approved on April 30 of that same year. The Law was published in the Federation's Official Newspaper on June 11, 2002.

At the *Asociación Mexicana de Derecho a la Información* (AMEDI) –(Mexican Association for the Right to Information- we start from the premise that the Right to Information represents an effective and real possibility for every person to investigate, receive, produce and spread all kinds of information, through any kind of procedure or means he/she chooses, and that in order to achieve that, full guarantee of the Right to Information is absolutely necessary. The Right to Information is hereby understood as the power of every person to request and receive appropriate, truthful, plural and sufficient information on any subject of public interest.

It is also important to hereby reiterate that it is the States responsibility to guarantee this right. Members of AMEDI considered the approval of the Law as a substantial progress, but believe it is not guarantee to a full compliance with the Right to Information. Therefore, we hereby present this project, whose main objective is to disseminate the content of the law and train citizens and different interested sectors in the exercise of said law.

2. DESCRIPTION OF TARGET GROUPS:

- a) Members of citizens' organizations related to the defense of human rights, communication and vigilance of public policies.
- b) Teachers and students of subjects related to communication, with the special collaboration of those universities making up the National Council for Education and Research of Communication Sciences.
- c) Journalists and media at the national and state levels.

3. IMMEDIATE OBJETIVES:

- a) Train citizens, teachers and students of Communication Sciences, members of civil organizations and journalists on the exercise of the Federal Law on Transparency and Access to Governmental Public Information.
- b) Provide specific advise to whomever requests it.
- c) Advice and special follow-up for those controversial cases where information is not provided.
- d) Creation of a concrete space where citizens can systematically find the socialization of topics such as the reform of the legal framework with regards to the information activity, the creation of clear mechanisms to access data generated with public resources, citizens' organizations such as the information *ombdusman*, observance and demand of compliance of the laws related to information, etc.

4. OBJECTIVE TO BE DEVELOPED:

Promote the scrutiny and social reflection with regards to the application of current laws on the right to information, thus avoiding indifference when facing discretionary use of regulations.

5. PROJECT'S CONTRIBUTION:

- Specialists in the Right to Information, who would be selected from those integrating AMEDI.

- A laptop computer, equipment for showing slides and copies of the bibliography to be handed out in the workshops.
- The project's academic coordinator.
- A four-member team, including a technical coordinator for the workshops, in order to achieve the four phases included in the project.

6. PROJECT'S RESULTS:

Training of teachers and students integrating the CONEICC schools.
 Training of leaders from 40 non-governmental organizations whose work area relates to the defense of human rights and communication;
 Training of workers at the most important press and electronic media of the capital city and the rest of the country.

7. ACTIVITIES:

- a) 20 workshops given by specialists, lawyers and communication experts. Each workshop will last three days. The 20 workshops will be given in a one-year period and will be divided as follows: 10 in the Federal District and 10 regional workshops in the interior of the country.
- b) Attention, consultancy and follow-up.
- c) Special consultancy and follow-up for those controversial cases where information is not provided.

8. WORK PLAN:

Activities 2003	1	2	3	4	5	6	7	8	9	10	11	12
1. 20 workshops												
10 workshops in DF												
10 regional workshops												
2. Attention, consultancy												
3. Special consultancy and follow-up												

9. INSTITUTIONAL FRAMEWORK:

- d) The project's first phase consists of 20 workshops given by specialists, lawyers and communication experts. Each workshop will last three days and their objectives are:
 - 1. Training.
 - 2. Examples of how to request information.
 - 3. Provide ties with related national and international organizations.

The second phase will be one of attention, consultancy and follow-up, with the goal of providing specific consultancies to citizens and organizations that request it.
 A third phase deals with the follow-up of special cases, in order to provide special consultancy and follow-up to those controversial cases where information is denied.

10. SUSTAINABILITY:

- a) AMEDI commits itself to pay the difference of the total cost, after the amount approved by UNESCO.

- b) Minimum costs of recovery on the workshops.
- c) Sale of the editions emerging from the activities.
- d) Sale of books in the workshops.

11. MONITORING FRAMEWORK:

AMEDI would be more than willing to accept the proposal made by UNESCO on who should monitor the correct development of the project.

12 EVALUATIONS TO BE CARRIED OUT:

Evaluations will be structured on the basis of the following information:

- Reports by the specialists giving the training.
- Report by the person appointed by AMEDI to coordinate the workshops and by the beneficiary agencies and organizations.
- Questionnaires for the students to evaluate the workshops.

13. FRAMEWORK FOR THE REPORTS BY THE BENEFICIARY AGENCY:

Based on the information above, AMEDI will do the general evaluation of the project.

C. ADITIONAL INFORMATION

- AMEDI has never before received support from PIDC
- AMEDI has participated in different activities to promote the realization of the Right to Information in Mexico (national and international conferences, joint actions with Congress and other organizations, among others)
- Support in species and cash has been from Universities and non-governmental organizations (for the payment of specialists, travel expenses, bibliographic material, physical spaces, etc.)

D. BUDGET

1. Breakdown of IPDC's contribution (in U.S\$):

WORKSHOPS

Workshops	Cost per unit	Total cost
10 Workshops to be given in Mexico city	\$1.000	\$10.000
10 Regional workshops given in the country's interior	\$1.000	\$10.000
Travel expenses for each event in the interior (5 events).	\$2.000	\$10.000
Project monitoring		1.000
		TOTAL= \$31.000

2. Breakdown of the beneficiary agency's contribution (in US\$):

ATTENTION AND CONSULTANCY TO SPECIFIC CASES.

Item	Monthly cost.	Total cost (1 year)
Basic staff	\$1.000 per month.	\$12.000
Operational expenses	\$500 per month.	\$6.000
		TOTAL = \$18.000

FOLLOW-UP OF SPECIAL CASES.

Item	Monthly cost	Total cost (1 year)
Special consultancies (lawyer payment)	\$1,000 per month.	\$12. 000

Total cost for the project's three phases: \$61.000
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ARAB STATES

A. PROJECT IDENTIFICATION		
1.	TITLE	Enhancing training potential and facilities for ASBU members through the use of new technologies
2.	NUMBER	PDC/23 RAB/01
3.	CATEGORY OF MASS MEDIA	Broadcasting
4.	IPDC PRIORITY AREA	Training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial, equipment
7.	TOTAL COST OF PROJECT	US \$172,000
8.	AMOUNT REQUESTED FROM IPDC	US \$ 75,000
9.	BENEFICIARY BODY	Arab States Broadcasting Union (ASBU)
10.	IMPLEMENTING BODY	Arab States Broadcasting Union (ASBU)
11.	PROJECT LOCATION	6, rue des Entrepreneurs, P. O. Box 250, 1080 TUNIS Cedex
12.	PROJECT PREPARED BY	ASBU
DECISION OF THE COUNCIL: DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The Arab States Broadcasting Union (ASBU), a non-profit professional organization, was established in 1969 within the framework of the League of Arab States. It aims at promoting and developing co-operation among its member broadcasters and endeavours to improve the Arab States' broadcasting capacity by, *inter alia*:

- Achieving complementarity among its member organizations in all fields of broadcasting services;
- Providing training for staff of its member organizations, e.g., editors, producers, journalists, engineers and technicians;
- Developing radio and television programme production skills for journalists, engineers and producers;
- Continuously developing the systems, programmes and methods of training at its Training Centre in Damascus in order to keep abreast of technological development and requirements of professionals in the field of audiovisual information;
- Coordinating exchanges of various radio and television programmes among members and endeavouring to increase and develop the volume of programmes exchanged;
- Coordinating exchange of expertise among its members in the various engineering and programming fields so as to achieve better complementarity in such fields.

ASBU has a solid training programme established since 1982 and conducted by its Training Centre in Damascus: approximately twenty courses are organized and implemented, providing training for more than 400 personnel from its member organizations annually. Although the Training Centre is operating efficiently and improving the standards and quality of the trainees as a result of the efforts of its staff and thanks to regular follow-up by ASBU's various training groups and committees, development in the field of audio and visual media is growing at a pace that requires further efforts to train and update radio and television personnel.

Classroom and interactive training are essential; however, budget limitations and the number of staff that an organization can release at any one time impose constraints on training possibilities. Bearing this in mind, ASBU started exploring the possibilities of providing distance training as well as looking around at the experience of pioneers in the field (telemedicine and certain universities).

ASBU headquarters in Tunis has thus established a VSAT system to enhance audio programme exchange, voice conferencing, data exchange and point-to-point telephone calls where these facilities can provide:

- Interactivity between trainer and trainees through voice conferencing;
- Rapid and advance facilities for sending lectures and electronic data.

In order to apply distance training with the required interactivity, ASBU must also install VSAT equipment at the Training Centre in Damascus to transmit live pictures and other materials related to any training course in addition to audio and data. It must also install video receiving equipment in the member organizations' classrooms; the other facilities (e.g. voice conferencing and data equipment) are already available.

This has considerable financial implications, some of which ASBU has been able to meet; meanwhile, external financing is sought. In this context, the assistance requested from IPDC will enable the purchase of video and audio transmission equipment, while ASBU will cover the training of technicians required to bring them up-to-date with this new technology and the integration of the system from its own budget.

It should be recalled that several of ASBU's member organizations operate in countries classified by the United Nations as least developed countries (Djibouti, Mauritania, Somalia, Sudan and Yemen). Their training needs are growing as a result of rapid development in techniques and technology in the fields of radio and television, and a considerable amount of money (e.g. for travelling, accommodation, per diem, etc.) needs to be allocated to meet their demands. Distance training would provide training for their staff at virtually no cost.

2. DESCRIPTION OF THE TARGET GROUPS:

Broadcasting organizations which are members of ASBU – in particular those in the least developed countries.

3. IMMEDIATE OBJECTIVES:

- To offer training opportunities to the largest possible number of employees of ASBU member organizations in their own country.
- To offer a cost-effective solution for the organizations unable to send trainees to the training courses organized by the Centre in Damascus (air tickets, accommodation and other related expenses will be avoided).

4. DEVELOPMENT OBJECTIVE:

Training is an important issue for all organizations. In particular, with the rapid technological advances and changes in the field of sound and television broadcasting, there is a genuine need to investigate the various innovative and practical ways to train more broadcasters as efficiently and cost-effectively as possible. Since the advent of digital technology in the field of broadcasting over the past two decades, ASBU's members have been introducing digital technology to improve image and sound quality and to widen the possibility of adapting and re-utilizing audio and video content.

In this respect, ASBU's general directorate deeply appreciates the initiative of its member organizations in requesting them to study the feasibility of applying distance training applications aimed at further promoting the training orientations for the ASBU radio and television Training Centre. They also appreciate the proposed suggestions for the implementation of this kind of training within ASBU's activities, since ASBU believes that this application will offer further training opportunities to the greatest possible number of personnel in the Arab radio and television organizations.

ASBU further believes the availability of the appropriate developed technical tools owned by the Union (ASBU has leased capacities on ArabSat and set up the ASBU VSAT radio and data exchange system), the technical equipment and practical facilities at the Training Centre will assist in launching this vital project.

In particular, ASBU aims:

- To offer training opportunities to the largest possible number of employees of ASBU member organizations in their own country.
- To offer a cost-effective solution for organizations unable to send trainees to the training courses organized by the Damascus Centre.
- To offer ASBU member organizations the possibility to have their own archives of the Centre's training courses by means of television and computerized recording so as to constitute a significant training reference that may be used on further occasions for training additional staff.
- To set up a selected number of training courses, organized and supervised by the ASBU Training Centre and relating to various radio and television training issues in compliance with the new trends in training and distance training.

5. PROJECT INPUTS:

ASBU in cooperation with Newtec (Belgium) and International Data Casting (from Canada) has designed the project to enable compressed video transmission of good quality compared to video conferencing. This is considered to be economical use of the satellite. The system consists of an up-linking station based in the training centre in Damascus and 20 receiver stations to be installed in member organizations.

Phase I

At this juncture, ASBU has signed a cooperative agreement with the Arab League Educational, Cultural and Scientific organization (ALECSO), covering a number of cultural and information fields, including, mainly, cooperation in the field of distance training. For this purpose ALECSO will have at its Headquarters a VSAT remote station equipped with the necessary up-link facilities that will provide the distance training application. The ALECSO National Committee in various Arab countries will benefit from the training courses organized through this application using the facilities to be made available by the ASBU Radio and TV organizations. ALECSO has agreed to provide the following distance training facilities:

- a suitable training room at the ALECSO HQ in Tunis equipped with facilities necessary to provide distance training application
- an up-link remote station fully up-graded with the necessary equipment to allow the up-linking of the video signal, e-mail and FT services, necessary for distance training application
- the up-grade receiver equipment, free of charge, for the remote stations located at the different ASBU Radio and TV member Organizations. These stations will be up-graded with the necessary facilities to receive the video signal, e-mail and FT necessary for distance training application.

Meanwhile ASBU will provide the following:

- supervision and maintenance of the network
- training classrooms of its members put at the disposal of ALECSO
- provision of the necessary space segment.

Phase II

All of the ASBU member organizations will have a receiving station ready to operate for distance training; ASBU will establish its up-linking station in its Training Centre in order to start its pilot training project. This will imply an additional cost for which ASBU is seeking outside financial assistance

6. PROJECT OUTPUTS:

Staff of the member organizations of ASBU trained at reduced cost.

7. ACTIVITIES:

See "Project inputs".

8. WORK PLAN:

Month 1: Finalizing specification of equipment and ordering it
Months 2-8: Commissioning, reception and installation of equipment
Month 9: Training of technicians (at ASBU's expense)
Month 10: Entry into service of new equipment.

9. INSTITUTIONAL FRAMEWORK:

ASBU's training programmes are run by the Training Centre in Damascus, which has one General Director, four senior managers and seven technical staff working full-time. The training programme is prepared two years in advance by Special Committees concerned with programming, radio, television, sport and technical issues.

10. SUSTAINABILITY:

ASBU undertakes to ensure that technicians are trained to exploit fully the new equipment as soon as it is installed and to maintain the equipment in good working order.

11. FRAMEWORK OF MONITORING:

12. EVALUATIONS CARRIED OUT

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

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

C. ADDITIONAL INFORMATION

1. Previous IPDC support

The 20th session of the IPDC Council approved (under project 353-RAB-01) \$45,000 (of which 4,000 were retained for evaluation) for the purchase of a digital video tape recorder and non-linear editing suite to strengthen the exchange of television and radio programmes among Arab States and private broadcasters, especially in the fields of news, sports, cultural and educational programmes and to promote intercultural exchanges within the Arab world by providing viewers with wider opportunities to open their minds to other societies and realities. This project has been entirely implemented and the system is fully operational.

2. Preparatory activities completed prior to submission of the project to IPDC

ASBU has established a system for programme and news exchange by using satellite for television stations in the Arab region; similarly, the system allows direct contact between members and the Training Centre; in addition, data and file exchange is provided, thus facilitating distance training. It should be noted that ASBU has allocated US\$92,000 for the purchase of antenna, voice conferencing, data and file exchange in the Training Centre, in addition to the accessories required. ALECSO has already provided video receiving stations to ASBU member organizations and these will be installed shortly.

3. Contribution foreseen by the beneficiary agency during the project period

ASBU will ensure maintenance and provide skilled personnel to operate the production and transmission equipment. It will also cover costs related to producing courses and other programmes.

4. Assistance sought other than IPDC

No other assistance is sought.

D. BUDGET

ASBU has acquired quotations from the company, which provided the VSAT equipment. This company will up-grade the system using the existing facility to meet the new requirements; incompatibility will thus be avoided and no risks will be taken. Furthermore, the company will provide the necessary equipment at competitive prices.

1. Breakdown of IPDC's contribution (in US\$):

Up-link station: SSPA, modulators, chassis, IFL output, IFL combiner, MPEG 1 server and its accessories,	59,000
Two pilot training courses:	15,000
Project monitoring:	1,000
Total	75,000

2. Breakdown of the beneficiary agency's contribution (in US\$):

Equipment (echonet server, camera, microphone, mixer, rack and other accessories), software	45,000
Staff salaries	12,000
Services related to the factory acceptance test, installation, documentation, training and factory integration	40,000
<u>TOTAL:</u>	<u>97,000</u>

INTERREGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	Narrowing the Digital Divide: Increased Press Freedom Campaigning Through ICT Capacity Building.
2.	NUMBER	PDC/23 INT/01
3.	CATEGORY OF MASS MEDIA	All mass media, general freedom of expression
4.	IPDC PRIORITY AREA	Press freedom
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Interregional and regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$55,000
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	BENEFICIARY BODIES	At least 6 of IFEX's 35 member organisations in developing countries or countries in transition, and prospective new member groups.
10.	IMPLEMENTING BODY	Canadian Journalists for Free Expression, which manages the IFEX network under the supervision of the IFEX Governing Council.
11.	PROJECT LOCATIONS	Middle East-North Africa, East Africa, South Asia, Latin America, CIS and Eastern Europe.
12.	PROJECT PREPARED BY	IFEX Clearing House of the IFEX Network
DECISION OF THE COUNCIL:		
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

An estimated 75 per cent of the world's population lives under serious restrictions on free expression and the mass media. While there are improvements in press freedom in some countries, problems can arise in others, so groups must constantly be vigilant in monitoring press freedom conditions. The International Freedom of Expression exchange (IFEX) is described as one of the most innovative and successful groups to use Internet communications and technology for free expression/media advocacy work. A network of 57 organisations worldwide, IFEX is managed from the IFEX Clearing House, operated on behalf of the network by Canadian Journalists for Free Expression (CJFE), Toronto, Canada. The network employs the most modern ICTs to distribute information, reports, and a weekly newsletter to more than 4,000 groups and individuals in 123 countries.

Developing IFEX, however, has had its challenges – most notably in confronting the widening digital divide. While many IFEX members based in the North have implemented highly sophisticated campaigns and communications strategies using ICT, many members based in developing countries or countries in transition still face the most basic issues in ICT development: a lack of infrastructure, knowledge base and culture for using the Internet in their country; prohibitive costs for using the Internet; limited access to hardware and software, etc. IFEX places high importance on developing the communications capacity of its members as part of its work of campaigning and fostering partnerships. This request for IPDC support is made following an IFEX survey that revealed that groups require ICT support more than anything else if they are to advance their work. All parts of the project are new activities, never before undertaken by IFEX.

2. DESCRIPTION OF THE TARGET GROUPS:

The beneficiaries of this project will be about 6 of IFEX's 35 member organisations based in developing countries or countries in transition, and groups that are expected to become members of the network. Some of the groups are small and still developing, while others are larger but still need help to improve their ICT capacity. (See IFEX members list at: www.ifex.org.) The partner groups IFEX will work with promote and defend freedom of expression in the following regions: Middle East-North Africa (MENA), East Africa, South Asia, Latin America, CIS and Eastern Europe.

3. IMMEDIATE OBJECTIVES:

- Skills through technical and advocacy training: Training will be provided for the first time ever for about three to four groups. This training will be carried out by local experts, and by Clearing House staff. Groups also will emerge with stronger skills in the area of advocacy campaigning through use of the Internet. IFEX will provide all of its 35 member groups with a manual that will provide instruction on how they can develop their use of ICT for free expression advocacy work
- Skills sharing and training: Several organizations from developing countries and countries in transition will develop the capacity to have reliable and accessible communication with international or regional partners, something they have never had before. New partnerships will be developed.
- Website hosting and training: Three to four groups will receive assistance in developing their own websites, which are becoming more important than ever before in international

campaigning. Also included will be website hosting, website software, and basic training in website management.

ICT equipment in support of this project will be provided by other donor agencies.

4. DEVELOPMENT OBJECTIVE:

IPDC support will enable groups to be more effective in campaigning for press freedom internationally and within their own regions and countries. They will be able to better produce vitally important Action Alert reports describing threats to free expression, take part in IFEX network campaign activities, circulate information inter-regionally and regionally, and collaborate with other groups in joint initiatives. In the longer term, funds from this project will be strengthening freedom of expression in the countries identified and thereby contribute to democratic development.

Achievements will also make a contribution to narrowing the digital divide, which is key to democratic development. Strengthening the communicative capacities of organisations that work to disseminate information will contribute to creating a culture more practiced in the open exchange of information and an independent media.

5. PROJECT INPUTS:

- Ongoing support and training from local (from the same country or region) experts where possible and Clearing House staff in the areas of website maintenance, and strategies for using the Internet for Advocacy campaigning;
- One-time training for groups concerning website development and maintenance;
- Setting up website hosts for certain members and supporting web access;
- Training in the most modern aspects of using the Internet for Action Alert campaigning;
- Participation of other groups to engage in expertise-sharing;
- IFEX CH staff will be developing and regularly updating ICT manual, overseeing project implementation and be in touch with all participating organisations;
- Regular updating of ICT information and resources on IFEX website.

6. PROJECT OUTPUTS:

All of the participating groups will have a combination of some of the below:

- A new or improved website that will be regularly maintained and contain quality free expression news;
- Hardware and software to carry out their free expression work using the Internet;
- More reliable and affordable Internet access and/or website hosting;
- More frequent use of the Internet for free expression advocacy by using it to form new or stronger relationships with other groups in their region and internationally, and participating in campaigns.

All IFEX members will have the following:

- More regular communication and stronger relationships with the groups participating in the project;
- Quick access to updated and useful ICT information on the IFEX website;
- Benefits from greater information from countries where target groups are located.

7. ACTIVITIES:

- Ongoing support and training on ICT will be given to groups where possible. This will be carried out as one-time training sessions by experts as well as ongoing online support from partners. Support will be both technical in nature as well as supporting groups to use the Internet for campaigning and advocacy work;
- Group-to-group partnerships and training will be facilitated wherever possible to engage in expertise-sharing in ICT skills and advocacy. This will involve communication via email and telephone, and where possible visits from the organisation offering expertise to work one-on-one with staff at the group;
- Training provided by IFEX staff concerning how to use the Internet for Action Alert campaigning, and how to research and develop Alerts;
- Clearing House staff will provide groups with a reliable and affordable website host, particularly where the local costs are prohibitively expensive;
- The ICT Development Manual will be prepared by Clearing House staff and put online. Staff will also send a hard copy of this document to all 57 IFEX members. Copies will also be made available to non-IFEX groups. It will provide information on website development, advocacy work using the Internet, information on Internet rights, and include extensive links to ICT-related sites.

8. WORK PLAN:

All activities will be carried out over a 12-month period. Training will be provided throughout the year. The timing of one-time training sessions will be set up in conjunction with the target organisations to ensure maximum effectiveness. The ICT Development Manual will be developed by the end of the first quarter of the project period, and will be updated throughout the year.

9. INSTITUTIONAL FRAMEWORK:

The IFEX Clearing House, which is managed by CJFE, will implement all aspects of this project. Clearing House staff will work one-one-one with the selected organisations in ensuring that all activities are implemented as planned. Staff and project partners will draw upon and work with UN entities working on ICT development, such as UNITEs, an initiative allowing people from any country to volunteer their skills and time to extend the benefits of the digital revolution to developing countries, and the UNDP, which is drawing on expertise and best practices from around the world to develop strategies for addressing the digital divide.

10. SUSTAINABILITY:

The IFEX Clearing House works with all of its members based in developing countries or countries in transition on an ongoing basis to attempt to assure their sustainability. Support involves timely grants made through IFEX's Outreach Program, assistance in obtaining grants from donor agencies, and support in the preparation of fundraising appeals.

11. FRAMEWORK OF MONITORING:

IFEX has considerable experience in monitoring its projects.

12. EVALUATIONS CARRIED OUT:

A full evaluation will be conducted at the conclusion of the project. Success of the activities will be assessed by the IFEX Outreach Committee and IFEX Clearing House staff.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

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

C. ADDITIONAL INFORMATION

- Previous IPDC support: Most recent grants from IPDC include \$81,000 in 1998, and \$34,000 in 2000.
- Preparatory activities completed prior to submission of the project to IPDC: All IFEX members based in the South or countries in transition were surveyed concerning their new ICT needs.
- Contribution foreseen by the beneficiary agency during the project period: Donation of staff resources and time, as well as some equipment.
- Assistance sought other than IPDC: We anticipate some support for additional ICT activities from Sida and Hivos.

D. BUDGET

1.and 2. COMBINED:

US\$					REQUEST
	ICT skills training sessions				11,080
	3-4 trainings in partner countries				
	ICT campaign strategies				3,940
	Chouse staff provide ongoing support to organisations to do advocacy work				
	Training in Internet Action Alert work				5,300
	Assistance for new in formatting, writing, etc IFEX groups				
	Website Development				7,340
	Site development (3-4 groups)				
	Website hosting (3-4 groups)				
	Web access: site maintenance, tech evaluations and upgrades				
	Website software (3-4 groups)				
	On-going partner training				
	Features on IFEX website that help South groups				3,970
	Researching and updating relevant ICT resources on site; translation				
	ICT manual				4,410
	Production, translation and dissemination				
	Updating online and hard-copy				
	Copies made for distribution				
	Project monitoring				1,000
	Project management (8 per cent)				2,960
	TOTAL:				40,000
NOTE: Other donor agencies, such as Sida and Hivos, will provide support estimated at \$15,000 for computer equipment and Internet technology.					

COMMUNITY MULTIMEDIA CENTRES

BURUNDI

A. PROJECT IDENTIFICATION		
1. TITLE	Women Using Media for Peace in Burundi (DUSHIREHAMWE «Let's Reconcile» Peace Documentation Centre and CMC)	
2. NUMBER	PDC/23 BDI/01	
3. CATEGORY OF MASS MEDIA	Peace documentation center, radio broadcasting, and ICTs	
4. IPDC PRIORITY AREA	<ul style="list-style-type: none"> • Development of community media • Human resource development (training) for peace 	
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National (Burundi)	
6. TYPE OF ASSISTANCE REQUESTED	<ul style="list-style-type: none"> • Advisory services • Three training sessions • Documents, equipment, and premises 	
7. TOTAL COST OF PROJECT	US \$ 83,000	
8. AMOUNT REQUESTED FROM IPDC	US \$ 72,000	
9. BENEFICIARY BODY	DUSHIREHAMWE "Let's Reconcile" (Peace documentation center and CMC in Bujumbura)	
10. IMPLEMENTING BODY	DUSHIREHAMWE "Let's Reconcile" and UNESCO	
11. PROJECT LOCATION	Burundi (Bujumbura)	
12. PROJECT PREPARED BY	DUSHIREHAMWE with UNESCO's assistance	
DECISION OF THE COUNCIL:		
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION:**

Burundi is in a state of crisis—politically, economically, and socially. Since October 1993 the nation has suffered from massive ethnic-based violence, which has resulted in the death of more than 200,000 persons and the displacement of 800,000 others—more than 54 percent of these are women. It has been estimated that nearly 70 percent of Burundi's over 6 million citizens live below the poverty level and only 35 percent of the population over the age of 15 can read and write.¹

With regard to its media, Burundi has four FM radio stations and one short-wave station. Burundi's media landscape also includes only one television station and one Internet service provider.² And despite private ownership of some of the radio stations in Burundi, the free exchange of information is not widely disseminated. In fact, the worldwide index of press freedom, prepared by *Reporters Without Borders*, rates Burundi 72nd among 139 nations with respect to press freedom.

Thus, to promote peace in this war-torn region and augment the free exchange of ideas, we proposes a **COMMUNITY MULTIMEDIA CENTRE and PEACE DOCUMENTATION CENTRE** in Bujumbura. Community Multimedia Centres, combining broadcasting with the Internet and related new technologies, have the potential to reach, serve, involve, and improve the lives of whole communities in developing countries by supporting education, health, food security, good governance, democratization, and (most importantly in this region) peace. This centre would also include an extensive library of peace and reconciliation literature to further peace efforts in the region.

An integral component of this proposal is its special attention to the role of women in building a culture of peace in the region. Women are too often portrayed merely as victims in violent conflicts. This project promotes women as prominent social actors in the quest for peaceful responses to conflict. The primary community group implementing this project, DUSHIREHAMWE (“Let's Reconcile”) has worked since 1995 with women and women's organizations in the Great lakes to strengthen women's capacity to play a crucial role in the development and maintenance of peace in the region.

The category of mass media supported by this project includes an integration of **information and communication technologies (ICTs)** including a community radio station (a radio station owned by the community and serving a specific community on a non-profit basis), and telecentre (a shared community-owned facility providing media and peace documentation for community use and community development).

In addition, the focus of this project includes **THREE UNIQUE ASPECTS: involvement of women** in the media at the grassroots level in peace building and disseminating messages of peace; a **comprehensive training program** for these women on how to best utilize the technology to broadcast their messages of peace; and a **continuous and participatory monitoring and evaluation system** to measure the impact of the activities carried out within the context of this program.

The specific Millennium Development Goals this proposed Peace Documentation Centre and Community Multimedia Centre in Bujumbura would address is promoting gender equality and

¹ Central Intelligence Agency—World Factbook 2002, USA.

² Central Intelligence Agency—World Factbook 2002, USA.

empowerment of women. In addition, this project will address a fundamental development issue--the promotion of peace in Burundi and throughout the Great Lakes region.

1. DESCRIPTION OF THE TARGET GROUPS:

- Grassroots women in the region already organized to be at the vanguard of promoting peace in Burundi—the **DUSHIREHAMWE Network**.
- The rural poor, illiterate, and displaced people who have been negatively affected by ten years of Burundian ethnic conflict.

2. IMMEDIATE OBJECTIVES:

- **To strengthen the active participation of media women and civil society groups at the grassroots level** to participate actively in the establishment and consolidation of peace through capacity building and skills development
- **To enhance the provision of peace related documentation through the creation of a CMC** where people (women, men, and youth) can meet, discuss, learn, exchange experiences, about peace and conflict resolution. It is also seen as a framework for gathering information on best practices in peace. For that the centre would need reports, newsletters, case studies, videos, and subscriptions to other peace centers from around the world focusing on peace studies.
- **To enhance computer literacy among the target population** for the dissemination of economic social and culture of peace information, practices and principles.

4. DEVELOPMENT OBJECTIVE:

The introduction of a culture of peace in the project’s target groups as a precondition to restore civil peace as well as to prevent conflict in the region and to setup the conditions to restore a social and economic environment conducive to the consolidation of peace that, in turn, jump-start national development.

5. PROJECT INPUTS:

Equipment:	4 computers and installation (with UPSs and network cards) 2 printers 1 scanner 1 television 1 repeater and handheld radio 1 portable recorder
Premises	A locale where people can gather to study and share ideas about the peace.
Training	Intensive radio training to be held in Bujumbura for 5 days for 10 representatives of DUSHIRWEHAMWE Network THREE times in the first year of operation.
Trainers	Initial trainers will be highly knowledgeable in radio production and second and third training sessions would include women who were trained at the first training session thus trainees training each other.

6. PROJECT OUTPUTS:

- The creation of a walk-in Peace Documentation Community Multimedia Centre containing literature on peace and conflict resolution and also equipped with small radio station, Internet connectivity, and other office technology (printers, scanners, etc.)
- The equipment at this centre could also be used to produce newsletters and brochures promoting peace

- 10 women journalists trained in radio browsing, in talk radio production and in news gathering-- all aimed at promoting peace

7. ACTIVITIES:

Community Multimedia Centre activities include:

- Preparatory activities for the identification of working methodologies,
- Purchasing and setting up of equipment
- Training of volunteers who will supervise the day-to-day operations
- Training of volunteers to produce radio programmes by and for local people in local languages promoting peace
- Production of local newsletters and pamphlets promoting peace
- Training of journalists in journalism coverage of pre-conflict and conflict situations.

8. WORK PLAN: 12-month operation

Activity/Month	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory activities	■											
Coordination and actual community group training sessions with 10 DUSHIREHAMWE women. Session 1 :Basic newsgathering Session 2 : Advanced newsgathering (radio) Session 3 : News gathering to promote peace		■				■				■		
Research and purchase and set up of equipment and systematic review of equipment efficiency		■					■				■	
Systematic review of CMC progress and efficiency			■				■				■	

9. INSTITUTIONAL FRAMEWORK:

- Overall coordination of the project will be under the auspices of the UNESCO Office of the Communication Advisor for Eastern Africa. This office will be responsible for the initial equipment purchase, and broadcast training co-ordination.
- UNESCO will seek journalism trainers from regional journalism education community.
- In addition, the DUSHIREHAMWE Network will be the primary community organization, which will staff and oversee the day-to-day operations of the Peace Documentation and Community Multimedia Centre.

10. SUSTAINABILITY:

- Through regular community training sessions and the training of community trainers, this Peace Documentation and Community Multimedia Centre will have access to a constant supply of staff, volunteers, and facilitators willing to share ICT information and share strategies for peace with the community.
- Other donors/funders will be approached including USAID.

11. FRAMEWORK OF MONITORING:

Evaluation of the efficiency and effectiveness of this project is proposed in third, eighth, and twelfth month of the program. The monitoring will be conducted by an independent agent using both quantitative and qualitative data collected at the CMC site.

12. EVALUATIONS CARRIED OUT: None at this time.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency will undertake to report on project progress on a regular systematic basis every four-months.

C. ADDITIONAL INFORMATION

Provide information on:

- Previous IPDC support received by the country; Maison de la presse Bujumbura
- Preparatory activities completed prior to submission of the project to IPDC;
- Discussions with major stakeholders in Burundi including government agencies, media women associations, Journalists association, the Press House and the international cooperation;
- Discussions with bilateral donor agencies in particular with USAID for future financing
- Discussion with other possible partners, NGOs and governmental agencies: Collectif des associations et ONGs Femines in Burundi (CAFOB); Women's Peace Center in Bujumbura coordinator Ms Spes Muhakanizi; Discussion with International Alert representative Ndeye Sow; Messages sent to Burundi Human Rights League (Mr Pie Ntakurutiman); and messages sent to le centre canadien d'etudes et de cooperation international (Mr Joseph Nindorera).
- Contribution foreseen by the beneficiary agency during the project period; Volunteer staffing Day-to-day operation of CMC Various fundraising projects to maintain the CMC Assistance sought other than IPDC. USAID

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

	(US\$)	Units	(US\$)
Expendable and non-expendable EQUIPMENT			
Computer and installation (4 multimedia PCs with UPS and network card)	2,500	4	10,000
Printers	2,000	2	4,000
Televisions	500	2	1,000
Repeater and handheld radios			3,000
Portable recorders	100	5	500
Office furniture and premises			12,000
Stationeries			1,000
Initial purchase of peace literature and subscriptions			2,500
SUBTOTAL			34,000
TRAINING			
Intensive Training to be held in Bujumbura for 5 days (Three times during the year)			
Representatives of DUSHIREHAMWE Network (10)			
Accommodation	50x5=250x 3	10	7,500
Local Travel	50 x 3	10	1,500
Training Material	1,000 x 3		3,000
Trainers fees, travel and accommodation	5,000	3	15,000
SUBTOTAL			27,000
Advisory Services			
Project coordinaton (CMC staff)			4,200
Trainers (CMC staff) (2)	600	2	1,200
SUBTOTAL			5,400
Project monitoring			1 000
Miscellaneous			4,600
TOTAL			72,000

2. **Breakdown of the beneficiary agency's contribution (in US\$):**

DUSHIREHAMWE network will be responsible for providing staff and volunteers for the daily operation of the Peace Documentation and Community Multimedia Centre. The DUSHIREHAMWE network will also coordinate training sessions by inviting interested women and setting up training dates. Their members will also contribute those training hours. The DUSHIREHAMWE network will also provide a volunteer staff to monitor the CMC on a daily basis. Contributing members of DUSHIREHAMWE will also be responsible to provide regular reports on the progress of the CMC; including information on how many people are making use of the documentation centre, how many hours of radio programming have been broadcast; how many people have used the computers for how many hours; and any written or verbal community responses to the CMC.

CAMEROON

A. PROJECT IDENTIFICATION		
1.	TITLE	Multimedia centre for the young people of Garoua
2.	NUMBER	PDC/23 CMR/01
3.	CATEGORY OF MASS MEDIA	Multimedia
4.	IPDC PRIORITY AREA	Communication
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Technical support and equipment
7.	TOTAL COST OF PROJECT	US\$ 72 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 35 500
9.	BENEFICIARY BODY	Young people
10.	IMPLEMENTING BODY	Ministry of Youth and Sport (MINJES)/Ministry of Communication (MINCOM)/UNESCO
11.	PROJECT LOCATION	Garoua (northern province)
12.	PROJECT PREPARED BY	Ministry of Youth and Sport (MINJES)
DECISION OF THE COUNCIL:		
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Since the return of multiparty democracy to Cameroon in the early 90s, the country's audiovisual landscape has become peopled with a multitude of press publications reflecting a diverse range of tones. This liberalization momentum was further expanded with the establishment of private FM radio stations. Although the television sector remains outside this thrust, the advent of cable and satellite means that all Cameroonians, provided that they have access to cable, have a choice of TV viewing options.

This panorama would not be complete without mentioning the NICTs, which represent Cameroon's window on the world.

The institutional environment is conducive to the emergence of all medias supports since the change from a system of prior authorizations to one of simple declaration *a posteriori*.

However, despite this wave of liberalization, access to the NICTs and even radio remains limited for young people particularly as one moves further from the major metropolitan areas of Douala and Yaoundé. This is due, on the one hand, to the prohibitive cost of access to these medias (where they exist) and, on the other hand, to their non-existence. In fact, very few have a radio station or a multimedia centre.

It is in response to this situation that through the Ministry of Youth and Sport, which has responsibility for defining and managing youth policy, the government of the Republic has decided to gradually provide young people in peripheral areas with multimedia centres equipped in particular with Internet access and FM Mobile radio.

The potential problems that these multimedia centres and FM Mobile radios are likely to face are linked to the lack of familiarity with computing tools and language difficulties owing to the sometimes chronic illiteracy among young people (particularly in the northern regions). The proposed solutions will comprise *inter alia* IT outreach programmes based on the organization of free training sessions and the design of multilingual radio programmes (presented in dominant local languages and in the official languages French and English).

2. DESCRIPTION OF THE TARGET GROUPS:

The project is targeted mainly at young people aged 15 to 30 years regardless of their occupation or level of formal education.

3. IMMEDIATE OBJECTIVES:

- Through FM Mobile radio:
- Create a framework in which young people can express themselves freely and have an opportunity to discuss the various social problems confronting them (STDs-AIDS, drugs, prostitution, early marriage, school dropout (especially in the case of girls))
- Enable young people to organize and run sensitization campaigns against STDs, AIDS and other social scourges.
- Through multimedia centres:
 - Familiarize young people with the NICTs through a participatory approach
 - Enable the majority of young people to have access to the Internet through free training sessions of short duration.

- Create facilities for exchange between the young people of Cameroon and those of the world and foster intercultural contacts and the sharing of experience.
- Create a virtual documentation centre to provide young people with access to articles and magazine dealing with issues of interest to them (STDs-AIDS, drugs, prostitution, sharing of experience, etc.)

4. DEVELOPMENT OBJECTIVE:

By making available facilities where young people can express themselves freely and discuss issues of interest to them, multimedia centres serve as a tool for consolidating the spirit of democracy and reinforcing freedom of expression.

In addition, providing access to the Internet and NICTs to young people in towns other than Douala and Yaoundé increases the communication capacity of the young people of Cameroon.

5. PROJECT INPUTS:

- A- Equipment:
 - IT
 - 10 computers
 - 05 printers
 - 10 inverters
 - 01 photocopier
 - 01 server
 - Radio:
 - 01 FM Mobile radio (transmitter + built-in antenna)
- B- Training
 - Training of young people in the NICTs and of facilitators and maintenance technicians
- C- Monitoring
 - Project follow-up

6. PROJECT OUTPUTS:

- A total of 10 young people a year will be trained in radio programme hosting
- A total of 100 young people a year will be trained in computing
- A total of 1,000 young people a year will have access to the Internet and the NICTs
- An equipped and operational FM Mobile radio
- A multimedia centre with 10 operational computers

7. ACTIVITIES:

- Acquisition of equipment
- Installation of equipment
- Training of young people in the NICTs and in FM radio programme hosting
- Training of facilitators and maintenance technicians
- Preparation of progress reports

8. WORK PLAN:

- March 2003: Purchase and installation of equipment
- April 2003: Training of facilitators and maintenance technicians
- May-June 2003: Training of young people (02 training sessions)

9. INSTITUTIONAL FRAMEWORK:

The project is an initiative of the Ministry of Youth and Sport (MINJES), which is the project manager. Technical support is also provided by the Ministry of Communication.

10. SUSTAINABILITY:

The operating costs of permanent staff will be met from the independent budget of the MINJES

- Maintenance costs and of miscellaneous expenses (electricity, water, telephone and voluntary personnel) will be taken up by the budget of the MINJES or contributions from potential partners (municipalities for example)

11. FRAMEWORK OF MONITORING:

The project will be monitored by the UNESCO sub-regional office for Central Africa in Yaoundé.

12. EVALUATIONS CARRIED OUT

An ex-ante evaluation was conducted on the young people of northern provinces revealing the difficulties they have in accessing the NICTs and the medias (of which the number is very limited).

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

- The MINJES undertakes to produce and submit a report to the sub-regional office on a four-monthly basis.

C. ADDITIONAL INFORMATION

Provide information on:

- *Previous IPDC support received by the country*
No previous assistance from the IPDC.
- *Preparatory activities completed prior to submission of the project to IPDC*
 - ❖ The first activity consisted in sectoral meetings to define strategies for implementation of an effective NICT immersion policy for young people.
 - ❖ Next joint MINJES/MINCOM missions were sent out into the field to evaluate access of young people to the media and the NICTs
 - ❖ Next a site of choice was identified to house the project, which is, of course, expected to be gradually extended to other localities.
 - ❖ Project feasibility studies were conducted

- ❖ After submission of the project to the IPDC, a budget line will be included in the autonomous budget of the MINJES for fiscal year 2003 (1 January – 31 December) to cover the costs of fitting up the premises to house the multimedia centre.
- *Contribution foreseen by the beneficiary agency during the project period*
The MINJES contribution to the project will consist in the fitting the premises with basic infrastructures (offices, telephone, water, electricity).
MINJES will also make the necessary personnel available to the project with the support of the Ministry of Communication for the radio FM component.
- *Assistance sought other than IPDC.*
No assistance other than that of the IPDC has been sought for the moment.

D. BUDGET

1. **Breakdown of IPDC's contribution (in US\$):**

Designation	Cost
Equipment	
- IT:	
• 10 computers	15 000
• 03 printers	3 000
• 10 inverters	2 500
• 01 photocopier	3 000
• 01 server	4 500
- Radio:	
• An FM Mobile radio	5 000
Training	
➤ Training of young people (02 sessions)	4 000
➤ Training of facilitators and maintenance technicians	2 500
Project monitoring	1 000
Total	35 500

2. **Breakdown of the beneficiary agency's contribution (in US\$):**

DESIGNATION	Cost in US\$)
Fitting up of premises (office, toilettes, rooms)	28,500
Equipment:	
- Offices equipped with of desks + chairs	2,500
- Water + electricity connection	700
Operating expenses (upkeep, water rates electricity, costs of security, etc.)	4,300
Regular activity reports	1,000
Total	37,000*

DOMINICA

A. PROJECT IDENTIFICATION		
1. TITLE		Reinforcing the capacity to produce and disseminate local content mass media material within the framework of community multimedia centres
2. NUMBER		PDC/23 DMI/01
3. CATEGORY OF MASS MEDIA		radio, television, print and new media
4. IPDC PRIORITY AREA		Community media
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)		National
6. TYPE OF ASSISTANCE REQUESTED		financial and technical
7. TOTAL COST OF PROJECT		\$68,000
8. AMOUNT REQUESTED FROM IPDC		\$ 55,000
9. BENEFICIARY BODY		Three community-based groups concerned with youth and indigenous peoples
10. IMPLEMENTING BODY		Selected community-based development NGOs in close collaboration with the Dominica National Commission for UNESCO
11. PROJECT LOCATION		Carib Territory, Grand Bay and Dubique in rural Dominica
12. PROJECT PREPARED BY		Dominica National Commission for UNESCO in consultation with ACI/CAR/UNESCO
DECISION OF THE COUNCIL:		
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Commonwealth of Dominica has an estimated population of 73,000. For each thousand persons there are 294 main line telephones and 16 cell phones. There are approximately 16 internet service providers and more than 2000 persons connected to the internet.

The economy of the country is agriculture based, with an emphasis on banana cultivation. The imminent threat of the loss of preferential marketing arrangements for this commodity through the European Union, and the resulting slump in the economy are of constant concern to all. Tourism presents a major challenge, due to its rugged coastline and the lack of an international airport.

The country is in the process of liberalisation of its media and telecommunications sector. It is widely served by radio (90%), television (70%) and the printed press (35%). Of the four (4) national radio stations three are privately owned. Radio Dominica, only, operated by the Dominica Broadcasting Service, (DBS) is owned by the government. The three television stations are also all privately owned. Similarly, with the print media, three of the four weeklies are privately owned.

Despite the wide radio coverage in the country, and access to television and cable, locally generated information that may equip citizens to determine their own development remains grossly inadequate. One solution envisaged is to revise the regulatory system governing media programming thus generating more competition and to significantly reduce the existing government dominance of state owned media houses.

Another is to pursue the objectives foreseen under UNESCO's strategic programme of action begun under the previous biennium entitled *Focus on the Caribbean* which highlighted the urgent introduction of community multimedia telecentres with additional basic electronic infrastructures for print, sound, photo and video for local transmission via radio and television. This also foresaw access to the internet for downloading as well as posting new information for community, national and international consumption.

Multimedia centres were set up in at least three rural communities in Dominica - Dubique, the Carib Territory and Grand Bay. This project intends to accelerate the growth of the multimedia centre by introducing the traditional media component necessary for the promotion and support of community based development initiatives and contribute positively to income generation, enhanced employment opportunities and poverty alleviation at both the community and national levels.

The establishment of mechanisms to produce and disseminate relevant development-oriented information of quality by and for communities is expected to contribute significantly to community empowerment and lend a greater voice to issues affecting the lives and livelihoods of citizens while facilitating improved decision making. This is particularly important at this moment of crisis in the economic situation of the country where mechanisms to positively engage citizens in the development process are lacking. Diversification and independent ownership of media entities are encouraged particularly on the community levels, in light of their relevance to local programme content, free expression and development.

This project will facilitate the creation of printed materials such as on-line newsletters, posters, bulletins, and sound materials for both community and mainstream media, digital photographic material for magazines and newspapers, audio and video clips and programmes for local radio and television consumption as well as the internet and the creation of web pages on various sectoral themes.

2. DESCRIPTION OF THE TARGET GROUPS

The ultimate beneficiaries will be three pilot rural communities that will receive audio, video and on-line print training and miscellaneous equipment based on individual need, to complement their own community multimedia centers: in Salybia, Carib Territory; Grand Bay Youth group; and Dubique community resource organisation

3. IMMEDIATE OBJECTIVES

- to enable the development and dissemination of independently conceived and produced mass media content on the community level using traditional and new technologies
- to create a culture of using information and communication technologies as engines for sharing and disseminating local knowledge and stimulating development

4. DEVELOPMENT OBJECTIVE:

To use inter-active community-oriented media to encourage the formulation of mature opinions by citizens and more active participation and advocacy in local issues

5. PROJECT INPUTS

- project personnel: manager
- consultant for pre-project survey to determine resources and current capacities on the level of the community, communities' media habits, assessment community readiness, possible income sources from media content etc.
- Additional equipment:
3x multimedia PC systems with UPS, printer, radio and television production to inform the implementation strategy, and editing software, desktop editing software and cd burner etc.
- 3x digital video camcorders
- digital audio field production equipment
- radio transmission equipment and basic studio accessories
- trainers in sound, photo and video production, print journalism and on-line newsletters
- inspection and monitoring visits
- post-project survey
- Evaluation

6. PROJECT OUTPUTS

- Pre- and post- project surveys completed
- Three community multimedia centres equipped with community radio production and transmission facilities; video production and editing, and print
- Core of four (4). community members per community trained in the delivery of programmes on air, on-line journalism etc

- One (1) new radio programme on a weekly basis, and sound clips for public service as well as commercial activity
- One (1) on-line news journal per community and publications in local weeklies
- Three (3) video documentaries for airing per community
- Enhancement in self-management skills, demonstrated focus on local issues and methodologies for problem solving
- Content material on dvd/cd rom for distribution
- Project evaluation

7. And 8. Activities and Workplan

Activity	Time period	Responsible Party
Recruitment of project personnel	Sept-Oct 2003	NAC/UNESCO-IPDC
Establishment of a project implementation committee in each community	Oct- Dec 2003	NAC/UNESCO-IPDC
Pre and post- surveys: determination of the communities' media habits, assesment of community readiness, additional needs and demands; and measurement at the end of the project	Nov 2003 - Feb 2004	NAC/UNESCO
Preparation of premises for equipment and production	Nov 2003- Feb 2004	COMMUNITIES/ GOVT
Acquisition and installation of equipment and accessories	March-May 2004	UNESCO-IPDC
Initial training and capacity building in: research methodologies; marketing on-line; story writing; production packaging for broadcast on air, online and on local media channels, lobbying and advocacy, socialisation to work etc;	March 2004-March 2005	UNESCO-IPDC/NAC
Internships for production staff at existing community multimedia centres: – a series of short internships at other community multimedia centres specialising in integrating traditional and new media for development	March 2005-	UNESCO-IPDC/ NAC
Monitoring and evaluation	Report every 4 months	UNESCO-IPDC

9. INSTITUTIONAL FRAMEWORK

The project will be implemented locally under the supervision of already existing community-based organisations. All three communities are formally organised and ready to take decisions on behalf of the community in terms of local resources and labour for the project. As is currently being done, these organisations will be coordinated and served on the national level by the Dominica National Commission for UNESCO. The project manager will be attached to the National Commission and report to the National Commission on a four-month basis for on-pass to UNESCO.

10. SUSTAINABILITY

Services will be sold to users and public and private bodies charged for public service functions. Yearly business plans will be developed where the equipment received will figure as an investment (rather than a donation)

11. FRAMEWORK OF MONITORING

RADIO GED at the Barbados Community College will monitor the progress of the project in collaboration with UNESCO

12. FRAMEWORK OF BENEFICIARY AGENCIES REPORTING

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

C. ADDITIONAL INFORMATION

- Previous IPDC Support

Dominica received IPDC assistance in 1993 in the amount of US\$35,000 for equipment and training for Marpin Television and in 1994 US\$ 37,000 to enable community television outreach production by the Government Information Services. Both of these projects were successfully carried and post evaluations made.

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

Two computers installed in Dubique in 2001 under *Focus on the Caribbean* are currently in use. In the Carib Territory, premises are prepared for radio production and broadcasting and studio equipment are on order. Preliminary training in community radio was provided to one community member in April 2002. In Grand Bay, computers are installed and in use in the local high school and a community radio station is already in operation. In Dubique, computer equipment installed in 2001 under the *Focus on the Caribbean* programme is presently in use by the community. Consultant and staff missions were carried out in 2001-2002 and local meetings held with government officials and communities.

- Contribution foreseen by the beneficiary agency during the project period

- local support staff and volunteers
- assistance and/or contribution to installation of equipment
- provision for cable extensions and internet connection
- provision of premises and fittings
- electrical cabling
- overheads

- *Assistance sought other than IPDC*

UNDP has been approached to provide support for the pre and post project surveys and advocacy training

D. BUDGET

1. Breakdown of IPDC Contribution (in US\$):

(Breakdown should include the budget line for monitoring of project progress (see article 11))

2. Breakdown of Beneficiaries Contribution (in US\$):

(Breakdown should include the budget line for regular reporting on project progress (see article 12))

D. Budget

Activities	Specific Costs (US\$)				Total required funding	Of Which	
	Personnel	Materials / equipment	Travel / Meetings	Misc		IPDC	Beneficiary contribution
Pre- and post- project surveys	3000	300	500	200	4,000	4000	
Project manager (Part time) and local staff (part time), resource persons	5000	200	500	100	5,800	5,800	
Trainers: news 3 wks; on-line photos 3 wks; sound clips 2 wks; video 2wks	7,500		4,500		12,000	12,000	
Initial training and capacity building workshops	2,200	2,000	1000	500	5,700	5,700	
Preparation of premises and overheads, security	6,000	2,000	1,500	500	10,000	3,000	7,000
Acquisition and Installation of Equipment;(video and radio production and editing software)	2,000	14,000	500	1,000	17,500	16,500	1000
Production and dissemination of community specific materials via website, printed material	1,000	3,000	1,000	0	5,000	4,000	1000
Share knowledge on community development (networking online and face to face)	0	0	2,000	2,000	4,000	2,000	2,000
Dissemination of Lessons Learned(via web, prints, CD Rom)	2,000	1,000	0	0	3,000	1,000	2,000
Sub-Total					67, 000	54,000	13,000
Project monitoring		0			1,000	1,000	
Total IPDC						55,000	
If complete funding as described above is not obtained, the project will be cut accordingly.							

NEWS AGENCIES

AFGANISTAN

PROJECT IDENTIFICATION	
1. Title	Bakhtar Information Agency Reform & Afghan Journalist Training Project
2. Number	PDC/23 AFG/03
3. Category of mass media	Print
4. IPDC priority area	Training and development
5. Scope	National
6. Type of assistance requested	Training, publications, project implementation
7. Total costs of project	\$128,000
8. Amount requested from IPDC	\$77,000
9. Beneficiary body	Bakhtar Information Agency/Institute for War and Peace Reporting
10. Implementing body	Institute for War and Peace Reporting
11. Project location	Kabul, Afghanistan
12. Project prepared by	

1. Background and justification:

One year after the Bonn Conference, the media in Afghanistan remain weak and the provision of reliable information to Afghans through their own media remains nearly non-existent.

The primary news provider, Bakhtar Information Agency (BIA), follows Soviet practices, with “journalists” serving primarily to collect, proof-read and translate press releases on official meetings provided by ministries, police or other official institutions. No reporting takes place. Regional bureaus barely function, or communicate with the centre only occasionally, limited by poor communications links and/or control to local authorities. This uninformative and uninteresting output serves as the primary content of the state television and radio news, and is disseminated to state and independent newspapers. At the same time, skills throughout the media sector are remedial. Reporting is essentially an unknown concept, and basic understanding of story selection and structure is poor. Poetic prose and argument predominates over facts, clarity and analysis. It is nearly impossible to learn about Afghanistan today through the country’s own media.

At the same time, commitments have been made for reform, and enthusiasm for change, especially among younger media professionals, is high. In particular, at the UNESCO sponsored media conference in Kabul in September 2001, the Deputy Minister of Culture agreed to a series of steps to increase the flow of information and strengthen the independence of the media. Predominant among these is a commitment to professionalise Bakhtar and transform it into a public service news and information provider. This includes ambitions to utilise the Internet, strengthen regional reporting, and serve other information needs. The Deputy Minister and the BIA Director General are fully supportive of this project and committed to collaboration and support. IWPR’s experience with practical training projects in Afghanistan to date, working with more than 300 journalists, in part with DFID support, confirms not only that aspiring Afghan journalists have much to learn but also that they have a great enthusiasm to gain new skills.

Specifically the project will address the following clearly articulated needs:

- **The Information Deficit:** There is a dramatic lack of reliable information in Afghan journalism, primarily through the dissemination of official press-release style information rather than reliable fact-based reporting through the Bakhtar Information Agency, and via BIA through the Afghan state TV and radio, newspapers and other media throughout the country. This project begins a process of fundamental reform of BIA into a reliable information resource for all Afghan media, while disseminating reliable reporting from the project for syndication within the existing local media.
- **Low Journalism Skills Base:** After a quarter century of war, and periods of communism, warlordism and Taliban rule, Afghan journalism is at ground zero, lacking any professional tradition, few or no experienced editors, journalists or trainers. Fundamental skills in responsible reporting are all but absent. The project provides intensive and sustained on-the-job training for journalists through a well-established method of skills-based workshops, practical reporting projects and regular feed-back, evaluation, “copy clinics” and other means. It is the best method for achieving real transfer of skills and experience for the long-term.
- **“Giving Afghans a Voice”:** With the international community heavily involved in the political, security and humanitarian development in Afghanistan, it is important to provide an opportunity for Afghans to strengthen their own voice to debate and report on events in their own country, through local, regional and international platforms. This process assists in setting policy and practice, and critically supports the process of ownership of the process essential for long-term sustainability. IWPR’s widespread dissemination network – locally to Afghan newspapers and other media, and regionally and internationally via Internet, email (around 10,000 readers), and newspaper dissemination (such as through the Knight Ridder Feature Service) – gives Afghans a unique platform, while providing an essential motivator for participation in training programmes.
- **Basic Employment Support:** Independent-minded journalists are essential for the formation of a new media and information environment in Afghanistan. But the lack of paying employment in the profession

leaves journalist open to bribery, to taking up other professions, or for those with real leadership potential, to taking up high-paying employment even for menial work in international institutions. IWPR provides modest fees for articles published through the process.

- **Regional/National Inclusion:** The project seeks to support social and political inclusion by working with, and reporting on, people from all ethnic and national groups. It includes a strong emphasis on working with women journalists; assisting in this process, the country director, a highly experienced international trainer and journalist, is a woman, and the project coordinator is an Afghan woman and former BBC World Service reporter.

2. Description of the target groups:

The project targets Afghan journalists, editors and media organisations, providing training and information sharing, and in the case of the state news agency providing consultancy support in developing plans for transformation to an independent institution producing reliable reporting and information on the country.

Training and Expertise for New and Working Journalists:

Since March 2002, over 300 aspiring and working journalists have completed a series of 3-week training cycles and more than 80 have received individual training as part of the story training cycle. Demand for the time and resources of the training team continues to grow as local journalists and editors learn about the project and observe the quality of the output. Over the course of this project, 100 journalists will be trained over the six-month period.

Skills Enhancement & Institutional Reform for the Bakhtar Information Agency (BIA):

IWPR will adapt the successful journalism training method already applied in Afghanistan to key journalists and staff of BIA. Since BIA operates throughout the country and provides content for Radio Afghanistan as well, expansion of the current project to include BIA will benefit not only journalists working for the agency in Kabul, but also journalists in the provinces, the regional readership, and the large number of non-literate radio listeners who rely on BIA for their news.

The BIA training component will be linked with support to the senior editors, management and deputy minister responsible as part of a process of assisting Bakhtar to develop detailed plans for its transformation, which will require a substantial overhaul in its working practices.

Regional Print Media Skill Development:

Recourses provided through this project will enable IWPR to expand its training activities to the regions. It is expected that this effort will be linked to plans – with UNESCO support – to create a network of regional media centres. IWPR will also be working with Bakhtar region bureaus. International trainers will travel regularly to host workshops and “copy clinics” in the regions, and to exchange information and articles for publication. This outreach will link regions and the capital, and will expand the number of journalists and media organisations developed through the project.

Developing Journalists from Minority Groups:

Both inside Kabul and during regional training sessions, the IWPR training team will actively seek to develop promising journalists from minority and under-represented communities.

Developing Women Journalists:

Both inside Kabul and during regional training sessions the IWPR training team will be given specific instructions to commission and train a specific percentage of women. This will benefit women trainees in 3 direct ways; skill development, financial gain at the end of the story cycle and inclusion of women's perspectives via the mechanism of syndication. IWPR already employs a senior Afghan journalist as project coordinator to assist in outreach to women. Programmes to date have involved 30% participation by women, and this is projected to rise.

3. Immediate objectives:

The immediate objectives of the project are to strengthen the fact-based content and overall quality of news and information reporting by the Afghan media, through independent outlets and through the state Bakhtar Information Agency (BIA) through an intensive process of practical training, information sharing and media reform.

4. Development objective:

The project contributes directly to core development priorities to support good governance, humanitarian recovery, civil society and regional communications and exchange. The dramatic lack of reliable information and the absence of any countrywide media preclude public engagement, accountability, cross-regional communication and understanding and the formulation of a national voice for a public, *Afghan* debate over Afghanistan's future.

5. Project inputs:

Project inputs will include:

- 2 International Trainers
- 2 Local editors
- 1 Staff reporter
- 3 Translators
- Technical consultant
- Training and editing support team (London)
- Management support (London)
- Preparation of plan for training including BIA
- Training materials
- Handbook for Afghan Journalists
- Local office support
- Computers
- Telecommunications
- Monitoring and evaluation

6. Project outputs:

Project outputs will include:

- **An average of 20 news/analysis or features articles and 40 humanitarian news reports each month**, produced by journalists in Kabul, Herat, Mazar-e-Sharif and Kandahar;
- **Additional in-depth research and investigative projects**, developed and produced in collaboration with local partner organisations;
- **Short-form news articles produced by BIA** on humanitarian issues, in a format suitable for publication in newspapers and for use in news bulletins by local and national radio;
- **Regular syndication within the local press of all material** produced through the project, which is translated into Dari and Pashto as well as English;
- **Regular training and discussion meetings**, including project planning and evaluation workshops with participating journalists, bi-weekly knowledge-based training seminars and monthly debate roundtables;
- Daily updating of the IWPR website, and weekly posting and email distribution of locally produced journalism internationally via the Internet.

As part of the specific initiative with BIA, the project will provide:

- Practical "on-the-job" training by IWPR international trainers provided through a **dedicated, specially designed intern-style program for BIA journalists**;
- **Increased outputs through BIA via project-supported reporting** on international, humanitarian and regional news issues, produced in local languages;
- **Dedicated training in short-form style news reports** to facilitate direct outputs from BIA through Afghan radio programming;
- **Workshop sessions** to drive home lessons of practical reporting projects, providing journalists with evaluation, feedback and an opportunity to monitor overall progress;
- **Workshop sessions with Bakhtar editors and management** to review basics of international journalism, aspects of editing and fundamentals of news agency management.
- **A comprehensive report** including the steps towards transformation and prospects of reform of BIA.

7. Activities:

Primary tasks include:

Skills-based training: Workshop based training modules focus on fundamentals of journalism such as structure, interview techniques, etc, as well as reporting to an international standard, human rights reporting and other themes. The workshops, held weekly at the Afghan Media Centre and generally attended by 20-30 journalists, are based on *Reporting the Future: The Afghan Journalists Training Handbook*, IWPR's training manual in Dari, Pashto and English. The workshops are intended for aspiring journalists or those requiring support in basic skills and fundamental concepts. Training so far has included journalists from BIA, the tri-lingual Kabul Weekly, the women's magazine Malalai, Zanbele-e Gham monthly, and freelance journalists working for many other publications. Regional workshops will be undertaken in Herat, Mazar-e-Sharif and Kandahar.

Practical on-the-job training: Practical, one-on-one story-based training is based around twice weekly "copy clinics" lead by local Afghan "trainers in training" under guidance of the international trainer. Participants discuss story ideas, propose and undertake writing projects, and work through the process of reporting, writing and revision. The latter stages involve intensive review with an international trainer to review structure, facts, and presentation and bring the story to publishable quality in an environment of supportive training and evaluation. Topics cover the full range of humanitarian, political and social subjects ranging from water shortages, the housing crisis in Kabul, the attitude of the Afghan Interim Administration towards the international community and NGOs, and the problems of the return of refugees from Pakistan. The process has also involved field reporting trips, to bring journalists outside the capital, and team investigative projects linking journalists in diverse locations.

Local and International Publication: The practical training results in weekly outputs syndicated to local publications in Dari and Pashto. This includes the following publications: Anis, Armagan-e-Mahsel, Bahar, Farda, Hewad, Kabul weekly, Kabul Times, Mashal, Seerat. In addition, all material is disseminated internationally via a multi-lingual website and email list-serve. Selected stories are further syndicated via the Knight Ridder Features Service and other means to international publications.

8. Workplan:

	Activity
Month 1	<p>Activity 1: Skills-based training Weekly workshops based on training modules: ‘Why are you a journalist?’ Two theme based workshops: ‘The press and ethnic community issues’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 2	<p>Activity 1: Skills-based training Weekly workshops based on training modules: International Journalism Two theme based workshops: ‘The press and international organisations’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists In-depth research and investigative projects in collaboration with local partner organisations</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>

Month 3	<p>Activity 1: Skills-based training Weekly workshops based on training modules: Human Rights and Journalism Two theme based workshops: ‘The national and international news agenda’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 4	<p>Activity 1: Skills-based training Weekly workshops based on training modules: ‘House styles’ Two theme based workshops: ‘Reporting international and regional issues’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists In-depth research and investigative project developed and produced in collaboration with local partner organisations</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>

Month 5	<p>Activity 1: Skills-based training Weekly workshops based on training modules: ‘Journalism safety’ Two theme based workshops: ‘The press and the law’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 6	<p>Activity 1: Skills-based training Weekly workshops based on training modules: ‘Sourcing in stories’ Two theme based workshops: ‘Women and the media’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>

Month 7	<p>Activity 1: Skills-based training Weekly workshops based on training modules: ‘Story structure’ Two theme based workshops: ‘The press and the military’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists In-depth research and investigative project, developed and produced in collaboration with local partner organisations</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 8	<p>Activity 1: Skills-based training Weekly workshops based on training modules: ‘Use of detail’ Two theme based workshops: ‘The press and reporting conflict and post-conflict situations’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists In-depth research and investigative projects, developed and produced in collaboration with local partner organisations.</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>

Month 9	<p>Activity 1: Skills-based training Weekly workshops based on training modules: ‘Quotations’ Two theme based workshops: ‘The press and the law’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists In-depth research and investigative projects, developed and produced in collaboration with local partner organisations</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 10	<p>Activity 1: Skills-based training Weekly workshops based on training modules: ‘Story selection’ Two theme based workshops: ‘The press and ethnic community issues’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists In-depth research and investigative projects, developed and produced in collaboration with local partner organisations.</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>

Month 11	<p>Activity 1: Skills-based training Weekly workshops based on training modules: ‘Economic journalism’ Two theme based workshops: ‘Women and the media’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists In-depth research and investigative projects, developed and produced in collaboration with local partner organisations</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 12	<p>Activity 1: Skills-based training Weekly workshops based on training modules: ‘Information sources’ Two theme based workshops: ‘The press and ethnic community issues’ IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR Workshop sessions with BIA journalists Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p>Activity 2: Practical-on-the-job Training: One-on-one story based training at weekly ‘copy clinics’ Each story idea discussed, writing projects undertaken Each story edited, revised and evaluated. Comments and evaluation shared with journalist through one-on-one meeting Implementation of intern style programme for BIA journalists</p> <p>Activity 3: Local and International Publication 20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto Articles syndicated to Afghan publications Short-form news articles produced Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>

9. Institutional framework:

Based in the Afghan Media Centre in Kabul, under the proposed project period, the project will employ two senior international trainers, including a 34-year veteran from Reuters reporting and training. Additional staff include two Afghan journalists emerging through the project as potential future local trainers, an Afghan senior woman project coordinator, plus local Afghan translators and project support. Planning has been undertaken and

the workplan reflects this process. A training manual “Reporting the Future: A Handbook for Afghan Journalists” has been produced and provides the basis for the training programme. Local translators with support from London ensure translation takes place as planned to Dari and Pashto. A complex capacity for Pashto posting on the Internet has been established and the local website is being developed. A network of local and international publications receive IWPR news analysis, articles and investigative reports for syndication and publication. IWPR London provides training, editorial, management and logistical support when required.

10. Sustainability:

The project incorporates sustainability in two ways. The state news agency can only be sustained if it reforms. If it remains unchanged as now, it is doomed to irrelevance and ultimate closure. By launching the process of fundamental reform of BIA, the project will as a core aim seek to develop the journalistic quality and clarify the market role that can enable the agency to survive in the long term.

In terms of training, the project focuses sustainability in two main ways: in the capacity of the individual journalist to develop professional skills that can be practised within the Afghan media for the long-term, and in the beginning to develop Afghan trainers (training the trainers) and skilled editors who can regenerate the skills of practical fact-based reporting within the Afghan media community on an on-the-job or formal training basis for the long-term.

In investing intensively in individual capacity, the project further strengthens leadership capacity within the Afghan media. As IWPR has witnessed in other developing countries, it is such leadership individuals who will, in time, create the new professional Afghan media that will be able to achieve businesses sustainability for the long-term based on quality and reliability of reporting.

11. Framework of monitoring:

Monitoring and evaluation takes place at various levels, on the ground, within headquarters implementing and support teams, and through board review and outside professional oversight. IWPR will comply with all grant reporting requirements, in accordance with UK regulations and as established by the IWPR Board of Trustees, as follows:

IWPR operates a comprehensive financial controls and procedures policy, as follows:

- IWPR operates a cost-centre based accounting system. Bank statements are reconciled with the computerized accounting system monthly. Financial reports are produced monthly with income and expenditure compared against budget, by department and activity. Variances reported are rectified as appropriate, and budgets are regularly reviewed against income projections.
- All expenditure is authorized prior to being incurred through a purchase order system. Authorization is made in line with agreed budgets and approved limits. All payments require two authorized signatures.
- IWPR’s accounts externally and independently audited annually by qualified auditors appointed at the Annual General Meeting. The auditors also provide an opinion on the annual accounts, which they present to the Board. The auditors are commissioned to undertake individual project or grant audits as required by donors.

In terms of overall impact:

- Project staff regularly consult with participants, partners and other stakeholders;
- Senior staff review project achievements in consultation with donors, international NGOs and IGOs and other experts;
- The Board of Trustees monitors project performance against targets and impact.

This project will include an early stage base-line assessment of BIA and a close of project assessment recommendation report, which themselves will allow monitoring of the results of the project.

12. Evaluations carried out:

An initial needs assessment of the Afghan print media was undertaken for the UN Department of Public Information with support from the UK's Department for International Development, that included a consultative process in Kabul, Islamabad and Peshawar. Local stakeholders consulted included editors, publishers and journalists from the state and emerging independent sector, as well as university faculty members and members of the interim administration. The report identified the clear potential of the print media to affect change in the country and strengthen public support for the recovery and democratisation process. The assessment forms the base-line against which future evaluations will take place.

13. Framework for beneficiary agency's reporting:

IWPR will report quarterly on programme activities and developments.

ADDITIONAL INFORMATION

With support from the UK's DFID, in March 2002 IWPR launched a training and humanitarian information project based in Kabul, with a parallel project in Peshawar, Pakistan, to support Afghan journalists there. Distinguished by IWPR's intensive hands-on practical training approach, the project has since attracted additional donor support (including EC and USAID), and achieved substantial results, including:

- training: more than 300 journalists trained in three-month cycles of skills-based workshops;
- outputs: 200 articles (English/Dari/Pastun) published to an international standard, with a further 300 trainee articles produced and reviewed;
- information: at least 5-10 articles/week syndicated in Afghan press;
- international voice: only website with regular news from Afghan journalists in three languages; direct email dissemination to up to 10,000 expert email subscribers;
- resources: publication of only Dari-Pashto-English journalists practical training handbook;
- historical archive: production, in collaboration with Bakhtar, of Loya Jirga reporting project and tri-lingual transcript of historic Loya Jirga proceedings;
- capacity-building: initiation of dedicated Bakhtar training for journalists and editors to support information to TV, radio and print countrywide, and launch of consultancy for transformation of the state institution into a public service.

IWPR is the only organisation providing sustained, high-level practical journalistic training in Afghanistan. It works in close collaboration and coordination with the UNESCO-supported Aina Media Centre and the international and local NGOs and media based at the centre, plus more than a dozen local media outlets and other local NGOs. IWPR is well qualified to undertake this training and media development programme and specifically the new consultancy role addressing the multi-faceted training needs of the BIA.

D. BUDGET

Contribution requested from IPDC (in U.S. dollars)

Item	Amount \$
1. Project trainers	27,500
2. Training project costs	5,900
3. Workshops and debate	8,800
4. Publications	9,200
5. Special project costs (Hostile environment training and insurance)	5,200
6. Project implementation costs (office rent, utilities etc)	6,100
7. Communications	6,400
8. Administration 10%	6,900
9. Project monitoring	1 000
TOTAL	77,000

LATIN AMERICA AND THE CARIBBEAN

A. PROJECT IDENTIFICATION		
1.	TITLE	Latin American Communication Network for Children's Rights
2.	NUMBER	PDC/23 RLA/02
3.	CATEGORY OF MASS MEDIA	News Service
4.	IPDC PRIORITY AREAS	Training and Transfer of Technology
5.	SCOPE	Regional (Latin America)
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF THE PROJECT	US \$ 56,300
8.	AMOUNT REQUESTED FROM IPDC	US \$ 31,000
9.	BENEFICIARY INSTITUTION	Agencia de Noticias por los Derechos de la Infancia (ANDI - News Service for Children's Rights)
10.	IMPLEMENTING INSTITUTION	Agencia de Noticias por los Derechos de la Infancia (ANDI - News Service for Children's Rights)
11.	PROJECT LOCATION	BRASILIA, BRAZIL
12.	PROJECT PREPARED BY	Agencia de Noticias por los Derechos de la Infancia (ANDI)
<p>DECISION OF THE COUNCIL:</p> <p>DECISION OF THE BUREAU:</p>		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The *Agencia de Noticias por los Derechos de la Infancia* (ANDI), or News Agency for Children's Rights, is a Brazilian NGO whose mission since its founding 1992 is to promote and defend the rights of children and adolescents through a strategy that includes research, training for media professionals, and the creation of guides and information resources for journalists. In March 2000, ANDI created the *Red ANDI*, a network of seven Brazilian organizations also involved in promoting children's and adolescent's rights in order to strengthen its activities to train journalists and improve coverage of children and youth issues by the media.

From this successful national experience, ANDI decided in August 2002 to establish a Latin American Section, in cooperation with Save the Children, with the goal of developing a regional network in Latin America for the promotion of children's and adolescent's rights in the media similar to what was established in Brazil. In October 2002 ANDI organized in Brasilia the Encuentro Latinoamericano de Experiencias en Comunicación y Niñez (Latin American Meeting on Experiences in Communication and Childhood and Adolescence), which involved eight organizations in Latin America involved with children's rights in order to define regional strategies and a plan of action. The countries represented included Argentina, Bolivia, Chile, Costa Rica, Guatemala, Nicaragua, Paraguay, Peru. The Brasilia offices of UNESCO and UNICEF also participated in the meeting. One concrete result of the meeting is the creation of the Latin American Communication Network for Children's Rights (Red Latinoamericana de Comunicación por los Derechos de la Infancia) with a three-year work plan that will begin in January 2003.

This project for a Latin American Communication Network for Children's Rights is ANDI's presentation to the IPDC. ANDI is requesting financing for the first year of this project. We believe this is an innovative project for Latin America and one that will provide methodology and technological expertise to other participating organizations. The themes of the network will be the promotion of sustainable human development, human rights, freedom of expression, and children's rights. Through the network's systematic work with the media, including training, we also hope to mobilize public opinion in favor of these themes.

2. DESCRIPTION of the TARGET GROUPS

A. 8 NGOs in Latin America that work in communication to promote children's and adolescent's rights:

1. Centro de Educación y Comunicación Eco Jóvenes Bolivia, **BOLIVIA**.
2. Corporación Asociación Chilena Pro Naciones Unidas (ACHNU), **CHILE**.
3. Asociación Servicio de Noticias de la Mujer (SEM), **COSTA RICA**.
4. Coordinadora Institucional de Promoción por los Derechos de la Niñez (CIPRODENI), **GUATEMALA**.
5. Centro Nicaragüense de Promoción de la Juventud y la Infancia "Dos Generaciones", **NICARAGUA**.
6. Fundación La Luciérnaga, **ARGENTINA**.
7. Asociación Global (Global... Infancia), **PARAGUAY**.
8. Instituto Superior de Comunicación y Diseño Toulouse Lautrec, **PERU**.

B. Other possible organizations that have shown interest in the ANDI experience in the Latin American sphere and would like to become part of the network.

C. Journalists, individuals active in the social area, children, adolescents and society in general in the countries in which this project will be developed. In identifying the beneficiary organizations for this project, the gender equity and participation will be taken into account, with women representing 50% of the total of those participating.

3. IMMEDIATE OBJECTIVE:

- Development of a methodology and strategies to improve journalistic coverage and sources of information for the promotion of children's and adolescent's rights.

4. DEVELOPMENT OBJECTIVE:

- Promote a culture for the propagation and defense of children's and adolescent's rights in Latin America, through monitoring, research and media training that is also consistent with freedom of expression and opinion, as well as press freedom.

5. PROJECT INPUTS

- To train each of the participating NGOs in methods and strategies in order to create a unit for monitoring, analysis and training of the communication media within those organizations.
- Elaboration of activities and products for the dissemination of information to be distributed via journalistic and other communication networks and media, as well as by participants in the social area.
- Promotion of the Latin American Network.

6. PROJECT OUTPUTS

Training and Transfer of Methodology

- 32 people, four in each organization, trained in the different processes of analyzing journalistic articles and classifying them by themes and sources of information, in the elaboration of strategies for providing information, guidance and training to journalists.
- Creation of a unit for communication media monitoring, analysis and training in each of the countries in the network.

Producing and Distributing Information

Strategic information products will be developed and distributed by each of the participating NGOs in its own country as well as via the network, including:

NATIONAL:

- Creation of a daily national bulletin, distributed electronically, containing a summary of the main stories and articles appearing in the media on children and adolescents in each of the countries in the network.
- Elaboration of a weekly theme containing suggestions for coverage by journalists.

- Creation of a weekly national agenda of the principal activities, events, new sources of information and courses pertaining to children and adolescents.
- Annual national research containing quantitative and qualitative analyses of media coverage of themes relating to children and adolescents.

REGIONAL:

- Creation of a weekly electronic news bulletin for Latin America containing summaries of the main stories and articles appearing the region's media on children and adolescents. The bulletin will be edited and distributed by ANDI.
- Elaboration, in cooperation with all of the members, of thematic lines of action for all of the network, which will be updated every six months.
- Creation of a database on social themes, including children's rights, with the aim of establishing a directory of specialists, social organizations, issues and projects in these areas.
- Regional research conducted every two years on a specific issue on children's rights, coordinated by ANDI.
- Creation of a Web page for the network that will be hosted by ANDI.

Promotion of the Network

- The Latin American Communication Network for Children's Rights will have regional distribution to journalists and individuals involved in the social areas focused on children's rights issues.

7. ACTIVITIES

Training and Transfer of Methodology :

- Production, translation and printing of materials in Spanish, English and Portuguese.
- Organization and carrying out of 8 training missions for participating NGOs in the network
- Organization of a training workshop in Brasilia of the responsible officials from each participating institution in the network on the methodology for monitoring, analysis and training. This workshop will also include the first meeting of the network's management council in order to develop a strategic work plan, including financial aspects, for the sustainability of the Red Latina.
- Developing three training workshops annually in each of the eight countries.
- Production and distribution of training manual.
- Organizing workshops on fund-raising.

Producing and Distributing Information

- Planning, research and data collection, production, printing and distribution of the different products of the network designed to meet its various objectives.
- Establishment of direct contacts, workshops and encounters with journalists in order to promote the network's products and objectives.

Promotion of the Latin American Network

- Production, printing and distribution of materials on the network.

- Systemization, evaluation and publication of experiences, themes, ideas etc.
- Establishment of communication links with other information networks.
- Organization of a journalism contest.
- Analysis of the potential for extending the network to other organizations and countries.
- Production of a final report on the results of the project

PROJECT PLAN

Timetable for the execution of activities that will be financed by the PIDC UNESCO project

Activity	Year I											
	1	2	3	4	5	6	7	8	9	10	11	12
Training and Transfer of ANDI methodology												
1.1. Production, translations and printing of manuals on ANDI methodology in Spanish, Portuguese and English.	X	X	X									
1.2. Organization and carrying out of 8 training missions for participating NGOs in the network and/or other suitable NGOs that have shown interest in becoming part of the network	X	X	X	X	X	X	X	X	X	X	X	
Promotion of the Rede ANDI Latina												
1.3. Production, printing and distribution of information material on the Rede ANDI Latina	X											
1.4 Presentation of the final report and accounting statements												X

9. INSTITUTIONAL FRAMEWORK

The project will be implemented and coordinated by ANDI's Latin America section in cooperation with ANDI's other operational areas and under the ultimate supervision of its Executive Board. The main coordination functions will be to manage the development of network activities and agreements, assure the meeting of deadlines and objectives, facilitate communications and the flow of information, organize meetings and exchanges of the network, assist with the coordination of activities of the network partners, coordinate the process of systematizing the experiences of the network, promote and facilitate the entry of new organizations into the network, and supervise the contracting of consultants.

To assure the active participation of the cooperating organizations, an Executive Board will be created that will guide the development of the work plan for the network and act as a deliberative body for strategic decision-making. The members of the Board will be made up of the main officers of the network members and ANDI. UNESCO will be invited to some of these Board meetings in the role of adviser. The project will be administered by an administrative assistant contracted by the project and supervised by ANDI's financial manager.

10. SUSTAINABILITY

When the project has begun operations, the organizations will be trained and developed to carry out the activities. The fact that these organizations already make up a network makes it possible for an Executive Board to support each one of them. ANDI has great experience in fundraising development. Part of this project will be holding training seminars in order to train the organizations for fundraising. It is important to keep in mind that the organizations that benefit from the project are consolidated

organizations that have already developed a broad range of fundraising experience for other programs. (Please see strategic alliances and fund-raising sources listed in Preparatory Activities section.)

11 FRAMEWORK OF MONITORING

The methodology developed by ANDI allows for a high level of monitoring and evaluation. Some examples of monitoring indicators include additions, assignment suggestions, how much the dedicated space has grown, evolution of research quality, and diversification of information sources consulted by journalists when developing news. Monitoring will take place through evaluations.

12. EVALUATIONS CARRIED OUT

At the meeting in October in Brasilia, ANDI and the 8 participating organizations agreed on the feasibility of developing the Latin ANDI Network and the execution of the work plan, both of which will be based on methodologies and strategies that ANDI has already demonstrated to be effective.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Executive Board should prepare information reports during the execution of the current project, Rede ANDI Latina. In addition to this, the Board will present progress reports in accordance with the dates defined by UNESCO and in accordance with the budgets and timetables established by the organization.

	C. PREPARATORY ACTIVITIES	
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For appropriate execution of the current project, ANDI created *Editoria da América Latina*, and began to identify organizations for potential participation on the network. The Latin American Meeting on Experiences in Communication and Childhood and Adolescence took place and the results of the meeting were systematically developed and stored.

In addition to the \$30,000 requested from IPDC, ANDI foresees contributing \$25,300 from funds it has received from other contributors to finance this project. ANDI has formed strategic alliances with the Banco Nacional de Desenvolvimento Econômico e Social (BNDES), the Conselho Nacional dos Direitos da Criança e do Adolescente (Conanda), the Foundation for a New Journalism (FNP), the Fundação Abrinq pelos Direitos da Criança, the Avina Foundation, the W.K. Kellogg Foundation, the Instituto Latino Americano das Nações Unidas para Prevenção ao Delito e Tratamento do Delinqüente (ILANUD), con el Instituto Ayrton Senna, the Brazilian Ministry of Education, con el Ministério da Justiça/Secretaria Nacional de Direitos Humanos/Departamento da Criança e do Adolescente (DCA), Ministério da Saúde/Coordenação DST e AIDS, the Internacional Labour Organization, Save The Children – Sweden, the European Union, UNESCO, UNICEF, World Childhood Foundation (WCF), and with the Instituto para o Desenvolvimento do Investimento Social, among others.

ANDI has received financial support from la Associação Brasileira de Magistrados e Promotores da Infância e da Juventude (ABMP), la Associação Projeto Aprendiz do Futuro, CENPEC, Editora Segmento, Fundação Stichiting Doen, Fundação Victor Civita, el Instituto de Estudos Sócio-Econômicos (INESC), el Instituto Xerox do Brasil, McCann Erickson do Brasil, Microsoft, Modus Faciendi, Prevenção Orientada a Meninos e Meninas em Risco/Usaid, la Revista Imprensa and Trevisan Auditores Associados.

D. BUDGET

Contribution requested from IPDC (in U.S. dollars)

ACTIVITY	COST
Production, translation and printing of ANDI materials in Spanish, English and Portuguese.	8,000
8 missions to provide training to the organizations participating in the network	13,000
Production, printing and distribution of materials and information on the Latin American network	2,000
Project Coordinator	4,500
1 portable computer	2,000
Materials	500
Project monitoring	1,000
TOTAL	31,000

Contribution from the Beneficiary Organization (in U.S. dollars)

ACTIVITY	COST
Infrastructure in Brazil (electricity, communications etc.)	10,000
Coordination and management of the project	5,000
Communication Assistant	1,800
Specialists	3,000
Administrative Assistant	3,000
Reports and final publication on the project	500
Editing / production of anticipated products	2,000
TOTAL	25,300

Project Total: U.S. \$ 56,300

MAURITANIA

A. PROJECT IDENTIFICATION		
1.	TITLE	Strengthening the operating capacity of l'Agence Mauritanienne d'Information (AMI)
2.	NUMBER	PDC/23 MAU/01
3.	CATEGORY OF MASS MEDIA	News Agency
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Development study; training (phase I); Creation of a database (phase II)
7.	TOTAL COST OF PROJECT	\$107.800
8.	AMOUNT REQUESTED FROM IPDC	\$79.000
9.	BENEFICIARY BODY	<i>Agence Mauritanienne d'Information</i>
10.	IMPLEMENTING BODY	<i>Agence Mauritanienne d'Information</i>
11.	PROJECT LOCATION	Nouakchott, Mauritania
12.	PROJECT PREPARED BY	Nacer Mehal
<p>DECISION OF THE COUNCIL:</p> <p>DECISION OF THE BUREAU:</p>		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Established in 1974, the Mauritanian news agency, *Agence Mauritanienne d'Information* (AMI), employs 132 people, including 60 journalists, working mainly at the headquarters in Nouakchott. It also has permanent correspondants based, throughout this vast country, in major urban areas such as Nouadhibou, Atar, Rosso, Zouerate, Kaidi, Aleg, Kifa, Selibaby, Ayoun, Nema and Tijibja.

This State-funded Agency produces between 40 and 50 dispatches a day, essentially for around a dozen local media companies and institutions. The Agency's external sources of information are AFP (French), DPA (German), APS (Algerian), MAP (Morrocan) and the Panafrican News Agency, PANA. Transmission is done either via the Internet or through a local platform in Nouakchott.

The longer-term goal of the heads of AMI is to achieve a level of development that would enable the Agency to satisfy the demand coming from the new independent titles (50 out of the 400 authorized titles) and support the action of government authorities engaged in a process of democratization of national life. According to information supplied by the Director General of the Agency, in Mauritania there are currently 27 registered political parties, 622 associations and NGOs, 3 journalists' associations, 26 foreign NGOs and 3 trade union bodies.

Agence Mauritanienne d'Information is a young news agency which, with the little means at its disposal, serves a user base comprising a dozen or so State-owned and privately-run newspapers as well as public radio and television broadcasting companies.

Within the context of the process of democratisation of public life in Mauritania, an extremely useful contribution could be made by helping this agency to develop, raise its overall level and take up a modest place in the media landscape as a credible source of information for the national media.

To achieve this initial performance objective, AMI needs first and foremost to upgrade its editorial and technical staff and later acquire the necessary tools to improve its production.

The proposed solution is to meet the urgent demand for training in the immediate term, while launching a study aimed at devising a development plan for the agency. The assistance needed to strengthen its equipment, though modest, will have to be provided in a second phase.

2. DESCRIPTION OF THE TARGET GROUPS:

The target groups are made up of journalists and computer engineers.

3. IMMEDIATE OBJECTIVES:

In the case of the journalists, the number of persons to be trained is sixty, while three engineers will receive technical training.

4. DEVELOPMENT OBJECTIVE:

Developing a news agency could assist in increasing the material available to independent newspapers and to enriching the media arena, while also contributing to enhancing the communication capacity of a mostly desert country in which the four local radio stations, based in Nouadhibou, Aleg, Barkeol and Rosso, play an essential role.

5. PROJECT INPUTS:

Provision should be made for two trainers over a two-month period and for two experts entrusted with formulating a medium-term development plan for the Agency over one month.

6. PROJECT OUTPUTS:

Return on investment is quantifiable mostly in terms of the journalists' increased mastery of their profession and the engineers' mastery of the new technologies.

7. ACTIVITIES:

The activities to be carried out consist in selecting trainers with the required competence—probably with the assistance of news agencies from neighbouring country—so as to reduce costs and also to cater for training in Arabic and French as suggested by AMI.

8. WORK PLAN: 12-month operation

This will simply involve working out, with the Mauritanian Agency, the best possible way of organising delivery of the training courses, including details on the scope and content of the training, the required profile and the timing.

9. INSTITUTIONAL FRAMEWORK:

After discussion with the beneficiary, it has been agreed that once IPDC approval is confirmed one month's preparation would be required to facilitate implementation of the project.

10. SUSTAINABILITY:

The IPDC, through the UNESCO Office in Rabat, will identify and designate the trainers and experts, and AMI will provide accommodation for them as the Agency's contribution to the funding of the project.

11. FRAMEWORK OF MONITORING:

This aspect will not pose any insurmountable problems once the project is adopted. The Paris-based International Centre for the Training of Journalists (CFPJ) or other training institutes could be approached to obtain trainers.

12. EVALUATIONS CARRIED OUT:

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

In the cover letter accompanying the project, AMI has committed itself to submitting an activity report every four months in keeping with the terms of the agreement with IPDC.

C. ADDITIONAL INFORMATION

Provide information on:

The IPDC has never provided assistance to *Agence Mauritanienne d'Information* in the past. The preparatory activities were defined during the mission conducted by the IPDC rapporteur. The beneficiary agency's contribution is described in the "Budget" section below;

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

PHASE I		
• Training:		\$44 000
• Transport costs	\$4 000	
• Fees (\$10.000/month)	\$40 000	
• Development study		<u>\$24 000</u>
	TOTAL	\$68 000
Project monitoring		\$1 000
PHASE II		
Creation of a database		\$10 000
	TOTAL REQUESTED FROM THE IPDC	\$79 000

2. Breakdown of the beneficiary agency's contribution (in US\$):

• Training		\$21 600
• Development study		<u>\$7 200</u>
	TOTAL	\$28 800