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INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

**NEW PROJECTS
SUBMITTED TO THE
IPDC**

Part IV: ARAB STATES

**IPDC BUREAU
Forty-eighth meeting**



**UNESCO HEADQUARTERS, PARIS
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REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	IFEX: THE MIDDLE EAST AND NORTH AFRICA: CAPACITY BUILDING, TRAINING, AND MONITORING SUPPORT FOR FREE EXPRESSION GROUPS
2.	NUMBER	PDC/48 RAB/01
3.	CATEGORY OF MASS MEDIA	PRINT AND NEW MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREE EXPRESSION AND PLURALISM
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL (MENA)
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 266 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 91 000
9.	BENEFICIARY BODY	15 FREE EXPRESSION AND MEDIA SUPPORT ORGANISATIONS COVERING MENA COUNTRIES
10.	IMPLEMENTING BODY	CANADIAN JOURNALISTS FOR FREE EXPRESSION (CJFE)
11.	PROJECT LOCATION	CAIRO and TORONTO
12.	PROJECT PREPARED BY	Nick Fillmore, Director of Development, IFEX
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

i. Mass media in the region

The Middle East–North Africa (MENA) region faces a serious deficiency in the availability of mass media. A 2003 United Nations Development Programme (UNDP) report found that, on a per capita basis, people in the region have access to only one-fifth of the number of newspapers compared to people in developed countries. The UNDP also noted that, compared to most parts of the world, far fewer radios and television sets exist, and residents have less access to the Internet. Public awareness and access to independent information in the region are limited by strong restrictions on media freedom. While conditions vary from country to country, most governments own or control radio and television, hence censor them heavily.

With the exception of Arab satellite televisions, there are no significant independent media in the region. In its 2003 overview of the media the Committee to Protect Journalists (CPJ) wrote, “Autocratic governments continued to exert tremendous leverage over their national media, stifling the emergence of truly representative, independent news outlets.” While most newspapers in the region are no longer state-owned, they are stifled by what CPJ calls “efficient systems of carrots and sticks to keep journalists in line.” Only the Internet provides a medium for independent reporting and news as well as forums that provide an outlet for free expression across the region, but according to the UNDP only 1.6 percent of the region’s overall population has access to the Internet.

ii. Extent of free expression and pluralism of the mass media

Free expression and media pluralism in the Middle East and North Africa need to be improved. Some countries have very poor media freedom records because of government ownership and/or control of the media, particularly radio and television, as well as to restrictive legislations and censorship. In addition, journalists are known to practise self-censorship out of fear from detention or other harassment. The shortage of plural media in the region is a concern, as democracy cannot develop without the public’s access to independent and diverse media.

The International Freedom of Expression eXchange (IFEX), a global network of 57 Groups campaigning for the defence of free expression, feels that while independent journalism is gaining ground in the region, at the present time, media is unable to play a significant role in promoting democracy. Arab states still consider particularly the electronic media, as a kind of a "strategic sector" which needs to remain, if not state-owned, under tight leash. But the internal yearning for freedom among Arabs all over the region coupled with international pressure on their autocratic rulers has led many states to loosen their grip over the media and to permit the establishment of independent papers and privately owned radio and TV stations.

Independent papers in countries like Algeria, Egypt, Morocco, Sudan, and Yemen are kept under tight surveillance at a time when new laws are often passed to restrict freedom of expression and in some instances journalists are imprisoned for trying to do their job.

In Egypt for instance, two independent dailies, Nahdet Misr (Egypt’s renaissance) and Al Misry Al Yom (the Egyptian today) were established in 2004. The latter seems to be more and more appreciated by many on the street and elite has been crossing "red lines" during the past months. But one can rightly wonder what is the impact of such a newspaper in a country where an estimated 50 per cent are illiterate and most media still follow the strict instructions from the ministry of information. The Egyptian government also authorised the establishment of private TV stations during the past three

years, such as Dream TV and El Mehwer (the axis). But none are allowed to broadcast news bulletins which remain the domain of the state-owned media.

The Tunisian government allowed the establishment in 2004 of the first privately owned radio station since the independence in 1956. The newly-established Radio 'Mosaique' is owned by a supporter of President Ben Ali's authoritarian regime and is not allowed to air news bulletins.

With media restrictions, the main goal of this project is to help develop a community of free expression groups, many of them involving professionals who will campaign for greater space to allow more openness and eventually advocate democracy. These non-governmental organisations (NGOs), which will be supported in a number of countries, will in turn support greater freedom of expression and democracy.

iii. Free expression actions supported under this project

The International Freedom of Expression eXchange (IFEX) is a global network of 57 Groups presented in 64 countries campaigning for the defense of free expression. As profound violations continue around the globe, IFEX which was born in 1992 is a strong and growing force of opposition. The nerve-centre of IFEX is the Clearing House, located in Toronto, Canada and managed by Canadian Journalists for Free Expression

The main focus would be to provide support for free expression by assisting the development of NGOs so they can promote independent media, develop an Action Alert Network to monitor violations of free expression, and carry out other activities. During this two-year project, substantial capacity-building activities will be provided to eight NGOs. Another estimated seven will receive smaller scale support, linked to IFEX's Action Alert Network, and will receive training in monitoring and reporting on free expression violations.

iv. Vital development problems faced by the free expression community

Little progress has been made in the MENA region, because first, journalists' unions in many countries are closely aligned with authoritarian governments. Second, governments restrict the activities of human rights movements. Third, the international community's support to human rights and free expression in the region has not been sufficient. However, conditions are changing and improving, and more donors are now interested in supporting such activities in the region.

v. Priority problems the project will address

Through training and provision of resources the project will take a practical approach by addressing the following problems: shortage of effective free expression and pluralistic media; lack of necessary monitoring skills among free expression groups and advocates; inefficient distribution of regional action alert to the rest of the world.

vi. Purchase of equipment is essential

IFEX places high importance on developing the communication resources of its partners in order to campaign better. Much of the work involves documentation of cases, rapid distribution of alerts and reports, and networking activities regionally and internationally. Unfortunately, many free expression groups in the region face serious problems in information and communication technologies (ICTs), hence, IFEX will provide eight groups with some ICT equipment as well as the relevant know-how to use it.

2. DESCRIPTION OF THE TARGET GROUPS:

Fifteen NGOs/groups from the MENA region will be considered for different kinds of support.

Candidates for capacity-building support (pls refer to profiles on the last page):

Egyptian Organization for Human Rights (EOHR),
Arab Press Freedom Watch (APFW),
Cairo Institute for Human Rights Studies (CIHRS),
Arab Archives Institute (AAI),
Observatoire de la Liberté de la Presse de l'Édition et de la Création (OLPEC),
Committee for Defense of Democratic Liberties and Human Rights (CDDLHR),
Gulf Press Freedom Centre (GPFC),
Saudi Human Rights Center (SHRC)

Groups expected to take part in monitoring training, provide Alerts and other activities:

Algerian National Journalists Syndicate (SNJ)
Moroccan National Press Syndicate (SNPM),
Centre for Media Freedom in the Middle East and North Africa (CMF MENA)
Tunisian Human Rights League (LTDH)
Fondation des Droits de l'Homme et du Droit Humanitaire (FDHDH),
I'lam, Media Center for Arab Palestinians in Israel,
Libyan League for Human Rights (LLHR)

3. IMMEDIATE OBJECTIVES:

1) To build the capacity and campaigning skills of eight independent free expression organisations by providing them with various forms of operational, financial and technical support.

Assistance will include:

- a) An assessment of the groups' operational capacities and activities in order to formulate plans to help them achieve efficiency and effectiveness;
- b) Provision of supplies such as furniture, office requirements and operational funds
- c) Provision of information and communications technology (ICT) and other equipment: including six computers, printers and modems, software and hardware, two computer scanners, and two fax machines.
- d) Participation of leading groups in IFEX workshops and the IFEX Strategy Conference;
- e) Training on how to implement fundraising activities.

2) To support monitoring and reporting on free expression violations by 15 national and regional groups, and establish an Action Alert Network within MENA to distribute reports in Arabic (regionally) and in other languages (globally) through the IFEX network.

Support will include:

- a) Provision of a training programme for free expression/human rights advocates, and follow up on the preparation of Action Alerts;
- b) Support for the establishment of an Action Alert Network;
- c) Provision of financial and advisory assistance for monitoring and case investigations.

3) *To increase the flow of key free expression information between the MENA region and the rest of the world through translation (Arabic-English-Arabic) and developing communications systems for the distribution of action alerts and relevant reports.*

Support will include:

- a) Translation of free expression information ,
- b) Development of an information distribution system for the MENA region and the IFEX members;
- c) Development of one website that will house MENA free expression reports and information in Arabic and English.

4. DEVELOPMENT OBJECTIVE:

IFEX's main development objective is to help create a strong and effective free expression community in countries across the Middle East and North Africa. Without basic conditions for free expression, citizens would not have access to the information they need to participate in the democratic decisions that affect their lives and communities; nor would they enjoy the secure environment that allows a sound exercise of their basic rights. Several project activities will result in media pluralism in the region, as more voices will be heard and greater diversity will be available if threats are reported, and if awareness is increased among journalists, students, lawyers, civil society, and other professionals .

5. PROJECT INPUTS:

- Development of organisational setup including operational assessments, managerial advice, technical resources and training on fundraising ;
- Support for Information and Communications Technology (ICTs) ;
- Provision of translation services and communication for the distribution of free expression information to and from the MENA region as well as IFEX networking;
- Training on monitoring and reporting of free expression/human rights violations
- International networking for eight (four per year) free expression/human rights advocate groups from the region, and IFEX membership as well as attendance of IFEX Outreach training workshops and IFEX General Meeting/Strategy Conference.

6. PROJECT OUTPUTS:

1. Developed organisational setup for eight key and active free expression groups and improved performance:

- Better managerial and operational skills ;
- Improved working capacity for groups and additional activities;
- Increased and improved IT , networking and campaigning skills;
- Improved fundraising skills ;
- Membership of IFEX and access to the Action Alert Network, participation in IFEX conferences and workshops

2. Establishment of an Action Alert Network and training on free expression monitoring:

- Greater local and international awareness of free expression violations in the region;
- Better researched and better prepared reports on human rights/free expression violations;
- Edited and processed reports and other information according to international standards;
- Substantially increased production of news alerts from the region;
- Increased investigations of human rights violations.

3. Improved communication infrastructure for the distribution of free expression information to/from the MENA region:

- Increased translation of action alerts and other materials from English to Arabic and vice versa; a pilot project to determine the best methodology to make Arabic language alerts and other information available via the Web.
- Coordinated regional information system shared by groups in the region;

7. ACTIVITIES:

To achieve the project outputs which is supported by three other donors, activities will consists of the following:

ACTIVITY 1: Developed organisational setup for eight key and active free expression groups

Very few human rights/free expression organisations have survived the repressive environment in the MENA region. Among these are two IFEX members: the Egyptian Organisation for Human Rights (EOHR) and the Cairo Institute for Human Rights Studies (CIHRS), both adopt campaigning in their work in addition to the International Federation of Journalists' affiliate, the Moroccan National Press Syndicate (SNPM). More recently, several new independent free expression groups have emerged, such as the Arab Press Freedom Watch (APFW), which works regionally, with country-based groups, such as the Observatoire de la Liberté de la Presse de l'Édition et de la Création (OLPEC) in Tunisia, and the Syrian Committees for Defense of Democratic Liberties and Human Rights (CDDLHR).

However, most groups lack the know-how, financial and technical resources, and international contacts to campaign effectively. IFEX will provide a capacity-building programme to help groups improve their skills. It will include the following :

- i) Assistance to organisational development: The IFEX Clearing House staff and consultants will work with the eight MENA organisations to help them assess their strengths and weaknesses in areas such as operational procedures, strategic planning, financial operation and management, as well as campaign skills.
- ii) Operational resources; Small grants will be provided for the purchase of equipment or supplies, so that groups will have the basic tools for operation. Resources such as furniture can also be provided. In case groups play a vital role in free expression work but have no adequate funds, small grants will be provided to allow them to continue activities on an interim basis until core funds have been raised.
- iii) Information and communications technology (ICTs) ;Because the Internet is vital for effective free expression campaigning and networking, groups will receive support in this area. IPDC will provide one-third of the equipment and the other donors will provide the remaining two-thirds. Eight groups will be connected to the Internet. Six groups will be provided with computers, modems and screens, as well as software and hardware, scanners and printers, and two fax machines
- iv) Assistance for developing networking: One of IFEX's long-term goals in the region is to help establish a large free expression community that will allow members to work together on common problems they share . The first step will be establishing Action Alerts Network, which will involve more than a dozen groups. During the second year groups will meet to exchange views on the benefits of such a multi-faceted network. Key groups will attend training abroad so that they can acquire expertise that will enrich the development of a MENA regional network.
- v) Training on fundraising skills; Many groups lack the skills in raising necessary funds for their operation. Groups will receive training on the basics of fundraising, including identifying possible donors, approaching donors and writing proposals

- vi) Participation in the IFEX network, conferences, and workshops: Targeted groups are expected to apply for membership to IFEX. They would acquire the right to distribute their own alerts through IFEX channels, receive assistance and advice from IFEX staff, participate in IFEX conferences and workshops, as well as benefit from an increased profile in the international community. Eight groups will be sponsored to attend two IFEX strategy conferences and workshops.

ACTIVITY 2: Establishment of an Action Alert Network in the region and training for 15 groups in monitoring and reporting on free expression violations

Very few organisations in the Middle East and North Africa region are involved in the free expression domain, and have the necessary skills to monitor and report on free expression/human rights violations. For this purpose, IFEX will provide training on a high-level.

E-mail is the first choice for the distribution of Action Alerts because the technology delivers messages very quickly. Alerts are distributed by e-mail to tens of thousands of organisations and individuals. However, because e-mail is not accessible to many organisations and people with an interest in free expression, alternative methods of distribution are developed, depending on regional or local opportunities.

The Activity will include:

- i) Provision of a basic training programme for free expression/human rights advocates, and follow up on the preparation of Action Alerts,: IFEX and its partners will conduct training courses – an introductory one, then a more in-depth refresher one – to help individuals from 15 NGOs improve their monitoring and reporting skills. The first training programme will provide groups with an outline of what constitutes violations – i.e., training on how to investigate cases, which will be carried out in close cooperation with the Arab Press Freedom Watch (APFW), and funded by the Open Society Institute.

Four to six months after the first training course, a second refresher one will be held for those expected to report on a large number of cases. Its main focus will be to train participants on the preparation and distribution of alerts regionally and locally, with a focus on meeting the standards of the IFEX Action Alert Network.

- ii) Support to the establishment of an Action Alert Network in the region: Few well-prepared action alerts concerning the MENA region are being provided by local groups. To help overcome this problem, mechanisms will be developed to increase the processing of action alerts from within the region. IFEX will have one of its partners provide for a Regional Coordinator in that group's office. The bilingual (Arabic and English) Regional Coordinator will collect alerts, translate, edit, and process the reports, distribute them regionally, and send them on to the IFEX Clearing House in Toronto for global distribution.

- iii) Provision of technical assistance for monitoring and case investigations: While some free expression and human rights groups in the region receive support from international donors that allows them to monitor cases, many have limited resources. In countries with the most serious need, IFEX will provide small amounts of funding, to cover communications, transportation and other costs connected with investigating serious cases. Some legal costs may also be covered. In addition, IFEX will coordinate with groups to obtain funding from international donors.

ACTIVITY 3: Provision of translation services and communications infrastructures for the distribution of free expression information to and from the MENA region.

Very little information by local human rights activists in the MENA region makes its way to the international community in English, resulting in a serious lack of attention for important cases.

Conversely, few reports from the rest of the world are circulated in Arabic to the Middle East. To redress this situation, we will:

i) Provide translation services for the distribution of free expression information to/from the MENA region,: As a primary activity, IFEX will make alerts from the MENA available in both Arabic and English, by a full-time, bilingual Regional Coordinator based at an IFEX member group in the region. Subsequently, the weekly *IFEX Communiqué*, a digest of the most important global free expression activities, and other reports will be translated into Arabic for distribution within the MENA region.

ii) Develop information distribution systems for the MENA region and IFEX network: Free expression information is only sporadically circulated within the MENA region. Working together, the IFEX Clearing House, international IFEX groups, and local organisations will develop a master e-mail list for the dissemination of alerts, the *Communiqué* and other materials in Arabic to hundreds of human rights groups, other NGOs, reporters, newspapers, journalism schools, academics, and government officials. At the same time, the IFEX Clearing House will expand its small international e-mail list of groups and individuals to include MENA groups interested in receiving the information in English.

iii) Work with groups in the region to make information available on the Internet and at the IFEX web page:. Comprehensive free expression information about the MENA region is not available on regional or global websites. IFEX and partners will coordinate to determine the most effective and most cost-efficient way of providing this information. Such a web page would maintain links to the official IFEX site.

8. WORK PLAN TIME FRAME:

April 2005 – March 2007

This timeline covers activities that may be funded by IPDC, as well as anticipated grants from the Norwegian Ministry of Foreign Affairs, Open Society Institute, and other donors. A longer version is enclosed.

April 2005: Start-up of IPDC project. Regional Coordinator will be based in Egypt, will start translating Alerts into Arabic for circulation in the region, to be followed by translation of the *Communiqué* and its distribution.

May 2005: Launching if the pilot project for IFEX- Arabic web page ; completion of the evaluation of the Media Freedom Monitoring Workshops.

June 2005: Support to first groups with ICT or grants.

Summer/Autumn 2005: Follow-up of the Monitoring and Training Workshops; IFEX Outreach assessment and visit to Regional Coordinator in Egypt offices; distribution to IFEX list of alerts of the *Communiqué* in Arabic

September 2005: Support to groups with ICT or grants.

November/December 2005 (TBD): Participation of four MENA groups in IFEX GM/Workshops, and new IFEX members.

January 2006: Operation of IFEXArabic web page.

May 2006: Preparation for evaluation and reporting on the progress of first year of project to IPDC Secretariat.

9. INSTITUTIONAL FRAMEWORK:

Obviously, this ambitious programme of activities will require the effort and commitment of many people and organisations. This section describes all of the relationships that are integral to the success of this project:

i) Project management and staffing

The project will be implemented by two Middle East–North African specialists located in the region with the support of the IFEX Clearing House in Toronto. Once the project has been approved for funding, IFEX will hire a full-time Regional Coordinator who will work from Cairo. In addition, IFEX has contracted a senior specialist on media and human rights to provide advice to the project on a part-time basis. The project will be coordinated by the staff of the IFEX Outreach Development Programme.

ii) Implementing Organisations (in addition to IFEX)

MENA Region:

- Egyptian Organization for Human Rights (EOHR) will play a central role by housing the IFEX MENA Regional Coordinator who will gather Alerts information from the region,
- Arab Press Freedom Watch (APFW) will be the main partner group responsible for training of human rights monitors.

International:

- Committee to Protect Journalists (CPJ)
- International Federation of Journalists (IFJ),
- Norwegian PEN.

10. SUSTAINABILITY:

One feature in the sustainability of this IFEX project is that it is already working with established groups and organisations – e.g., EOHR, CIHRS, Arab Press Freedom Watch, OLPEC and others. Many of these organisations have been independent for a number of years. This project will not take over the operations of these groups. The aim is rather to enhance and upgrade the work which through specific capacity-building and training activities.

Most importantly, this project aims to provide opportunities for groups who may not otherwise have the resources to take part in campaigns to improve their performance, define collaboration, and support the early development of a regional free-expression information network. IFEX plans to assist with fundraising and programme support for another two years following the end of this project.

12. EVALUATIONS

Two evaluation activities will be carried out in May 2006, following the first year of operation, and May 2007, following the completion of the project. In addition, IFEX will develop a set of indicators and an evaluation plan to identify the success in achieving objectives, and the outcomes and impacts of work. A list of key objectives and benchmark targets that will be used to measure the effectiveness of current and future programmes that will be incorporated into the planning stages. All MENA participants will evaluate the project components in which they took part, paying particular attention to areas where groups and free expression activists have made progress as a result of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

IFEX has never received support for a project carried out solely in a MENA country, but has previously received two grants to support free expression groups in developing countries.

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

IFEX has a long history of activities in the MENA region and has worked with several MENA groups. The IFEX Outreach Programme carried out research on the activities of MENA groups. A Consultant interviewed and compiled data and researched two events held by CMF-MENA and APFW in Morocco in 2004. In addition, IFEX Clearing House staff are communicating regularly with agencies such as the International Media Support and Open Society Institute, coordinating plans.

Contribution foreseen by the beneficiary agency during the project period:

IFEX Clearing House staff (in addition to staff recruited by the project) and members of the Action Alert team will assist groups in preparing alerts, while the Outreach team members will provide groups with ongoing advice on strategy. The Director of Development will raise funds to support human rights work in the region. In addition, the CJFE Board of Directors and the IFEX Governing Council will set the policy and approve the project development stages.

Assistance sought other than IPDC:

Please refer to the following budget: US\$ 175 000 from other agencies, expected to be from the Norwegian Ministry of Foreign Affairs, Open Society Institute and other donors.

The IPDC requested amount will cover the first year of the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
April 05-March 06	
Organisational development support	
- Developmental support, resources	12 500
- ICT support	6 000
- Networking, group development	3 700
- IFEX implementation	2 600
Sub-total:	24 800
Action Alerts training/processing	
- Training programme	8 400
- Operational resources	9 300
- Programme operation	17 000
Sub-total:	34 700
Translation/communications services	
- Translation of Alerts, IFEX Communiqués etc.	3 700
- Information distribution	1 600
- Website development, maintenance	4 000
- Project implementation	1 800
Sub-total:	11 100
Project implementation/coordination	
- Travel	5 000
- Telecommunications, bank transfers, misc.	1 000
- Project coordination	11 000
- Monitoring and evaluation	3 400
Sub-total:	20 400
TOTAL:	91 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
NOTE: Support for additional, complementary activities in the MENA region in the amount of US\$ 175 000 is anticipated from the Norwegian Ministry of Foreign Affairs, Open Society Institute and other donors	

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	ARAB MEDIA CAPACITY BUILDING (JORDAN)
2.	NUMBER	PDC/48 RAB/02
3.	CATEGORY OF MASS MEDIA	PRINT AND BROADCAST MEDIA
4.	IPDC PRIORITY AREA	HUMAN RESOURCES, TRAINING
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 41 547
8.	AMOUNT REQUESTED FROM IPDC	US\$ 41 547
9.	BENEFICIARY BODY	Journalists, newspapers, radio broadcasters, media professionals.
10.	IMPLEMENTING BODY	CENTRE FOR DEFENDING FREEDOM OF JOURNALISTS
11.	PROJECT LOCATION	JORDAN, COVERING ARAB COUNTRIES
12.	PROJECT PREPARED BY	CENTRE FOR DEFENDING FREEDOM OF JOURNALISTS
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Jordan, as much as the rest of the Arab region is beset with great challenges, the media today have to embark on a difficult mission to play a more active role in raising people's awareness of current events as well as providing credible and accurate information. They must address political issues as well as socio-economic ones amid uncertainties facing the status quo of the Arab region. The difficulty arises from being still shackled with government authority and restricted by national laws, thus hindering media professionals' ability to assume a full active or prominent role. As a result, media professionals cannot address issues that require immediate attention, or analyse the facts and circumstances behind current affairs. Furthermore, the truth is partial, and not relayed to people who need the knowledge to make informed decisions.

However, globalisation, advances of technology and proliferation of satellites, the Internet and the emergence of several news stations resulted in the expansion and development of Arab media. Consequently, the government began to lose its firm grip and has relaxed total control over news or information.

In light of the above, the media's role began to shift from the traditional propagandist into a proactive one. However, reporters, news anchors and announcers are not well qualified to perform according to the new developments, despite the different knowledge, experience and academic background professionals acquired.

Moreover, the media must be empowered to surpass censorship and act as watchdog over corruption and illegal practices. In order to build such competent media heavy investment must be done to devise a long-term strategy for professionals. In the same context, investigative reporting is considered an important genre needed to strengthen the media's role in initiating pluralism.

2. DESCRIPTION OF THE TARGET GROUPS

PRINT MEDIA: Reporters, editors, photographers

BROADCAST MEDIA: Reporters, anchors, producers.

3. IMMEDIATE OBJECTIVES

Developing skills of news anchors, reporters and announcers in satellite TV stations

Provide training workshop for 15 broadcast media professionals from the region. The proposed training will focus on photography, as a visual aid, develop presenters' skills with focus on verbal and non-verbal communication improve editors and reporters' writing skills to produce quality news for impact, expand their tolerance for accepting different opinions and ideas

Developing skills for investigative reporting

Provide training workshop for 15 reporters from the region (who already have 3 to 5 years of experience, i.e. basic skills), which will aim at developing reporting and writing skills as well as techniques for data collection such as:

- a) Access to documents as a supporting sources of information;
- b) Conducting public opinion polls and surveys
- c) Interviewing and compiling stories

In addition, professionals' abilities to analyse data will be enhanced as well as their integration of diverse opinions on the same topics. They will be trained to use the most effective pictures to support the credibility of reports

4. DEVELOPMENT OBJECTIVE

This project is designed to provide a tangible contribution to the overall democratisation and protect freedom of expression in the Arab world. It foresees the creation of empowered media : on one hand, to handle professional requirements , and on the other hand, to assume their role as freedom of expression advocates. Some sessions will tackle media laws and rights of journalists.

5. PROJECT INPUTS

- Sound expertise in journalism, training of trainers.
- Support to trainers who must come from the Arab region.
- Provision of useful educational and training material to address domestic issues
- Sound management and organisational skills .

6. PROJECT OUTPUTS

1. Professionals would be more competent, especially in news reporting in general and investigative reporting in particular, to convey credible and accurate information.
2. Professionals would be tolerant of contradictory opinions .
3. Professionals will be empowered to play an essential and positive role in socio-economic and political development
4. Professionals will be empowered to exercise their rights and carry out journalistic responsibilities..

7. ACTIVITIES

In order to achieve the above-mentioned objectives, the Centre for Defending Freedom of Journalists, in coordination with local and regional media experts, will design and implement two regional training courses, with four months interim period, for reporters, news anchors and announcers.

The training programmes will take place in Jordan, each for 4 full days, twenty-four training hours, i.e. eight training hours / day. Each programme is expected to host 15 participants, five of which will be selected from the host country and the rest will comprise participants representing different Arab countries such as Egypt, Lebanon, Tunisia, Morocco, and Yemen.

8. WORK PLAN

This is a four-month project.

The first month will be used for :

- Planning, set-up, management procedures
- Identifying trainers to execute the project's activities.
- Assigning trainers for the first group of trainees
- Identifying a venue for the first round of training
- Developing training schedule with details .
- Setting a date for the first round of trainings.

The second month:

- Identifying participants according to the project's selection criteria.
- Preparing the training materials package.
- Sending out invitations to participants in addition to the training materials ahead of the training
- Finalising logistics at the venue
- Holding the first round of training
- Implementing a comprehensive press and media coverage of the project

The third month:

- Receiving trainers' reports on the first round of training, including the evaluation by the participants
- Collecting and document data developed and produced during the training
- Identifying participants for the 2nd round of training.
- Sending out invitations with training materials.
- Setting a venue for the second round of training if different from the first
- Implementing the event around the end of the month.

The fourth month:

- Evaluation: general, and specific.
- Reports: financial and substantive.
- Plans for follow up and sustainability

9. INSTITUTIONAL FRAMEWORK

The project shall be implemented by the Jordan-based Centre for Defending Freedom of Journalists, a media NGO that has carried out a dozen of training workshops for tens of journalists from countries of the Middle East and North Africa.

The Centre will coordinate with a number of NGOs in the region when selecting participants.

10. SUSTAINABILITY

Provision of training for media professionals in the Arab world is an ongoing component of the Centre's strategy. In the context, this project will be an added value to other training activities the Centre has done since its establishment in 1999. Moreover, CDFJ is probably the only institute of its kind in the Arab world that offers regular training programs for media professionals. The training ranges from basic legal education for journalists, training lawyers in special media cases, covering elections and monitoring Human Rights violations.

Currently, a strategy on training issues for journalists in the Arab world is underway. This strategy will be supported by a number of international donors and agencies including the Open Society Institute, the Danish International Media Support IMS and Netherlands-based Free Voice.

11. FRAMEWORK OF MONITORING

A professional organization could be assigned by UNESCO to monitor the project progress. (*Optional*)

12. EVALUATIONS CARRIED OUT

- 1) Trainers' reports and evaluation of the work done . This would include their own assessment of the participants' level of expertise and response to training methodology.
- 2) Trainees' evaluation. This attempts to measure the level of knowledge and experiences trainees already have, designed in the form of a questionnaire.
- 3) Trainees' post-training evaluation. Designed to match the content of the advance questionnaire to test the level of usefulness of the training

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

None.

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

A number of surveys and research reports on training needs have been commissioned by the Centre in preparation for the development of a wider training strategy.

Contribution foreseen by the beneficiary agency during the project period:

CDFJ shall contribute some of its staff resources to support the implementation of the project as well as its own local and regional resources. In addition, CDFJ will give materials and books it has published, free of charge to trainees. Other electronic materials such as Journalists' Guide on CD-ROM will also be provided

Assistance sought other than IPDC:

None.

D. BUDGET**BREAKDOWN OF IPDC CONTRIBUTION
IN US\$**

Director, part-time 50 % (4 months):	4 800
Programme coordinator (4 months):	2 800
2 seminar trainers (10 days):	3 000
2 assistant lecturers:	1 000
International roundtrip travel (2 trainers):	600
International roundtrip travel (20 participants):	6 000
Incidentals, visas, airport (22 persons):	770
Local transportation (4 months):	600
Office supplies (stationery, photocopies, 4 months):	400
Computer consumables (4 months):	400
Supplies for 2 seminars (participant bags, badges, brochures, banners):	2 000
Communications (phone, fax, online, E-mail, Internet, 4 months):	800
Trainee per diems (120 days):	3 000
Accommodation with meals and coffee breaks (120 days):	10 800
Seminar halls rental (4 days):	400
Sound equipment (4 days):	400
Services and administration (10 %):	3 777
TOTAL:	41 547

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

Not specified.	

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	TRAINING OF JOURNALISTS (QATAR)
2.	NUMBER	PDC/48 RAB/03
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 85 440
8.	AMOUNT REQUESTED FROM IPDC	US\$ 71 200
9.	BENEFICIARY BODY	BROADCAST PROFESSIONALS IN ARAB STATES
10.	IMPLEMENTING BODY	AI JAZEERA NETWORK
11.	PROJECT LOCATION	DOHA, QATAR
12.	PROJECT PREPARED BY	TRAINING CENTER OF al Jazeera network WITH SUPPORT OF UNESCO HQ.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Television continues to be the most effective and widespread medium of communication and information in the Arab world. *Al Jazeera Network* that began operations in November 1996 has established itself as an alternative voice for presenting news from an Arab perspective. Free from the shackles of censorship and government control, Al Jazeera has offered its Arab audiences the much-needed freedom of expression, independence, and a public sphere for debate which in turn paves the way for pluralistic media.

Al Jazeera'S team of dedicated professionals, with their international education and diversified backgrounds, share a common set of values: objectivity, accuracy and a passion for truth. Their mission is to cover all viewpoints with objectivity, integrity and balance.

Within ongoing efforts to contribute to the development and expansion of free media in Arab States, this proposal aims at launching pilot training programmes for journalists in the Arab region, which would be repeated according to need. The training would equip media professionals from all corners of the Arab world with writing and reporting skills, to redress dependence on Western news and develop a regional human resource base. The Al Jazeera Network and its international partners have been slowly investing in the setting -up of a pool of Arab TV professionals, and this proposal aims at enhancing the effort.

Finally, through the training programmes, partnerships will be developed and facilitated between and among many countries within the region, which would involve journalists and their organisations from the Middle East in joint projects, i.e inter-regional work.

Such partnerships have been previously initiated through the *First Al Jazeera World Forum*, whose organisation in itself was the result of long-term collaboration with global partners. The most concrete activity of these significant partnerships has materialized through projects which resulted in improved quality programmes and shared learning experiences for beneficiaries practicing investigative journalism.

2. DESCRIPTION OF THE TARGET GROUPS

The primary target of the project is to train broadcast professionals from selected countries in Arab States (Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, the United Arab Emirates and Yemen) on modern professional skills. However, the project will support the training programmes and will ultimately be beneficial to television journalism in the whole region.

3. IMMEDIATE OBJECTIVES

- To train at least 12 journalists on writing and reporting news for television as a first phase, which could be increased to a total of 36 persons through additional workshops that will be designed and budgeted separately;
- To train media professionals in the region on using new communication technologies for international news reporting;
- To establish and maintain an Internet-based regular information network to facilitate, news exchange.

4. DEVELOPMENT OBJECTIVE

- To strengthen the free flow of information through developing the professionals' ability to understand and handle news from the diverse perspectives, and improve the quality and the content of news programmes;
- To stress and promote the principles of journalism, its ethics, importance, role, and impact;
- To highlight the difference between broadcast journalism and other genres;
- To train media professionals on writing for pictures (captions);
- To train on planning and producing TV news reports;

5. PROJECT INPUTS

- Trainers (Al Jazeera has a number of experienced trainers able to implement the programmes);
- Three regional workshops for 12 participants each (and in-country training for the respective countries);
- Funding of a maximum of 36 journalists' participation in the workshops.

6. PROJECT OUTPUTS

- 12 participants, representing a number of state and private televisions. (Since it is a limited number, priority would be given to those countries in which Al Jazeera has an operating office). The selection of participants will depend on the following:
- Between 24 – 28 years of age, newly recruited in their posts;
- Holding a university diploma or equivalent;
- Proficient in English;
- Internet and computer literate;
- Able to operate within a team

As a result, the training sessions would produce:

- A network of TV journalists;
- Improved journalism standards.
- Qualified professionals

7. WORK PLAN AND ACTIVITIES

3 months, divided as follows :

- 6 weeks at the Al Jazeera Media Training and Development Centre in Doha;
- 2 weeks at the newsroom of Al Jazeera Channel in Doha;
- 4 weeks of practical experience in one of Al Jazeera's foreign bureaus.

8. INSTITUTIONAL FRAMEWORK

Al Jazeera Network, in association with 30 bureaus in the Arab region, will select the participants, create the network and conduct the training workshops.

9. SUSTAINABILITY

The project will have a multiplier effect as the trained professionals will conduct sessions when they return to their media for the local partners or colleagues.

In addition, Al Jazeera Network will continue to collect, update and disseminate news and spread information on its website as a follow up of activities.

10. **FRAMEWORK OF MONITORING**

UNESCO Headquarters is welcome to monitor the project, in close collaboration with the Doha Office.

11. **EVALUATIONS CARRIED OUT**

Al Jazeera has a permanent network through its 30 bureaus that are able to contribute to news dissemination. The journalists participating in workshops will contribute to producing a report that will be broadcast by the network.

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

The Al Jazeera Network will provide implementation reports covering the activities conducted during each four-month period and a detailed final report upon completion of the project.

D. BUDGET

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

Training at the Centre (12 participants × 5 000):	60 000
Travel (12 participants × 600):	7 200
Monitoring and evaluation:	4 000
TOTAL:	71 200

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

Training facilities:	3 000
Staff salaries:	10 000
Project reporting:	1240
TOTAL:	14 240

INTERREGIONAL PROJECT (Arab States / European countries)

A. PROJECT IDENTIFICATION		
1.	TITLE	PROMOTING INTERCULTURAL DIALOGUE THROUGH THE MEDIA
2.	NUMBER	PDC/48 RAB/04
3.	CATEGORY OF MASS MEDIA	AUDIOVISUAL MEDIA
4.	IPDC PRIORITY AREA	CAPACITY BUILDING, INTERCULTURAL EXCHANGES OF KNOW-HOW
5.	SCOPE (national, regional, interregional)	INTERREGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 188 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 161 000
9.	BENEFICIARY BODY	
10.	IMPLEMENTING BODY	UNESCO
11.	PROJECT LOCATION	ARAB STATES / EUROPEAN COUNTRIES
12.	PROJECT PREPARED BY	UNESCO COMMUNICATION DEVELOPMENT DIVISION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

With the rapid development of the communication and information technology ,and due to globalisation, a particular need emerged in recent years, namely preserving cultural identity and social heritage within communities while promoting local cultural expression and local languages.

It is recognised that respect for the diversity of cultures, tolerance, and dialogue, in a climate of mutual trust and understanding, are among the best guarantees of common values and goals such as human rights, democracy and peace. The current international situation reveals a major and unprecedented clash of cultures and civilisations which has brutally reminded the world that today, more than ever, inter-cultural communication and understanding is crucial for international peace and security.

There is no doubt that today's media provide opportunities for cultural expression and dialogue and facilitate the flow of information.. But during the last decades, we have also witnessed a concentration of ownership in these media as well as limitations of access to content.

One of the main lines of the plan of action of the *Universal Declaration on Cultural Diversity* stresses the importance of encouraging the production, safeguarding and dissemination of diverse content in the media and via global information networks in addition to promoting the role of public broadcasting for the development of audiovisual productions of good quality, in particular, fostering the establishment of cooperative mechanisms to facilitate distribution.

This project proposes to create a mechanism to exchange know-how among talented professionals/artists to produce quality content for broadcasting as well as exchange of productions that would contribute to a better understanding among civilisations. The power of images and their capacity to cross borders has motivated this proposal although films and documentaries will be given preference over radio, while focusing on European and Arab States.

2. DESCRIPTION OF THE TARGET GROUPS

The target group comprises talented professionals/producers/artists who would re-create and express their cultures through films and documentaries. The ultimate goal of this project is to reach millions of people in the world with works that will enhance inter-cultural understanding and interaction.

3. IMMEDIATE OBJECTIVES

- Orientation and training of 15 artists/professionals working independently or for a public service broadcasters on intercultural dialogue.
- Setting up of an Alliance of audiovisual producers committed to this topic as well as a distribution mechanism for exchange of audiovisual production.
- Production of a series of films/documentaries to illustrate the power of media in overcoming inter-cultural misunderstandings. There will be a comprehensive distribution of the production to international , regional and local broadcasters,

4. DEVELOPMENT OBJECTIVE

Cultural diversity is a recognized pre-requisite for sustainable development. As the World Commission on Culture and Development concluded a few years ago, “*development divorced from its human or cultural context is growth without a soul*”. Thus economic development depends on cultural heritage. But culture cannot be reduced to a mere promoter of economic growth, as “*culture’s role is not exhausted as a servant of ends, but is the social basis of the ends themselves*”.

5. PROJECT INPUTS

2 trainers on culture in the media;
Coordination team;

6. PROJECT OUTPUTS

Training of 15 artists/professionals in cultural diversity
Setting up of an Alliance of producers/professionals and an exchange mechanism ;
Production of a series of films and documentaries , distribution of product worldwide

7. ACTIVITIES

- Call for proposals among the media professionals in the Arab states and some EU countries;
- Selection of talent;
- Design capacity-building, training programme;
- Organise and implement training ;
- Set up and operate exchange mechanism exchange through extensive media campaign;
- Production of films and documentaries
- Distribution of final product worldwide, participation in local and regional festivals, media networks
- Evaluation of the activity.

8. WORK PLAN

March 2005 – December 2006.

9. INSTITUTIONAL FRAMEWORK

UNESCO will work in close cooperation with arab media networks or professionals in addition to media in some EU countries

10. SUSTAINABILITY

The exchange mechanism which will be created by the end of this project and the “*Alliance for audiovisual diversity*” will be mainstreamed into UNESCO’s Programme for Creative Content and its audio-visual E-platform, hence ensuring sustainability. Local or regional adaptations of the end product may also be envisaged to extend impact..

11. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

The beneficiaries undertake to report on the project progress on a four- month basis.

12. EVALUATIONS CARRIED OUT

At the end of the activity.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Training/orientation of talent /professionals):	25 000
fees for audiovisual productions (6 × 15 000):	90 000
Technical team expenses:	24 000
Coordination expenses:	12 000
DVD, films, duplication and distribution:	10 000
TOTAL:	161 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

UNESCO RP will be used for missions, staff costs and communication expenses

Missions:	5 000
Staff cost:	20 000
Communications:	2 000
TOTAL:	27 000

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	MODERN BROADCASTING MANAGEMENT IN THE ARAB COUNTRIES (QATAR)
2.	NUMBER	PDC/48 RAB/05
3.	CATEGORY OF MASS MEDIA	RADIO AND TELEVISION
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT,
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 40 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 36 000
9.	BENEFICIARY BODY	BROADCAST ORGANISATIONS IN ARAB STATES
10.	IMPLEMENTING BODY	AL JAZEERA NETWORK
11.	PROJECT LOCATION	DOHA, QATAR
12.	PROJECT PREPARED BY	TRAINING CENTER OF al Jazeera network WITH SUPPORT OF UNESCO HQ.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Television continues to be the most effective and widespread medium of communication and information in the Arab world. *Al Jazeera Network* that began operations in November 1996 has established itself as a credible source of news from an Arab perspective. It enjoys freedom from censorship and government control, and has offered its Arab audiences a forum for debate, an independent and diverse medium which takes into consideration all points of view.

Al Jazeera team of media professionals, with their international education and diversified backgrounds, share a common set of values: objectivity, accuracy and a passion for truth. Their mission is to cover all angles with objectivity, integrity and balance.

Technological advances have been affecting broadcasting in the Arab world throughout the last decade, but changes to the infrastructure of this industry within countries are a recent phenomenon. A few years ago, many Arab states endured a monopolistic government-owned or controlled system, which had a place and did not have too much trouble to secure advertising revenue. Today, in most Arab countries, competition between government and private broadcasters – both national and transnational – is heightened, and the situation is becoming difficult especially for media managers.

Senior broadcast management and corporate/financial systems have been changing as fast as technology. Modern management techniques in media now require advanced financial procedures, business development and skills that take content into consideration.

In the countries pre-suggested for this project, management is much more complex and demanding, because maintaining revenues and restructuring the organisation affect editorial independence directly as well as production and result in programmes designed to sell instead of inform and educate.

What is the best methodology for broadcasters to take account of technological change and survive competition? How should the media go about planning for and implementing changes in infrastructure? What are the funding options for broadcasters and what are the pros and cons? How can they sustain revenue while still maintaining public service programming and the ideals of information, education and entertainment? What internal administrative and financial reforms should be made?

The aim of this project is to deal with to the above issues and sensitise media managers on modern practices and methods in order to help them compete in the environment. In other words make the participants better equipped to deal with the complex structural, administrative, financial and policy challenges they face in this increasingly commercial era. Solutions for each medium may be individual, but the set of problems for the management that requires addressing is likely to be common to all. If the managers' respond better to these challenges and questions, the programming and services to their audiences would certainly be much better,

2. DESCRIPTION OF THE TARGET GROUPS

Middle and high managers of radio and televisions in a number of Arab states.

3. IMMEDIATE OBJECTIVES

The workshops are designed to train broadcasting managers on a range of media management issues they face, to help them cope with changing environments and adopt innovative strategies to achieve greater independence, autonomy, self-reliance, productivity, and accountability.

The objectives

After completing the workshops, the managers (within their respective organizations) will be better equipped to do the following:

Structural

- Manage changes in the broadcasting industry;
- Plan strategically to deal with the competition;
- Motivate management to share the same goals with their staff

Financial

- Manage any required budget revision;
- Develop business contacts and sustain revenue;
- Identify and complete joint ventures;
- Monitor and control costs in staff, production, transmission and capital areas and reduce overheads.

Production

- Create benchmarks and performance indicators (measures, targets and industry benchmarks for staff and programmes);
- Handle sourcing out of contracts;
- Develop staffing plans (full-time, temporary, part-time, short and fixed term etc);
- Decide on skills or specialisation;
- Plan and implement budgeting and evaluation;
- Identify, develop and manage fund - raising activities ;

Content management

- Catalogue, store, retrieve and re-use material in the digital form .

4. DEVELOPMENT OBJECTIVE

- Over a period of time, the workshops will prepare broadcasting managers of Arab media for the changing circumstances brought about by globalisation, competition and technology advances. The media will be able to handle autonomy and independence from governments as regards financial and administrative decisions.
- At the end of each workshop, a team of managers will be established who would be better equipped to oversee phased implementation of new management methods and practices.
- Best practices in some of the broadcast organisations may be used as models for others to follow.

5. PROJECT INPUTS

Each workshop is a 5-day activity. Demonstration and group activities will be done together. Moreover, practical planning methods will be incorporated into the workshops.

6. PROJECT OUTPUTS

15 managers will be trained on the advantages, disadvantages of different generic media management methods and practices. Suggestions for individual models for each country may be developed. At the end of the workshops, the participants should be able to select some managerial strategies which best fit their local needs and work environment. Each participant will prepare a draft project based on what he/she learned in the workshop

7. ACTIVITIES

A five-day workshop for each region is foreseen to achieve the objectives. The workshop itself will be a mixture of practical work/inputs and training of the participants on different managerial methods and practices.

8. WORK PLAN

The workshops will take place in May 2005 and may be repeated upon request from media organisations.

9. INSTITUTIONAL FRAMEWORK

The Al Jazeera Media Training and Development Centre will be responsible for all planning, coordination and implementation of the project, as it has extensive experience in organising specialised training courses.

10. SUSTAINABILITY

Sustainability would be enhanced by establishing an Internet discussion forum and electronic mailing lists.

Al Jazeera Media Training and Development Center will follow up with participants who should implement the management basics learned locally and will advise in case needed.

11. FRAMEWORK OF MONITORING

Monitoring will be done by Al Jazeera Media Training and Development Center .

12. EVALUATIONS CARRIED OUT

Not specified.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Final report at the end of all regional workshops.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

Al Jazeera network has run a number of workshops on modern broadcast management.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

(Budget for 1 regional workshop (15 participants × 5 days))

Training fees at the center (15 participants × \$800)	12 000
Air travel within Arab states (15 participants × \$600):	9 000
Logistics X 15 participants X 6 days	10 000
Aljazeera monitoring	4 000
IPDC monitoring:	1 000
TOTAL:	\$36 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Training facilities:	1 000
Staff salaries:	2 000
Project reporting:	1 000
TOTAL:	\$4 000

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	ASBU: TRAINING OF TRAINERS IN RADIO AND TELEVISION
2.	NUMBER	PDC/48 RAB/06
3.	CATEGORY OF MASS MEDIA	RADIO / TELEVISION
4.	IPDC PRIORITY AREA	HUMAN RESOURCES DEVELOPMENT
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 62 300
8.	AMOUNT REQUESTED FROM IPDC	US\$ 36 300
9.	BENEFICIARY BODY	THE ARAB STATES BROADCASTING UNION TRAINING CENTRE (ASBUTC)
10.	IMPLEMENTING BODY	UNESCO
11.	PROJECT LOCATION	DAMASCUS, SYRIA
12.	PROJECT PREPARED BY	HEAD OF ENGINEERING DEPARTMENT, ASBU TRAINING CENTRE
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

At the foundation of the ASBU – The Arab States Broadcasting Union – in 1969, the issue of training was given utmost interest. In 1972 the General Assembly decided to set up an “Arab Radio and Television Training Centre” to be based in Damascus. At the beginning of 1982, once the construction works and the basic training installations were completed, the Centre opened its doors to the first groups of radio and TV trainees. The mission of the Centre is to train intermediate and senior staff members in order to enable them to take an effective part in the development of radio and TV expertise through a hands-on experience based on the latest technologies in the programming and engineering domains.

The Centre performs the following tasks:

- Conducting courses to upgrade the technological standards of the trainees;
- Developing training methods and tools in line with the continuous progress of the communication technologies;
- Organising symposiums, seminars and workshops;
- Organising on-site and outside training courses for the benefit of member organisations;
- Publishing periodicals as well as the researches and studies undertaken by the Centre in collaboration with experts;
- Coordinating with the Arab and international organisations and training centres with similar objectives so as to enhance cooperation and exchange of information, expertise and studies.

Since the Centre’s mission is to train intermediate and senior staff members, the main difficulties encountered are related to the unequal competence levels of the media personnel taking part in the courses. They should have already acquired the proper basic training and experience in their own organisations so as to keep in line with the course content and objectives. ASBUTC intends to help Arab countries (ASBU members) to meet the training needs of lower staff who constitute the majority of employees.

The Arab countries have many high-level experts in the domains of engineering and programming. Some of them have training talent and competence to be good trainers after attending advanced courses providing the knowledge and abilities to design the training courses in accordance with the most efficient pedagogic methods. Some Arab countries have already their own training Centre and others are doing their best to establish them.

ASBUTC has conducted a number of courses throughout the years, but only a few have been dealing with the training of trainers.

Since there is no coordinated effort to develop a human resource base for training in the Arab region, the ASBUTC will initiate trainees of senior staff and give them the capacity to develop local human resources for training needs. One of the major problems in many Arab countries is the insufficiency of highly competent and experienced human resources to conduct the training programmes.

The course will resort to a combination of presentations, exercises, demonstrations, group and individual activities. It will follow the complete teaching learning cycle which goes from the identification phase, planning, design and delivery to the final evaluation. It will be interactive: the trainees will be invited to contribute their ideas and experiences and they will be helped to find a solution to their individual needs.

There will be a number of exercises designed to help the participants develop their training skills. In addition, running throughout the programme, there will be a major exercise that will culminate in each

participant delivering a 25-minute presentation and/or demonstration on a topic of his choice. Time will be allowed for the participants to work on the preparation of their presentation. In order to gain the maximum benefit from this major exercise it is important that the participants select before the course, for their presentation, a subject they are familiar with.

2. DESCRIPTION OF THE TARGET GROUPS

The project is devised for senior technical staff and highly qualified engineers in radio and television in the Arab countries.

3. IMMEDIATE OBJECTIVES

- To identify training needs so as to design and deliver programmes that meet the expectations of the radio and TV organisations;
- To apply an appropriate pedagogy so as to ensure that trainees benefit from the courses and that the objectives of the training programme are met;
- To resort to a range of evaluation techniques so as to assess the efficiency of the training programme and provide useful information on the improvements or changes that should be considered for future courses.
- To train at least 21 engineers of senior technical staff from members of the Arab States Broadcasting Union to develop their knowledge, skills and expertise in training.

4. DEVELOPMENT OBJECTIVE

This course will help senior technical staff from members of the Arab States Broadcasting Union to develop their knowledge, skills and expertise in training. As a result, when they return to their home organisations, they will have the ability to train their colleagues in a wide range of technical topics and techniques.

5. WORK PLAN AND ACTIVITIES

The work plan provides for the organisation of annual training courses. The training activities aim at upgrading the level of technical staff. The major activities will deal with practical hands-on use of the equipment.

It is also intended to form a group of trainers in the Arab countries and to improve their qualifications in advanced training courses through the operation of NT equipment.

The outcomes of training in each course will be evaluated in view of the achievements performed by the trainees, with the help and guidance of international experts and trainers selected by the Centre.

The Centre will provide an interpreter when necessary.

Time-table (2005)

- Jan. / Feb.:** Selection of the best trainers;
March / April: Selection of participants;
May: Arrangements and logistic preparation (travel, lodging);
July 9 / 20th: Delivery of the course;
July 21st: End of activities and closing ceremony.

6. INSTITUTIONAL FRAMEWORK

The TV and radio studios of the Centre are equipped with cameras and audio systems, lighting equipment and sound insulation, in addition to a control room, laboratories and classrooms. The Centre also has a set of equipment devised for training in programming and engineering.

7. SUSTAINABILITY

It is obvious that an approximate timetable for this project depends on the assistance obtained for its implementation and on the size and availability of this assistance. However, it is possible to define *one year* for the expected timetable of the plan. Nevertheless, the Centre will take the necessary measures to carry out the project, ensure its continuance and reach the best expected outcome.

8. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The ASBUTC will provide brief implementation reports covering the activities conducted in each four-month period, and a descriptive final report upon completion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

The IPDC provided financial assistance in 1990, 1992 and 1995 to allow for the provision of training equipment.

Preparatory activities completed prior to submission of the project to IPDC

As a result of a long-term cooperation between IPDC and the ASBU training activities, the Centre carried out a number of preparatory steps before submitting the project to IPDC. Concerned organisations have been consulted as regards the expected training activities to be covered by the project.

Contribution foreseen by the beneficiary agency during the project period

The ASBU Training Centre will make all arrangements allowing to secure the best possible administrative conditions. It will put all available facilities and technical staff at the disposal of the course.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Subsidies (Honoraria, travel, board and lodging, per diem) for 13 less affluent countries (<i>Algeria, Djibouti, Egypt, Iraq, Jordan, Lebanon, Mauritania, Morocco, Palestine, Somalia, Sudan, Tunisia, Yemen</i>):	21 800
Trainers fees (12 days, travel, board, lodging):	8 500
Project monitoring:	2 000
Evaluation:	4 000
TOTAL:	36 300

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

Logistics support:	1 000
Administrative and communication expenses:	5 000
Staff salaries:	19 000
Project reporting:	1 000
TOTAL:	26 000

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	MEDIA PLURALISM IN THE ARAB STATES (LEBANON)
2.	NUMBER	PDC/48 RAB/07
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	PLURALISM AND FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	-REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 98 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 98 500
9.	BENEFICIARY BODY	PRINT MEDIA PRACTITIONERS
10.	IMPLEMENTING BODY	THE "DAILY STAR" NEWSPAPER
11.	PROJECT LOCATION	BEIRUT
12.	PROJECT PREPARED BY	THE "DAILY STAR"
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Historically speaking, the communication ecology in the Arab World has been shaped, for the past 40 years, by a mass media regime that has strong structural “fit” with authoritarian, centralised regimes. Therefore, whether private or government-owned, with only few exceptions, the Arab media have been dominated by the state. It is important to tackle the common attitude of private media in most of the countries, even the independent newspapers, who either have to follow the orientation of their governments or simply promote their owner’s objectives and interests without seriously contributing to the enhancement of public participation in the decision-making process.

The *Daily Star*-Lebanon is one of very few Lebanese newspapers with regional and international affiliations incorporating the principle of pluralism. With a partnership with *The International Herald Tribune* as well as with newspapers in different Gulf Countries (Kuwait, Qatar, UAE) and Egypt, the newspaper is published in English and has a worldwide distribution market. The *Daily Star* will be the implementing agency of the proposed project. Through the cooperation with UNESCO’s office in Beirut, the aim is to address problems shared among newspapers all over the Arab world, and which revolve around lack of pluralism, freedom of expression and censorship. It also intends to address media laws and regulations which are a major barrier to the development of optimised results pertained to written press. Through up-to-date managerial ways, the *Daily Star* is seeking to reposition media in the Arab world as an influential tool affecting societies as a whole. Thus, this project is perceived as a vital tool to widen the scope of cooperation among press media, and develop audacious methodologies to modernise newspapers, improve their pluralistic content and make their role more effective.

Assessments of the press situation in the Arab world show a need for concrete efforts to enhance the following:

- Modernisation of management tools and techniques used in the press industry;
- Exploring laws and regulations to strengthen pluralism and freedom of expression;
- Capacity building of the human resources.

The project would be implemented through a meeting targeting the media managers and chief editors in the Arab Region, followed by capacity building workshops targeting journalists on the level of managers, editors, reporters, and writers. This project aims at transforming the façade of pluralism as portrayed, into a reality, inside the newspapers at first, and on the political level in each country on the long run.

A need assessment conducted in the Arab countries, reaching out to the Maghreb countries reflects a void that can be satisfied through supporting the establishment and the functioning of press clubs while empowering the journalists on media pluralism.

Accordingly, this project on media pluralism could be enlarged to entail more activities and target more journalists, reporters, and editors from five additional countries, so the outreach would be in favour of the following member states: Algeria, Kuwait, Lebanon, Morocco, Qatar, Syria, Tunisia, and UAE, instead of limiting it to the five countries targeted by the core project, i.e. Kuwait, Lebanon, Qatar, Syria, and UAE.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project are journalists, reporters, editors, and managers working in printed press. Human resources at *The Daily Star* and its partners from Arab and Lebanese newspapers are the main beneficiaries of the project.

3. IMMEDIATE OBJECTIVES

- Addressing pluralism as a media concept, assessing the laws and regulations deterring its practice.
- Promoting pluralism at the level of managers and editors through a general seminar where people from different countries share experience, exchange of opinions from different backgrounds, in addition to the substantive communication that will take place among them.
- Training journalists and reporters on technical skills with modern and developed outlooks, with particular focus on enhancing pluralistic views in the articles.
- Following-up continuously through experts that will monitor the adoption of pluralistic approach by the journalists who participated in the project.

These objectives will be achieved through workshops targeting journalists, editors and management of written press, as well through a process of direct communication between the beneficiaries and experts.

4. DEVELOPMENT OBJECTIVE

Print media can be used to manipulate and/or guide public opinion. With today's advanced technologies, the outreach of the press becomes more crucial. Some governments take advantage of a lack of pluralism to keep the *status quo* under control. Through the above-mentioned objectives, a wider space will be created for managers, editors, and journalists to be more effective and for them to play their role in spreading knowledge, and eventually awareness. The press also can perform its critical observer role, and thus push towards more transparency and accountability that strengthen democracies.

5. PROJECT INPUTS

Daily Star and UNESCO Office in Beirut:

- Premises and logistics;
- Communication facilities;
- Supervision and monitoring of the implementation of the project;
- Meeting rooms;
- Interpretation facilities.

Participating newspapers:

- Release of staff to participate in the functions;
- Provision of backstopping and supervision of trainees;
- Financial contribution to expand the scope of project's outcome.

Other:

- Equipment for project management:
2 PC + printer + scanner + laptop
- Construction of website:
Hosting
- Human resources:
Project coordinator
Project assistant
Trainers

Experts
Web designer

6. **PROJECT OUTPUTS**

- Journalists from various newspapers in selected Arab countries trained on pluralism;
- Training materials developed;
- Website created to display the presentations, exercises, group works, activities report and articles by the journalists who participated in the project;
- Pluralistic approach adopted in the participating newspapers;
- Competent editors enabled to integrate the modern techniques in their work;
- Network established among Arab journalists from diversified backgrounds;
- An increased number of beneficiaries (member states, media, and journalists), in case subsidiary activities consented;
- Establishment of viable press clubs in targeted member states, in case subsidiary activities consented.

7. **ACTIVITIES**

- A meeting will be organised on pluralism on the level of laws and regulations, strategies and practices of pluralism as a policy. The target groups are decision-makers in the press industry as well as in relevant ministries from concerned Arab states.
- A website will be developed and continuously uploaded with the material produced through the project. It will also be linked to the newspapers benefiting from the project.
- A capacity building workshop on pluralism empowering journalists to adopt the pluralistic approach in their reports and articles.
- Monitoring the work of the journalists trained in pluralism over a significant period of time.
- Assessment of the project's activities and development of future plans based on the achievements of the project and the lessons learnt.

Subsidiary activities *(If the widened scope and budget of the project are approved)*

- To increase the number of member states participating in the project to include Maghreb states (Algeria, Morocco and Tunisia);
- To increase the number of beneficiaries from the core states (Kuwait, Lebanon, Qatar, Syria, and UAE) in the capacity building workshop on pluralism empowering journalists to adopt the pluralistic approach in their reports and articles and in the monitoring scheme;
- To diversify the capacity building workshops to incorporate pluralistic approach in thematic reports (i.e. environment, gender, child labour, etc...);
- To provide support to the establishment and operation of national press clubs in the participating countries.

8. **WORK PLAN**

- Launching seminar on pluralism in the media;
- Development and launching of the website;
- Capacity building workshops;
- Monitoring of articles;
- Assessment workshop and follow-up plan.

9. INSTITUTIONAL FRAMEWORK

- The project will be executed by the *Daily Star*-Lebanon newspaper, in cooperation with the UNESCO Office in Beirut;
- The *Daily Star* will appoint a project team to supervise the day-to-day planning and execution of the activities;
- Two experts will be appointed to monitor and guide the work of the beneficiaries after the training;
- The UNESCO Office in Beirut will monitor the overall activities of the project.

10. SUSTAINABILITY

- The multi-method approach carried out in the activities of the project enables the newly created network of media to cooperate more efficiently on the basis of the respect to pluralism;
- The practice of pluralism by the trainees and the guidance by the experts ensures pluralism to become embodied in the style of the trained journalists;
- The human resources participating in the activities become an added value to the written press, and through their acquired skills and experiences, they can adapt what they learnt anywhere they go.
- At the last stage of the project, a meeting will devise a follow-up plan.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The UNESCO office in Beirut will monitor the implementation of the project and evaluate its progress at its different stages. Every three months, the *Daily Star* will present a report to the monitoring body on project progress, on the organisational level and the witnessed changes occurring due to the project.

12. EVALUATIONS CARRIED OUT

- Evaluation sheets at the end of each activity, assessing the organisational and substantive components of the activity by the participants and by the trainers;
- Regular reports by the coordinator presented to the monitoring body, revolving around:
 - Observation of activities;
 - Change witnessed in the newspapers.
- Weekly articles sent to the experts who will assess the implementation of the pluralistic principle, then communicate their remarks to the journalists and their editors.
- Opinions provided by organising agencies (*Daily Star* and UNESCO Office in Beirut).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Consultants (Trainers):	6 000
Project management coordinator:	18 000
Project management assistant:	8 000
2 experts:	6 000
Web design:	2 000
Web hosting:	500
Group training:	24 500
Seminars and meetings:	28 000
2 office computers:	1 200
Printer:	200
Scanner:	100
Miscellaneous:	4 000
TOTAL:	98 500

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Not specified.

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	INTERPARLIAMENTARY MEETING ON THE ROLE OF THE PRESS AND THE MEDIA IN THE ARAB WORLD (MOROCCO)
2.	NUMBER	PDC/48 RAB/08
3.	CATEGORY OF MASS MEDIA	ALL MEDIA
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	REGIONAL (ARAB COUNTRIES)
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL AND TECHNICAL ASSISTANCE
7.	TOTAL COST OF PROJECT	US\$71,847
8.	AMOUNT REQUESTED FROM IPDC	US\$35,000
9.	BENEFICIARY BODY	SPECIALIST PARLIAMENTARIANS FROM ARAB COUNTRIES
10.	IMPLEMENTING BODY	MINISTRY OF COMMUNICATION AND THE MOROCCAN PARLIAMENT (WITH THE SUPPORT OF UNESCO RABAT)
11.	PROJECT LOCATION	RABAT (MOROCCO)
12.	PROJECT PREPARED BY	JAMAL EDDINE NAJI, HOLDER OF THE UNESCO CHAIR IN PUBLIC AND INSTITUTIONAL COMMUNICATION (ISIC/MINISTRY OF COMMUNICATION, MOROCCO)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The issues surrounding access to information are currently seen as priorities in many regions of the world, notably in the Arab countries. It is, therefore, important for decision and policy-makers to be properly informed about the advances and challenges in the communication sector. Of particular importance is the need to sensitize them to the new role that information and communication technologies could be called upon to play in the development of the press and media.

The proposed interparliamentary meeting is planned as part of the follow-up to the ORBICOM¹ Conference held in Marrakech from 22 to 24 November 2004 on the theme: *The role and place of the media in the Information Society in Africa and the Arab countries*. This event, organized by the ORBICOM Network and the Moroccan Ministry of Communication, with the support of UNESCO, brought together around a hundred officials from professional international organizations, activist NGOs for freedom of the press, specialists, experts and media professionals. Its aim was to assess the outcome of the first part of the World Summit on the Information Society (Geneva, 2003) in respect of the press and media sector, and to prepare, on this same subject, the second part of the Summit, to be held in Tunis in November 2005.

A September 2005 meeting in Rabat bringing together parliamentarians from the Arab region would provide an opportunity to defend and promote the results of the Marrakech conference on the eve of the Tunis Summit. The parliamentarians present in Rabat would be able to inform the high-level national authorities of the positions adopted in Marrakech and of the initiatives taken in preparation for the World Summit on the Information Society. Particular emphasis will be placed on issues related to the links between the media and ICTs in the Arab countries and could contribute to the adaptation of the legislative and regulatory provisions governing this sector.

A document in Arabic drawing up a list of international framework legislation in force and making recommendations for parliamentarians of the Arab region will be published following the meeting.

The main difficulty facing this project lies in the particular socio-political context in which today's Arab media operate, which requires a great deal of attention and vigilance.

2. DESCRIPTION OF THE TARGET GROUPS:

- Parliamentarians from Arab countries specialized in issues related to the media, press, audiovisual and communication sectors.

3. IMMEDIATE OBJECTIVES:

- To provide information on the significant advances and changes in the press and media sector
- To build awareness of the new challenges posed by technological innovations
- To advocate for pluralism and freedom of expression

4. DEVELOPMENT OBJECTIVE:

A successful outcome of this interparliamentary meeting would make a contribution to achieving the legislative adjustments needed to foster the development of free and pluralistic media in the Arab countries.

¹ International Network of UNESCO University Chairs in Communication.

5. **PROJECT INPUTS:**

Dedicated training and sensitization for parliamentarians.

6. **PROJECT OUTPUTS:**

20 to 30 parliamentarians from the Arab region will be informed and sensitized to the present-day issues and challenges of the press and media sector. Publication of a manual of «best practices» and recommendations for Arab parliamentarians on the basis a list of current international framework legislation.

7 **ACTIVITIES:**

- Establishment of a supervisory and follow-up committee of the meeting (Ministry of Communication and the Moroccan Parliament)
- Identification and invitation of the Arab parliamentarians concerned
- Organization and hosting of the interparliamentary meeting (Rabat, Morocco)
- Follow-up of the meeting (Declaration, Circulation of the Report, etc.)

8 **WORK PLAN:**

- April 2005: Establishment of a supervisory and follow-up committee of the meeting (Ministry of Communication and the Moroccan Parliament)
- April – June 2005: Identification and invitation of the Arab parliamentarians concerned
- September 2005: Organization and hosting of the interparliamentary meeting (Rabat, Morocco)
- October – December 2005: Follow-up of the meeting (Declaration, Circulation of the Report, etc.)

9. **INSTITUTIONAL FRAMEWORK:**

The project will be implemented by the Moroccan Parliament with the support and co-operation of the Ministry of Communication. The UNESCO Office will provide technical support for the organization of the event.

10. **SUSTAINABILITY:**

Not applicable.

11. **FRAMEWORK OF MONITORING:**

The Moroccan Parliament will be responsible for project execution and follow-up.

12. **EVALUATIONS CARRIED OUT:**

An activity report will be produced after the event.

D. BUDGET			
Budget Line	Line item	No. of pers.	Amount in US\$
10'	Missions experts and UNESCO personnel		

	International Travel Saturday to Saturday		
	Travel of experts		
	1 ROUNDTRIP Paris - Rabat	1	426
	1 ROUNDTRIP Montreal - Rabat	1	954
	Travel of parliamentary representatives from Maghreb countries		
	1 ROUNDTRIP Nouakchott - Rabat	1	612
	1 ROUNDTRIP Tunis - Rabat	1	335
	1 ROUNDTRIP Algiers - Rabat	1	455
	1 ROUNDTRIP Tripoli - Rabat	1	1 111
	Travel of parliamentary representatives from Arab countries		
	16 ROUNDTRIPS	16	24000
	Travel of UNESCO representatives		
	1 ROUNDTRIP Paris - Rabat	1	426
	Transport Airport/hotel/Airport	23	1 380
	DSA		
	DSA Moroccans (6 days) in Rabat	2	768
	DSA foreigners (6 days) in Rabat	24	22 896
	DSA UNESCO representatives (6 days)	1	954
	DSA experts (6 days) in Rabat	2	1 908
	Sub-Total 10'		34 247
13	Administrative Support		
	1 Secretary	1	300
	1 Technician	1	300
	Sub-Total 13		600
20	Sub-Contracts		
	P5 Contract (one-month mission)	1	5 000
	P3 Contract (one-month mission)	1	3 500
	Interpretation EN/FR/AR	3	8 500
	Report of the meeting		
	Publishing costs		4 000
	Sub-total 20		21000
40	Supplies and equipment		
	Room rental	5	3 000
	Equipment rental		1 000
	Supplies		1 500
	Photocopies brochures		500
	Sub-total 40		6 000
50	Miscellaneous and contingencies		
	Distribution of the report of the meeting		5 000
	Miscellaneous and contingencies		5 000
	Sub-total 50		10 000
	TOTAL BUDGET IN US\$		71 847

EGYPT

A. PROJECT IDENTIFICATION		
1.	TITLE	EGYPT: CAIRO POST JOURNALIST TRAINING AND OUTREACH PROGRAMME
2.	NUMBER	PDC/48 EGY/01
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 79 054
8.	AMOUNT REQUESTED FROM IPDC	US\$ 46 484
9.	BENEFICIARY BODY	The "CAIRO POST" magazine
10.	IMPLEMENTING BODY	The "CAIRO POST" magazine
11.	PROJECT LOCATION	CAIRO
12.	PROJECT PREPARED BY	Rachel Aspden, Faye Wanchic, Christopher Walker, Matthew Carrington
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Egyptian media are highly politicised and heavily influenced by political and commercial interests. There is a need to promote impartial, professional journalism that can stimulate democratic discourse and remain impartial in the face of pressure. Egypt's three largest papers – *Al Ahram*, *Al Akhbar* and *Al Gomhuriya* – are largely government-owned. Opposition party papers are required by law to publish within the sanctioned platform of the political party with which they are affiliated. Financially dependent on direct government subsidies, they are printed – most of them on a weekly basis – and distributed by state-run agencies.

The Egyptian Radio and Television Union (ERTU), part of the Ministry of Information, oversees all broadcast media in Egypt. Egypt operates two domestic, six regional and three satellite channels. Egypt's satellite channels are received in all Arab countries, throughout most of Africa and across much of southern Europe.

In 2001 Egypt made its first advances towards privatised broadcast media. *Al Mihwar*, a domestic television channel owned partially by the government, and *Dream TV*, a satellite channel owned by a business consortium, began operations. However, with most media under government control, satellite television and the Internet offer great potential as sources of independent information. Affordable dial-up rates and a burgeoning number of Internet cafes means that an ever-widening segment of society is gaining access to the Internet.

Egypt is struggling to create viable, healthy media. But government media regulations are designed to hamper the proliferation of privately owned publications. All private publications must be (at least in part) distributed by a state distribution agency and, unlike opposition papers, they are subject to advance censorship. The appearance of new publications is controlled by the National Press Council (NPC) that meets only once a year.

This project proposes to address the problem of training. Raising the capacity of professional journalists in Egypt is the key to addressing the complex of problems described above and, ultimately, to broadening the range of interests represented in the media and promoting lateral knowledge flow. Training based both on theory and hands-on practice can begin to unravel the balance of the difficulties mentioned. Training will also address ethical issues such as respect for the truth and raise awareness of human rights, and democratic values. The independent, non-state, nature of the training that the *Cairo Post* will provide is essential to its investigative, critical and independent nature.

By providing Egyptian journalists with the fundamentals of training in journalism, the *Cairo Post* intends to create a pool of local journalists who are capable of working according to international standards.

2. DESCRIPTION OF THE TARGET GROUPS

The target group for the training programme is young Egyptians, 20 to 30 years old. It will primarily target English-speakers educated in the public university system. A special effort will be made to attract women, currently seriously under-represented in the field of journalism in Egypt.

3. IMMEDIATE OBJECTIVES

- 24 independent Egyptian journalists (12 women and 12 men, if applications permit) will complete a two-month basic training in story identification, research and construction during the programme's first year.

- At the end of one year, the outreach programme will be distributing 750 free copies of the magazine each week to non-elite Egyptian readerships identified and developed by the Outreach Manager.

4. DEVELOPMENT OBJECTIVE

The training programme seeks to train Egyptian journalists from a variety of backgrounds to work professionally as freelancers in Arabic and, to the greatest extent possible, in English. After completing training, they will be able to use the skills and values of independent, impartial journalism learnt at the *Cairo Post* as a model for their own work.

Via the outreach programme, a wider section of Egypt's English-reading population will gain access to issues and viewpoints not generally represented in the media. An enhanced website will offer an increasing amount of Arabic news, alongside interactive features, seeking to extend this access to the exclusively Arabic-reading segment of the population as well.

5. PROJECT INPUTS

Training programme

Human resources:	Training manager, training assistant.
Computer and electronic resources:	(see budget below).
Training materials	Reference books, dictionaries, guides etc.
Additional resources:	Office space, upkeep and promotional costs.

Outreach programme

Human resources:	Outreach manager.
Computer resources:	(see budget below).
Additional resources:	Free distribution programme, administrative expenses, stationery, computer maintenance charges, distribution costs etc.

6. PROJECT OUTPUTS

- 24 Egyptian journalists will be trained in one year (4 training sessions × 6 trainees per session).
- At the end of one year, 750 free copies of the *Cairo Post* will be distributed each week to a non-elite Egyptian readership through universities, libraries, NGOs and language institutes. By the end of the programme, 24 000 free copies of the magazine will have been distributed.
- During the grant period, 49 issues of the magazine will be produced.
- Starting April 2005, two translated news articles will be published online once a month. By end of 2005, the Arabic news supplement will appear online with each issue.
- The *Cairo Post* website will develop into an interactive resource and gateway with civil-society chat room capacity, reader blog capacity, an Arabic news supplement and audio news.

7. ACTIVITIES

Training programme

Design structure and curriculum of programme;
 Produce course package trainer manual, promotional material and trainee feedback form;
 Draft budgets;
 Publicise programme at public universities, identify and enrol trainees;
 Organise courses and seminars;
 Provide trainees with feedback and assessment;
 Report to Editor-in-Chief and funding partners.

Outreach programme

Identify target audiences;
Construct database of NGOs, universities and other institutions;
Conduct reader survey and make appropriate adjustments.

Website

Design and develop chatroom and reader blog capacity
Provide audio content
Translate and post Arabic news supplement

9. WORK PLAN

TRAINING

December 2004: Compile training materials, design curriculum, print training package, invite guest speakers, write lesson plans, design trainee feedback form for programme assessment, contact potential trainees who have approached the *Cairo Post* for training in the past year, advertise programme at public universities.

Jan./Feb. 2005: Training (first session).

March 2005: Assessment and curriculum adjustments/development.

April/May 2005: Training (second session)

June / Aug. 2005: Assessment and curriculum adjustments/development; training (third session).

August 2005: Assessment and curriculum adjustments/development.

Sept. / Oct. 2005: Training (fourth session).

November 2005: Final assessment of total pilot project; contact all students to determine training impact; decide on possible continuation of the programme; identify programme strengths/weaknesses and modify programme as appropriate.

OUTREACH

December 2004: Hiring period.

Jan. / Feb. 2005: Compile database and contact organisations.

March 2005: Free distribution begins with 500 copies per week (coordinated with further publicity for training programme).

April / Aug. 2005: The Outreach Manager maintains close contact with organizations to monitor actual readership gained, adjusting programme accordingly; he continues to add to database in order to grow free distribution to 750 per week by the end of August.

Sept. / Nov. 2005: Conduct readership survey to determine relevance of content to target audience; assess success of programme and consider continuation

9. INSTITUTIONAL FRAMEWORK

TRAINING PROGRAMME

- The training programme will take place under the direct supervision of the *Cairo Post* news editor within the *Cairo Post* office space.
- The programme will be supervised by the magazine's Editor-in-Chief, ensuring full accountability.

OUTREACH PROGRAMME

- The outreach programme will work as an initiative within the magazine's distribution department.
- Physical distribution will be piggybacked on the magazine's existing distribution channels.
- The magazine will provide translation of materials into Arabic for online publication.

10. SUSTAINABILITY

The *Cairo Post*, backed by private capital, NGOs and civil society leaders, is implementing a business plan developed with the help of the Open Society Institute. The plan, which incorporates the training programme, is the basis of the magazine's long-term sustainability.

After initial investments in technology and equipment have been covered, the magazine will be able to provide the majority of support for the training, within the limits of the support the magazine can provide. Continuation into subsequent years will be dependent upon further external funding to cover the salary costs of the trainer and the trainer's assistant.

11. FRAMEWORK OF MONITORING

The *Cairo Post* is currently seeking assistance in project monitoring from a number of sources, including: the Poynter Institute for Media Studies, the Canadian Association of Journalists, the European Journalism Training Association, the European Journalism Centre, the American Press Institute, the Society of Professional Journalists.

12. EVALUATIONS CARRIED OUT

Internal evaluation of the training programme will be integrated into the two-month training cycles.

- In November 2005, a total programme review will assess all trainees' experiences and the impact of the training on their career paths.
- The Editor-in-Chief will supervise the Outreach Programme. The Outreach Manager will provide him/her with contact information, distribution figures and budget information on a monthly basis.
- A reader survey will provide the magazine with information on the reach and relevance of the programme.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Reports to the IPDC will be prepared by the Training Manager and Outreach Manager, collated in consultation with the Editor-in-Chief and presented to the IPDC on a four-month basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

1985–1991: Acquisition of two mobile units for production of films & video materials;
1991-1996: Computerisation of the Middle East News Agency (MENA);
1994-1998: Development of the ERTU Radio Television Training Institute;
1992-1994: Establishment and operation of the State Information Service (SIS) data bank;
1995-1997: Implementation of an outside broadcasting (OB) van for rural television programmes;
1986-1989: Language laboratory for the journalists.

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

- The *Cairo Post* staff has begun to adapt existing training materials developed for interns for the use of the training programme.
- The *Cairo Post* staff has trained local journalists on an ad-hoc basis, pairing them with Western journalism interns to promote the exchange of expertise and information.
- During the period May-July 2004, the *Cairo Post* staff designed the initial structure of the training programme, drafted budgets, researched a training curriculum and contacted other trainers for advice and feedback on the proposed programme.

Contribution foreseen by the beneficiary agency during the project period:

- Preparatory labour in advance of receiving funds provided free of charge.
- Design and production of course package, curriculum design, promotional and feedback materials.
- Office resources for training programme provided.
- Translation services.
- Reporting / evaluation.
- Stationery / postage.
- Distribution review transport.

Assistance sought other than IPDC:

The *Cairo Post* is putting together a funding package that will be supported by a number of granting organizations, with a view to implementing a range of new programmes, including the training programme.

The *Cairo Post* has received commitments from a number of organizations and individuals, and is in the process of applying to UNICEF Egypt to extend the Training and Outreach Project.

The *Cairo Post* is also working on grant applications to the Canadian International Development Agency, the National Endowment for Democracy, the Open Society Institute, the Swedish Embassy, the Danish Embassy and the European Commission, as well as actively researching other possibilities.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (IN US\$)

BREAKDOWN OF IPDC CONTRIBUTION (IN US\$)	
Training programme	
Training materials (books, dictionaries, manuals etc.):	1 011
Scanner	720
2 digital cameras:	1 000
Semi-professional digital camera:	2 000
4 Mac computers:	5 010
Printer:	2 500
6 tape recorders:	300
2 lapel microphones:	50
2 omni directional microphones:	50
Set-up and maintenance of equipment:	485
Human resources:	6 165
Outreach programme	
Design computer (G5):	3 496
External <i>Firewire</i> hardware disk:	605
iBook computer:	1 649
2 iMac computers:	3 474
Dreamweaver MX 2004:	399
Quark 6.0 – Arabic:	2 741
Human resources and training costs:	8 123
Printing (stationery and distribution):	6 706
TOTAL:	46 484

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

Start-up and preparation:	1 920
Office resources:	22 181
Translation services:	7 284
Reporting / evaluation:	960
Stationery / postage:	75
Distribution review transport:	150
TOTAL:	32 570

JORDAN

A. PROJECT IDENTIFICATION		
1.	TITLE	JORDAN: AL ITHA'A AL MADRASIA (SCHOOL RADIO)
2.	NUMBER	PDC/48 JOR/01
3.	CATEGORY OF MASS MEDIA	LOCAL RADIO BROADCASTING
4.	IPDC PRIORITY AREA	TRAINING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 46 360
8.	AMOUNT REQUESTED FROM IPDC	US\$ 34 860
9.	BENEFICIARY BODY	JORDANIAN HIGH SCHOOL STUDENTS
10.	IMPLEMENTING BODY	AMMAN NET
11.	PROJECT LOCATION	AMMAN
12.	PROJECT PREPARED BY	MR. DAOUD KUTTAB
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The media in Jordan is outnumbered by traditional government-control with little room for independent journalism . Like most Arab countries, Jordan has a young population who is mostly interested in computers and Internet. Cyber cafés fill the country and are mainly visited by young people.

The Jordanian Monarch called to introduce high technology to schools, and interesting ways are sought for students to use the Internet. Schools run a 15-minute daily programme called *Al Ithah al Massmou* (School radio), beamed through loudspeakers during the assembly time, students and teachers read poetry, recite statements and exchange ideas and advice. The programmes range from very interesting and original to extremely dull and repetitive.

This project will provide badly needed local content on the Net as well as for school radios. The Jordanian cabinet decision of 21 December 2004 to grant an FM license to AmmanNet will greatly improved the reach of the school radio program as it will no longer be limited to internet and satellite broadcasts but will also include FM listeners.

2. DESCRIPTION OF THE TARGET GROUPS

Jordanian high school students, representing a cross sector of the society.

3. IMMEDIATE OBJECTIVES

To introduce radio broadcasting to high school students, empower them to produce their own programmes and to publish them on the school web site.

4. DEVELOPMENT OBJECTIVE

Jordanian youth who cannot vote in any elections, even though they are the majority of the population, can make their voices heard by adults through using modern technologies.

5. PROJECT INPUTS

- Equipment (mini disks or MP3 player/recorders)
- Trainer
- Web master
- Studio

6. PROJECT OUTPUTS

- To train a minimum of 120 students over a 10-month period;
- To produce at least 20 radio programmes of two hours each;
- To create websites that include audio for at least 10 Jordanian schools which represent a wide community ;

7. ACTIVITIES

The first phase of this project would be an agreement with eight Jordanian schools (representing a cross section of the country on social, economic and geographical basis). Then the work will commence in three stages:

- Training on basic audio recording and editing;
- Training on posting audio on the Internet;
- Training students on developing quality audio materials.

The training will be gradual , in which the students progress as they work. A special website will be developed for the participating schools. In cooperation with the Ministry of Education, all schools in the Kingdom will be invited to visit this site, listen to the programmes and use any of them in their daily assemblies. Students will be encouraged to vote for the best programme, thus creating incentive for schools to produce interesting material and a better quality.

A variety of Jordanian schools representing low-income communities will take part. Activities will begin with meetings in schools, to explain the project and encourage them to join, followed by training and implementation of the project.

The methodology will focuses on giving young people a platform from which they can state their views and opinions. While censorship is not envisaged , a committee of adults and students would study controversial issues and make a decision on broadcasting them to young people.

8. WORK PLAN

- Month 1:** Meetings with Ministry of Education officials and heads of private schools in order to obtain their written agreement to this project and suggestion of appropriate schools; beginning of the website development.
- Month 2:** Selected schools would meet and agree, 8 schools are ready to take part. Schools will be informed of the project and will be asked to nominate students for various roles.. Equipment will be purchased, web development shall continue. Training programmes will be revised and adopted to the school schedule.
- Month 3:** Initial training will commence, to comprise hands-on methods with equipment to operate. Students will be encouraged to experiment in recording and editing audio.
- Month 4:** Weekly broadcasts are expected for every school. A set of broadcasts will be prepared so that the voting part can be done. Promotion of the site will be done throughout the school system to encourage students to vote for the best programme.
- **Months 5-10:** repetition of the same activity until the summer holidays and preparing for another series of broadcasts for the new term.

9. INSTITUTIONAL FRAMEWORK

Based on experience from last year when this project was realised, 7 schools from Amman as well as a number of new schools can be added.

10. SUSTAINABILITY

The project has its own sustainability, as the schools will own their websites to continue.. In addition, the schools have their own computer laboratories that will be used to keep the project going.

11. FRAMEWORK OF MONITORING

A special form shall be prepared to be filled by heads of of participating schools (or heads of computer departments) . The form shall provide feedback about the success of the project, its goals, problems encountered and suggestions for the future.

12. EVALUATIONS CARRIED OUT

Students and teachers will be asked to fill a questionnaire to evaluate the project. interaction with the website can also be an evaluation tool.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

- *AmmanNet* was established under the sponsorship of the UNESCO's Office in Amman, and has carried out several projects with regional offices and Headquarters, the last of which was an animation project shown on Arab TV stations for the International Press Freedom Day.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Project manager (10 months):	15 000
Field coordinator (10 months):	4 500
Trainer (6 months):	2 700
Local transport (10 months):	750
8 mini-disk recorders:	2 000
8 microphones:	640
Audio software:	2 400
ADSL fees:	1 500
Prizes:	1 200
Special studio recording:	1 000
Administrative expenses (10 %):	3 170
TOTAL:	34 860

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Web master (10 months):	4 500
Audio technician (10 months):	3 500
Web development:	3 500
TOTAL:	11 500

JORDAN

A. PROJECT IDENTIFICATION		
1.	TITLE	JORDAN:THE MEDIA CENTRE FOR DEMOCRACY AND PLURALISM
2.	NUMBER	PDC/48 JOR/02
3.	CATEGORY OF MASS MEDIA	WRITTEN PRESS, INTERNET
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 50 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 000
9.	BENEFICIARY BODY	Journalists, writers, columnists, investigators, journalism students
10.	IMPLEMENTING BODY	DIALOGUE CONFERENCE CENTRE (AL-OFOQ), DCC
11.	PROJECT LOCATION	AMMAN
12.	PROJECT PREPARED BY	Mohammad S. AL-ADI (Projects and Programme Director / DCC)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Since 1990, Jordan enjoys an acceptable media landscape: 5 Arabic dailies, 1 English daily, 15 weeklies, 1 English weekly, 1 TV station, 5 radio stations, 1 News Agency. Several other TV and radio stations and newspaper applications are waiting for the Prime Ministry Council's decision in the near future.

However, the *Press Law* still needs to be amended in many areas, especially as for what concerns the "flow of the information", unfair judgements, freedom of speech and pre-printing control. Most Jordanians have a satellite dish at home in order to follow the news from outside sources, (especially national news) because of their mistrust in the Jordanian mass media. Freedom in Jordan is better than in many other Arab countries, but this is not sufficient. There is a need to move forward by amending the laws concerning the media.

Jordan has 32 political parties, based on three or four trends. One of them has weekly newspapers to support its views, but the others have no media support to express their programmes and opinions, especially the opposition parties.

The journalists, correspondents, writers, freelancers, journalism students in the universities, photographers, caricature artists in the newspapers (daily, weekly newspapers of the political parties) need training in many areas (i.e. how to deal with positive dialogue and pluralism, human rights, tolerance, co-existence and peace issues. Jordan has made much progress in enhancing women's rights and their role in the community, and empowering them in the government at the Cabinet, Parliamentary level through political and diplomatic appointments. Women in Jordan also have good opportunities to represent the women's sector through the media.

This project (Media Centre for Democracy and Pluralism) rests on three bodies:

The Media Network for Democracy and Pluralism,
The training Centre,
The online newspaper

The Media Network intends to attract reporters so as to set up a "support group" for democracy and pluralism. It will have members from all sides, not only to discuss how free speech can be enhanced, but how to establish a positive and respectful dialogue between the parties. It will also be the kernel of a regional media network and of an international network in the future.

The training Centre will be the nucleus devised to teach and train the reporters with a view to building a large media community able to enhance the project, especially the Media Network, to promote a large understanding in the community and to improve the role of the media for a democratic community.

The online newspaper will concentrate on the achievements of the Centre, attract new members and focus on the best ways to achieve a community based on truth, facts and freedom of expression, and on the ways and means to establish a positive dialogue marked with respect.

Alternative solutions may resort to a questionnaire devised to analyse the problems and put together a work plan based on its results. It may also be considered to utilise the Media Network and the training Centre to achieve the mentioned goals.

2. DESCRIPTION OF THE TARGET GROUPS

- Reporters.
- Correspondents.
- Column writers.
- Freelancers.
- Photographers.
- Caricatures artists.
- Journalism students.
- Political reporters
- Non-government reporters.

3. IMMEDIATE OBJECTIVES

To hold 4 annual workshops about issues that allow to establish a positive dialogue and foster pluralism, Human Rights, tolerance, co-existence and peace issues.

To train monthly 10 reporters in these areas.

To organise online meetings with local, regional and international reporters.

To activate the Media Network among the reporters, in order to discuss and express through an online pen pal project the best ways to achieve MCDP goals.

To hold monthly evaluation meetings or seminars with official seniors, parties and unions, associations and non-government directors.

To hold monthly conference meetings online among the network members.

4. DEVELOPMENT OBJECTIVE

To build a positive dialogue among the reporters, with a common understanding based on democracy and pluralism.

To make the media a full partner in the issues of democracy, pluralism, Human Rights, tolerance, cultural dialogue and peace.

To teach the trainers the best ways to deal with the above issues in the media.

To encourage the reporters' efforts in making the community accept a constructive dialogue instead of a confrontation.

5. PROJECT INPUTS

Training workshops and seminars, lectures, field visits, meetings with official seniors, representatives, political parties, NGOs etc., communications, publications, monthly newsletter online meetings with reporters outside Jordan, evaluation meetings, participation in other activities, rewards to the best news story on democratic issues.

6. PROJECT OUTPUTS

To train reporters specialised in democratic issues.

To promote a better understanding of democracy.

To raise public awareness on democratic issues.

To publish manuals on CDs and hard copies for the reporters.

To foster a common understanding between the reporters themselves about democracy and pluralism issues.

To raise public awareness on Human Rights and democracy.

To encourage interaction between Jordanian, regional and international reporters.

The project considers the training of 100 reporters during the 1st year and of 120 reporters every year thereafter. 200 Jordanian reporters will become members of the Media Network for Democracy and Pluralism in the 1st year, and 200 reporters from outside Jordan will also become members. This will

constitute an efficient “support group” to enhance the Centre’s efforts for democracy and pluralism in Jordan. 120 experts will participate in 4 workshops during the 1st year on democracy and pluralism.

The Centre will be a base and a kernel in the region to enhance and support democratic efforts in the other countries and train reporters from the region.

The Online Newspaper (*Al-Hewar*) will be a window to enhance the region’s efforts online.

The questionnaire will be a basic document for the journalist students in the universities and colleges.

7. ACTIVITIES

- To distribute a questionnaire to 100 reporters in the 1st month in order to create a practical guideline for the democratic and pluralistic situation in Jordan.
- To hold 4 workshops in the 1st year for 30 reporters. Each one will define the proper conditions for democracy and pluralism among the reporters, so as to raise public awareness on the theme.
- To conduct monthly training for 10 reporters. To train 100 reporters in the 1st year.
- To hold monthly meetings for the reporters with senior officials to discuss some of the democratic and pluralistic issues.
- To launch the Media Network for Democracy and Pluralism in the 3rd month and undertake to induce the reporters into becoming members in the Network, to work as a group in all democratic and pluralistic issues through online connections and monthly meetings in the Training Centre, and to establish international online connections with reporters to exchange views on democratic and pluralistic issues.
- To launch a Competitive News Story in 6 months, dedicated to some of the democratic and pluralistic issues in Jordan. The Competitive News Story Ceremony will take place during the 12th month under the patronage of senior officials.
- To organise visits of senior officials to discuss some of the democratic and pluralistic problems in Jordan and see how they could help to solve them. (i.e. the Prime Minister, the Speakers of the Upper and Lower House).
- To start working on an online newspaper.

10. WORK PLAN

- 1st month:** To distribute a questionnaire to 100 reporters. To hold a seminar to evaluate the questionnaire and set up a work plan.
- 2nd month:** 1st workshop about the problems and obstacles that need to be solved in order to improve the democratic and pluralistic environment. To hold meetings with the Jordanian Press Association, the High Press council and the spokespersons. To organise a seminar before launching the Media Network for Democracy and Pluralism.
- 3rd month:** Launching of the Media Network for Democracy and Pluralism. Brainstorming seminar for the Network members. Training of the reporters on the ways and means to deal with the democratic and pluralist issues: 10 reporters each month.
- 4th month:** Visit to the Prime Minister of Jordan to discuss several issues based on the questionnaire, the 1st workshop and the Media Network, to see how to improve the efforts and establish common understandings. Lecture about Human Rights issues. Training of 10 reporters.
- 5th month:** 2nd workshop about political parties and pluralism in Jordan. Lecture about the ways to strengthen the role of women in the community. Training of 10 reporters.
- 6th month:** Launching of the Competitive News Story. Invitation of 3 Editors-in-Chief to a seminar dedicated to pluralism in the media. Training of 10 reporters.
- 7th month:** Visit to the Speaker of the Lower House to evaluate the Parliament’s role in the democratic and pluralistic issues in Jordan. Online meeting with some reporters outside Jordan in order to exchange views. Training of 10 reporters.
- 8th month:** 3rd workshop: The role of the media in the democratic and pluralistic landscape of Jordan. Online meeting with some reporters outside Jordan to exchange views. Training of 10 reporters.

- 9th month:** Visit to the Human Rights Council in Jordan to examine the obstacles in this field. Online meeting with some reporters outside Jordan to exchange views. Training of 10 reporters.
- 10th month:** Evaluation of the Media Network for Democracy and Pluralism session. Online meeting with some reporters outside Jordan to exchange views. Training of 10 reporters.
- 11th month:** 4th workshop: Globalisation and Democracy in Jordan. Online meeting with some reporters outside Jordan to exchange views. Training of 10 reporters.
- 12th month:** Competitive News Story Ceremony. Evaluation of the project devised to be the basis of the following year's objectives. Online meeting with some reporters outside Jordan to exchange views. Training of 10 reporters.

9. **INSTITUTIONAL FRAMEWORK**

The Dialogue Conference Centre DCC (Al-Ofoq), is a Jordanian non-profit NGO that focuses on a number of topics with view to making the media a full partner and achieve genuine development and reform in Jordan and the Middle East:

- Peace and coexistence.
- Environment and sustainable development.
- Promoting tolerance among people, nations, and religions.
- Cultural and religious dialogue.
- Child labour.
- Domestic violence.
- Population policies, birth control.
- Women's projects.
- The disabled.
- Human Rights, positive dialogue, democracy and pluralism.
- Raising awareness and training in all of these topics.

10. **SUSTAINABILITY**

The Dialogue Conference Centre is going to adopt the Training Centre and Media Network after the 1st year, through 10 % training fees, advertisement fees from the Online Newspaper and the Online Network to support some activities, studies and researches paid on the Media issues, questionnaires on democracy and pluralism issues, trainers from the Arab Countries, subscription in the weekly News Bulletin Online.

11. **FRAMEWORK OF MONITORING**

UNESCO Office in Amman.

12. **EVALUATIONS CARRIED OUT**

There will be a quarterly evaluation conducted by 10 experts, to make sure the project is satisfactorily implemented and fully achieves its objectives.

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

The Dialogue Conference Centre DCC (*Al-Ofoq*) will ensure the coordination of the progress reports of the beneficiary agencies on four-month basis.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

- Workshop: Journalism and Human Rights (with *Internews*) – 2004.
- CD Guideline: Media Guideline (with UNESCO) – 2004.
- Workshop: Protecting the reporters in the armed conflicts (with *Internews*) – 2004.
- Workshop: Protecting the reporters in the armed conflicts (with UNESCO) – 2004.
- News bulletin online – 2004 (*under preparation*).

Contribution foreseen by the beneficiary agency during the project period

- Fully furnished office for the Media Centre for democracy and pluralism, the training Centre, the Media Network and the Online Newspaper.
- Phone line; fax; Internet connections.
- Publications (stickers, fact sheets, posters, folders).
- Teaching materials: manual, books, CDs, folders.
- Stationery, photocopier.
- Transportation.

Assistance sought other than IPDC

UNESCO

Internews (USA).

Konrad Adenauer (Germany).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
HUMAN RESOURCES	
Project director (12 months):	3 600
Project coordinator (12 months):	2 400
3 secretaries (12 months):	1 800
2 trainers (12 months):	7 200
<i>Sub-total personnel:</i>	<i>15 000</i>
EQUIPMENT AND ACTIVITIES	
6 computers:	6 000
Laser printer:	300
Scanner:	100
Digital camera:	300
Data show with screen:	2 000
Sound system:	1 600
Flip chart:	100
Web site design:	2 000
4 workshops:	6 000
12 seminars, lectures and visits:	2 000
Questionnaire for 100 reporters:	1 000
Media network ceremony:	1 000
Evaluation session:	1 000
Competitive News Story ceremony and Award:	1 600
<i>Sub-total equipment and activities:</i>	<i>25 000</i>
GRAND TOTAL:	40 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Office rental:	5 000
Office equipment:	2 000
Transportation:	2 000
Publications:	1 000
TOTAL:	10 000

LEBANON

A. PROJECT IDENTIFICATION		
1.	TITLE	LEBANON: MEDIA PLURALISM IN COMMUNITY MEDIA
2.	NUMBER	PDC/48 LEB/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA DEVELOPMENT AND TRAINING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 47 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 000
9.	BENEFICIARY BODY	COMMUNITY MEDIA
10.	IMPLEMENTING BODY	INSTITUTE FOR PROFESSIONAL JOURNALISTS, LEBANESE AMERICAN UNIVERSITY (LAU) BEIRUT
11.	PROJECT LOCATION	BEIRUT
12.	PROJECT PREPARED BY	INSTITUTE FOR PROFESSIONAL JOURNALISTS
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Lebanon, which is considered to have the freest media among the Arab States, and which pioneered media development despite its tragic 15-year civil war, places heavy emphasis on the coverage of political issues in the print, broadcast and online media, while television, in particular is beholden to political/economic interests, with commercial considerations taking precedence over civil interests. The complex nature of the country is reflected in its media, as key outlets, primarily in the broadcast sector, are owned by leading political and/or religious figures. In fact, some of the stations were spawned by militias that fought during the civil war and have since been mainstreamed into the political system.

As for the print media, Lebanon has been a trailblazer in press freedom, but also tempered by political considerations and certain types of censorship. Lebanese newspapers and magazines were generally financed by foreign sponsors, thereby offering a mosaic of regional and international political agendas. The Print media legislation has been under fire for the difficulty of obtaining licenses to issue publications and for the monopoly exerted by the pro-government associations vis a vis new applicants.

The media environment in general reflects efforts to recover from the civil war, compounded by the geopolitical complexities of Lebanon in its relationship to Syria, the main power broker, and the rest of the Middle East.

Against this background, community media have received minimal development in terms of financing and for presenting a content other than political news. Editors and reporters in different regions of Lebanon need support in their media to cover issues like the environment, agriculture, transportation, industry, medical/health news, culture, education and other topics of interest to the general masses. In some regions, community media suffer from inadequate funding, lack of technical resources, insufficient professional training and consequently marginal production. Helping publishers and journalists upgrade their skills and boost their operations would enhance the impact of such media and enable them to provide diversity of content in addition to retain their sustainability in a highly competitive market overridden by commercial interests.

Capacity building for the media is often overlooked in Lebanon and needs to be encouraged through relevant programmes such as training workshops, seminars and activities, to enable professionals to engage the community in public dialogue over community affairs. It would also contribute to the much-needed civil participation and focus on ways to mobilise more enlightened citizens.

In some cases, equipment such as computers, printers and scanners are necessary items that would ensure the media productivity, but this will be determined on a case-by-case basis.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project are publishers, editors and reporters from the major communities /regions of Lebanon.

3. IMMEDIATE OBJECTIVES

To organise a roundtable on newsroom management, and organise two workshops for training 30 community media professionals over a period of 10 months, on diverse content including health and education.

4. DEVELOPMENT OBJECTIVE

To strengthen pluralism and free flow of information through increased opportunities for community participation in the ownership and management of media in Lebanon. Enhancing the operational capabilities of smaller media organisations will expand the civil contribution of communities in newspapers, magazines and online media.

5. PROJECT INPUTS

- Contracting the project team: manager and trainer; visiting trainers/lecturers, as required;
- Logistics plan for one roundtable and two workshops;
- Securing facilities for a roundtable and two workshops.

6. PROJECT OUTPUTS

30 Lebanese community media professionals will be trained to produce more efficient and diverse material within their respective media. The less advantageous will receive equipment and peripherals (PCs, printers and scanners) to sustain their operations. Training materials will be provided as part of the workshops.

7. ACTIVITIES

- Organisation of a two-day capacity building roundtable on newsroom management; invitation of community media professionals working in Lebanon in various regions; participation of management and media experts;
- Organisation of two training workshops on health and education of five days each;
- Production and publication of workshop manuals for participants;
- Monitoring and evaluation of workshops' results

8. WORK PLAN

Months 1-4: Preparation of venue for a two-day roundtable on newsroom management. Provision of audio-visual and other necessary equipment for activity. Promotion of roundtable by media campaign to extend news coverage. Design of roundtable marketing materials and website. Printing of necessary materials. Planning of logistics needs for activity. Evaluation.

Months 5-10: Selection of participants. Preparation of venue for two five-day workshops. Preparation of workshop materials and provision of needed equipment. Promotion of workshops by media campaign and online dissemination. Design of workshop websites. Printing of workshop materials. Planning of logistics and administrative needs for activity. Post-workshops evaluations.

9. INSTITUTIONAL FRAMEWORK

The Institute for Professional Journalists (IPJ), established at the Lebanese American University in 1998, aims at helping reporters, editors and managers in the various print, broadcast and online media improve their operational skills in English and Arabic and at familiarising them with the latest developments in their respective specialty areas. IPJ also focuses on issues of media laws and ethics and freedom of the press in the Lebanese and Arab contexts.

IPJ offers a variety of programmes such as workshops, seminars and conferences geared to familiarising journalists with the tools of a computerised newsroom for writing and editing as well as capitalising on information sources through the Internet. IPJ workshops range from tutorials on investigative, business, foreign, legal and environmental reporting to newsroom management and online journalism.

Instructors provide practical guidance in an environment simulating a newsroom. Participants are also encouraged to take part in lively discussions and debates on issues affecting the media and their own roles in them. Trainers have come from Lebanon and the United States. Beginners, middle managers and editors have participated in IPJ workshops.

The initial roundtable will be held at the Lebanese American University's conference room, where many previous IPJ activities have previously been organised. The workshops will be held in a computer laboratory and classroom simulating a newsroom. The IPJ director, acting as manager, will implement the project, assisted by instructors from academia and appropriate fields, as well as leading media professionals.

10. SUSTAINABILITY

The Institute for Professional Journalists will act as a catalyst in providing online links and informational support to the community media professionals . It will help in establishing a network o promote the media work and outreach.

11. FRAMEWORK OF MONITORING

UNESCO's Beirut Office will assist IPJ in monitoring the project's progress.

12. EVALUATIONS CARRIED OUT

IPJ will evaluate the community media's output following the workshops. A further evaluation – to be agreed upon – could be conducted six months later to assess the training outcome.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on the project progress every four months or whenever UNESCO deems it convenient.

<u>D. BUDGET</u>	
BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Computer equipment and peripherals (UNESCO direct purchases):	5 000
Project manager:	5 000
Workshop trainer:	2 000
Web and graphic designers:	3 000
Honoraria for round table and workshop speakers / guest instructors:	2 000
Accommodation for workshop participants:	10 000
Food and beverage on campus:	8 000
Stationery and printing:	5 000
TOTAL:	40 000
BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Lebanese American University (LAU) overheads (including monitoring / evaluation):	5 500
Transportation costs (covered by roundtable and workshops participants):	1 500
TOTAL:	7 000

LEBANON

A. PROJECT IDENTIFICATION		
1.	TITLE	LEBANON: CAPACITY BUILDING FOR JOURNALISTS AND REPORTERS
2.	NUMBER	PDC/48 LEB/02
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	CAPACITY BUILDING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 39 775
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 775
9.	BENEFICIARY BODY	COMMUNITY JOURNALISTS AND REPORTERS IN THE WHOLE COUNTRY
10.	IMPLEMENTING BODY	THE PRESS CLUB
11.	PROJECT LOCATION	BEIRUT
12.	PROJECT PREPARED BY	THE PRESS CLUB
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

In view of the changing social, economical, and political context of journalism all over the world, together with the increased awareness and acceptance of the role of journalism in protecting freedoms and promoting human rights and development structures, journalism in Lebanon necessitates thorough attention in terms of capacity building for its human resources, in addition to enhancing the public atmosphere for its development. In urban as well as in rural areas, journalists and reporters are in need for support, and this has prompted the idea of this project.

Despite the fact that Lebanese journalists are active all over the country, there is an increased need for empowered reporters and writers in communities that are outside the reach of the major cities. In those communities, there are some media institutions, particularly newsletters, and there are national media offices that offer the possibility to produce and display news. Nevertheless, there is a prevailing limitation on the quality of material produced and on the ways and means to transmit the reports to the headquarters of media institutions. Let alone the constraints on the media democratisation process and the respect for cultural diversity.

Through the Press Club, this project aims at the following:

- Enhancing the capabilities of the active journalists and reporters;
- Enabling them to construct and follow-up on the news and stories in a modern way;
- Creating a room for the circulation of information on a wider range;
- Constructing a network among journalists in local communities and a solid link to the journalism body in the main cities.

The Press Club is a legitimate gathering of credible journalists who are working together to widen the room of freedom of expression in the country and to ensure a backbone of support for the media sector all over the country.

2. DESCRIPTION OF THE TARGET GROUPS

Journalist and reporters from the whole country.

3. IMMEDIATE OBJECTIVES

- Training journalists and reporters on modern and creative skills in writing;
- Training on Internet use.

These objectives will be achieved through capacity building workshops targeting journalists and reporters from all over the country.

4. DEVELOPMENT OBJECTIVE

Journalism is a tool that contributes to the development of public awareness and therefore public responsibilities in a democratic system. With well-structured institutions, journalists gain the ability to report on the news affecting people's life, and therefore play a role in increasing the awareness of the public and motivating them to react.

Through the immediate objectives of this project, the human resources working in media sector in Lebanon will be subject to a training that builds up their capacities and provides them with tools for

networking and extending their outreach. This will result in stronger media interaction, as well as more attention dedicated to local communities that do not have the competence to carry on their development on their own.

5. PROJECT INPUTS

Provided by the Press Club and the UNESCO Office in Beirut:

- Premises and logistics for training;
- Communication facilities;
- Supervision and backstopping for the supervision of the implementation of the project;
- Meeting rooms;
- Interpretation facilities.

Required for project implementation:

- Project management:
 - 1 PC + printer + scanner;
 - Internet connection.
- Construction of website:
 - Hosting;
 - Link to relevant websites.
- Human resources:
 - Project coordinator;
 - Administrative assistant;
 - Trainers;
 - Web designer.

6. PROJECT OUTPUTS

- Training materials;
- Competent journalists gaining the techniques that will help them develop their reports;
- Skilled reporters that will incorporate the expertise acquired through the activities of the project in their performances;
- Website displaying the presentations, exercises, group works, and reports of each activity, as well as links to relevant websites;
- Established network among journalists and reporters from various geographic locations and diversified areas of interests and expertise;
- Journalists from various Lebanese districts capable of transmitting their work through the Internet.

7. ACTIVITIES

- Conferences on:
 - Launching the project;
 - Promoting the cooperation among community journalists;
 - Role of journalism in increasing public awareness and in enhancing the democratisation process;
 - Fine-tune the selection of the project's target groups.
- Development and launching of an updated website
- Development of training materials

- Capacity building workshops on:
 Modern techniques in writing articles;
 Defining priorities in selecting topics;
 Creative writing;
 Internet use.

8. WORK PLAN

	ACTIVITY	1st month	2nd month	3rd month	4th month	5th month	6th month	7th month	8th month
6.1	Introductory conference		x						
6.2	Preparation of training materials		xxx	xxx					
6.3	Development and launching of the website		xxx	xxx					
6.4	Capacity building workshop Bekaa			x	x				
6.5	Capacity building workshop North Lebanon					xx			
6.6	Capacity building workshop South Lebanon						xx		
6.7	Capacity building workshop Mount Lebanon							xx	
	EVALUATION and REPORTING								
6.9	Inspection and monitoring			x		x		x	
6.10	Final report								x

9. INSTITUTIONAL FRAMEWORK

The Press Club, in cooperation with UNESCO Office in Beirut, will implement the project. The Press Club will supervise the day-to-day planning and execution of the activities. The Beirut UNESCO Office will monitor the activities of the project.

10. SUSTAINABILITY

Sustainability is both a tool and an objective in this project. The journalists and reporters will be subject to a training that will enable them to carry on the knowledge acquired independently of institutions. The implementing and monitoring bodies of the project will work closely with the participants to promote their work and enlarge their network.

The human resources participating in the activities become an added value to the written press; through their acquired skills and experiences, they can adapt what they learnt anywhere they go.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

UNESCO office in Beirut will monitor the implementation of the project and evaluate its progress at its different stages.

Every three months, the Press Club will present a report to the monitoring body on project progress, on the organisational level and the witnessed changes occurring due to the project.

12. EVALUATIONS CARRIED OUT

- Evaluation sheets at the end of each activity assessing the organisational and substantive components of the activity by the participants and by the trainers;
- Regular report by the coordinator presented to the monitoring body revolving around:
 - Observation of activities;
 - Change witnessed in the quality of work of the trainees;
 - Comments received on the website;
 - Opinion expressed by organising agencies.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Consultants (Trainers):	10 000
Project management coordinator:	9 000
Project management assistant:	6 400
Web design:	1 000
Web hosting:	500
Training materials:	3 000
Meetings:	7 000
Office computer:	600
Printer:	200
Scanner:	75
Miscellaneous:	2 000
TOTAL:	39 775

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Not specified.

MAURITANIA

A. PROJECT IDENTIFICATION		
1.	TITLE	MAURITANIA: START UP OF TWO RURAL RADIO STATIONS IN TWO HISTORICAL CITIES OF MAURITANIA: TICHITT AND OUALATA
2.	NUMBER	PDC/48 MAU/01
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 81,170
8.	AMOUNT REQUESTED FROM IPDC	US\$ 69,025
9.	BENEFICIARY BODY	LOCAL POPULATIONS IN THE CITIES OF TICHITT AND OUALATA
10.	IMPLEMENTING BODY	RADIO MAURITANIA
11.	PROJECT LOCATION	TICHITT, OUALATA (MAURITANIA)
12.	PROJECT PREPARED BY	RADIO MAURITANIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Rural Radio—Mauritania's National Broadcasting Unit responsible for spoken programmes with agropastoral content—has been on the air since 1982.

In 1994, the need was felt to heighten the media impact and make more efficient use of Rural Radio in the development process. To this end, an approach based on regional rural development was developed with the aim of improving the overall economic and social situation of all communities living in rural areas or regions. This was to be achieved by ensuring that appropriate measures were taken not only in the agropastoral sector, but in all sectors of the regional/rural economy, including industry, commerce, health, education, environmental protection and infrastructure development.

Aware of the contribution of Rural Radio to the development process, in particular as regards the fight against poverty and information for all, which are the main thrusts of its development policy, Mauritania has already taken the decision to decentralize its local Rural Radios with priority being given to the historical cities of Chinguetti, Ouadane, Oualata and Tichitt. In 2002, with funding from UNESCO, granted through its International Programme for the Development of Communication (IPDC), Rural Radio stations were set up in two of these historical cities, Chinguetti and Ouadane.

In addition, five local decentralized stations, established within the framework of co-operation between Radio Mauritania and development partners such as UNICEF and UNFPA, have already proven their worth in the target regions. Regarding these local stations, the important role played by the Barkéol FM station in the dracunculiasis (Guinea worm) eradication campaign of this *moughatta* (department) is noteworthy. Set up in 1994, this station was supposed to broadcast 4 to 5 hours of programmes a day for a period of two months. Its principal objective being to serve as the media support for extension programmes developed by the Ministry of Health and Social Affairs aimed at eradicating Guinea worm from the Barkéol *moughatta*. As this station was originally intended to operate in Barkéol for a fixed duration of two months, it was configured in a provisional fashion in such a way as to be easily dismantlable at the end of the mission. However, the impact of the station on the lives of the people was such that, well ahead of the two-month period initially fixed, a decision was taken to keep it running on a permanent basis. Indeed, the Barkéol FM station was able to successfully:

- Rally the population around common objectives;
- Establish a direct channel of communication between communities; and
- Substantially assist in the extension of the provisions of the family code (*Statut du Code Personnel*).

In the same vein, start-up of the FM stations in 2002 in Chinguetti and Ouadane has had a positive impact on the preservation of these historical sites—ancient Ksours in typical traditional architecture. Anchoring the population in these cities contributes to preserving the cultural and historical heritage of such sites. In addition, the FM radio stations have created genuine channels of communication through which communities can share and discuss experiences and issues of relevance to their everyday lives.

The four historical cities of Mauritania (Chinguetti, Ouadane, Tichitt and Oualata), inscribed on the World Heritage List have previously submitted to UNESCO requests for funding in order to provide FM radio service. It is in that framework that the cities of Chinguetti and Ouadane saw the start up of their stations in 2002. The two other historical cities of Mauritania, Tichitt and Oualata, which have not yet benefited from IPDC support for the establishment of Rural Radio stations, today face the threat of massive displacement of their populations to other more developed historical centres. Extension of radio coverage to the historical cities of Tichitt and Oualata has now, therefore, become particularly urgent.

2. DESCRIPTION OF THE TARGET GROUPS:

The local populations of the cities of Tichitt and Oualata are the target groups of this project. Particular attention will, however, be paid to women (mothers and girls), as well as to young people and children within the framework of radio programmes produced by Radio Mauritania. The rural radio stations' programme units will be used in particular to support the Information for All campaign as well as all actions undertaken within the context of the fight against poverty and the fostering of development in Mauritania in co-operation with the relevant Ministries and United Nations Agencies.

3. IMMEDIATE OBJECTIVES:

To equip the cities of Tichitt and Oualata with FM stations so as to:

- Provide a proper service to the two cities;
- Anchor the populations in these two historical cities;
- Preserve and promote the historical and cultural heritage of the two sites; and
- Support extension services directly linked to information for all and poverty alleviation strategies.

4. DEVELOPMENT OBJECTIVE:

Given the physical geography of Mauritania, radio is the most effective and widespread communication tool. A genuine, vibrant radio culture exists among the people, built on a long tradition of the spoken word and oral communication. Nevertheless, the network remains largely inadequate to meet the needs of the country. Some sizeable cities of significance are still without any local broadcasting and production means. This is the case, for instance, of Tichitt and Oualata. There is, consequently, an immediate and crucial need to strengthen their communication capacities. These historical centres have in fact seen their populations rapidly dwindling. The installation of Rural Radio units would make a decisive contribution to revitalizing them as has been the case in Ouadane and Chinguetti. Moreover, the existence of these radios would make it possible to integrate them more easily and effectively into development programmes put in place by the public authorities and co-operation agencies.

The long term objectives of the project are, in particular, to:

- Provide more sustainable support to the traditional development structures by introducing participatory models involving rural populations more closely in the process of their own development;
- Promote popular participation in media activities (educational programmes, radio theatre, etc.); and
- Build up a stock of programmes so as share experiences among different target groups and in various spheres of activity.

5. PROJECT INPUTS:

The initial inputs concern the purchase, installation and start up of the necessary equipment. Radio Mauritania will subsequently take charge of the training of presenters for these local radios with the support of the UNESCO Office in Rabat.

6. PROJECT OUTPUTS:

Equipment of two Rural Radio stations.

Training of presenters specialized in stimulating popular participation in the development process.

7. ACTIVITIES:

The project will capitalize on the implementation modalities, the achievements, and lessons learned from the project that has already been implemented to the benefit of Ouadane and Chinguetti. The procedures will be similar and Radio Mauritania has already expressed its satisfaction with the conditions of implementation. This will consequently involve the:

- Purchase and delivery of equipment;
- Supervision of its installation;
- Training of the technical team and the presenters in charge of operating the equipment.

8. WORK PLAN:

- April-May 2005: purchase of equipment;
- September-October 2005: delivery to Mauritania;
- November-December 2005: installation on site;
- January-March 2006: training of the team in charge of operations;
- March 2006: start up of broadcasting.

9. INSTITUTIONAL FRAMEWORK:

The Ministry of Communication and Relations with Parliament will be responsible for project administration while the General Management of Radio Mauritania will assume professional responsibility for overseeing and co-ordinating implementation.

10. SUSTAINABILITY:

Radio Mauritania has suitably qualified personnel to install, start up and maintain the FM relay networks. In 2002, this same staff was already entrusted with the installation and start up of the Chinguetti and Ouadane stations, currently in operation.

11. FRAMEWORK OF MONITORING:

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Radio Mauritania undertakes to produce a progress report every four months.

C. ADDITIONAL INFORMATION

The main means of mass communication in Mauritania is radio broadcasting, and the major difficulty at this point in time is weak coverage.

Radio Mauritania transmits its programmes via the Arabsat satellite and its signal can therefore be captured for rebroadcasting throughout the national territory.

The station has also obtained, from the local authorities, suitable premises for installing the technical equipment needed to operate the FM stations.

D. BUDGET

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

Désignation	Qté	P.U.	P.T (Euros)
POUR LA STATION FM DE TICHITT			
Emetteur FM de 20 W Synthétisé/alim. 24 Vcc	1	3150	3150
Système d'antennes FM d'émission 4 dipôles+coaxial	1	360	360
Antenne parabolique de 3,78m de diam. Grillage	1	1500	1500
Terminal Numérique DBV/FTA	1	180	180
Tête LNB Bande C	1	80	80
Convertisseur 12Vcc/220Vac pour alimenter le DVB	1	90	90
Mètre de câble coaxial 75 ohms	20	15	300
Fiche F	4	0.25	1
Système d'alimentation solaire avec ventilateurs	1	17300	17300
Pylône autostable de 12m	1	4300	4300
Lot de pièces de rechange	1	2300	2300
Transport assurance	1	1500	1500
SOUS TOTAL TICHITT			31061
POUR LA STATION DE OUALATA			
Emetteur FM de 20 W Synthétisé/alim. 24 Vcc	1	3150	3150
Système d'antennes FM d'émission 4 dipôles+coaxial	1	360	360
Antenne parabolique de 3,78m de diam. Grillage	1	1500	1500
Terminal Numérique DBV/FTA	1	180	180
Tête LNB Bande C	1	80	80
Convertisseur 12Vcc/220Vac pour alimenter le DVB	1	90	90
Mètre de câble coaxial 75 ohms	20	15	300
Fiche F	4	0.25	1
Système d'alimentation solaire avec ventilateurs	1	17300	17300
Pylône autostable de 12m	1	4300	4300
Lot de pièces de rechange	1	2300	2300
Transport assurance	1	1500	1500
SOUS TOTAL OUALATA			31061
TOTAL GENERAL BUDGET SOLLICITE DE L'UNESCO en Euros			62122
TOTAL GENERAL BUDGET SOLLICITE DE L'UNESCO en US DOLLARS			69025

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

DESIGNATION	QTE	P.U.	P.TOTAL (Euros)
Installation, réglage et mise en service	1	8400	8400
Location véhicule/3 semaines (forfait)	1	1180	1180
Frais du personnel (forfait)	1	1350	1350
Total Contre Partie Etat en Euros			10930
Total Contre Partie Etat <u>en US Dollars</u>			12145

MAURITANIA

A. PROJECT IDENTIFICATION		
1.	TITLE	MAURITANIA: TRAINING OF JOURNALISTS FROM THE INDEPENDENT PRESS
2.	NUMBER	PDC/48 MAU/02
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREE AND INDEPENDENT MEDIA; HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 32,810
8.	AMOUNT REQUESTED FROM IPDC	US\$ 25,500
9.	BENEFICIARY BODY	MINISTRY OF COMMUNICATION AND RELATIONS WITH PARLIAMENT
10.	IMPLEMENTING BODY	MINISTRY OF COMMUNICATION AND RELATIONS WITH PARLIAMENT
11.	PROJECT LOCATION	NOUAKCHOTT
12.	PROJECT PREPARED BY	M. YARBA OULD SGHAIR, TECHNICAL ADVISER TO THE MINISTER OF COMMUNICATION AND RELATIONS WITH PARLIAMENT
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The press has been free and independent in Mauritania since 1991. There are, at present, no more legal obstacles to press freedom. There are some 500 publication declarations and as many independent newspapers. However, the lack of experience and the level of operators in the press field are serious obstacles to the efficient exercise of this freedom.

2. DESCRIPTION OF THE TARGET GROUPS:

Training will be tailored for both journalists and publication managers so that the former can be better equipped to do their jobs more competently and that the latter become more cognizant of their responsibility in a country governed by the rule of law.

3. IMMEDIATE OBJECTIVES:

The training, through seminars, of around thirty French-speaking and around thirty Arabic-speaking journalists can be accomplished within a few months. Trainees will acquire sound mastery of journalistic techniques and styles.

4 DEVELOPMENT OBJECTIVE:

The role of a free press in the strengthening of democracy is widely acknowledged. In Mauritania, in particular, good quality print media is of great utility, as audiovisual media remains inaccessible in some areas of the country. The free press plays a decisive role in the exercise of freedoms and assists in increasing access to information and knowledge.

5. PROJECT INPUTS:

- 6 Experts/trainers
- Educational and training resources
- Audiovisual equipment

6. PROJECT OUTPUTS:

- 60 journalists trained in journalistic and communication techniques
- 20 publication managers trained and sensitized to issues related to professional ethics & standards and management
- 80 journalists sensitized to particular topics, including the Millennium Development Goals (MDGs).

7 ACTIVITIES:

- Two seminars on journalistic styles and techniques (1 in French, 1 in Arabic)
- One seminar on professional responsibility, ethics and standards
- One seminar on the journalistic treatment of MDGs.

8 WORK PLAN:

To be implemented as soon as the IPDC grant is made available (Spring 2005):

1st Seminar: 5 themes spread over a period of 8 days (French)

2nd Seminar: Same content in Arabic

3rd Seminar: 4 themes spread over a period of 7 days

4th Seminar: 4 themes spread over a period of 7 days

9. INSTITUTIONAL FRAMEWORK:

The seminars will be organized under the supervision of the Ministry of Communication and Relations with Parliament and the Mauritanian National Commission for UNESCO. A number of professional organizations and representatives of the independent press and the principal press and media titles will also be involved.

10. SUSTAINABILITY:

A continuous education programme is being provided for by the Ministry. It will be a diversified programme comprising colloquiums, hands-on training and refresher courses, etc. A plan of action and support for the independent press is being discussed in parallel with the main donors and co-operation agencies active in supporting the press and media in Mauritania.

11. FRAMEWORK OF MONITORING:

Progress of the project will be monitored by the Ministry of Communication and Relations with Parliament, with the support of the Mauritanian National Commission for UNESCO in liaison with the UNESCO Rabat Office.

D. BUDGET

**BREAKDOWN OF IPDC'S CONTRIBUTION
(IN US\$)**

6 trainers (30 days):	3 465
Per diem (30 days):	18 460
Rental of audiovisual equipment (30 days):	1 730
Meals (30 days):	1 155
90 participant kits:	690
TOTAL:	25 500

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(IN US\$)**

Organizational staff (5 persons × 30 days):	2 310
Rental of rooms (30 days):	1 155
Administrative costs (data entry, photocopies, etc.):	3 845
TOTAL:	7 310

MOROCCO

A. PROJECT IDENTIFICATION		
1.	TITLE	MOROCCO: NETWORK OF COMMUNITY RADIOS FOR RURAL POPULATIONS
2.	NUMBER	PDC/48 MOR/01
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL/REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 60,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 35,000
9.	BENEFICIARY BODY	MINISTERIAL DEPARTMENTS: COMMUNICATION, HEALTH, EDUCATION & LITERACY, CULTURE, AGRICULTURE, WATER & FORESTRY, WOMEN'S AFFAIRS AND LOCAL COMMUNITY-BASED NGOS
10.	IMPLEMENTING BODY	MINISTRY OF COMMUNICATION (MOROCCO)/UNESCO
11.	PROJECT LOCATION	TAFILALET REGION (SOUTH-EASTERN MOROCCO)
12.	PROJECT PREPARED BY	JAMAL EDDINE NAJI, HOLDER OF THE UNESCO CHAIR IN PUBLIC AND INSTITUTIONAL COMMUNICATION (ISIC/MINISTRY OF COMMUNICATION, MOROCCO)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Morocco is currently in a transitional phase, opening up its media sector. Several far-reaching reforms have been introduced to support the emergence of a dynamic private, independent press. Reforms have centred on areas like the press code, audiovisual legislation, setting up of a regulatory body and strengthening of professional organizations. Pluralism is now the norm and the media sector is steadily growing .

At present, the radio sector is divided among a few large national operators like RTM, 2M, Medi1 and Sawa. However, with the likely entry into force of the law on liberalization of the air waves in early 2005, one can expect to see an influx of new players and an in-depth restructuring of the Moroccan radio. These changes create very conducive conditions for initiatives of strengthening community radio development.

A pilot project would facilitate the development of a model that could be replicated and expanded across several rural regions of Morocco. The mission of the community radio would be to broadcast information and educational programmes on issues related to public health, literacy, gender & women's affairs, culture, agriculture and the environment. Radio seems to be the best medium to reach this target audience that often comprises people with low levels of education, dispersed in remote areas and extremely difficult to reach. A pilot project could be conducted in Tafilalet, a region particularly representative.

The project could, however, be innovative.. It requires expertise, training for human resources, and above all, sustainability of the budget, which would lead the Ministry of Communication to come to an agreement with the other ministerial departments concerned to secure the medium and long term funding for the project.

2. DESCRIPTION OF THE TARGET GROUPS:

The pilot project would benefit the entire population of Tafilalet (2.5 million inhabitants), but would be specifically tailored to the particular target groups identified by ministerial departments. Special attention will be paid to women & children, young people (12-25 years old), and local communities .

3. IMMEDIATE OBJECTIVES:

Training of professionals to implement the project:

- 3 Presenters
- 1 Radio technician
- 1 Manager

Equipment for of a radio production unit:

- Assembly bench
- Studio speaker
- 2 outdoor reporting units
- Broadcasting console, etc

4 DEVELOPMENT OBJECTIVE:

The successful implementation of this project would make a concrete contribution to achieving several development objectives: combating illiteracy, conducting information and awareness campaigns on health and environment , preventive campaigns against HIV/AIDS and other pandemics in rural areas, promoting new legislation on the rights of women and young girls (*moudawana*), awareness campaigns on civil rights etc.

Furthermore, the project will build capacity for radio production through the transfer of expertise and training of human resources as well as providing rural populations with access to broadcast information .

5. PROJECT INPUTS:

- Training for the project team in the management and operation of community radios
- Acquisition of materials and equipment necessary for the project
- Technical assistance and transfer of know-how

6. PROJECT OUTPUTS:

- Setting up of a rural radio production unit
- Training of a competent team of manager(s), presenter(s) who would be capable of training local NGOs in public and community communication
- Improving the knowledge base of rural populations about key development issues

7 ACTIVITIES:

- Discussion with decision-makers and potential partners
- Feasibility study and plan of action (UNESCO Rabat – ordinary programme)
- Acquisition of the necessary equipment
- Training of professionals
- Development of radio programmes
- Launching of the project
- Initial evaluation and recommendations

8 WORK PLAN:

<u>September - October 2004:</u>	Discussion with decision-makers and potential partners
<u>November 2004 -January 2005:</u>	Feasibility study and plan of action (UNESCO Rabat – ordinary programme)
<u>February – March 2005:</u>	Validation of the plan of action with all of the ministerial departments; selecting the supervisory committee and the steering committee; search for additional partners (mobilization of extra budgetary resources)
<u>April 2005:</u>	Project launch; setting up team
<u>April - September 2005:</u>	Development of radio programmes in co-operation with the ministerial departments. Training of presenters
<u>September 2005:</u>	Delivery and installation of the equipment for the radio unit
<u>September - October 2005:</u>	Broadcasting of radio programmes
<u>October – January 2005:</u>	Co-operation with local community associations
<u>January – March 2005:</u>	Initial evaluation and recommendations
<u>April 2005:</u>	Project progress report

9. **INSTITUTIONAL FRAMEWORK:**

Implementation of the project will be coordinated by:

- A supervisory committee comprising high-level officials from the ministerial departments, and
- A steering committee, which will be responsible for technical and operational execution of the project, headed by a representative of the Ministry of Communication, and comprising representatives of other ministries. UNESCO will participate in the meetings and activities of this committee and representatives of the local associations will also be invited to take part.

10. **SUSTAINABILITY:**

The long term sustainability of this project will be determined by the results obtained by the target groups. It will be important for the various institutional and ministerial partners to make this community radio a strategic tool in their information and communication policies aimed at rural populations.

Successful implementation of the pilot project will make it possible to:

- Continue the project,
- Extend it to other rural regions, and
- Increase the number of institutional partners (other ministerial departments, United Nations agencies, etc.) .

The Ministry of Communication is already considering the use of this project as a pilot one for a similar types in the Arab region.

11. **FRAMEWORK OF MONITORING:**

A partnership agreement could be established with the Higher Institute of Information and Communication (ISIC) under the supervision of the Ministry of Communication. The Institute's teaching staff and student body could help in the implementation and monitoring of the project.

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

The beneficiary agency undertakes to produce a progress report every four months.

C. ADDITIONAL INFORMATION

The UNESCO Rabat Office will lend technical assistance and financial support to the Moroccan Ministry of Communication for conducting the feasibility study and drawing up the plan of action required to implement the project. UNESCO will also assist the Ministry in its approaches to potential institutional partners (ministerial departments, co-operation agencies, donors). In addition, talks will be held with ISIC aimed at having the project's activities included in the Institute's curriculum. The teaching staff and final year students will be mobilized for training and evaluation activities as well as presentation and development of radio programmes.

The Ministry of Communication has already committed itself to lending its full support to the implementation of the project to which it attaches the greatest importance. The Ministry will be the main implementing agency in co-operation with the other institutional partners.

D. BUDGET

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

To be completed

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

PALESTINE

A. PROJECT IDENTIFICATION		
1.	TITLE	PALESTINE: LITERARY AUDIO LIBRARY FOR RADIO, EDUCATION AND THE BLIND PERSONS
2.	NUMBER	PDC/48 PAL/01
3.	CATEGORY OF MASS MEDIA	RADIO BROADCASTING
4.	IPDC PRIORITY AREA	EDUCATIONAL RADIO
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 33 470
8.	AMOUNT REQUESTED FROM IPDC	US\$ 33 470
9.	BENEFICIARY BODY	RADIO STATIONS, SCHOOL TEACHERS, PUPILS AND THE BLIND PERSONS
10.	IMPLEMENTING BODY	BIRZEIT UNIVERSITY MEDIA INSTITUTE (BZUMI)
11.	PROJECT LOCATION	BIRZEIT
12.	PROJECT PREPARED BY	AREF HIJAWI, BZUMI'S ACTING DIRECTOR AND HEAD OD THE RADIO DEPT.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Four years after an extremely volatile political situation in Palestine (Intifada) a need for culture emerges. Palestine has 31 radio stations in the West Bank and Gaza, but culture is absent from radio, especially classical and literary culture.. Radio stations transmit a high dose of religious programmes.. There is a need to remind Palestinians that their culture is diverse, and that literature embodies beautiful values.

In the *Intifada*, Palestinians' daily life became limited to suffering; the media became one-sided and 'devoid ' from culture or literature. On top of that, social censorship is heavy: families, armed militiamen and religious groups exercise more influence than before on people. The authorities do not have an understanding of media freedom or plurality. However, their control now is weaker. The media in Palestine depend on either religious programmes or pure entertainment. Balancing a stream of this kind needs to be done by offering an alternative content, to enrich radio and put new elements on the agenda

This project will provide radio stations and blind persons with a new way to enjoy life and learn about the very rich culture. Schoolteachers and pupils (of the classes 6-11) will have the opportunity to enjoy literary works in Arabic as a professionally produced audio format. Eleven radio stations will benefit, as they will have 100 editions of cultural programmes (20 minutes each) produced in a way that is entertaining and useful.

Other future projects include a series of dramatised 'short stories' from both world and Arab literature, including script writing and acting. A programme on World Music can also be produced in a less costly manner. A third project would be a programme on 'Your Rights' focusing on International and Palestinian law, especially the local Basic Law, in drama and quiz format. Short audio tracks of 2 minutes each will be recorded and transmitted during a quiz show with live studio audience. A programme based on readings, as stated in the present proposal would be the start.

2. DESCRIPTION OF THE TARGET GROUPS

- Radio listeners in general will benefit as radio stations will have a good programme to broadcast;
- The blind persons will have a good, professionally recorded audio library;
- Schoolteachers and pupils will have the Arabic literary texts of classes 6-11 performed by top broadcasters and recorded on cassettes or CDs.

3. IMMEDIATE OBJECTIVES

- Enhance cultural content for radio stations;
- Establish a kernel for an audio library and start a tradition of audio books in the country.

4. DEVELOPMENT OBJECTIVE

In a country where the religious thought is dominating , and where 10 of the 31 radio stations in the West Bank and Gaza are exclusively religious, it would help to offer citizens other types of content, given the fact that the second kind of media content dominating the Palestinian scene is the political one. Pamphlets and broadcasts are monotonous and repetitive. Creating a strong literary diversity will make perceive of life differently and they would see that their own culture is rich

5. PROJECT INPUTS

- A thorough knowledge of Arabic, a good voice, a deep interest in the subject, and an ability to convey the meaning in an acting style, are all essential ingredients.
- Good organisation and sound administration are important. Experience in the field of broadcasting, and in particular in the field of literary readings is equally important. A multi-purpose project like this requires an administrative infrastructure and skill in networking. It also needs a good understanding of the society, and a prior experience in providing similar material.
- Editorial judgment is needed to choose works of liberal authors with a deep humanitarian orientation, to avoid works that promote hatred, violence, racism or anti-human rights. It is worth mentioning that in old, but also in new literature, such trends are abundant.
- As poetry has always been so important in the Arabic literature, it will be a basic feature in the project. A rare skill is involved here: perfecting Arabic verse meters. Proper supervision is needed to insure that poetry is properly recited.

In short: Administration, supervision, training, and quality controls are involved.

6. PROJECT OUTPUTS

- Several hundreds, possibly thousands of blind persons in the Arab region will have access to a literary Audio Library;
- Many thousands of listeners will enjoy and gain knowledge from listening to quality radio programmes;
- Many Arabic teachers and pupils will have a proper audio version of the literary texts.

7. ACTIVITIES

Over the period of one year, excerpts from classics of Arabic literature, old and new, would be recorded on 50 one-hour audio CDs. At the same time, 100 editions of radio programmes, 20 minutes each, will be produced. Original music will be used for the radio series.

The proposed books:

1. **Al Ayyam (The Days):** Autobiography of *Taha Hussein* (1889-1973), the Egyptian man of letters, the most famous Arab prose writer in the 20th century. His autobiography is his best-known book. *Taha Hussein* was blind from the age of 3.
2. **Al Bukhalaa' (The Miser):** The most original book of *Al Jahiz* (777-869). It is full of anecdotes about the miser. *Al Bukhalaa'* was printed in tens of editions. But even before the existence of press, this book has been copied thousands of times. It is one of the few books that never went out of 'copy' for the last 1100 years.
3. **Al Hamasa:** A collection of pre-Islamic and Islamic verse. The great poet *Abu Tammam* was always punished by critics who keep repeating a famous phrase: "He was a greater poet in this collection than he did for his own poetry". *Abu Tammam* picked the cream of the cream of Old Arabic Poetry.
4. **A collection of Al Mutanabi Verse:** *Al Mutanabi* (915-965) left a huge mass of work. 1 000 verses out of some 15 000 will be chosen though not an easy task. *Al Mutanabi's* poetry is about courage, love of life, freedom, and wisdom.
5. **Three Poetry Collections of Three Palestinian Poets:** *Fadwa Touqan, Mahmoud Darweesh, and Sameeh Al Qasim*. Each will be presented by a major collection.
6. **The Prophet:** By *Khalil Gibran* (1883-1931). Well-known literary persons translated *Gibran's* book from the original English. It was never out of print in both languages.

7. **The Collected Verse of Abu Al Qasem Al Shabbi:** Called by the poet ‘Songs of Life’ this collection strongly influenced the Arab poetry in the 20th century. The poet died at the age of 24. A Tunisian, *Abu Al Qasim Al Shabi* (1909-1931) was the most prominent Maghreb poet in modern times.
8. **Al Nazarat:** *Mustafa Lutfi Al Manfaluti* had a writing style that is classical, old, exact, yet flowery. It is full of life in spite of its being classical. This book is a collection of articles and stories. *Al Manfaluti* (1877-1924) was master of traditional Arabic prose. “Al Nazarat” is one of his best-known books.
9. **Four Collections of Nizar Qabani:** Six years after his death, *Nizar* (1925-1998) – as many insist on calling him by the first name – is still very controversial. The work of this Syrian poet is easily classified in two sections: Love and Politics. Presenting 4 books of poetry, 2 from each topic, will enable people to feel this controversy. He is the most widely printed poet in the history of Arabic literature.
10. **Arabic Curricula** (classes 6-11): Every school grade would separately produce one cassette, or CD, for the school year. A schoolbook of Arabic includes various pieces of poetry and prose

The above-mentioned books are carefully chosen to provide a variety in the field of classical literature, old and new. In addition, different Arab countries are represented without having to compromise the standard, which would enhance regional distribution.

8. WORK PLAN

Project Calendar for 2005:

- Jan-Feb:** Discussions on choice of pieces for reading; contracting qualified coaches and readers; initial study of works and distribution of tasks.
- March:** **Rehearsal** reading the first part ; evaluation panel evaluates readings .
- April-Aug:** Modifying the first part, and finishing the whole series of 50 hours on CD, with regular evaluation and continuous modification.
- Sep-Oct:** Compilation of the radio programmes, assigning writers and radio presenters to present and record information on the texts, and a producer to finalise programmes in the proper format .
- Nov-Dec:** Production final stages, editing, copying, and distribution.

9. INSTITUTIONAL FRAMEWORK

The Birzeit University-Media Institute will contract a freelance board of professionals to perform the editing, supervision, and presentation. This board will select the pieces, write the introduction and record on audio , under supervision. A quality-check panel will be independently set up.

Contact is already made with the Ministry of Education, who was enthusiastic about the project. It was given a sample CD, which was highly appreciated for the high quality by the General Manager Mr. Ali Mnasra, who would be member of the panel in charge of writing the new Arabic curriculum.

Other partners would be 11 radio stations, whose approval is obtained .

- *Voice of Palestine*, the official station in the West Bank;
- *Radio Ajyal*, Ramallah;
- *Radio Amwaj*, Ramallah;
- *Radio Al Khaleel FM*, Hebron;
- *Radio Minbar al Hurriya*, Hebron;
- *Radio Nagham*, Qalqeeliya;
- *Radio al Balad*;

- *Radio Tareeq al Mahabba*, Nablus;
- *Sawt al Najah*;
- *Radio al Qamar*, Jericho;
- *Radio Gaza FM*, the official station in Gaza.

10. SUSTAINABILITY

The final product will be of two parts: the Audio Library and the Radio Programmes. The first one comprises the whole series and would suit the Arab World (except for 6 hours which deal exclusively with the Palestinian curricula) as the material would be pan-Arab and the presentation in classical Arabic. The Audio Library would have a new lease of life by distribution in different countries in collaboration with cultural institutions or working with the blind persons. International bodies like UNESCO can also contribute to distribution.

The Audio Library is a beginning ; its specialisation in *Classics of Arabic Literature*, would extend to different kinds of works , like novels, original Arabic and translated books on art, history, science etc. In addition several projects would follow.

The radio programmes have a life of their own. From past experience, such programmes can be repeated frequently . and they will be a core material on radio stations for several years.

11. FRAMEWORK OF MONITORING

The Finance Department at Birzeit University would ensure financial control.. Any entity appointed by the UNESCO would be welcome.

To check quality, a panel of 5 persons will hold 4 listening sessions at equal intervals to give advice and, eventually, approve. The make up of the panel would be : a university instructor, a schoolteacher of Arabic, a radio announcer, a radio station director and a representative of Birzeit University-Media Institute (BZUMI), in addition to a blind person.

12. EVALUATIONS CARRIED OUT

Evaluations would be carried out in the early stages to provide guidance, but also the final product will be evaluated, by the same panel, which will be integrated into the final report.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

As 4 evaluation sessions will take place, a report would be presented after each session, which would include information on quality checks, work progress, and a financial part.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

Eleven radio stations agreed to broadcast the final product. These stations are the most widespread and known in the country. The Ministry of Education approved the sample submitted to them. They would cooperate, providing reproduction and distribution to schools of the final product.

Birzeit University-Media Institute (BZUMI) has been, for several years, producing broadcasting material. Its Radio Production Centre, established in 1995, has always promoted talk radio and educational broadcasting.

BZUMI produced, over the last 4 years, a variety of successful radio programmes, all of which were syndicated and used by several radio stations. 11 Palestinian radio stations still broadcast these programmes, 54 series of 20 minutes each, about western classical music.

The Radio Unit at Birzeit University, which was established and is funded by the German *Heinrich Böll Foundation*, is well qualified to implement this project.

The project involves working with a group of professional broadcasters, providing them with training, grammar coaching, poetry meter coaching, and rehearsals. BZUMI has the infrastructure for this operation; professional studios at the Radio Production Centre, operated by 3 sound engineers.

The Arabic Department at the University will locate able persons who can coach and check progress.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Secretary (half-time, 12 months):	3 600
Fees for readers (including rehearsals etc.):	6 000
Sound engineers:	3 750
Studio time:	3 000
Books, DAT cassettes, blank CDs:	1 250
Quality checks and evaluations:	2 000
Coaching and training of broadcasters:	2 500
Postage, communications, advertising etc.:	1 250
Production of 100 radio programmes (with original music, producers' and presenters' fees):	7 000
Duplication of 34 radio programmes on CD × 15:	1 530
Duplication of 50 CDs of the radio programmes (× 10) for the blind persons:	1 500
Duplication of 6 CDs of the school material × 5:	90
TOTAL:	33 470

NOTE: *The school CDs are to be given to the Ministry of Education to produce for teachers and pupils benefit. BZUMI may also issue a non-profit edition for the market.*

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Reporting on work progress will be done by BZUMI, based on the findings of the supervisory body and on the financial report. The acting Director of the Institute, and the Financial assistant will work on the project as BZUMI's contribution.

PALESTINE

A. PROJECT IDENTIFICATION		
1.	TITLE	PALESTINE: STUDIO FOR CHILDREN'S PROGRAMMES AT THE PALESTINIAN BROADCASTING CORPORATION (PBC)
2.	NUMBER	PDC/48 PAL/02
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	MEDIA PLURALISM, PROFESSIONAL TRAINING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 40 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 000
9.	BENEFICIARY BODY	Children, families and NGOs in Palestine (West Bank and Gaza)
10.	IMPLEMENTING BODY	THE PALESTINIAN BROADCASTING CORPORATION (PBC)
11.	PROJECT LOCATION	RAMALLAH
12.	PROJECT PREPARED BY	THE PALESTINIAN BROADCASTING CORPORATION (PBC)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Over 70 % of the population in Palestine is made up of youth under the age of 24, while it is growing at an estimated annual rate of 3.6%. According to the latest World Bank estimation , more than half of the population is living at the poverty level (\$2 a day or less).

The social and economic conditions of the Palestinian people have deteriorated substantially in the past four years. Unemployment has increased threefold and income dropped to unprecedented low levels, which increased the number of people under the poverty line. Social service infrastructure and development have been neglected or destroyed, while continued political uncertainty discouraged investments.

Social and economic development in Palestine is particularly constrained by geographic isolation: the West Bank and Gaza are two separated territories. Frequent closures of roads obstruct development activities and communication as well as movements between areas. Consequently such conditions deprive children and youth from a normal life; going to school without fear, playing and enjoying life. Moreover, Palestinian children feel the need to express their creativity, as much as other children. This is even more important when freedoms are denied under occupation.

In a low- income Palestine, with significant constraints due to its specific situation, the audio-visual sector could have a particularly high potential to stimulate growth and reduce poverty. In addition, since the neighbouring countries invest heavily in this sector, Palestine runs the particular risk that the audio-visual gap widens even further and puts the Territories at a considerable economic disadvantage. It has thus to face an enormous challenge in developing its communication sector.

This shows the role of the audio-visual sector in community development, particularly for youth and for their personality and social life. It can be used as a modern interactive educational method apart from traditional teaching, or at least as an alternative. It can also provide distance learning, since knowledge is the fundamental tool for an increased productivity and global competition.

Given the speed of development in the audi-visual sector, there is a great risk that the gap between developed and developing countries will continue to widen if the emerging issues are neglected. Reducing this digital divide at the regional and global levels – with respect to gender equity – represents a major task for community development.

This sector can provide a psychological well being Palestinian children and youth who live under difficult social and economic conditions because it will also provide them with entertainment through games etc..

In addition, the audio-visual sector is an important tool with which the Palestinians can preserve their national identity and cultural heritage.

The Palestinian Broadcasting Corporation and Voice of Palestine will play a great role in helping children's development through a plan to cover all the aspects development: education, health, social development and entertainment. However, since the destruction of its studios and the damage caused to the equipment, the Voice of Palestine came to broadcast from a temporary studio with primitive equipment that barely enables broadcasting news and headlines and very few programmes for children.

2. DESCRIPTION OF THE TARGET GROUPS

Mainly children and youth up to age 18 targeted by this project. In addition, they will be involved in preparing and producing some of the programmes. Parents and families will be another target group

and will benefit from the end product in raising their children. Associations and organisations concerned with children will also be able to use the studio to produce and broadcast special programmes.

3. IMMEDIATE OBJECTIVES

The production of programmes will be a tool to develop children's situation, mentally and physically in terms of personality, education, skills, health and social habits, to help them to overcome the difficult situation.

4. DEVELOPMENT OBJECTIVE

The improvement of children's and youth welfare is an important part of community development, because they will be responsible of building the future of Palestine, by providing a meaningful connection to their children, to gain self-confidence, acquire positive attitudes and overcome difficulties.

5. PROJECT INPUTS

Installing the studio with equipment ;
Providing a specialised library for children;
Establishing partnerships with organisations concerned with children to implement joint ventures.

6. PROJECT OUTPUTS

Produce at least 5 programmes per week on children's development on different topics; documentary, education, social life, entertainment, health.
Train a group of children and youth on programme production.

7. ACTIVITIES

Produce weekly children's programmes and documentaries.
Recorded talk shows and broadcast live ones by the young people
Broadcast programmes produced by children's organisations.
Organise training sessions on programme production and broadcasting techniques.

11. WORK PLAN

Purchase of equipment (two months)
Installation of equipment in the studio (one month)
Provision of documentation and materials for the library (two weeks)
Setting up a network for children's organisations
Start programme production
Organisation of training sessions for the young
Monitoring

The studio will be located within the Palestinian Broadcasting Corporation building. Furniture will be provided by PBC while equipment is expected from this project. The activities will begin as soon as the project is approved by UNESCO.

9. INSTITUTIONAL FRAMEWORK

The project will be implemented under the responsibility of the diverse PBC departments (financial, administration, engineering, and programmes)

10. SUSTAINABILITY

- The studio will operate in the future under the administration of Voice of Palestine General Plan, which would ensure operation, maintenance and fund-raising. Some of the equipment, books, CDs and other material may be donated by organisations concerned with children.
- Some of the programmes may be produced and sponsored by local companies.
- The organisations and associations wishing to use the studio to produce their own children programmes will participate in the production costs.
- Some announcements and advertisements may be broadcast, which will help cover some of the running costs of the studio.
- Documentary programmes produced by the PBC may be sold to other stations.

11. FRAMEWORK OF MONITORING

Monthly and quarterly reports will be sent to UNESCO, accompanied by a financial report .

12. EVALUATIONS CARRIED OUT

The PBC has established contacts with several possible partners for programme production and received positive answers. Additional support is expected from concerned ministries.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Monthly reports during the phase of set-up including performance and financial reports.

Quarterly reports during the production phase including track chart.

Evaluation report at end of project .

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Equipment	28 000
Studio installation:	3 000
Documentation and materials for the library:	3 000
Production of programmes:	3 000
Training sessions for the young:	1 500
Monitoring:	1 500
TOTAL:	40 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Not specified.	

PALESTINE

A. PROJECT IDENTIFICATION		
1.	TITLE	PALESTINE: EMPOWERING THE MEDIA SECTOR IN HEBRON
2.	NUMBER	PDC/48 PAL/03
3.	CATEGORY OF MASS MEDIA	LOCAL TV AND RADIO STATIONS
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA, TRAINING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 49 600
8.	AMOUNT REQUESTED FROM IPDC	US\$ 43 275
9.	BENEFICIARY BODY	LOCAL AND TV RADIO STATIONS
10.	IMPLEMENTING BODY	THE INTERNATIONAL PALESTINIAN YOUTH LEAGUE, IN COOPERATION WITH 5 RADIO AND 3 TV STATIONS IN THE HEBRON DISTRICT
11.	PROJECT LOCATION	HEBRON
12.	PROJECT PREPARED BY	THE INTERNATIONAL PALESTINIAN YOUTH LEAGUE
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Hebron district, in Southern West Bank, is the most densely populated city in Palestine with almost 500 000 inhabitants. It remains largely unaffected by the plethora of development projects taking place elsewhere around, notably the centres of Bethlehem, Ramallah and Nablus to the North.

In May 2004, as part of its survey on the level of participation of young people in the public life in the district, the *International Palestinian Youth League* (IPYL) carried out a simple survey on the situation of the media and their response to community concerns. IPYL was found that the young regarded civil society and community development as top priorities. At the same time, they expressed their inability to implement these issues in media programmes, due to the following facts:

- Lack of well-trained human resources managers who would design, plan and carry out such programmes;
- Lack of financial resources to hire specialised staff in civil society education and development;
- Lack of proper and advanced professional training on the coverage of such issues;
- Lack of basic equipment
- Ambiguous government censorship related to broadcasting

In view of the above , IPYL is proposing a 7-month pilot project that aims to empower the media in Hebron to increase the public awareness of the local community about participation in the democratic process. IPYL proposes to achieve this goal through:

- Establishing a specialised media training and resource centre in its Hebron premises that would focus on civil society;
- Providing basic and advanced training for staff working in the local media stations, on modern and state-of-the-art equipment;
- Providing advanced training courses on civil society issues, such as democratic participation and public relations
- Upgrading the skills of professionals and technicians in 8 local radio and TV stations;
- Empowering the local stations to play a more active role in community development,

Prior to the *Intifada*, media professionals received specialised training in large cities such as Jerusalem and Ramallah. However, with the current travel restrictions, it has become difficult – and often impossible – for people to travel to the media training institutes. By creating a centre in Hebron, media development would take place in this needy district..

It is imperative that the development of the community media should be considered; otherwise real socio-political and economic development will never take place in a country of conflict

2. DESCRIPTION OF THE TARGET GROUPS

The direct beneficiaries of the project will be 40 media practitioners (25% women, mostly broadcasters) working at 3 local TV and 5 radio stations in Hebron . By providing the local community with a qualified group of media professionals who are able to identify the local community needs and concerns and produce relevant programmes, the community will benefit.

3. **IMMEDIATE OBJECTIVES**

- Establishment of a small media resource centre in Hebron;
- Purchase of equipment and use for the centre work;
- Creation of 4 new media posts (gender-balanced);
- Training (transferable skills and civic society issues) of 40 practitioners from the local 8 radio and TV stations.

4. **DEVELOPMENT OBJECTIVE**

Establishing a specialised media centre in Hebron, will provide free training and empower local TV and radio stations as well as journalists and civil society organisations to design, implement and broadcast community development programmes. In addition, it will enable the media to expand their outreach projects to larger audiences. Developing and building capacities of civil society organisations will also allow them to raise their voices and exist in areas where they were absent before.

This project will basically provide the lacking civil society dimension , i.e. communication with the grassroots and the marginalized population. If the media sector is rebuilt in a contemporary way , and mobilised towards developing real community, the level of participation of the people in public life (elections, voluntary work etc.) will significantly be more effective.

5. **PROJECT INPUTS**

- Creation of new media centre.
- Call for offers on equipment from local companies;
- Selection and installation of equipment necessary for operating the centre;
- Identification and contracting of trainers;
- Design of the training courses and materials;
- Implementation of training

6. **PROJECT OUTPUTS**

40 media practitioners from the 8 local radio and TV stations in Hebron will receive an average of 100 training hours on the following topics:

- Modern technical and operational methods of new media equipment;
- The role of media in developing civil society;
- Networking to address local communities needs and concerns;
- How to plan, develop and produce community development programmes for broadcasting;
- Establishment of production department specialised on community development in the 8 stations;

7. **ACTIVITIES**

- Coordination with 8 TV and radio stations; to develop training material and design course;
- Creation of the media centre;
- Purchase of equipment and furniture;
- Cabling and installation of equipment;
- Testing equipment;
- Contracting staff;
- Implementing 100 hours of the training programme;
- Monitoring the project implementation and evaluation;
- Reporting and publishing of results on the Internet.

8. WORK PLAN

Timeframe for implementation:

Empowering the Media Sector in Hebron																												
Activity	WEEK NUMBER																											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
1	█	█	█	█	█	█	█																					
2	█	█	█	█	█	█	█																					
3		█	█	█																								
4									█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
5															█	█									█	█		
6																												

9. INSTITUTIONAL FRAMEWORK

The *International Palestinian Youth League* (IPYL) is an independent non-governmental organisation based in Hebron. Founded in May 1997 by a cross-section of Palestinian youth activists. Its mission is to empower youth aged from 15-35 to face social, economic, and political challenges in society under occupation, which deprived Palestinian youth from educational opportunities, cultural activities and community development.

IPYL plans to use non-formal educational programmes, intercultural training, media and youth activities. Since its foundation IPYL has implemented over 200 activities, including local and international exchanges, cross-cultural study trips and specialised seminars. IPYL has developed strong networks with individuals and organisations. These include grassroots volunteers in Hebron , Palestinian community organisations in the West Bank and East Jerusalem, as well as international youth networks. IPYL’s focus is on international cooperation, because of the firm belief that youth problems can be better addressed through cross-cultural dialogue. Palestinian youth are networking with young people elsewhere to find constructive solutions to common problems.

IPYL is officially registered with the Palestinian Ministry of the Interior.

10. SUSTAINABILITY

The project functions on a short time basis and is a stand-alone. The attainment of expected results and the achievement of stated objectives will reflect the completion of the project possibly funded by UNESCO.

As a result, future projects building on the pilot one may be developed, whether in terms of the project’s extension to other locations or as a new design based on the participants’ evaluations.

Possible future partners will include civil society organisations, universities, schools and student groups. IT students from both Hebron University and Palestine Polytechnic University would use the centre to acquire the necessary expertise , while amateur journalists could also benefit . The centre would also be available for community service organisations to use for media strategy, and encourage the development of productions.

11. FRAMEWORK OF MONITORING

A professional monitoring body could be assigned by UNESCO to follow up on the project progress.

12. EVALUATIONS CARRIED OUT

To evaluate the success of the project, three primary methods will be used to measure achieved results: questionnaires, participant surveys, community reaction through interviews etc. An independent consultant, will conduct evaluations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

IPDC has so far supported three projects in Palestine:

- Multipurpose, multimedia centre for the PBC (2003 – 2004);
- Promoting a culture of peace through community radio (2000 – 2004);
- Training in production for Palestinian Television (1997 – 2004).

Preparatory activities completed prior to submission of the project to IPDC

- IPYL already obtained the registration of the centre from the Ministry of Information;
- IPYL already met all the local radio and TV stations in Hebron and discussed with them the idea and their potential cooperation ;
- IPYL already identified the place where the media centre will be located;
- IPYL already sought professional advice on media training.

Contribution foreseen by the beneficiary agency during the project period

US\$ 6 325.

<u>D. BUDGET</u>	
BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Coordination (7 months):	7 000
Training salaries:	2 500
5 Macintosh computers with peripherals:	5 700
8-channel audio mixer:	1 000
DAT player / recorder:	1 500
3 microphones:	560
2 CD players:	500
Tape deck:	125
Equaliser:	300
4 headphones:	160
External HD 180 GB:	300
2 multistandard VCR:	300
2 TV monitors with Euroconnector:	200
SONY camera PD 150:	4 000
Mini-DV SONY camera:	500

Manfrotto tripod with accessories:	250
Satellite digital receiver with dish:	500
16-station hub:	200
Network installation:	320
Scanner:	200
Colour printer:	500
2 USB devices:	60
100 DAT cassettes:	300
500 blank CDs:	200
200 Mini-DV cassettes:	500
100 blank DVDs:	100
<i>Digi Design 001</i> sound card:	1 500
<i>Matrox</i> card:	500
Set of professional software:	2 000
Cabling:	600
Office consumables (7 months):	1 050
Overheads:	700
Internet connection (7 months):	350
Training manual (conception, printing):	5 800
Evaluation:	3 000
TOTAL:	43 275

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION: US\$ 6 325

PALESTINE

A. PROJECT IDENTIFICATION		
1.	TITLE	PALESTINE UPGRADING PALESTINIAN INDEPENDENT TELEVISION STATIONS PROFESSIONAL AND TECHNICAL CAPABILITIES
2.	NUMBER	PDC/48 PAL/04
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 45 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 45 000
9.	BENEFICIARY BODY	PRIVATE TELEVISION STATIONS IN OCCUPIED PALESTINIAN TERRITORY
10.	IMPLEMENTING BODY	MA'AN TV NETWORK
11.	PROJECT LOCATION	WEST BANK AND THE GAZA STRIP
12.	PROJECT PREPARED BY	RAED OTHMAN, MA'AN GENERAL DIRECTOR, BETHLEHEM
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Under the terms of this proposal, the *Ma'an* network of Palestinians independent TV stations will work at enhancing both the technical and journalistic capacities of local private Palestinian television stations.

This project is a 2-year project, divided into two parts. The first part will last 6 months and the second 18 months. This proposal focuses on Part I of the project.

The situation of Palestinian media has deteriorated since the second Intifada started in 2000. Media capacity was destroyed owing recent military action and the ensuing economic catastrophe and political instability have stopped investment in media. They also have limited the advertisement market in Palestine, making the economic situation of media operations all the more difficult. It also means that upgrading or purchasing new equipment has become very difficult. The introduction of new technologies, especially in digitalisation and ITC technologies, both in print and electronic media have been seriously slowed down. All these circumstances limit media's possibilities to work efficiently.

In addition, Palestinian media – especially the electronic ones – face intense competition from Arabic language satellite channels broadcasting all over the world. Even if a majority of people do not own satellite receivers, local television stations rebroadcast their programmes regularly. This situation makes it somewhat dissuasive to engage in local production.

Palestinian educational institutions are producing future media professionals, but after their studies, many of the graduates lack practical skills and experience in the media. An additional training is necessary before they can be operational in the journalist community.

Also several aspects of Palestinian media legislation need urgent updating to allow a free and level playing ground for all media, whether they are private or state-owned.

At the moment, there are some 34 local television stations and 24 radio stations scattered all over the different districts of Palestine. The quality of their productions varies greatly. Some are able to produce most of their programmes but some others are simply repeating other station's programmes. This project intends to be responsive to this situation by implementing a programme devised to upgrade the professional skills of the media practitioners (producers and journalists) of the Palestinian independent TV stations.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries are independent private television stations in Palestine.

3. IMMEDIATE OBJECTIVES

Part I of the project includes:

Evaluation of all Palestinian independent TV stations' needs;
Production of an evaluation report based on the assessment findings.

4. DEVELOPMENT OBJECTIVE

The main development objective of this project is to develop a vivid democratic civil society through independent and professional TV media.

Independent, professional and objective media – here TV media – should not be viewed as the only instrument for a country to promote democracy and good governance, though this is a crucial one. In the Palestinian society for instance, because of political pressures and self-censorship, few TV stations have the opportunities and the strength to produce balanced and critical news. In developing media professional capacities and in modernising the stations' equipment, this project will support the TV stations to better inform and educate people in Palestine by producing high-quality news items.

5. PROJECT INPUTS

The Project Coordinator will have the following responsibilities:

- To coordinate the work of all actors involved;
- To supervise the evaluation team work as well as the training sessions;
- To organise training sessions;
- To monitor the field visits;
- To liaise between all TV stations;
- To make sure that all activities take place in due time and are in line with the project's budget.

The Field Researchers will be in charge of:

- Visiting TV stations;
- Assessing the TV news production needs;
- Analysing the content of the TV production and evaluating the needs.

The Translator will be in charge of:

Translating the researcher's works into English;
Translate all reports as necessary.

The equipment, computer, laptops and accessories are essential to carry out the activities of the project.

6. PROJECT OUTPUTS

Part I of the project:

A comprehensive evaluation about the human resources and technical needs of all 34 private television stations. It will enable to plan training programmes for all media professionals, ranging from journalists and technicians to the managers and other senior staff involved in TV production, and to address the technical needs of the TV stations to meet modern production requirements. (*Part II of the project deals with the organisation of capacity building*).

7. ACTIVITIES

Two field researchers will conduct visits to all the TV stations. The visits will last 3 days each. They will highlight the needs of the stations concerning:

- Technical capacities,
- Journalists,
- Human resources,
- Financial resources,
- Management,

- Strategy,
- Mission,
- Vision,
- Focus.

The visits will be conducted in the West Bank and to the only one Gaza TV station. *Ma'an* might hire another team to travel to the Gaza Strip, considering the lack of freedom of movement of west bankers to the Strip.

A comprehensive assessment report will be produced in two languages, Arabic and English. It will determine the development of the second part of this project.

8. WORK PLAN

Part I (preparation phase)

- Month 1:** Identification of staff; contact with TV stations, presentation of the project and agreement upon work plan; meetings with TV directors and with the research team;
- Months 2 / 4:** Field visits to the TV stations;
- Month 5:** Draft of needs assessment;
- Month 6:** Final version of needs assessment.

9. INSTITUTIONAL FRAMEWORK

Established in 2002, the *Ma'an* network of independent TV stations consists of eleven independent TV stations and production studios located in all of the major cities in the West Bank and the Gaza Strip. *Ma'an* TV network is dedicated to promote understanding of the Palestinian situation by strengthening cooperation between local, regional and international media.

In a political environment where freedom of speech is sometimes curtailed, *Ma'an* shares a vision of fomenting democracy and freedom of thought and ideas in Palestine. The network has been striving to provide its audience with diverse views and political opinions. *Ma'an* has not hesitated to criticise undemocratic developments taking place in Palestine. It uses both technical and academic expertise in achieving these goals and strives toward sustainable development and human rights for the Palestinian people.

10. SUSTAINABILITY

The *Ma'an* network exists since 2002. Before, six TV stations created the *Shams* network that started in 1999. The name of the network changed for legal purposes, but the philosophy and the members have remained the same. Four other TV stations joined in, and all together they created the *Ma'an* network.

Since the foundation of the *Ma'an* network, 10 local TV stations have been involved in it, and they are still part of it. The *Ma'an* members have proven over the years their commitment to improve local media work and the need to stay together to develop media projects. They have participated in a number of training activities in order to improve their knowledge and strengthen the network.

11. FRAMEWORK OF MONITORING

This project will be guided and monitored by its 11 Boards of Directors (*Bethlehem-TV*, Bethlehem; *Al-Quds Educational TV*, El-Bireh; *Farah-TV*, Jenin; *Ramatan Studios*, Gaza; *Nablus-TV*, Nablus; *Al-Amal-TV*, Hebron; *Wattan-TV*, Ramallah; *Al-Nour-TV*, Jericho; *Qalqilyia-TV*, Qalqilyia; *Al-Salam-TV*, Tulkarem; and *Base-TV*, Nablus).

Their objectives are:

- To supervise the implementation of the project;
- To guide the project coordinators and director;
- To discuss the project's budget;
- To discuss the assessment methodology, the reports' findings and the trainings content;
- To assess the project's progresses and achievements;
- To address the project problems and difficulties.

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

Ma'an Network will report the progress of the project to UNESCO on a three-month basis and/or any other reports requested.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

- Multipurpose, multimedia Centre for the PBC (2003 – 2004);
- Promoting a culture of peace through community radio (2000 – 2004);
- Training in production for Palestinian Television (1997 – 2004);
- Reconstruction of Wafa Palestinian New Agency.

Preparatory activities completed prior to submission of the project to IPDC

Maan Network has been in contact with all private television stations in Palestine to prepare for the project. *Maan* network will cooperate with the project staff throughout its execution and help them in any possible way.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Part I	
Project coordinator (6 months):	9 000
2 field researchers (3 months):	18 000
Translator (one month):	2 000
Office rent (6 months):	1 800
Communications (telephone, fax etc.):	1 200
Stationery:	600
Local travel:	1 200
Office furniture (to be used by project team):	1 000
Laptop computer (to be used by field researchers):	2 000
Computer (to be used at the main office):	900
Laser printer:	400
Accommodation for 2 field researchers (3 months):	5 400
Meals (for same):	1 000
Final report in Arabic and English (100 copies):	500
TOTAL:	45 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

*Part II budget will comprise training activities,
equipment, production expenses and project evaluation)*

SYRIA

A. PROJECT IDENTIFICATION		
1.	TITLE	SYRIA: CAPACITY BUILDING FOR JOURNALISTS AND REPORTERS
2.	NUMBER	PDC/48 SYR/01
3.	CATEGORY OF MASS MEDIA	NATIONAL NEWS AGENCY
4.	IPDC PRIORITY AREA	CAPACITY BUILDING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 39 125
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 125
9.	BENEFICIARY BODY	COMMUNITY JOURNALISTS AND REPORTERS FROM THE WHOLE COUNTRY
10.	IMPLEMENTING BODY	SYRIAN ARAB NEWS AGENCY (SANA)
11.	PROJECT LOCATION	DAMASCUS
12.	PROJECT PREPARED BY	SYRIAN ARAB NEWS AGENCY
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

In view of the changing social, economical, and political context of journalism all over the world, together with the increased awareness and acceptance of the role of journalism in protecting freedoms and promoting human rights and development structures, journalism in Syria necessitates thorough attention in terms of capacity building for its human resources, in addition to enhancing the public atmosphere for its development. In urban as well as in rural areas, journalists and reporters are in need for support that initiated the idea of this project.

Despite the fact that Syrian journalists are active all over the country, there is an increased need for empowered reporters and writers in communities that are outside the reach of the major cities. In all the geographical districts of Syria, SANA has established media offices and appointed persons to act as correspondents to produce and display news and cover the major events and activities taking place at the regional level and in the various communities. Nevertheless, there is a prevailing limitation on the quality of material produced and on the ways and means to transmit the reports to the headquarters of the Agency.

By implementing this project, the Syrian Arab News Agency (SANA) aims at the following:

- Enhancing the capabilities of the active journalists and reporters, and enabling them to construct and follow-up on the news and stories in a modern way;
- Diversifying their skills in order to enable them cover wide areas of issues, such as education, health, environment, infrastructure, etc. taking into account the needs of local communities and their aspirations;
- Creating a room for the circulation of information on a wider range;
- Constructing a network among journalists in local communities and a solid link to the journalism body in the main cities.

SANA is a legitimate gathering of credible journalists who are working together to widen the room of freedom of expression in the country and to ensure a backbone of support for the media sector all over the country.

2. DESCRIPTION OF THE TARGET GROUPS

Journalists and reporters from the various geographical districts and rural areas in Syria.

3. IMMEDIATE OBJECTIVES

- Training journalists and reporters on modern and creative skills in writing;
- Training on Internet use.

These objectives will be achieved through capacity building workshops.

4. DEVELOPMENT OBJECTIVE

Journalism is a tool that contributes to the development of public awareness and therefore public responsibilities in a democratic system. With well-structured institutions, journalists gain the ability to report on the news affecting people's life, and therefore play a role in increasing the awareness of the public and motivating them to react.

Through the immediate objectives of this project, the human resources working in media sector in Syria will be subject to a training that builds up their capacities and provides them with tools for networking and extending their outreach. This will result in stronger media interaction, as well as more attention dedicated to local communities that do not have the competence to carry on their development on their own.

5. PROJECT INPUTS

Provided by SANA and the UNESCO Office in Beirut:

- Premises and logistics for training and actual work;
- Communication facilities;
- Supervision and backstopping for the supervision of the implementation of the project;
- Meeting rooms.

Required for Project implementation:

- Project management:
 - 1 PC + printer + scanner;
 - Internet connection.
- Human resources:
 - Project coordinator;
 - Project assistant;
 - Trainers.
- Equipment:
 - 1 PC + printer + scanner for 10 of the 14 geographical districts;
 - Internet connection for the 14 geographical districts.

6. PROJECT OUTPUTS

- Training materials;
- Competent journalists gaining the techniques that will help them develop their reports;
- Skilled reporters that will incorporate the expertise acquired through the activities of the project in their performances;
- Established network among journalists and reporters from various geographic locations and diversified areas of interests and expertise;
- 10 districts are equipped with computer equipment.

7. ACTIVITIES

- Conferences on:
 - Launching the project;
 - Promoting the cooperation among community journalists;
 - Role of journalism in increasing public awareness and in enhancing the democratisation process.
- Development of training materials
- Capacity building workshops on:
 - Modern techniques in writing articles;
 - Defining priorities in selecting topics;
 - Creative writing.
- Provision of equipment

8. WORK PLAN

	OBJECTIVE / ACTIVITY	1st month	2nd month	3rd month	4th month	5th month	6 th month	7th month	8th month	9th month	10th month
6.1	Introductory conference		x								
6.2	Preparation of training materials		xxxxx xx	xxx							
6.3	Capacity building workshop Damascus			x	x						
6.4	Capacity building workshop Ladhikiyah					xx					
6.5	Capacity building workshop Homs						xx				
6.6	Capacity building workshop Aleppo							xx			
6.7	Capacity building workshop Al-Hasakah								xx		
6.8	Capacity building workshop Tartous									xx	
6.9	Provisioning of equipment				xx	xx	xx	xx	xx		
6.10	EVALUATION and REPORTING										
6.11	Inspection and monitoring				x		x			x	
6.12	Final report										x

9. INSTITUTIONAL FRAMEWORK

SANA, in cooperation with UNESCO Office in Beirut, will implement the project. SANA will supervise the day-to-day planning and execution of the activities. The Beirut UNESCO Office will monitor the activities of the project.

10. SUSTAINABILITY

The journalist and reporters who will be subject to training are already employed by SANA and will be confirmed in their duties. The implementing and monitoring bodies of the project will work closely with the participants to promote their work and enlarge their network.

The human resources participating in the activities become an added value to the written press; through their acquired skills and experiences, they will be assets to the improvement of geographical coverage of the National Agency and alleviate the burden of news writers at the central level.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

UNESCO office in Beirut will monitor the implementation of the project and evaluate its progress at its different stages.

Every three months, SANA will present a report to the monitoring body on project progress, on the organisational level and the witnessed changes occurring due to the project.

12. EVALUATIONS CARRIED OUT

- Evaluation sheets at the end of each activity assessing the organisational and substantive components of the activity by the participants and by the trainers;
- Regular report by the coordinator presented to the monitoring body revolving around:
 - Observation of activities;
 - Change witnessed in the quality of work of the trainees;
 - Opinion expressed by organising agencies.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Consultants (Trainers):	7 000
Project management Coordinator:	4 000
Project management assistant:	6 000
Training materials:	3 000
Meetings:	8 000
Office computer:	6 600
Printer:	2 200
Scanner:	825
Miscellaneous:	1 500
TOTAL:	39 125

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Not specified.

TUNISIA

A. PROJECT IDENTIFICATION		
1.	TITLE	TUNISIA: SETTING UP OF A DIGITAL RADIO STUDIO AT THE PRESS AND INFORMATION SCIENCES INSTITUTE (IPSI) IN TUNIS
2.	NUMBER	PDC/48 TUN/01
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	HUMAN CAPACITY BUILDING SUPPORT FOR THE TRAINING OF JOURNALISTS AND MEDIA PROFESSIONALS
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT FOR THE TRAINING OF FUTURE JOURNALISTS AND COMMUNICATORS
7.	TOTAL COST OF PROJECT	US\$ 131,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 96,000
9.	BENEFICIARY BODY	THE PRESS AND INFORMATION SCIENCES INSTITUTE (IPSI)
10.	IMPLEMENTING BODY	THE PRESS AND INFORMATION SCIENCES INSTITUTE – WITH SUPPORT FROM UNESCO RABAT
11.	PROJECT LOCATION	IPSI, LA MANOUBA UNIVERSITY CAMPUS TUNIS. TUNISIA
12.	PROJECT PREPARED BY	IPSI (CURRICULUM DEPARTMENT AND TECHNICIANS IN CHARGE OF AUDIOVISUAL STUDIOS)
DECISION OF THE BUREAU :		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Aware of the need and the value of having a basic journalism training centre, immediately after gaining independence Tunisia took steps to equip the country with the necessary means of providing basic, quality professional education in the press and journalism fields. The Press and Information Sciences Institute (IPSI), Tunisia's only specialized higher education institute, is the fruit of two initiatives dating back to 1956. The first of these was the establishment of the Press Institute by the Secretariat of State for Information and was followed by a second initiative in 1964 through the Bach-Hamba Institute. It was, however, not until 1967 that IPSI was really officially founded under the twin aegis of the Ministry of National Education and the Ministry of Cultural Affairs and Information.

IPSI is legally incorporated as a financially autonomous entity with civil liability. From the outset, its core mission has been to provide specialized higher education in information sciences and communication with a view to strengthening the professional capacities of journalists notably through two major reforms in journalism and communication to incorporate increased focus on the realities of national life and the modern world.

Since acquiring its legal status, IPSI has been offering a four-year degree programme in journalism and communication, including the print media, radio, TV, electronic press, audiovisual production, sports journalism, public communication and corporate communication.

The Institute has an intake of students from all the governorates in which regional radios are based (Tataouine, Gafsa, Le Kef, Sfax, Monastir) and from quite a number of regional publications (*Gazette du Sud* in Sfax, *El Jazira* in Djerba, *Le Canal* in Bizerte, *Miroir du centre* in Sidi Bouzid, etc.). The Institute's student body also includes students from further afield, including Mauritania, Morocco, Algeria, Palestine, Yemen, Syria and Jordan.

The Institute currently has over 2,050 students enrolled in two graduate programmes: *maîtrise* in journalism and communication; and *mastère*, which prequalifies students to enrol in a doctoral programme or for a *specialized mastère*. Journalists' and Professional Communicators' is a priority for IPSI, which has been making significant efforts to offer its students a curriculum based on innovative teaching techniques in a technically-sound, high quality technological environment.

Against that backdrop, the project submitted to the IPDC is aimed at affording IPSI students the benefit of skills training using the latest innovations and state-of-the-art technologies currently available in radio, particularly, digital technologies. The Institute believes that it is indeed vital for its curriculum to reflect the most notable developments in the world of radio today that have completely transformed the way in which broadcasting practitioners work.

2. DESCRIPTION OF TARGET GROUPS:

The benefits of implementation of the IPDC project will accrue to all IPSI students following the common trunk of course modules in the general curriculum. However, the equipment will primarily benefit professors and students having chosen «radio» as their speciality.

3. IMMEDIATE OBJECTIVES:

- To provide the Institute with modern radio equipment to meet the new skills training needs arising from the technological upgrading of teaching tools;
- To improve basic training in line with the needs of national radio and television broadcasting entities.

4. DEVELOPMENT OBJECTIVES:

- o To contribute to the renovation and modernization of media teaching equipment and tools;
- o To contribute to the development and capacity building of radio broadcasting entities by producing better trained technical personnel, journalists and presenters;
- o To support continuous education strategies for communication and media professionals.

5. PROJECT INPUTS:

- Purchase of digital equipment
- Installation
- Training of teachers and technicians
- Equipment upkeep and maintenance

6. PROJECT OUTPUTS:

- 40 students majoring in «radio» will be trained every year to meet the needs of an ever-changing job market comprising both private and public radio stations
- 210 students will be trained every year through introductory course modules and the core curriculum

6. ACTIVITIES:

- Purchase and installation of digital radio equipment
- Use of the new equipment within the framework of the degree programmes
- Discussions with potential employers of graduates and with teachers and professionals so as to identify possible areas for course improvements in line with the needs of the job market

8. WORK PLAN:

- o April 2005: Purchase of equipment for the digital radio studio
- o June 2005: Presentation of the new teaching programme developed to maximize the use of the digital radio studio and of the staff training programme (technicians + teachers) to UNESCO
- o Summer 2005: Delivery, installation and testing of the equipment
- o Start of the 2005/2006 academic year: Courses using the new digital radio studio come on stream
- o April 2006: Submission of IPSI report providing financial, technical and pedagogical details on the use of the equipment acquired through IPDC support

9. INSTITUTIONAL FRAMEWORK:

IPSI is a public higher education establishment placed under the supervision of the Ministry of Higher Education, Scientific Research and Technology. Founded initially to provide training in journalism, today IPSI has broadened its scope to encompass training for careers in the communication sector as a whole.

The Institute has close relations with important co-operation partners such as UNESCO, UNFPA, France, ASBU, the Lille Journalism School, the Journalism and Communication School of France, the Rabat Higher Information and Communication Institute, IFP of Paris, the Marseilles School of Journalism and Communication, the University of Louvain La Neuve and Laval University, *inter alia*. IPSI is also a founding member of the network of Mediterranean Journalism Schools headquartered in Marseilles and of Theophraste, the network of professional journalism schools in the Francophone world.

10. SUSTAINABILITY:

Since September 1999, IPSI has been based on the La Manouba university campus with new premises specifically designed to meet the training needs for careers in the field of communication.

The Institute houses four studios (two radio studios and two TV studios) designed and fitted in close collaboration with the architects and lecturers in radio and television broadcasting.

Once the digital radio equipment has been purchased, it will be installed in a pre-existing locale that complies with all the appropriate criteria for maintenance and offers all the necessary guarantees for optimal use in a learning environment.

IPSI also undertakes to pursue its efforts to upgrade its equipment in order to keep pace with ongoing technological developments in ICTs thanks both to annual subventions from the Tunisian State and to the continued support of its traditional partners such as the French and Japanese co-operation agencies and UNESCO.

11. FRAMEWORK OF MONITORING:

The African Centre for the Training of Journalists and Communicators (CAPJC) based in Tunis may be invited to participate in monitoring progress of the project.

12. EVALUATIONS CARRIED OUT

Evaluation is an important aspect of the implementation and success of any project. A group of professionals who work regularly with IPSI as well as a number of IPSI lecturers participated in the feasibility study and preparation of the present project document. They will also be involved in the execution and follow-up of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

As the beneficiary agency of this project, if implemented, IPSI undertakes to report to the IPDC on project progress on a four-monthly basis.

C. ADDITIONAL INFORMATION

- Previous IPDC support received:

IPSI has previously presented a project to the IPDC with reference number PDC/20TUN/01 and entitled «Replacement of radio and television equipment at IPSI». The project was approved and IPSI received the funds requested to carry out its project.

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

- Construction of a new locale in line with present educational and training standards

- High-level scientific internships and training courses for teachers, involving digital technology, in particular, at EJCM, RFI, France 2 and INA, every year since November 1998 in the form of two or three training opportunities per year offered through French co-operation.

- Multimedia training courses for IPSI teachers organized in collaboration with the French Co-operation Institute.

- Preliminary assessment of equipment needs in collaboration with specialist suppliers after prior consultation with the relevant speciality lecturers and technicians.

- Contribution foreseen by the beneficiary agency during the project period:

IPSI now has suitable premises, in particular, radio studios built in compliance with current standards for this type of equipment.

In the near future, the Institute also plans to recruit an audiovisual engineer, an assistant engineer and two technicians to assist in the installation and later the running of the digital radio studio.

Lastly, the Institute undertakes to meet the costs of installation and start-up of the training equipment, air-conditioning of the studios, purchase of furnishings as well as maintenance and upkeep.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

1-Console audio numérique 12 voies stéréo	28 000
2- Deux micros cravates à câble; deux micros cravates HF; trois micros dynamiques ; trois pieds de table	6 000
3- Trois enceintes acoustiques amplifiées ; cinq casques d'écoute	3 000
4- Deux lecteurs cassette télécommandable; deux lecteurs CD télécommandables; deux lecteurs mini disques ; deux lecteurs enregistreurs	38 000
5- Cinq lecteurs enregistreurs mini disque de reportage avec accessoires; deux lecteurs enregistreurs DAT de reportage avec accessoires	14 000
6- Logiciel de montage audio numérique professionnel	2 000
7- Lot de câble fiches et accessoires pour installation; lot de 100 mini disques;lot de 50 DAT; lot de 100 cassettes	4 000
8- Suivi du projet	1000
TOTAL	96 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Equipment installation and upkeep	10 000
Preparation of regular progress reports on the project	10 000
Air-conditioning of the studios	10 000
Purchase of furnishings	5 000
TOTAL:	35 000

UNITED ARAB EMIRATES

A. PROJECT IDENTIFICATION		
1.	TITLE	UAE: MULTIMEDIA CENTRE AT THE DUBAI WOMEN'S COLLEGE
2.	NUMBER	PDC/48 UAE/01
3.	CATEGORY OF MASS MEDIA	ALL MEDIA
4.	IPDC PRIORITY AREA	DEVELOPMENT OF HUMAN RESOURCES
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	\$ 518,000
8.	AMOUNT REQUESTED FROM IPDC	\$ 25,000
9.	BENEFICIARY BODY	DUBAI WOMEN'S COLLEGE
10.	IMPLEMENTING BODY	DUBAI WOMEN'S COLLEGE
11.	PROJECT LOCATION	DUBAI P.O. BOX 16062
12.	PROJECT PREPARED BY	MRS ALISON HARDING HIGHER COLLEGES OF TECHNOLOGY DUBAI WOMMEN'S COLLEGE

B. PRESENTATION

1. PROJECT DESCRIPTION

The project aims to establish an E-learning and Multimedia Centre at the Dubai Women's College to support the development of online resources for the education and training of women in the region. The project will build on the Women's College efforts in setting up new learning methods, through use of laptop computers and wireless technology, to provide opportunities for flexible delivery of academic courses.

The project also aims to establish a UNESCO Chair in Communication Technology and Journalism for Women at DWC. The E-learning and Multimedia Centre will provide the resources to deliver the programs developed by the Chair and the support staff. The Centre will also expand the Chair's work throughout a virtual community of national, regional and international relay contacts.

The project will address two critical weaknesses in the region that have been identified by the United Nations Human Development Report of 2002. Namely, the deficit in access to Information Communication Technologies, and the deficit in access by women to education.

E-learning refers to the development of flexible teaching methods so that students can learn anywhere, at any time. Multimedia describes the process of integrating a range of digital media into a single interactive platform which is used in conjunction with web-based technologies to create new courses and resource materials, to open new means of communication to students, and to provide access to research and education practices throughout the world.

The Higher Colleges of Technology will provide the basic funding for this position, as well as the location to house the new Centre. The space of 1600 square metres, will be fully equipped with cables for digital media production and distribution, to provide access to database and other online resources.

2. MISSION OF THE E-LEARNING AND MULTIMEDIA CENTRE

To establish an integrated multimedia and e-learning program according to the international standards of excellence, which would be capable of creatively addressing regional academic and industry needs in the fields of training, curriculum development and research.

3. PROJECT JUSTIFICATION AND OBJECTIVES

3.1 **Justification:** The E-learning and Multimedia Centre fits well into the strategies of the Higher Colleges of Technology for IT development through further integration of e-learning, research and training into a multimedia platform. HCT is already engaged in a wide range of multimedia-based activities. The Centre will extend these activities to the field and to the international relay contacts. The Centre will promote independent learning for women in the region, with particular reference to the work of UNESCO's Chair in Communication Technologies and Journalism.

3.2 Objectives:

3.2.1 Short and Medium-Term Objectives

- To facilitate the integration of HCT into the field multimedia-based learning, research and curriculum development.
- To train and qualify multimedia professionals
- To enable access to new practices in learning, research and training.

3.2.2 Long-Term Objectives

- To address the deficit in access to ICT in the region
- To address the deficit in access by women to education
- To expand the strategic position of HCT as a centre of academic excellence
- To integrate existing academic services into a single interactive platform.
- To extend multimedia services and products around the country
- To foster collaboration with international organizations like UNESCO through the UNESCO Chair activities.

4. FUNCTIONS OF THE CENTRE

- Producing HCT interactive curricula and digital teaching material either as Web-or CD courses
- Enhancing and extending existing HCT e-learning methods to a broader academic community
- Introduction of students to multimedia-based self-learning processes
- Training of students and staff on basic multimedia and digital production techniques
- Fostering academic networking with other institutions in multimedia-based curriculum development, training and research. Expertise.

5. HCT MULTIMEDIA INFRASTRUCTURE

In August 2002, DWC renewed its infrastructure to respond to the increasing demands for networking the laptop program and increased e-Learning requirements. Using Cisco technologies, the network now has a gigabit Ethernet backbone and switched 100 mb to the desktop. Wireless solutions have been strategically used on campus to enable access to the network in public areas. Currently, the server infrastructure is being handled by implementing a Fiber Storage Area Network and Tape Backup Library and by consolidating network servers on to high capacity Intel-based servers. DWC is installing an IT infrastructure that will meet the current needs and provide a reliable foundation for future advances.

6. TARGET BENEFICIARIES

The Academic Multimedia Center will cater to the needs of HCT as well as the general UAE community as follows:

- HCT students will benefit from the advanced digital learning and research environment
- HCT staff will benefit from interactive curricula material and teaching resources
- Industry professionals will participate in research and training programs
- Women will gain upgraded professional and technical qualifications to enter the workforce

7. PROJECT STRATEGY

7.1 Phase I: This phase comprises the following activities:

- Identifying project elements and priorities
- Finalizing project design
- Prompting the project
- Staffing and purchase of equipment

Much of the communication, research and design has been completed, and will build upon DWC's experience in establishing innovative technology-based learning programs. The venue itself, in the middle of the campus, has been completed and is available to house the Centre

7.2 Phase II: This phase incorporates the following activities:

- Training AMC staff
- Attracting creative ideas for research, learning, training and curriculum development.
- Pilot projects in new research, learning, training and curriculum development
- Assessment and revisions.

7.3 Phase III: This phase comprises the following activities:

- Extending research, learning, training and curricula development practices into the Centre.
- Setting up new practices in research, learning, and training
- Ongoing assessment and revision to adapt activities or improve.

8. THE CENTRE AS A PHYSICAL ENTITY

The physical components of the Center include the following facilities:

8.1 Learning labs: This facility would be used to provide students with a wide range of multimedia skills related to the conceptualization, design and production of digital learning materials. Internet-connected high-power PC workstations with heavy-duty peripheral will make the hardware backbone of these labs. Machines will be loaded with state-of-the-art multimedia software for training and production.

8.2 Meeting Rooms: students will use, in small groups or with instructors to discuss creative ideas relating to assignments and projects.

8.3 Smart Classroom: will accommodate up to 25 students and will be equipped with audio-visual and multimedia facilities. It will be used as a prototype to be emulated by other HCT classrooms. It features full Internet connectivity, a PC, a printer, a visualizer, a VCR, a TV monitor, data show and audio equipment. This room would also be used for videoconferencing activities involving multiple participations in public discussions.

8.4 Research Resources Room: online and CD-based access to resources for research.

8.5 Broadcast and Photography Studio: will include audio and video production facilities and equipment. Production of audio, video and photographic items can also take place here.

8.6 Interactive Digital Media Studio: This is where digital media products will be produced for use as courseware materials, databases, promotional works, training modules, etc.

8.7. Staff offices: partitioned office space will be provided to staff of the Academic Multimedia Center.

8.8 Storage Room: This will store equipment and software packages.

9. THE CENTRE AS A VIRTUAL ENTITY

The idea of a Multimedia Center is based on the utilization of research, e-learning and teaching resources beyond the physical boundaries of the faculty. Mobile computing is a key feature of this virtual multimedia environment where access to a wide range of resources would be possible. An AMC portal would be established to serve as an outlet for a range of e-learning and research services for users with valid ID numbers or pass words. Access to the AMC portal would involve the following activities:

- Access to online e-learning materials on a range of topics that may be viewed or downloaded by registered users.
- Access to archived audio-video files and/or printed files , including electronic databases for research purposes.
- E-mail communication services for ensuring a constant two-way flow of information between service providers and beneficiaries.
- Access to global Internet-based e-learning resources of relevance to researchers and learners.

10. CENTRE STAFF

10.1 Director: To manage the facility on a day-to-day basis and long-term planning in coordination with the HCT administration. He/she would be responsible for equipment purchase, staff recruitment , services , community relations, budget overview and evaluation. Of work

10.2 Digital Media Specialist: To produce a wide range of digital and on-line products material

10.3 IT Specialist: To ensure network operability and full connectivity as well as access to on-line resources and training. He/she would also be responsible for providing solutions to operational IT problems and coordination with AMC staff and course instructors.

10.4 Trainer: To plan and carry out basic and specialized multimedia training programs for the Centre users and for members of the community. He/she should coordinate with different HCT departments to identify training needs.

10.5 Interactive CD Author: To supervise and carry out CD courseware for different users. He/she should coordinate with different instructors about the conversion of their traditional course materials into interactive teaching packages.

10.6 Broadcast and Photography Specialist: To supervise the production of radio, television and photography works for incorporation into digital on-line resources. He/she should coordinate with course instructors to produce interactive CD or online curricula.

10.7 E-learning Specialist: To plan and supervise the use of the Centre as an e-learning facility. He/she will plan and implement the integration of e-learning into HCT curricula.

10.8 Secretary: To carry out secretarial wok

BUDGET

IPDC funding of \$25,000 will provide for the training and consultancy needs. This will enable the Centre to proceed with developing e-learning projects.

S	Item Category		Estimated Cost
1	Computer Equipment	Learning Lab	\$60,000
		Interactive Studio	\$75,000
		Lab Furniture	\$15,000
		Computer Software	\$10,000
		Peripherals	\$08,000
2	Smart Classroom	Equipment & Furniture	\$50,000
3	Research Resource Room	Equipment, Space & Databases	\$100,000
4	Broadcast Studio	Equipment & Furniture	\$100,000
5	Staff Offices	Structure and Furniture	\$15,000
6	IT infrastructure	Network and connections	\$20,000
7	Training	Staff training	\$20,000
8	External Consultancy	Project consultants	\$20,000
9	Other	Miscellaneous expenses	\$25,000
10	Staff	Unaccounted for	0000000
Total			\$518,000