INTERNATIONAL

PROGRAMME FOR THE

DEVELOPMENT OF

COMMUNICATION

NEW PROJECTS
APPROVED FOR FINANCING
BY 51ST IPDC BUREAU

PART IV: **ARAB   STATES AND EUROPE**

IPDC BUREAU
Fifty-first meeting

UNESCO HEADQUARTERS, PARIS
27 MARCH-29 MARCH 2007

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REGIONAL

	A. PROJECT IDENTIFICATION	
1.	TITLE	Young Journalists Development Programme
2.	NUMBER	**PDC/51 RAB/01**
3.	CATEGORY OF MASS MEDIA	**TV Broadcasting**
4.	IPDC PRIORITY AREA	**Human resources development and capacity building**
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	**Regional**
6.	TYPE OF ASSISTANCE REQUESTED	**Scholarships for Young Journalists' Training & Development from Middle East countries**
7.	TOTAL COST OF PROJECT	**USD 74,000**
8.	AMOUNT REQUESTED FROM IPDC	**USD 36,000**
9.	BENEFICIARY COUNTRIES	**Arab speaking Middle East countries**
10.	IMPLEMENTING BODY	**Al Jazeera Media Training & Development Centre (JMTDC)**
11.	PROJECT LOCATION	**Al Jazeera Media Training & Development Centre (JMTDC), DOHA (QATAR)**
12.	PROJECT PREPARED BY	
	DECISION OF THE BUREAU: APPROVED: US$ 30,000	

1. <u>BACKGROUND AND JUSTIFICATION</u>:

The media environment in today's Middle East is largely characterized by a satellite platform with numerous networks, some of them 24-hour Arabic news channels. The significant increase in satellite broadcasting (particularly in Arabic), coupled with the spread of the Internet, has considerably transformed the media landscape in Arab countries, enabling citizens to access a wide range of information and knowledge.

In the light of this enhanced media plurality, professional journalism is becoming a pertinent audience demand. It is now at the top of the agenda in the Arab media world, dominating the discussions at both the Arab Thought Foundation Conference in December 2005 (Dubai) and at the Second Al Jazeera Forum in January 2006 (Doha). The challenge for Arab media is to improve the training of their journalists and broadcast managers in order to become credible among the audiences in a highly competitive media environment.

In response to the increasing need in the Arab world for trained media professionals with high professional and ethical standards, UNESCO has, within the framework of the IPDC and in cooperation with the Aljazeera Media Training and Development Centre (JMTDC) based in Doha, Qatar, designed and successfully implemented in 2005 and 2006 two capacity-building projects, namely the Modern Broadcasting Management Training Programme and the TV Journalism and Reporting Programme for Young Palestinian Women Journalists. The training programmes provided managers from 22 broadcasting institutions across the Middle East with a unique opportunity to work together and discuss the difficulties and obstacles they face.

As a result of these positive experiences, the Director-General of UNESCO Koichiro Matsuura signed in July 2006 a Memorandum of Understanding (MOU) with the Aljazeera Network for cooperation in selected areas of common interest, with a special focus on young journalists' development in Arab Middle East countries. The MOU signed between UNESCO and the Aljazeera Network (on behalf of the JMTDC) further stipulates that joint programmes and projects for co-financing should be identified and implemented.

The Al Jazeera Media Training and Development Centre (JMTDC) is fully-equipped with training facilities and highly qualified tutors. Facilities include radio and television studios, a newsroom, a graphic design unit, seminar rooms, computer labs, conference rooms and a library for trainees.

This project proposes to assist in the emergence of a generation of highly qualified young journalists, by offering 10 four-week scholarships annually to young journalists and journalism school graduates from Middle East countries to allow them to follow specialized training courses at the Al Jazeera Media Training & Development Centre. It is a competitive, merit-based scholarship programme open to Middle East young journalists who meet specific selection criteria. The aim of this project is to address Middle Eastern capacity-building needs by mentoring and cultivating talented young journalists interested in taking up a broadcasting career. JMTDC shares the belief that the training of young journalists is crucial at a time when the media is moving towards greater editorial and financial independence in the Arab world.

2. DESCRIPTION OF THE TARGET GROUPS:

The primary targets are young Arab-speaking journalists from Middle East countries who are at the beginning of their career in TV or radio journalism.

3. IMMEDIATE OBJECTIVES:

The immediate objective of this project is to provide high-quality professional training to talented young practicing journalists or graduates in journalism from the Middle East by helping them to achieve excellence in writing and reporting in broadcast news media and providing them with access to and understanding of the professional media working culture and practice.

4. DEVELOPMENT OBJECTIVE:

 ➢ Assist in building the media capacities of Middle East young journalists in order to promote a common understanding of the importance of developing pluralistic and independent media as a key factor for the development of democratic societies;
 ➢ Foster an increased representation of the developing world in the international media through highly qualified and credible journalists from the Middle East countries

5. PROJECT INPUTS:

 ➢ 10 four-week scholarships covering travel to and from the country of residence, tuition fees for four weeks, and living expenses for the period of study
 ➢ Training equipment and materials
 ➢ Qualified tutors

6. PROJECT OUTPUTS:

 10 young journalists/students followed specialised training programmes at the AlJazeera Media Training & Development Centre.

7. ACTIVITIES:

 ➢ Instruction courses combining core lessons in the media coverage of multicultural communities with essential guidelines in ethical decision-making, and a global introduction to a wide range of skills and disciplines associated with TV and radio journalism.
 ➢ Training in writing, reporting and editing, and tips on job interviews and current trends in the media industry.
 ➢ Immersion of the students in an authentic media working environment, so that they will acquire key skills and understanding of the structure, design and language of TV and radio journalism.

8.   WORK PLAN:

Month 1/2
Submission of all the applications to the JMDTC Secretariat and assessment.
Applications will be reviewed jointly by the JMDTC and UNESCO
Month 3/4
Selection of tutors, programme development, preparation of courses materials
Months 5/6
Conduct training seminars
Month 7/8
Reporting and evaluation

9.   INSTITUTIONAL FRAMEWORK:

The project will be implemented by the AlJazeera Media Training & Development Centre, (JMTDC) with the financial and advisory support of the UNESCO International Programme for the Development of Communication (IPDC). JMTDC has evolved as a major capacity-building regional centre of excellence in the Arab world. Over the past few years, the Centre has developed a wide network of regional and international media partners.

10. SUSTAINABILITY:

The project will be implemented within the context of the AlJazeera Media Training and Development Centre Programme. The JMTDC has extensive experience in journalism training. Since its inauguration, the JMTDC has already organized 160 specialized media training courses for 2,220 participants, expanding the professional skills of media managers and journalists both in Qatar and abroad.

11. FRAMEWORK OF MONITORING:

Monitoring may be done by the UNESCO Doha Office with the help of the Headquarters desk officer.

12. EVALUATIONS CARRIED OUT

JMTDC will evaluate the outcome of the training programme since this is a pilot project and will constitute a data bank of the young journalists who have benefited from the scholarship programme in the Middle East region. JMTDC will also actively seek feedback from participants on impact on their career development.

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13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Al Jazeera Media Training and Development Centre (JMTDC) will prepare an annual report on a contractual basis.

C.   ADDITIONAL INFORMATION

Contribution of the requesting institution during the project's duration:

The Young Journalists' Development Programme will be developed, administered and implemented by the Al Jazeera Media Training and Development Centre (JMTDC) with the financial and advisory support of UNESCO and the Al Jazeera Network.The AlJazeera Media Training and Development Centre contribution will amount to 38,000 USD.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Trainers' fees (1 trainer for one month)	5,000
Participants' air tickets (10 x 900)	9,000
Accommodation for trainees – (10 x 35 x 60)	21,000
Monitoring:	1,000
TOTAL :	36 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Participants' meals (10 x 25 x 60)	15,000
Second trainer's fee for two months + 1st trainer's fee for one month	15,000
Local transportation (2 months):	1,000
Training materials	900
Overheads (communications, electricity, maintenance and photocopying – 2 months):	1,100
Air tickets for the trainers-	1,800
Administrative expenses (logistic support, coordination, Security	3,200
TOTAL :	38,000

JORDAN

	A.	PROJECT IDENTIFICATION
1.	TITLE	**ESTABLISHMENT OF 2 COMMUNITY RADIO STATIONS, IN SAHAB AND AQABA**
2.	NUMBER	PDC/51 JOR/01
3.	CATEGORY OF MASS MEDIA	Community radio
4.	IPDC PRIORITY AREA	Community media
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 62 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 46 000
9.	BENEFICIARY BODY	The Jordanian Hashemite Fund for Human Development (JOHUD)
10.	IMPLEMENTING BODY	The Jordanian Hashemite Fund for Human Development (JOHUD)
11.	PROJECT LOCATION	Aqaba
12.	PROJECT PREPARED BY	Danah Al-Dajani, External Relations Director

DECISION OF THE BUREAU:
APPROVED: US$ 32,000

1.   BACKGROUND AND JUSTIFICATION

Jordan was one of the Arab countries that imposed restrictions on managing and owning private broadcasting stations. Since the establishment of the Audio Visual Commission and the Telecommunication Regulatory Commission, the first license to the first independent radio broadcasting station – *Amman Net* – was granted in 2005. Since then, the Commission has approved several other licenses for radio and TV broadcasting. Today, there are about 15 public and private broadcasting radio stations in the country.

The UNESCO Office in Amman initiated its first-ever pilot community radio station, in the governorate of Madaba, with a different concept than those that normally apply for a license. UNESCO opened a new window for development, with the introduction of a new medium for the benefit of the underprivileged communities in the country. In this context, the Jordanian Hashemite Fund for Human Development (JOHUD) would like to seek the assistance of the IPDC in establishing two community radio stations, one in the Centre (*Sahab community*) and and one in the South (*Aqaba community*) of the country, where they are most needed.

Establishing a community radio station responds to a clear need in Aqaba, namely to help local people integrate more fully into the emerging new economy though a platform allowing them to voice their issues, concerns and ideas.

JOHUD has a long-term experience in the governorate of Aqaba, and knows that the local community members – youth, women, and men - expressed the desire to be part of the development process of Aqaba, and not to feel isolated. They have asked for programmes that would equip them with needed skills, and provide them with a space to voice and advocate their concerns, thereby allowing them to feel part of the development of their city.

The investment context in these communities is fully supportive. The voices of the civil society and the government have been echoed by a strong voice from the private sector, especially from those important investors who provide the driving energy for the rapid development of Aqaba as a major tourism and hospitality venue. These organisations know that in a highly competitive market, the long-term viability of Aqaba as a tourist destination depends on the existence of a vibrant, harmonious town where local people feel a desire to protect the unique resources that Aqaba offers to its visitors.

2.   DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project will be the community listeners of the radio programmes. In addition, young adults (both staff and volunteers) will be trained to elaborate programming, operate radio equipment and run the broadcasts. The transmission airtime will be set to 24 hours initially, but the actual broadcasting and talk shows will go on for approximately 8 hours daily**.**

3.   IMMEDIATE OBJECTIVE

The immediate objective of this project is to establish two fully operational and independent community radios – one in Sahab and one in Aqaba – that will provide the local populations with

access to information that is relevant to their specific needs and involve them in their own development.

4. DEVELOPMENT OBJECTIVES

➢ The project aims at giving a voice to the communities by using the stations to disseminate information to the local population while at the same time giving them the opportunity to express their concerns to the decision-making bodies;

➢ The project aims at promoting community development through a constructive dialogue. The basic idea is that a process of dialogue for the benefit of community development has to begin; it will strengthen the involvement of the community in voicing its needs in all aspects of life;

➢ The project intends to be a model for future steps in the promotion of community development in the country, involving a wider spectrum of national media.

5. PROJECT INPUTS

Equipment:

➢ FM transmitter system;
➢ Control room mixers, microphones and studio monitoring equipment;
➢ Computer with audio cards;
➢ Editing software;
➢ Portable recorders.

Premises:

➢ Partitioning and soundproofing the production centre;
➢ Installation of transmitter equipment.

Training:

➢ Selecting 8 youth from each community (men and women) to become presenters, operators and trainers;
➢ Training by programming experts;
➢ Training of two experts to act as technical support for both stations.

Organisation:

➢ Set-up of an Advisory Board for the communities;
➢ Set-up of an organisational chart for the two stations.

6. PROJECT OUTPUTS

➢ The two new studios in Sahab and in Aqaba will be equipped and operational; they will be equipped with an FM transmitter system capable of covering a radius of 5 to 10 km, mixing consoles, microphones, sound monitors and computers.
➢ 8 staff and volunteers will be trained to produce programming for the Sahab and Aqaba communities; these new radio experts will train others to participate in broadcasting and programme production;
➢ The Sahab and Aqaba communities will begin to receive programmes eight hours daily; they will be dedicated to arts, culture, civic education, local activities and news events.

7.   ACTIVITIES

- ➢ Selection and meetings of the Advisory Board;
- ➢ Purchase of equipment;
- ➢ Construction of two studios;
- ➢ Installation of equipment;
- ➢ Selection of trainers;
- ➢ Interviewing and selecting youth to be the primary trainees – (should include equal number of women and men);
- ➢ Workshops to fully train those selected;
- ➢ Production of programmes (8 hours daily);
- ➢ Test runs;
- ➢ Full broadcast of recorded and live programming.

8.   WORK PLAN

Two months before construction of radio stations:

Selection and meetings of the Advisory Board. The Advisory Committee will choose professionals to train radio staff and select youth to become the primary staff and producers. Beginning of technical and programming workshops.

Month 1: Purchase of equipment; construction of the studios;

Month 2: The studios are completed and the equipment is installed; evaluation report;

Month 3: Beginning of programme production; monitoring by the Advisory Board;

Month 4: Broadcasting of recorded programmes and live broadcasts; assessment of the activities and design of the long-term goals.

9.   INSTITUTIONAL FRAMEWORK

The Jordan Hashemite Development Fund (JOHUD) is an independent, non-profit Jordanian organisation established in Amman in 1977. The major areas of focus are in line with national priorities and coincide with the national agenda, and international frameworks such as the MDGs. JOHUD has conducted dozens of workshops, lectures, and activities related to civic education, democracy and culture since its inception in 1977. It runs 50 Community Development Centres across the country, in areas where, in some cases, services are scarce. The Executive Director of JOHUD, H.E. Princess Farah Daghistani will act as chairwoman and initiate the selection of the Advisory Board. The Advisory Board will remain closely linked with other aspects of JOHUD, such as its cultural activities and its existing network of activists and interest groups.

10.   SUSTAINABILITY

Announcements for the communities and advertising of the centres' products will provide sustainable income for the station. JOHUD also has experience in fund-raising initiatives, and has several ideas for local events to raise money and awareness for the station.

11. FRAMEWORK OF MONITORING

UNESCO is kindly invited to monitor the implementation of the project as well as be part of the selection of members of the Advisory Board.

12. EVALUATIONS CARRIED OUT

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

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

PDC/7JOR/01 350-JOR-71	70,000	Jordan Information Training Centre	*1986 - 1989*
PDC/11JOR/01 352-JOR-11	94,000	Establishment of Documentation Centre for Information and Communication	*1990 - 1992*
PDC/12JOR/01 352-JOR-21 352-JOR-41	46,000 80,000	Equipping media facilities at Yarmouk University	*1991 - 1997*
PDC/15JOR/01 352-JOR-51	50,000	Strengthening the training capabilities of the Noor Al Hussein Foundation	*1994 - 1997*
PDC/16JOR/01 352-JOR-61 520-JOR-60 (FIT-France)	80,000 30,000	Installation of a computerized photo archiving system	*1996 - 1998*
PDC/18JOR/01 352-JOR-81	45,000	Extension of the training capabilities of Noor Al Hussein Foundation	*1998 – 1999*
PDC/20JOR/01 353-JOR-01	27,000	Community radio in support of local development	*2000 – 2003*
PDC/20JOR/02 353-JOR-02	35,000	Development of a Media Information Bank	*2000 – 2003*
PDC/21 JOR/01 353RAB5011	30,000	Developing the training capacity of the Arab women's media centre	*2003 -2004*
	Total Jordan: US$ 557,000+US$ 30,000 (Funds-in-trust)		

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Project manager:	9 000
2 project coordinators:	9 000
Trainers' fees (2 trainers × 2 months):	3 000
2 computers with additional HD:	3 600
Consumables (mini disks, blank CDs and DVDs):	950
2 colour LaserJet printers:	1 100
2 portable recorders:	1 000
2 portable audio mixers:	3 500
2 transmitters:	10 000
6 microphones:	300
2 satellite TV systems:	700
Monitoring:	1 000
Technical consultation for license:	1 400
Stationery:	450
Monitoring	1 000
TOTAL :	**46 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Soundproofing of the studio unit:	2 000
Furniture:	6 000
Air conditioning:	2 000
Local transportation (9 months):	4 000
Overheads (communications, electricity, maintenance – 9 months):	2 000
TOTAL :	**16 000**

MAURITANIA

A. PROJECT IDENTIFICATION		
1.	**TITLE**	**TRAINING FOR THE DIGITIZATION OF RADIO MAURITANIE'S AUDIO ARCHIVES**
2.	**NUMBER**	**PDC/51MAU/03**
3.	**CATEGORY OF MASS MEDIA**	**RADIO**
4.	**IPDC PRIORITY AREA**	**HUMAN RESOURCE DEVELOPMENT**
5.	**SCOPE (NATIONAL, REGIONAL, INTER-REGIONAL)**	**NATIONAL**
6.	**TYPE OF ASSISTANCE REQUESTED**	**TRAINING & EQUIPMENT**
7.	**TOTAL COST OF PROJECT**	US$ **39,200**
	AMOUNT REQUESTED FROM IPDC	US$ 34,200
9.	**PROJECT BENEFICIARY**	**RADIO MAURITANIE**
10.	**IMPLEMENTING BODY**	**RADIO MAURITANIE**
11.	**PROJECT LOCATION**	**NOUAKCHOTT**
12.	**PROJECT PREPARED BY**	**RADIO MAURITANIE**

DECISION OF THE BUREAU:
APPROVED: US$ 34,200

1. BACKGROUND AND JUSTIFICATION

The history of radio broadcasting in Mauritania is closely bound to that of the country itself. Since 1958, the Mauritanian National Radio Service (*Radio Nationale de la Mauritanie*) has continuously offered the public a wide variety of programs in support of vital issues such as education, public awareness, the dissemination of information and entertainment. Since its earliest broadcasts out of Saint Louis in Senegal, Radio Mauritanie has accumulated more than 20,000 hours of sound archives—stored on various types of media (magnetic tape, vinyl disc, cassette, etc.), documenting many important aspects of Mauritanian life (the independence of Mauritania, traditional music and stories, eloquent testimonies on Mauritanians' daily lives, tales of ancient Mauritanian cities, historical political speeches, etc.). Today, however, the future of these archives is seriously jeopardized, so much so that the implementation of a digital restoration and archiving programme is now urgently required.

In the wake of the events of August 3rd, 2005, marked by the implementation of reforms in the communications sector, Radio Mauritanie acquired "public-service" status and, as such, is legally required to adhere to the principles of independence and freedom of information and communication, and to provide equal treatment, in terms of access to airtime, to all political parties, trade unions and organisations officially recognized by the civil society. Although Radio Mauritanie's sound archives constitute a precious source of information, access to them is limited on account of their deplorable state, which renders their exploitation difficult, and in some cases, even impossible. Fully aware of the importance and urgency of preserving its archives, Radio Mauritanie has already completed the digitization of 50 magnetic tapes. These tapes were selected for their poor physical state and the frequency of their use. In terms of digitization equipment, Radio Mauritanie already possesses tape recorders, a Dalet platform and digital audio workstations equipped with CD-ROM recorders.

To be able to guarantee the long-term preservation of the entire stock of archives in a form which is compatible with the station's digital audio production equipment, it is important to continuer the process of transferring the sound archives to new digital media. This process should be conducted according to a general sound-archive safeguard plan once a complete inventory of the audio recordings has been completed. To ensure the success of the project, Radio Mauritanie would need to engage the services of an international expert to conduct an assessment of the current situation. Once the archive safeguard plan has been established, Radio Mauritanie personnel would then need to be trained in audio archiving techniques and in the use of relevant IT tools. Given that the future of the archives is intimately linked to the access to and use of the services provided, the station envisages the establishment of small digitization unit and the creation of a database to ensure the continuity of the archiving process and to enable consultation of the archives.

2. DESCRIPTION OF THE TARGET GROUPS

Radio Mauritanie employees, in particular the personnel of the archives unit (technicians and archivists). Mauritanian civil society as a whole would also benefit from this archiving programme in that they would be able to consult and make use of the archives.

3. IMMEDIATE OBJECTIVES

Once the current state of the audio archives has been assessed and a audio-archive safeguard plan established, personnel from Radio Mauritanie's archives unit will receive highly specialized training in this field. They will also acquire proficiency in the tasks required for effective archive and database administration.

4. DEVELOPMENT OBJECTIVES

- Support the setting up and extension of a digital library and public archives service worthy of today's information society;
- Support efforts aimed at the development and use of ICTs to safeguard national heritage assets with a view to rendering the latter accessible as an integral part of the current cultural landscape.

5. PROJECT INPUTS

Status assessment mission comprising the drawing up of an archive safeguard plan:
Expert assessment mission to establish the current state of the archives and establish an administration plan for the archiving and digitizing processes. The expert assessment would include:

- Determining how much time would be required to digitize the existing sound archives (estimated transfer time) and recommending archive formats and media;
- Conducting on-site tests on samples of the various types of currently existing media to assess the state of the media and the material to be transferred
- Making recommendations as regards the transfer format and medium, estimating the amount of time required for the transfer of the entire collection and estimating the required human and technical resources (hardware and software);
- Drawing up a plan for the administration of the transferred archives and the safeguard of the original material;

On-site training in audio archiving techniques and the use of relevant computer tools
One-week course for 10 employees from Radio Mauritanie's archives department covering the following topics:

- Defining and selecting the most suitable copies for transfer
- Determining whether or not cleaning is necessary and selecting the most appropriate method of restoration
- Classification of archives according to pre-defined administration plan;
- Input of metadata into the database.
- Digitizing and recording audio material on magnetic tape and vinyl discs;
- Checking hardware and controlling quality;
- Inserting sound-archive metadata.

Courses on the administration of audio-visual archives (abroad)
One-week course for two managers from Radio Mauritanie's archives department (the IT Manager and the Production Manager) covering the following topics:

- Various digitization, archiving and data delivery techniques

- The operation of a modern archiving centre (stages of production, procedures, organisation of tasks, management of personnel, etc)
- The most up-to-date standards and techniques in the field of audiovisual archiving

6. PROJECT OUTPUTS

- A audio-archive safeguard plan established on the basis of the results of a complete inventory; and archive administration plan;

- Upgrade in employees' skills permitting (i) the control of the physical organization, administration and safeguard of the archives; (ii) the effective use of digital-sound recording, processing and restoration techniques with locally available hardware resources;

- Upgrade of archive unit equipment with a view to improving the administration of audio-archive collections;

7. WORKING PLAN:

	1	2	3	4	5	6	7	8	9	10	11	12
Status assessment mission comprising the drawing up of an archive safeguard plan	---	---										
First report			---	---								
Preparation of the training session in Mauritania					---	---						
Training of Radio Mauritanie personnel							---	---				
Assessment of the training									---			
Preparation of the training session abroad									---			
Training of Radio Mauritanie personnel										---		
Setting up of the internal digitization unit											---	
Final report												----

8. INSTITUTIONAL FRAMEWORK

This project will be conducted under the auspices of the Ministry of Communication of the Islamic Republic of Mauritania. Where training is concerned, Radio Mauritanie intends to work closely with the Mauritanian information Agency (AMI, Agence Mauritanienne d'Information). The project will be implemented and coordinated by Radio Mauritanie the UNESCO office in Rabat.

9. SUSTAINABILITY

The mastery of archiving and digitization tools gained through the implementation of this project would enable Radio Mauritanie to enhance its status as a public service in a modern media landscape and would also create greater awareness among media professionals of the importance of safeguarding sound archives.

The archives unit would offer media professionals the resources they would need for the effective administration of archives using new information technologies.

10. <u>ACTIVITY REPORT</u>

Together with the UNESCO office in Rabat, Radio Mauritanie will submit detailed quarterly reports on the progress of the project and its impact on the lives of young Mauritanians.

C. ADDITIONAL INFORMATION

Through its short-wave, medium-wave, FM and satellite services, Radio Mauritanie covers practically the entire country and remains the medium of choice for actions geared towards educating the general public, raising public awareness and promoting democracy.

Through the restoration and digitization of its archives, Radio Mauritanie would contribute to making Mauritanian cultural heritage more accessible to the general public.

Previous IPDC support received by the country:

Project	Amount	Description	Years
PDC/3MAU/26 350-MAU-31 350-MAU-51	36,000 60,000	Mauritania Training of communication personnel	*1982 - 1987*
PDC/7MAU/01 350-MAU-71	70,000	Development of the media	*1986 - 1989*
PDC/10MAU/01 352-MAU-01	140,000	Extension and developing of professional training	*1989 - 1993*
PDC/11MAU/01 352-MAU-11	100,000	Establishment of a broadcasting centre for the Mauritanian Press Agency (AMP)	*1990 - 1993*
PDC/13MAU/01 352-MAU-31	58,000	Improving the FM coverage of the capital	*1993 - 1995*
PDC/14MAU/01 352-MAU-41	95,000	Radio coverage for four ancient cities	*1994 - 1997*
PDC/16MAU/01 352-MAU-61	93,000	Strengthening of audiovisual reporting	*1996 - 1998*
PDC/20MAU/01 FIT-Denmark	25,000	Strengthening of the production capacity of the radio station "FM Femmes"	*2000 - 2002*
PDC/21 MAU/02 353MAU5011	35,000	Mobile rural radio production and broadcasting unit	*2003 -2004*
PDC/23 MAU/01 354 MAU 5031	25,000	Strengthening the operating capacity of l'Agence Mauritanienne d'Information (AMI)	*2004 -2005*
PDC/48 MAU/01 354 MAU 5041	16,000	Start up of two rural radio stations in two historical cities of Mauritania: Tichitt and Oualata	*2005 - 2006*
		Total Mauritania: US$ 753,000	

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Budget for the international expert's mission:	
Sound engineer specializing in sound archiving	5,000
Archives and IT management specialist	6,000
Living expenses x 2	2,200
Living expenses x 2	2,800
SUB TOTAL: international expert's mission	**16,000**
Budget for five-day course for 10 trainees:	
Trainer's fees: Sound engineer specializing in sound archiving)	2,650
Trainer's fees: Archives and IT management specialist	3,000
Living expenses x 2	850
SUB TOTAL: TRAINING	**6,500**
Budget for training (abroad):	
Travel	2,800
Living expenses	2,250
Cost of training	6,650
SUB TOTAL TRAINING	**11,700**
Monitoring:	**1,000**
Total :	**34,200**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Refurbishment of premises (paintwork, air-conditioning, electrical rewiring, etc.):	5,000
TOTAL:	**5,000**

PALESTINE

	A. PROJECT IDENTIFICATION	
1.	TITLE	**PBC VOICE OF PALESTINE DIGITAL AND WEB RADIO**
2.	NUMBER	**PDC/51 PAL/01**
3.	CATEGORY OF MASS MEDIA	Radio broadcasting
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 70 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 50 000
9.	BENEFICIARY BODY	Palestinian Broadcasting Corporation (PBC) Voice of Palestine
10.	IMPLEMENTING BODY	Palestinian Broadcasting Corporation (PBC) Voice of Palestine
11.	PROJECT LOCATION	Ramallah, Gaza
12.	PROJECT PREPARED BY	Palestinian Broadcasting Corporation (PBC) Voice of Palestine

DECISION OF THE BUREAU:
APPROVED: US$ 30,000

1. BACKGROUND AND JUSTIFICATION

Palestinian media have the potential and obligation to contribute to the development of the Palestinian civil society by strengthening democratic structures, furthering formal and informal education, creating a reliable mechanism for the open exchange of ideas, and contributing to the development of a viable private sector.

Since the Voice of Palestine transmitters have a limited reach and sometimes a varying technical quality, digital web-based broadcasting will improve the radio's outreach to audiences in Palestine as well as Palestinian communities abroad. Internet and new communication technologies are rapidly becoming more important sources of information: the Palestinian Central Bureau of Statistics has recorded that the number of people having access to the Internet has doubled during the last two years.

The web radio will improve the technical connectivity of PBC field reporters and correspondents, and overcome the technical problems of connecting with the main newsroom and studios, as journalists will be able to upload their reports and sound bites on the web page.

In order to benefit from the technological advances of new media and new digital technologies and increase its efficiency, PBC needs to overcome the digital gap, mainly in two ways:

- Capacity building of PBC staff and freelancers on basic and advanced IT skills, digital broadcasting and media.

- Since Voice of Palestine is lacking modern digital editing equipment, there is a need to purchase a digital editing unit and other equipment to establish a web radio.

PBC is expected to enhance and strengthen its relations with local community media and civil society organisations through:

- The promotion of freedom of expression and media, by the means of public debates and discussion groups, providing forums on the web radio;

- Cooperation with local community radio stations and freelancers through the training courses and new forms of community programmes;

- Cooperation with media institutions in Palestine, such as the Birzeit University Media Institute in capacity building and human resource development of media professionals.

2. DESCRIPTION OF THE TARGET GROUPS

➢ The audience of Voice of Palestine, both in Palestine and abroad, who will be able to listen and participate in web broadcasting, news and discussion forums with a better digital quality.

➢ PBC professionals, who will update their skills to use new digital media technologies.

3. IMMEDIATE OBJECTIVE

➢ Establish a web-based digital radio at Voice of Palestine in order to increase its outreach and efficiency.
➢ Train 75 media professionals of the Voice of Palestine: 50 PBC staff and 10 freelancers on basic/advanced IT skills and new digital editing techniques; 15 journalists (10 from PBC and 5 freelancers) on the advanced digital media and web radio broadcasting; 10 PBC staff members on advanced web page design, managing and updating the radio web pages.

4. DEVELOPMENT OBJECTIVE

The web-based digital radio will attract new audiences locally and worldwide and play a critical role in expressing Palestinian national and cultural aspirations. The media, especially broadcast and web media, can help Palestinians retain hope for the future, decrease isolation, and create opportunities for the exchange of ideas.

5. PROJECT INPUTS

➢ IT basic and advanced skills;
➢ Using the Internet as a resource tool for journalists;
➢ Non-linear editing course for journalists and sound technicians;
➢ Digital media training;
➢ Web page design, update, management and maintenance.

Upgrading the digital broadcasting technologies and capacities:

➢ Server for Internet broadcasting, including the software;
➢ 2 computers to manage and update the web page;
➢ 3 digital editing units, computers and software;
➢ 5 digital minidisk recorders for reporters in the field.

6. PROJECT OUTPUTS

➢ Digital web radio broadcast and web page, with an increased percentage of audience and visitors;
➢ Digital editing units used for radio news and programmes editing.;
➢ 50 PBC professionals and 10 freelance journalists, programme producers and engineers on basic and advanced IT skills and digital editing techniques;
➢ 15 journalists (10 from PBC and 5 freelancers) trained on advanced digital media and web radio.
➢ 10 media professionals to be trained on advanced web page design, managing and updating the radio web page.

7. ACTIVITIES AND WORK PLAN

➢ Purchase of web radio equipment: 3 months;
➢ Installation and testing of equipment: one month;

- ➢ Web page design: 2 months;
- ➢ Upload and run web page and radio: ongoing;
- ➢ Purchase of digital non-linear editing equipment: 3 months;
- ➢ Installation and testing: one month;
- ➢ Preparation of the courses: 2 months;
- ➢ Training courses: 4 months;

8. SUSTAINABILITY

PBC has established a cooperation contract with the Palestinian Communication Company PALTEL, amounting to US$ 20 000, to provide PBC with an ADSL high-speed Internet connection, and to host Voice of Palestine on-line broadcasting server. This will ensure the sustainability and continuation of the web broadcasting of Voice of Palestine after the project.

To maintain the finance sustainability of the web radio, sponsorship of various radio programmes and web discussion groups – in addition to the advertisement on the web page – will be pursued.

Voice of Palestine will maintain continuous refresher training courses in all related areas to ensure the efficiency of the web radio team and of new staff members joining the PBC.

9. FRAMEWORK OF MONITORING

The main indicator of the project success is the audience increase, which can be identified from the web page. In addition, participation, comments and feedback help further development of PBC radio news and programmes to better serve the Palestinian people.

Another indicator is the improvement of the programming content and of the technical broadcasting quality resulting from the use of digital technology.

A related indicator is the ability of the PBC staff to run and upgrade the Voice of Palestine web radio and digital editing system.

10. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Progress report will be submitted on a four-month basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/17PAL/01 352-PAL-71 548 RAB 60 (FIT- Luxembourg)	70,000 54,000	**Palestine** Training in production for Palestinian television	1997 - 2005
PDC/19PAL/01 520-RAB-60 (FIT-France) 548-PAL-5060 FIT Luxembourg	63,000 62,000	Multipurpose, multimedia centre for the PBC	2003 -2007
PDC/20PAL/01 353-PAL-01	30,000	Promoting a culture of peace through community radio	Canceled

PDC/48 PAL/03 354-PAL-5041	26,000	Empowering the media sector in Hebron	2005 - 2006
PDC/48 PAL/01 354-PAL-5043	27,000	Literary audio library for radio, education and the blind persons	2005 - 2006
PDC/48 PAL/02 354-PAL-5042	33,000	Studio for children's programmes at the Palestinian Broadcasting Corporation (PBC)	2005-2006
PDC/49 PAL/02 354-PAL-5051	20,000	GIVING WOMEN A VOICE	2006-2007
	Total Palestine: US$ 226,000+ US$ 179,000 (Funds-in-trust)		

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)

Training on computer basics:	1 500
Training on Internet operation:	1 500
Training on digital editing:	8 000
Training on web design and management:	7 000
Training on electronic media:	4 000
Server for web page radio:	7 000
3 computers for web management:	4 000
Digital editing units:	7 500
Additional equipment (minidisk recorders, CD writers):	1 500
Web design:	5 000
Internet connection and set-up:	2 000
Monitoring:	1 000
TOTAL :	**50 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
(in US dollars)

*As a preparatory activity and contribution by the beneficiary, PBC has made a contract with PALTEL Company, amounting to **US$ 20 000**, to provide PBC with an ADSL high-speed Internet connection and to host Voice of Palestine on-line broadcasting server during the first year of operation.*

TUNISIA

	A. PROJECT IDENTIFICATION	
1.	TITLE	**TRAINING IN THE USE OF MULTIMEDIA TOOLS AND IN WEB-SITE MANAGEMENT**
2.	NUMBER	**PDC/51 TUN/01**
3.	CATEGORY OF MASS MEDIA	Press agency
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training assistance
7.	TOTAL COST OF PROJECT	USD 75 100
8.	AMOUNT REQUESTED FROM IPDC	USD 26 000
9.	PROJECT BENEFICIARY	*Tunis Afrique Presse* (TAP)
10.	IMPLEMENTING BODY	*Tunis Afrique Presse* (TAP)
11.	PROJECT LOCATION	Tunis
12.	PROJECT PREPARED BY	*Tunis Afrique Presse* (TAP)

DECISION OF THE BUREAU:
APPROVED: US$ 20,000

1.   BACKGROUND AND JUSTIFICATION

The Tunisian media is characterized by its diversity and its wealth of content. It is also interesting to note that many of the nation's print- and audiovisual-media organizations have published their own interactive web sites. The Tunisian news agency, TAP, wishes to position itself at the forefront in this dynamic environment by providing services which cater to the needs of its partners in terms of multimedia products, and which make use of *NewsML* technology, and in so doing, to induce other media organizations to follow its lead.

The Tunisian media landscape provides an opportunity for Tunisian parties of all political persuasions to freely express their views through their press organs. Each opposition party has a free and independent organ of information at its disposal, a fact which underscores the country's democratic and pluralistic media policy.

This project concerns the Tunisian news agency, *Tunis Afrique Presse* (TAP). Founded in 1961, TAP is one of the oldest press agencies on the African continent and is the leading source of information in the country. It currently boasts some 300 employees, 220 of which are journalists, news photographers and news writers-documentalists. Additionally, the Agency has established a network of regional correspondents who are in direct contact with its editorial staff. TAP relays news to its subscribers 24 hours a day, 7 days a week, in Arabic, French and English.

The Agency has always offered its customers a rich and varied range of services, but, thus far, only in the form of text and/or photographs. TAP wishes to train media professional in all of its production units in new, multimedia copywriting techniques (text, images, sound). Such training would enable TAP to achieve its new objectives.

Achieving proficiency in the use of multimedia tools calls for specific technical and journalistic skills. As such, a skills-update programme for the Agency's personnel is essential. New information and communication technologies are a powerful instrument for achieving equitable access to sustainable development since they offer communication professionals the means of enriching a media landscape which can be accessed from anywhere and at progressively declining costs.

The level of proficiency achieved in the use of these tools, through the skills-upgrade programme provided for in this project, will ensure that NICTs are put to use effectively, and will enable TAP to reduce its operating costs while at the same time enriching its output, thereby making the Agency more competitive.

Through technical and journalism training, the Agency's personnel will acquire know-how in the use of new forms of news writing and broadcasting. The project entailing the setting up of production units specializing in digital and multimedia documents emerged following an audit conducted in July 2005 by Agence France-Press (AFP) experts and the resulting action plan. AFP experts will provide support for and monitor the implementation of this project. An AFP team of experts had already visited Tunis for 15 days in September-October 2005 to assist with the online publication of the TAP web site.

2. DESCRIPTION OF THE TARGET GROUPS

- 40 journalists
- 10 documentalists and photographers
- 3 computer engineers

3. IMMEDIATE OBJECTIVES

➢ Two-month training course in multimedia copywriting, for 40 TAP journalists;
➢ Two-month training course in classification techniques, for 10 documentalists;
➢ One-month *JavaScript* and *XML* course, for 3 engineers.

4. DEVELOPMENT OBJECTIVES

New information and communication technologies (ICTs) and the media are important tools for achieving equitable access to sustainable development.

5. PROJECT INPUTS

- Audit of TAP employees' training needs, conducted by Agence France-Presse experts;
- Acquisition of equipment required for the training courses;
- Remuneration of trainers.

TAP has already commenced the project-related tasks with the setting up of a training unit. Currently it has:

- 13 computers;
- 2 ink-jet printers;
- One video projector;
- Seating for 13.

6. PROJECT OUTPUTS

- 40 TAP journalists trained in multimedia copywriting;
- 10 documentalists trained in the principles of their professions
- 3 engineers trained in the use of *JavaScript* and *XML*.

- An upgraded training unit providing multimedia tools and the hardware and software necessary for NICT training

7. ACTIVITIES AND WORK PLAN

Activities	1	2	3	4	5	6	7	8	9	10	11	12
Contact with trainers	▨	▨	▨									
Preparation of the participant list				▨								
Purchase of the hardware and software required for the training					▨							
Preparation of the training room at the Agency						▨						
Training in writing techniques							▨	▨				
Training in web technologies							▨	▨				

Training in the use of XML									▓			
Training in digital media										▓		
Evaluation of courses											▓	
First report											▓	
Second report												▓
Final report												▓

8.   INSTITUTIONAL FRAMEWORK

TAP intends to make to most its collaboration with AFP, the internationally renowned press agency and a pioneer in the use of NICTs.

As part of the skills-upgrade programme for TAP production-unit personnel, AFP intervened twice in 2005: firstly, to conduct an audit of the agency's training and IT needs, and secondly, to provide assistance with the design of the agency's web site.

TAP wishes to pursue this partnership and has established contact with AFP experts for assistance with the establishment of a training plan and the corresponding training evaluation plan.

Attention should also be drawn to the important role played by the UNESCO office in Rabat, which assisted TAP with its computerization projects throughout the 90s, and with the computerization of the agency's documentation services.

9.   SUSTAINABILITY

Proficiency in the use of multimedia tools, whether in terms of their development or use, will enable TAP to maintain its position in the modern media landscape. Such proficiency will be transmitted to newcomers to the agency, through training manuals and interaction with experienced professional.

The training unit will provide the equipment necessary for TAP journalists to maintain and enhance their level of proficiency in new information technologies.

10.   MONITORING FRAMEWORK

Project support and monitoring activities will be conducted Agence France Presse and TRANSTEL experts.

11.   PRE-PROJECT ASSESSMENTS

The TAP will produce an activity report every four months.

C.   ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/3TUN/30 350-TUN-31	25,000	Tunisia	*1982 - 1984*
		Development of TAP News Agency	
PDC/6TUN/01 350-TUN-61	50,000	Development of the African Centre for Training of Journalists and Communicators	*1985 - 1988*
PDC/11TUN/01 352-TUN-11 520-TUN-61 (FIT-France)	15,000 75,000	Computerization of Tunis Afrique Presse	*1990 - 1997*
PDC/15TUN/01 352-TUN-51 520-TUN-62 (FIT-France)	70,000 106,799	Computer-based documentation management system	*1995 - 2005*
PDC/17TUN/01 352-TUN-71	70,000	Replacement of computer equipment at the "Centre Africain de Perfectionnement des Journalistes et Communicateurs" (CAPJC)	*1997 - 1998*
PDC/20TUN/01 353-TUN-01	55,000	Replacement of radio and television equipment at IPSI	*2000 - 2002*
Total Tunisia: US$ 285,000+US$ 202,000 (FIT)			

Beneficiary body's contribution during the term of the project

- Setting up of a training unit at TAP;
- Purchase of 13 computers;
- Purchase of 2 ink-jet printers;
- Purchase of a video projector;
- Audit of TAP employees' training needs, conducted by Agence France-Presse experts;
- Purchase of training equipment (hardware and software).

Aid requested from sources other than the IPDC

TAP works with AFP specialists as well as with the British firm, TRANSTEL (developer of the news-writing software used by TAP).

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training in multimedia copywriting and classification techniques (trainer's fees, travel allowance and per-diem allowance) for 50 journalists, documentalists and photographers (6 days):	15,000
Training in web technologies for 3 computer engineers (6 days):	2,000
Training in XML technologies for 3 computer engineers (6 days):	6,000
Training in digital media for 3 computer engineers (6 days):	2,000
Monitoring	1 000
TOTAL:	**26,000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
13 computers:	18,200
Software licences (13):	6,500
2 ink-jet printers:	300
Video projector:	1,500
Seating for 13:	2,600
AFP audit of training needs:	10,000
Activity report:	4,000
Monitoring:	6,000
TOTAL:	**49,100**

EUROPE

ARMENIA

A. PROJECT IDENTIFICATION	
1.	TITLE	**"TV BRIDGE" PROGRAMME**
2.	NUMBER	PDC/51 ARM/01
3.	CATEGORY OF MASS MEDIA	Radio and television
4.	IPDC PRIORITY AREA	Development of community media
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial and equipment
7.	TOTAL COST OF PROJECT	US $ 89 800
8.	AMOUNT REQUESTED FROM IPDC	US $ 35 000
9.	BENEFICIARY BODY	"LORU MIG" Co Ltd., Founder of "MIG" TV / Radio station
10.	IMPLEMENTING BODY	"LORU MIG" Co Ltd.
11.	PROJECT LOCATION	Vanadzor City
12.	PROJECT PREPARED BY	Samvel Harutunyan

DECISION OF THE BUREAU:
APPROVED: US$ 30,000

B.   PRESENTATION

1.   BACKGROUND AND JUSTIFICATION

Armenia passes to a dynamic stage of development. Economic, political and legislative changes are taking place continuously. The role of the mass media outlets is very important for assisting this activity.

The most popular media is television, which is viewed by 85 to 90% of the population, and is its primary source of information, since the electronic media have more impact than the print media.

Even though national media broadcast in the regions, the coverage of the topics is not complete, as they focus on national events and the life in the capital. The population of Yerevan, and more importantly national authorities and foreign organisations present in the capital, are not informed about the problems of the people of the regions; this has a negative impact on the development of the regions.

Although the freedom of media is a constitutional right, the governmental censorship is still present. In particular, as every big television station is owned or controlled by political and economic forces close to the President, journalists rarely report news other than those that are in line with state propaganda. So, there exists a vacuum of information, pressure of government on the media, lack of free dissemination of information and pluralism.

"LORU MIG" Co ltd. / MIG (Interkap) TV/Radio Station/ was founded thirteen years ago, and it is one of the oldest independent local mass media units in Armenia. It broadcasts in the Lori region, more precisely in Vanadzor city and 11 adjacent villages. The minimum potential audience is 150 000 people.

The goal of this project is to establish a broadcasting cooperation between the Lori region and the capital of Armenia. Our aim is specifically to make the problems of the region known to the capital. We are experienced in producing programmes about cultural, social and economic life of the Lori region. Technical equipment is a key issue for this project. The equipment we would acquire within the framework of this project would help us to expand our technical capacity. We will be able to produce high-quality programmes with local content, which could be broadcast at national level by our partner "*Shant TV*".

We also need TV/Radio broadcasting equipment because Radio/TV audience has decreased, and we need to cope with this issue by enlarging the coverage area. Since we will also broadcast the programmes produced under this project in Lori, the increase in audience (which will reach 56% of the population of the Lori region) will help us to reach more people, to attract more advertisers and to give people a better chance to express their ideas and thoughts.

2.   DESCRIPTION OF THE TARGET GROUPS

The Lori population will be the main beneficiary of this project. We will pay a special attention to the problems of vulnerable groups such as women, youth, disabled people, refugees and national minorities. We will provide them with a platform to voice their needs at the national level, which will serve the goal of social integration.

3. IMMEDIATE OBJECTIVE

To establish the cooperation with Yerevan in order to channel information from the region to the capital, and to raise awareness of local problems at the national level.

4. DEVELOPMENT OBJECTIVE

This project will establish a direct communication channel between the Lori region and the capital, but also between the audience and local / national officials. This will provide people with the information needed and give them a chance to express their concerns directly to local and national officials. Such interaction is crucial for the democracy, and is an example of how freedom of expression can affect policies and development process in a country.

5. PROJECT INPUTS

See detailed list in the Budget, section 1.

6. PROJECT OUTPUTS

- Our journalists (4 or 5) will be trained by "*Shant TV*" to produce programmes at the highest standards, in order to broadcast them in the capital;
- Establishment of a new partnerships with "*Shant TV*" in Yerevan: creation of the TV and Radio platform for regional problems to be dealt with;
- Increase in audience and in quality, due to the use of digital equipment.

7. ACTIVITIES

- Survey;
- Training of journalists by "*Shant TV*";
- Announcements of the programmes to be broadcast;
- Information gathering;
- Production of programmes;
- Evaluation of the programmes every 3 months;
- Final evaluation

8. WORK PLAN

- Survey: Once a month, over one year;
- Announcements: 5 times a day over one year, by "*MIG TV*" and "*VaBa TV/FM*";
- Gathering of information: 3 times a week;
- Production of programmes: News and talk shows for "*MIG TV*" (twice a week) and talk shows for "*Shant TV*" (once a week);
- Programmes sent to "*Shant TV*" of Yerevan: Twice a week, over one year;
- Evaluations: Every three months, over one year.

9. INSTITUTIONAL FRAMEWORK

- First, "*Selen*" NGO will organise a survey in order to assess the questions the inhabitants of Lori want to be dealt with by the national TV companies, and what this can bring to the population.
- 4 or 5 journalists from Loru "*MIG*" will be trained by "*Shant TV*";
- Each week, we will prepare two programmes for "*Shant TV*" of Yerevan, which broadcasts nationwide.
- Once every three months, we will organise a special programme about the impact of this TV-Bridge. The guests will be representatives of the local government, NGOs and representatives from "*Shant TV*", "*MIG*" and "*VaBa TV*".

10. SUSTAINABILITY

As we are going to tackle with the specific problems of our region, we expect that the programme will have a large audience. Besides, it will also be broadcast in Yerevan, a good prospect for local business. We have an arrangement with "*Shant TV*" which will allow us to offer lower advertisement fees compared with rates in the capital. At the regional scale, they will still be higher than now. Therefore, we will be able to continue to implement this programme with advertising income. Some regional organisations are ready to cover a part of the running costs for the continuation of the programme after the termination of the project.

11. FRAMEWORK OF MONITORING

Once every three months, we will organise a special programme about the impact of this TV-Bridge. The guests will be representatives of the local government, NGOs and representatives from "*Shant TV*", "*MIG*" and "*VaBa TV*". At the end of the activities, we will conduct a final report.

12. EVALUATIONS CARRIED OUT

The journalistic NGO "*Selen*" will carry out a survey in order to determine which programmes would be the most useful for the population.

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

PDC/16ARM/01 352-ARM-61	90,000	Armenia	*1996 – 1998*
		Establishment of interrelation with the world television network	
PDC/19ARM/01 352-ARM-91	40,000	Development of journalism training	*1999 – 2001*

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Administration and personnel (*one year*)	
Project director:	840
2 production specialists:	720
2 journalists:	720
2 cameramen:	720
Computer editor:	360
Digital camcorder with tripod and accessories:	7 440
Digital recorder:	2 500
Furniture:	680
Printer:	450
Expendables (blank digital and VHS cassettes):	1 800
4 VCRs:	1 600
4 video monitors:	3 000
Hub:	320
3 computers with 17" screens:	5 350
DV card:	1 250
2 microphones with stand:	800
TV broadcast antenna:	900
FM broadcast antenna:	500
2 audio mixing consoles (TV + FM):	1 350
Video mixer:	2 500
Transaction taxes:	200
Monitoring	1 000
TOTAL :	**35 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Office properties:	240
Internet connection:	120
Communications:	12 000
Project director:	1 320
Assistant:	1 080
Accountant:	1 080
Coordinator:	1 080
2 production specialists:	1 200
2 journalists:	1 200
2 cameramen:	1 200
Computer editor:	600
Lawyer:	600
Digital satellite tuner:	700
Studio set:	450
Furniture:	200
6 video monitors:	1 140
3 studio microphones:	840
Computer with 15" screen:	1 000
TV transmitter:	6 000
FM transmitter:	2 500
S-VHS editing unit:	13 000
3 DV cameras:	4 500
Cables and connections:	950
Transport:	1 800
TOTAL :	**54 800**