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INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

**NEW PROJECTS SUBMITTED TO THE
IPDC**

PART IV: ARAB REGION AND EUROPE

**IPDC BUREAU
Fifty-third meeting**



**UNESCO HEADQUARTERS, PARIS
23 - 25 FEBRUARY 2009**

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REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING INSTITUTIONAL CAPACITY OF THE FEDERATION OF ARAB NEWS AGENCIES (FANA) TO OFFER MEDIA TRAINING
2.	NUMBER	PDC/53 RAB/01
3.	CATEGORY OF MASS MEDIA	News Agencies in all Arab Countries
4.	IPDC PRIORITY AREA	Training of Media Professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$119,520
8.	AMOUNT REQUESTED FROM IPDC	US\$54,000
9.	BENEFICIARY BODY	Federation of Arab News Agencies Sin-El-Fil, Beirut - Lebanon Tel: +9611485020 Fax: +9611482256 Email: f.a.n.a@cyberia.net.lb Contact: Dr. Farid Ayar, Secretary General
10.	IMPLEMENTING OFFICE	UNESCO Regional Office - Beirut, Mr. George Awad
11.	PROJECT LOCATION	Federation of Arab News Agencies Sin-El-Fil, Beirut – Lebanon Tel: 9611485020 Fax:9611482256 Email: f.a.n.a@cyberia.net.lb
12.	PROJECT PREPARED BY	Dr. Farid Ayar, Secretary General of the Federation of Arab News Agencies. Mr. George Awad, UNESCO Beirut
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

- 19 National Arab News Agencies are affiliated as members to the Federation of Arab News Agencies (FANA). Some of these agencies are attached to the Ministries of Information while others operate with certain autonomy like the Middle East News Agency, the Maghreb News Agency, The National Lebanese Information Agency and Qatar News Agency. Some of these agencies enjoy freedom to disseminate news and information which do not contradict the political orientation of the government.
- The information media supported by this project are mainly Arab news agencies which are considered the major sources of news and information to newspapers, magazines, and T.V. channels. Improving these agencies' performance by way of developing and strengthening editors capacities operating in them will lead definitely to the development, improvement and the independent performance of other information media in Arab countries and subsequently to the realization of greater freedom and autonomy.
- There exist numerous problems which confront information media in Arab countries. These problems include subordination but as we pointed above, improvement of the performance and the development of the news quality, here we speak about news agencies, will lead definitely to the overcoming of all these problems.
- As all development theories in the Third World Countries affirm that developing man and his capacities and potentials is the way for developing these countries capacities, we consider that development of the capacities of personnel operating in Arab News Agencies like editors-in-chief, deputy editors-in-chief, editorial secretaries, technicians and press photographers, is the ideal venue for the development of general performance and from there to the obtainment of freedom and autonomy.
- Thus we consider the project for the establishment of a training institute in Beirut for the news agencies journalism, a very important project. We even consider it the ideal venue for our orientation toward making the national news agencies in the Arab countries independent of their governments.
- As regard the question about alternate solutions, we affirm that there doesn't exist at present any other alternative to develop the capacities of personnel attached to information establishments which are considered the most important albeit the only sources of news and information in some Arab countries.
- Establishment of a training institute and development of the news agencies personnel capacities could not be realized without procurement of equipment which will be the instruments for the conduct of the training and development process.

2. DESCRIPTION OF THE TARGET GROUP:

The target group of this project are the Arab news agencies given hereunder:

Jordan News Agency (Petra)	Syrian Arab News Agency (SANA)
Emirates News Agency (WAM)	Iraqi News Agency (INA)
Bahrain News Agency (BNA)	Palestinian News Agency (Wafa)
Tunis-Afrique Press Agency (TAP)	Qatar News Agency (QNA)
Algerian News Agency (ANA)	Kuwait News Agency (KUNA)
Saudi Press Agency (SPA)	National Information Agency, Lebanon

Sudan News Agency (SUNA)	Al-Jamahiriyah News Agency
Middle East News Agency (MENA)	Yemen News Agency (SABA)
Maghreb Arabe Press (MAP)	Oman News Agency
Mauritania News Agency	

3. DEVELOPMENT OBJECTIVE:

This project will contribute to the adoption of modern thoughts concerning democracy, freedom of expression and amelioration of contacts with the masses through improving journalists' skills and develop their capacities as well as editors writing skills, working in news agencies.

4. IMMEDIATE OBJECTIVES:

A self-sustained training institute capable of improving Journalists' and editors capacity in writing news items in an objective and unbiased manner that will help in enhancing democracy and respect of human rights within 19 Arab News Agency.

5. PROJECT OUTPUTS:

48 editors and journalists skilled to cover news about amelioration and in writing Economic, Political, Environment, Local Elections and Human Rights topics.

6. ACTIVITIES:

Three 5-day training workshops targeting 16 Media persons and covering the following:

1. Freedom of Expression and Democracy
2. Human Rights and Elections
3. Environment

7. PROJECT INPUTS:

Implementing the above activities will require the provision of 20 computer sets with their tables, chairs, printers, flip charts and overhead projectors.

Each training session needs two supervisors to conduct it, who should possess expertise and vast previous experiences in teaching the subjects of writing and editing Economic, Financial and Political news, besides the preparation of training material. In addition, two translators from the Arabic to the English languages and vice versa.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Selection / contracting of instructors and trainers	X	X	X					
Selection of equipment	X	X	X					
Purchase and installation of the equipment	X	X	X					
Preparation of training materials	X	X	X					
Selection and notification to workshop participants		X	X					
In-country workshop # 1				X				
In-country workshop # 2					X			
In-country workshop # 3						X		
Follow-up with participants							X	
Submission of implementation reports				X				X

9. INSTITUTIONAL FRAMEWORK:

The Federation of Arab News Agencies was established in 1964 by the Arab League. Funding is ensured by Arab News Agencies members of the Federation. It comprises 19 National Arab News Agencies. Its objective is to strengthen professional relations between these news agencies and to ensure the widest possible venues for dissemination of news inside the Arab countries and their conveyance abroad.

The federation has the capacity, Experience and credibility to undertake this project by virtue of its excellent management headed by its Secretary General, its Secretariat Board and its Chairman and Deputy Chairman. Its Secretary General is elected for a term of five years, its General Secretariat board members are elected for a team of two years and the Chairman and Deputy Chairman for a team of two years.

The federation will undertake to carry all the preparatory activities in order to create conditions conducive to the project's implementation.

In order to realize this project, the Federation seeks to enhance the level of capacity of the member agencies by way of providing them with advices, encouragement of mutual exchange of expertises, awareness raising in addition to holding specialized meetings. The Federation works toward development of information and technical cooperation between its member agencies and national news agencies around the world.

10. SUSTAINABILITY:

The Federation of Arab News Agencies will contribute in sustaining this institute, caring for it and preserving its equipment and furnishings. The costs of the future training courses that will be held during the following years after the foundation of this institute will be covered by Arab News Agencies, members of the Federation.

11. FRAMEWORK OF MONITORING:

In addition to UNESCO's Regional office in Beirut, FANA will perform self monitoring as is the case with its other projects.

12. EVALUATIONS CARRIED OUT:

The federation's General Secretarial bureau decided to undertake training courses after noticing the great shortage in the efficiencies and experience of the Arab News Agencies personnel.

During August 2008, the Federation of Arab News Agencies held two training courses in which participated operators from 12 Arab News Agencies. These two courses are: The training course for Economic News Editors and the second was a focus training course on money laundry.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Progress reports will be submitted to UNESCO Regional office in Beirut on a four-month basis. In addition, a final detailed report will also be submitted at the end of the project. This will all be done by Dr. Farid Ayar, Secretary General of the Federation of Arab News Agencies.

C. ADDITIONAL INFORMATION

IPDC had in 1991 allocated an amount of U.S. \$58 thousand for the realization of a similar project (PDC/21 RAB/01).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

1. FIRST TRAINING WORKSHOP			
Participants' accommodation and meals (\$177x16 participantsxfive days):			14,160
Trainer (five days training + five preparatory days at a rate of \$250 per day):			2500
Production of training material			1500
Misc.			1500
Total training Costs:			19,660
2. TRAINING EQUIPMENT			
	Unit Price	Qty.	
Computers	1,000	20	20,000
Computer Desks	150	20	3,000
Server and cabling	5,000	1	5,000
Office furniture (chairs)	100	20	2,000
Office furniture (conference table)	500	1	500
Filing cabinet	250	1	240
Photocopier	3000	1	3000
Fax (laser)	400	1	400
Flip chart and overhead projector	200	1	200
Total Training Equipment			34,340
Total contribution requested from IPDC			54,000

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

Administrative assistant (8 months * \$400)	3,200
Project coordinator (8 months * \$800)	6,400
Communication costs	3,000
Training centre renovation	6000
Contingencies	2,000
Premises rent (8 months * \$700)	5,600
Three additional workshops (19,660 * 2)	39,320
Total beneficiary's contribution	65,520

LEBANON

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING NATIONAL NEWS AGENCY'S CAPACITY TO PROMOTE FREE, PLURALISTIC AND DIVERSE MEDIA
2.	NUMBER	PDC/53 LEB/01
3.	CATEGORY OF MASS MEDIA	News Agency
4.	IPDC PRIORITY AREA	Training of Media Professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$37,250
8.	AMOUNT REQUESTED FROM IPDC	US\$23,750
9.	BENEFICIARY BODY	National News Agency (NNA) Ministry of Information, Hamra, Beirut - Lebanon Tel: 9611754400 Fax: 0611745776 Contact: Laure Sleiman, Director Email: laure@nna-leb.gov.lb
10.	IMPLEMENTING OFFICE	UNESCO Regional Office - Beirut, Mr. George Awad
11.	PROJECT LOCATION	Ministry of Information Hamra Beirut – Lebanon
12.	PROJECT PREPARED BY	Ms. Laure Sleiman, Director of National News Agency Mr. George Awad, UNESCO Beirut
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

The National News agency (NNA) is the main source of domestic news on the national and international level. It represents the most reliable and objective source of Lebanese news, and the fastest in editing and delivering the news to the public and other Lebanese, Arabic and International medias.

State-owned or influenced media attract the biggest audiences .With the actual fast technology development, it is vital for the agency, while working in a very competitive field, to focus on providing the best training programs and systems to better align employee skills and activities and keep the lead in the media sector especially through the NNA Website. It is to be noted that in August 2008, 82 million hits were registered on the NNA website.

In order to create increased exposure and insure a better updated quality of news; The NNA is in need to provide staff trainings for 15 employees in the following fields: Internet and Computer usage as well as online writing and editing skills. Those enhanced capacities will ensure the leading role of the NNA through the trained staff and most of all will make them be the nucleus for improving the skills of the rest of the staff.

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

The target group of this project are 15 journalists from the National News Agency.

3. **DEVELOPMENT OBJECTIVE:**

Through empowering NNA, the main source of information for the cese Media institutions, this project will contribute to a more objective, free, pluralistic and up-to-date Media in the country. Needless to say, the National News Agency is the reliable and main source of information for the Lebanese Media institutions.

4. **IMMEDIATE OBJECTIVES:**

Fifteen Journalists from the National News Agency will acquire skills and knowledge in Online journalism, editing skills as well as Computer and Internet use with emphasis on Media issues (freedom, pluralism, objectivity...etc)

5. **PROJECT OUTPUTS:**

Fifteen journalists capable of using the Internet, online journalism and editing skills acquired from their training to apply new Media techniques and measures towards a more pluralistic and free media.

6. **ACTIVITIES:**

Fifteen NNA journalists will undertake the following training:

- Five-day workshop on online Journalism.
- Five-day workshop on writing and editing skills.
- Five-day workshop on Computer & Internet use with emphasis on Media.

7. PROJECT INPUTS:

- Six trainers
- Material
- 10 PCs
- Logistics

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Selection/contracting of instructors and trainers	X							
Preparation of training materials		X						
Logistical preparations for workshops			X					
In-country workshops				X	X			
Monitoring of journalists' work						X	X	X
Submission of implementation reports				X				X

9. INSTITUTIONAL FRAMEWORK:

National Agency for Information is an official Agency in the Ministry of information. It consists of two services: General News Service and News Broadcasts, in addition to a number of departments directly linked to the Directorate of the Agency. The Agency includes also thirty offices in various provinces of Lebanon.

Through the preparation course for this project and after its internal survey, NNA started work in preparing a training room to be used for this project idea as well as continuous training for its staff.

National News Agency has strong relation with many local and international bodies that work on helping its growth and development. One major organization is UNESCO through its Regional office in Beirut where it assisted the agency in its human capacity building.

10. SUSTAINABILITY:

This project comes as a one time training series that aims at bringing the National News Agency journalists up to recognized international standards where they can apply it with their daily tasks. Accordingly, the National News Agency will not ask UNESCO for further assistance in this regard.

11. FRAMEWORK OF MONITORING:

National News Agency and UNESCO Beirut office will monitor this project and its outcome.

12. EVALUATIONS CARRIED OUT:

A recent training and current situation assessment (one month old) was conducted at the National News Agency. From one hand, it should show the importance of the NNA for the Local Media as a source of information as well as its amazing response to news. Although this is a positive sign, however, the assessment also showed the lack of skills in new trends and approaches towards exporting the news towards Media institutes in an up-to-date, free and pluralistic approach.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Progress reports will be submitted to UNESCO Regional office in Beirut on a four-month basis. Also, a final report will also be submitted at the end of the project by Ms. Laure Sleiman, Director of the National News Agency.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past:

PDC/20LEB/01 353-LEB-01	35,000	Lebanon	2000 – 2003
		Training of journalists at the Daily Star newspaper	
PDC/48 LEB/01 354 LEB 5041	18,000	Media pluralism in community media	2005 - 2006
Total Lebanon: US\$ 53,000			

- Prior to the submission of this proposal, NNA conducted an internal survey on the needs and skills of its personnel vis-à-vis duties, changes and current Media status.
- Contribution foreseen by NNA will be through its personnel coordination, part of the equipment needed as well as venue and logistics and administration.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

ACTIVITIES		
Training workshops		
• Trainers fees: \$250 x 6 trainers x 5 training days		7,500
• Lunch + breaks: \$30 x 15 training days x 15 participants		6,750
• Local travel for three trainers		300
Production of training material		
• Preparation of material by 3 experts * \$1,000 each		3,000
• Printing training manual		1,200
Equipment		
Five computers to complement the lab provided by NNA 5 * \$1,000		5,000
TOTAL		US\$23,750

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

Project Coordinator (8 months x \$500)	4,000
Five PCs for the training	5,000
Office space and Logistic support	2,000
Communication costs	1,000
Contingencies	1,500
TOTAL	US\$13,500

LEBANON

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CONFLICT SENSITIVE JOURNALISM: EMPOWERING YOUNG JOURNALISTS IN RESPONSIBLE COVERAGE DURING TIMES OF CONFLICT
2.	NUMBER	PDC/53 LEB/02
3.	CATEGORY OF MASS MEDIA	Television. Radio. Newspaper
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$ 73,150
8.	AMOUNT REQUESTED FROM IPDC	US\$ 27,750
9.	BENEFICIARY BODY	MAHARAT Foundation Australia Center Bldg., 6 th floor. Jdeideh, Lebanon Tele/Fax: +961-1888741 Mobile: +961-3-612413 Email: info@maharatfoundation.org Website: www.maharatfoundation.org Contact: Roula Mikhael, Executive Director
10.	IMPLEMENTING OFFICE	UNESCO Regional office - Beirut George Awad. Program Officer.
11.	PROJECT LOCATION	Le Meridien Hotel, Beirut - Lebanon
12.	PROJECT PREPARED BY	Zeina El Roueiheb. Program Officer. MAHARAT George Awad, Program Officer. UNESCO Regional Office - Beirut
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Like any other country, and perhaps even more, Lebanese media plays a major role in shaping citizens' opinions and impacting their choices. Lebanon is however unique in its media scene as the intense diversity of the Lebanese society is sharply reflected in the media. Indeed, Lebanon is home to a large number of private owned media institutions that are for their majority the mouthpieces of specific political parties. The state television station suffers from a severe fiscal deficiency, poor quality of shows and political news coverage, and thus bottom-low viewer ratings. Because of this severe reduction of the margin between politics and media, media institutions are part of the political disputes and often play a major role in them.

The heterogeneous nature of the Lebanese society catalyzed by foreign meddling in Lebanon's internal affairs has resulted in a long and bloody war that lasted from 1975 till 1990. Since then, Lebanon has enjoyed a relatively stable period intermittent with periods of unrest as has been the case since the year 2005. Random clashes in several areas, several targeted assassinations of Lebanese politicians and journalist, many explosions that left havoc in civilian neighbourhoods, and so many other disruptive events have been the bread and butter of the Lebanese for the past few years. The month of May 2008 (specifically May 7 – May 16) witnessed intense street fights in Beirut and other cities between the pro-government and anti-government Lebanese factions. MAHARAT, with the help of media expert consultants, underwent a project consisting of carefully analysing and evaluating media coverage of the events that took place in that period of unrest. A 20-minute documentary was prepared based on the results of the analysis, and representatives from all media institutions as well as political personalities were invited to watch and discuss the documentary. The result was flagrant and raw: all agreed that the Lebanese media institutions not only did not play a calming, peace-bringing role during the unrest, but they conversely acted as a catalyst agent fuelling the already existing divisions and being the reason for more negative feelings. Indeed, the president of the Lebanese republic and the Lebanese army commandment were prompted to ask media institutions to practice control and restrain over what is broadcasted to the public in order to prevent unconstructive feelings among recipients.

Thus, and in the light of the afore-mentioned situation, it becomes evident that there is a real need to remind the constituents of Lebanese media body about their role in objective news coverage, and to educate them on how to be agents of peace. In the Lebanese chattered society, conflict sensitive journalism would help in bridging gaps by finding common grounds on which to report instead of worsening the already-existing tensions by reporting subjective and highly politicized stories. While it is undeniable that every individual, including journalists and reporters, have their own opinions and stands, the difference between a good journalist and a bad one especially in times of conflicts is the ability to be responsible and accurate in conveying the message despite one's own beliefs.

2. DESCRIPTION OF THE TARGET GROUP:

Primary beneficiaries in this specific project are young journalists. These consist of senior students from media faculties of all the major universities in Lebanon both private and public.

3. DEVELOPMENT OBJECTIVE:

The main goal is to implement a sense of conflict-sensitive journalism in young Lebanese journalists thus leading to a more peace promoting media sector in Lebanon.

4. IMMEDIATE OBJECTIVES:

- Thirty young journalists capable of applying the newly acquired concepts and skills of conflict-sensitive journalism to improve their reporting skills and also be able to produce a newspaper supplement with their own stories by the end of the training workshop.

5. PROJECT OUTPUTS:

- A trained group of thirty young journalists on conflict-sensitive journalism
- A newspaper supplement to be distributed with one of Lebanon's leading dailies

6. ACTIVITIES:

- Motivational session for media executives: Up to fifteen senior media executives will be invited to participate in a one day awareness seminar about conflict sensitive journalism. This will allow them to be more comprehensive of their staff reporters and journalists, and will hopefully positively influence their institution's policy.
- Training workshops: Three two-day workshops will be organized where extensive training on the concept and techniques of conflict-sensitive journalism will be provided by a team of expert trainers on conflict resolution.
- Production of a newspaper supplement: After the completion of the three workshops, students will be asked to work in groups on writing an extensive story or report pertaining to conflict that will be compiled and edited by experts.

7. PROJECT INPUTS:

- A team of four expert trainers on conflict sensitive journalism
- Stationery and materials
- A documentary on the May 08 events coverage by the major Lebanese television stations and newspapers.
- The training manual on conflict sensitive journalism.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7
Motivation session for media executives	X						
Selection of young journalists		X					
Young journalists training workshops			X	X			
Young journalists work on reports					X	X	
Publication of newspaper supplement							X
Submission of implementation reports				X			X

9. INSTITUTIONAL FRAMEWORK:

"MAHARAT Foundation" (Arabic for "Skills Foundation") is an NGO whose members are Lebanese journalists united by a common purpose, and that is to achieve a freer journalism and a much more democratic society. MAHARAT considers that enrooting the idea of peace can only be achieved through democracy - which was often violated in Lebanon during times of peace as well as during times of war.

MAHARAT has already successfully managed large projects funded by donors such as the European committee, Open Society and USAID. MAHARAT has also cooperated with UNESCO's regional office in Beirut on the establishment of an observatory for the freedom of opinion and speech in Lebanon.

10. SUSTAINABILITY:

The effect of the training workshops will be sustained through the writings of the young trained journalists and in their future work. Indeed, the target group of this project is the profession's future. In addition, Maharat Foundation will continue to support those young journalists and provide any needed guidance through the course of their work.

8. FRAMEWORK OF MONITORING:

In addition to UNESCO's Regional office in Beirut, MAHARAT will perform rigorous self monitoring as is the case with all its other projects.

12. EVALUATIONS CARRIED OUT:

Last April, MAHARAT organized a conference tackling the role of media institutions in building the culture of peace that was attended by Information Minister back then Mr. Ghazi Aridi, media personnel and editors in chief of several written and viewed media institutions, in addition to officials from the Faculty of Media from many Universities. The discussions that took place all agreed on a serious lack of the understanding of conflict sensitive journalism among journalists, and stressed on the many obstacles that prevent the media institutions from playing their role in building national peace and promoting social and economic growth.

The documentary movie that was prepared about media institutions' coverage of the May 08 events was shocking in the sense that it clearly showed the need for efforts to promote the culture of a conflict sensitive journalism.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

In compliance with IDPC regulations, MAHARAT will submit periodical reports on project progress in addition to a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The report will be prepared and submitted by MAHARAT's program officer, Ms. Zeina Roueiheb.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past:

PDC/20LEB/01 353-LEB-01	35,000	Lebanon	2000 – 2003
		Training of journalists at the Daily Star newspaper	
PDC/48 LEB/01 354 LEB 5041	18,000	Media pluralism in community media	2005 - 2006
Total Lebanon: US\$ 53,000			

- Preparatory activities completed prior to the submission:
 - Conference on the role of media institutions in building the culture of peace
 - Preparation of a training manual on the role of media in building a culture of piece

- Preparation of a documentary to be used as a training tool on the media coverage of last May's events.
- Contribution foreseen by MAHARAT during the project period: Provision of training tools, provision of MAHARAT's offices and equipment for work.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

ACTIVITIES	
Awareness seminar for media executives	
• Hotel venue rental + lunch: \$30 * 15 participants	450
Training workshops	
• Trainers fees: \$350 x 4 trainers x 6 training days	8,400
• Hotel venue rental + lunch + breaks: \$35 x 6 training days x 30 participants	6,300
Production of newspaper supplement	
• Printing training manual: \$4 x 200 copies	800
• Producing copies of documentary: \$4 x 200 copies	800
• Students transportation expenses and stipend: \$100 x 30 students	3,000
• Newspaper supplement printing expenses: (\$0.5 x 11000 copies) + (\$500 for supplement design)	6,000
• Experts fees (for follow up and final editing on reports): \$500 x 4 experts	2,000
TOTAL	US\$27,750

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

Project coordinator: \$600 * 7 months	4,200
Training manual production	15,000
Documentary production	21,000
Office rent: \$600 * 7 months	4,200
Communication cost	1,000
TOTAL	US\$45,400

PALESTINE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CONNECTING PALESTINIAN YOUTH IN HEBRON AND NABLUS
2.	NUMBER	PDC/53 PAL/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA, RADIO
4.	IPDC PRIORITY AREA	Development of Community Media Capacity Building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training, program production and equipment
7.	TOTAL COST OF PROJECT	US\$40,500
8.	AMOUNT REQUESTED FROM IPDC	US\$29,000
9.	BENEFICIARY BODY	International Palestinian Youth League (IPYL) in Hebron and Multipurpose Community Resource Center (MCRC) in Nablus
10.	IMPLEMENTING OFFICE	International Palestinian Youth League (IPYL) in Hebron and Multipurpose Community Resource Center (MCRC) in Nablus
11.	PROJECT LOCATION	HEBRON AND NABLUS, WEST BANK, PALESTINIAN TERRITORIES
12.	PROJECT PREPARED BY	International Palestinian Youth League (IPYL) in Hebron and Multipurpose Community Resource Center (MCRC) in Nablus
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The population in the Palestinian territories is overwhelmingly young — 56 percent of Palestinians are under 19, according to the Palestinian Central Bureau of Statistics PCBS. This young generation is exposed to a significant amount of stress and violence on daily basis, economical and social hardship and exclusion affecting their opportunities and abilities to build meaningful lives.

Several surveys show that as a result of ongoing occupation, internal violence and lack of political horizon, the young Palestinians have a general feeling of loss of hope, isolation and being irrelevant, and are becoming more marginalized in the society and more radicalized than their parents. According to the poll by Birzeit University, 35 percent of Palestinians over the age of 18 want to emigrate and nearly 50 percent of those between 18 and 30 would leave if they could.

Young Palestinians have few opportunities to express themselves, participate in the public discussion and decision making. Mobility restrictions and occupation prevents them from connecting and interacting beyond their immediate communities in and between the West Bank and Gaza. The society as a whole and media in particular don't address the issues concerning and affecting the youth and young people don't feature in the local or national media as active members of the society.

To break the isolation and bridge the gap between the young people living in different parts of the Palestinian territories, the project aims to empower and connect two groups of young people living in the Southern and Northern part of the West Bank, in Hebron and Nablus respectively and to enable them to express themselves through constructive activities and radio program production.

The training workshops, visits and meetings in Nablus and Hebron will facilitate the exchange and connection between young people in the West Bank and the production of youth radio programs on issues and topics important and interesting to the Palestinian youth. The topics will be selected and programs made by the youth themselves with a technical guidance from the project staff. The overall aim is to empower and give young people a voice in the media, increase a positive and constructive dialogue between local communities in the West Bank and raise awareness on the issues and challenges affecting young Palestinian people.

The project also aims to establish a cooperation and networking model for NGOs to encourage joint projects in order to connect communities and enhance social cohesion, act against geographical fragmentation and have a greater impact.

2. DESCRIPTION OF THE TARGET GROUP:

- 30 young Palestinian male and female living in Hebron and Nablus, West Bank, between 14-18 years of age
- Young Palestinian people in the West Bank to whom the radio programs are targeted

3. DEVELOPMENT OBJECTIVE:

- Empower and give voice to young people who are often marginalized and excluded in the Palestinian society and public debates
- Increase the interest and program content of the Palestinian media on the issues that concern and matter to the youth in the West Bank and Gaza

- Connect isolated and fragmented communities of young people in the West Bank in constructive dialogue and exchange

4. IMMEDIATE OBJECTIVES:

- Increase the interest and program content of the local radio stations on the issues that concern and matter to the Palestinian youth in Hebron and Nablus
- Connect two groups of young people in Hebron and Nablus through exchange, visits, videoconference and joint radio program production

5. PROJECT OUTPUTS:

- 30 young people in Hebron and Nablus provided with an opportunity for expressing themselves and trained in the radio programme production
- 40 radio programs produced and broadcasted on issues concerning Palestinian youth produced and broadcasted in the West Bank
- Cooperation between youth, youth organizations and local radio stations established in and between Hebron and Nablus

6. ACTIVITIES:

- Selection and contracting of project staff and trainers
- Meetings between IPYL and MCRC, with youth organizations and preparation of training materials for the workshops
- Selection of 30 participating youth in Hebron and Nablus
- Conducting 2 workshops, each lasting 10 days, one in Hebron and one in Nablus on youth empowerment and radio program production
- Preparing and organizing a trip for youth from Hebron in Nablus: meetings between youth visits, radio program preparation and interviews
- Conducting 2 workshops, each lasting 10 days, one in Hebron and one in Nablus to continue preparation and production of radio programs
- Preparing and organizing a trip for youth from Nablus in Hebron: meetings between youth visits, radio program preparation, recordings and interviews
- Radio programme production in Nablus and Hebron
- Broadcasting of programs in local radio stations
- Videoconference between Nablus and Hebron for feedback, evaluation and preparing follow-up activities

7. PROJECT INPUTS:

- Project coordinator and trainers for the workshops
- Training venues for the workshops and meetings
- Participants' subsistence and transportation expenses
- Training material, recording equipment
- Rental of video conferencing facilities
- Rental of radio studio for production and broadcasting

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Project preparation, recruitment of project staff, selection of participating youth	X	X										
2 training workshops in Hebron and Nablus			X									
Visit in Nablus, radio program preparation				X								
2 training workshops in Hebron and Nablus					X							
Visit in Hebron, radio program preparation						X						

Radio program production in Hebron and Nablus							X	X	X			
Video conference between Hebron and Nablus										X		
Broadcasting										X	X	X

9. INSTITUTIONAL FRAMEWORK:

The International Palestinian Youth League (IPYL) and its Media Center based in Hebron has many years of experience in projects on youth empowerment and international youth exchange. IPYL’s Media Center established with the support from EC and UNESCO has facilities for media production, computers, radio and television equipment and studio and experienced pool of media trainers in Hebron.

Multipurpose Community Resource Center (MCRC) in Nablus has many years of experience in projects on community development and outreach, and social, cultural and youth activities. MCRC has close cooperation with the Voice of An Najah, local University radion station in the production of community radion programs. In 2006-2007 MCRC was UNESCO’s partner in implementing a large scale Human Security project in 17 marginalized communities in the Nablus Governorate using communication for development as the main approach.

10. SUSTAINABILITY:

The project will be implemented jointly by the International Palestinian Youth League (IPYL) and its Media Center based in Hebron and Multipurpose Community Resource Center (MCRC) in Nablus. Both applicants are non-governmental, non-profit organizations with years of experience in supporting community development, local and community media and outreach, and have implemented projects and activies promoting human rights, human security, gender and women’s rights, culture, youth empowerment and exchange. Both organizations will continue to use their resources and experience for follow-up activies with youth and media after the end of the IPDC supported project.

8. FRAMEWORK OF MONITORING:

During the project monitoring will be carried out through interviews, questionnaires, evaluation sheets and feedback from the participants and trainers. IPYL and MCRC will closely plan and coordinate the activities in cooperation with the UNESCO Ramallah Office.

12. EVALUATIONS CARRIED OUT:

During the project monitoring will be carried out through interviews, questionnaires, evaluation sheets and feedback from the participants and trainers. Produced radio programs will be evaluated and videoconference at the end of the project phase with the participants and stakeholders will give important information on the expected results and impact of the activities. IPYL and MCRC will closely plan and coordinate the activities in cooperation with the UNESCO Ramallah Office and will offer full cooperation and support for any external evaluation of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

IPYL and MCRC will closely plan and coordinate the activities in cooperation with the UNESCO Ramallah Office and submit regular progress reports and final report on the project implementation.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past:

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 -2005
PDC/20PAL/01 353-PAL-01	30,000	Promoting a culture of peace through community radio	2000 - 2005
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
PDC/51 PAL/01 354-PAL-5061	30,000	PALESTINE: PBC VOICE OF PALESTINE DIGITAL AND WEB RADIO	2007-2008
PDC/52 PAL/01 354-PAL-5071	22,000	PALESTINIAN TERRITORIES : <i>"WOMEN TAKING THE LEAD"</i> : ADVANCEMENT OF MID-CAREER WOMEN MEDIA PROFESSIONALS	2008-2009
PDC/52 PAL/01 354-PAL-5071	29,000	PALESTINIAN TERRITORIES: PALESTINIAN JOURNALISTS' ELECTRONIC PLATFORM	2008-2009
Total Palestine: US\$ 307,000+ US\$ 179,000 (Funds-in-trust)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Project coordinator in Nablus (8 months, part time)	4,000
Project coordinator in Hebron (8 months, part time)	4,000
2 training workshops (each 10 days) for 30 youth in Nablus and Hebron	8,000
Travel and accommodation costs for youth groups	3,000
Production and broadcast costs for 40 youth radio programs	6,000
4 digital audio recorders	1,500
Memory cards, minidisks, other consumables	500
Videoconference	1,000
Monitoring	1,000
TOTAL	29,000

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

Project and admin assistant for 8 months (part time)	2500
Offices and training venue in Nablus and Hebron	4000
Radio and studio equipment in Nablus and Hebron	5000
TOTAL	11,500

PALESTINE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SAFETY TRAINING FOR PAKLESTINIAN JOURNALISTS IN THE GAZA STRIP
2.	NUMBER	PDC/53 PAL/02
3.	CATEGORY OF MASS MEDIA	Television, radio, newspapers
4.	IPDC PRIORITY AREA	Training of media professionals, freedom of expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training and equipment
7.	TOTAL COST OF PROJECT	US\$28,300
8.	AMOUNT REQUESTED FROM IPDC	US\$31,800
9.	BENEFICIARY BODY	Ma'an Network, Bethlehem, West Bank, Palestinian territories
10.	IMPLEMENTING OFFICE	Ma'an Network
11.	PROJECT LOCATION	Gaza Strip
12.	PROJECT PREPARED BY	Ma'an Network
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Although the Palestinian territories boast a plethora of media organisations, many media outlets are affiliated to particular political factions. Besides, media professionals lack sufficient professional training. There are three daily newspapers (*Al-Quds*, *Al-Ayyam*, and *Al-Hayat Al-Jadida*), several weekly newspapers and various monthly magazines. Palestinian Authority (PA) controlled media include the Palestine News Agency (Wafa, www.wafa.ps) and Palestinian Broadcasting Corporation (PBC, www.pbc.gov.ps), which runs a satellite TV channel and radio station. Privately-owned broadcast media include approximately 30 local TV stations and 25 radio stations between the West Bank and Gaza, several online news websites (with Ma'an News Agency, www.maannews.net, being the most prominent) and a few community media projects run by local NGOs. The only association of independent television and radio stations in the West Bank and Gaza Strip, Ma'an Network (www.maannet.org) supports local journalists working under intense partisan pressure and promotes professional, good quality media production.

Palestinian journalists work under hazardous conditions and face harassment from both Israeli and Palestinian military and officials. Threats to journalists have increased significantly since the Hamas takeover of Gaza in June 2007, with reporters in both the West Bank and Gaza Strip caught up in the political rivalry. Although freedom of expression is guaranteed under the Palestinian Basic Law, in recent months PA security forces in the West Bank and Hamas-affiliated forces in Gaza have closed media offices, confiscated equipment, assaulted reporters covering demonstrations, and detained journalists. Israeli restrictions on movement continue to affect journalists' ability to cover events in the West Bank, and numerous Palestinian reporters were injured or imprisoned by Israeli forces during 2007-2008.

These ongoing threats to Palestinian media professionals constitute a serious problem hindering free and pluralistic media and make the safety and protection a primary challenge for Palestinian media organisations, particularly in Gaza. Globally, 85% of all journalists killed since 1992 were local reporters rather than foreign correspondents, according to CPJ analysis. International journalists operating in the West Bank and Gaza Strip are often heavily equipped and protected, while most Palestinian reporters and local media organisations cannot afford protective equipment or professional training provided by specialised international safety training companies. The result is that Palestinian media professionals are taking daily risks covering the news in the conflict areas.

The proposed training will provide broadcast and print media journalists and cameramen in Gaza with the personal safety, risk assessment, conflict management and first aid skills to minimise those risks. Training includes topics on personal safety, pre-deployment planning, conflict management, dealing with hostile crowds, ballistic awareness, and handling situations involving shooting, checkpoints and abduction. Practical exercises and simulations will be used to allow participants to go beyond theoretical learning and practice their skills in a safe training environment that reflects field conditions as much as possible.

3. DESCRIPTION OF THE TARGET GROUP:

The target group are 20 Palestinian reporters, photographers and cameramen based in Gaza working for local media organisations who have not previously received safety training. The participants will be nominated by their organisations, although applications from freelance media professionals working in the field will also be considered. Organisations which will be invited to participate include news agencies (Ramattan, PalMedia, Al-QudsNet, Donia Al-Watan), television stations (Al-Aqsa, Palestine TV), newspapers (*Al-Quds*, *Al-Ayyam*, *Al-Hayat Al-Jadida*, *Ar-Resala*), and radio stations (Alwan, Sawt Al-Quds, Sawt Al-Aqsa, Sawt Ash-Sha'b, Ash-Shabab), in addition to Ma'an News Agency's Gaza

correspondents. If the number of participants permits, we will also accept Palestinian reporters or cameramen working for international or Arab satellite channels, provided they have not previously received safety training.

3. DEVELOPMENT OBJECTIVE:

This project will contribute to the development of safer working conditions for the Palestinian media in Gaza by enhancing the capacity of media professionals and organisations on the awareness and skills in safety issues and providing them with the protective equipment. Ultimately, the project is a step towards strengthening the freedom of expression and the ability of local media and journalists to work in Gaza.

4. IMMEDIATE OBJECTIVES:

20 media professionals in Gaza from 10 media organisations will acquire first aid, hazard assessment and risk management skills during a 5 day safety training course.

5. PROJECT OUTPUTS:

- Increased awareness and skills on safety of 20 media professionals and 10 media outlets in Gaza
- Strengthened safety policies and practices in media organizations
- 10 Safety equipment and first aid kits distributed to 10 the participants

6. ACTIVITIES:

- Selecting and contracting international safety training company
- Preparation of first aid training with Palestinian Red Crescent Society
- Selection and booking of training facility in Gaza
- Contacting and selecting 20 media professionals for the training
- Preparing and translating training material
- 5 day safety training course held in Gaza
- Procurement and distribution of safety equipment to Gaza by UNESCO

7. PROJECT INPUTS:

- An international trainer with extensive experience in conducting safety training for journalists in hostile environments. For the training held in the West Bank, Ma'an Network contracted a trainer from TOR International, a UK-based company which provides training for BBC field journalists.
- 2 trainers from the Palestinian Red Crescent Society for the first aid training
- One Interpreter translating from English to Arabic during the training
- Safety training materials translated into Arabic and distributed to participants prepared in consultation with the international trainer. Materials will draw on handouts provided by TOR, manual Ma'an Network produced following the November 2007 training, and publications of organisations like the Committee to Protect Journalists (CPJ) and the International News Safety Institute (INSI)
- Training venue with outdoor space for training exercises/ simulations in Gaza City
- 10 protective vests, helmets, and medical kits to be distributed to participating media organizations

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5
Selecting and contracting international training company	x	x			
Selection and notification of training participants		x	x		
Selection and booking of training facility in Gaza	x	x			
Selection and purchase of safety equipment, medical kits; transport to			x	x	

Gaza					
Preparation of training materials		x	x		
Safety and security training workshop in Gaza				x	
Distribution of safety equipment and medical kits				x	
Final Evaluation and Submission of narrative and financial reports					x

9. INSTITUTIONAL FRAMEWORK:

Established in 2002, Ma'an Network consists of 9 independent television stations,¹ 9 radio stations,² and Ma'an News Agency (www.maanneews.net), which provides news, programs and information covering both the West Bank and Gaza Strip. Through its activities in media production and training, Ma'an aims to strengthen professional and independent Palestinian media, cooperation between local, regional and international media and freedom of expression and media pluralism as keys to promoting democracy in Palestine.

Ma'an Network is managed by its Board of Directors, whose members meet quarterly and are elected by the Ma'an General Assembly. Daily administration of the network is supervised by General Director, while the news agency is managed by its Editor-in-Chief. This project will be coordinated by MAAN's sub-office in Gaza, under the supervision of Projects Manager in Bethlehem. Our funding partners include the National Endowment for Democracy, the Danish and Netherlands Representative Offices to the PA, Search for Common Ground, the UK Department for International Development (DFID) and UNESCO.

10. SUSTAINABILITY:

This project builds on the experience gained on the safety training for the media professionals in the West Bank funded by UNESCO Office Ramallah and implemented by Ma'an Network in November 2007. The distribution of training manuals, medical kits and protective gear (bullet proof vest and helmets) to the participating media organisations will strengthen their capacity to protect their employees. Effort will be made to distribute information and knowledge on the safety of media beyond the participants of the training course through developing operational guidelines and safety policies which will be adapted in media organisations based in Gaza.

11. FRAMEWORK OF MONITORING:

Ma'an Network's Bethlehem headquarters and Gaza City sub-office will closely coordinate the project activities in cooperation with the UNESCO Ramallah Office and the selected international safety training company.

12. EVALUATIONS CARRIED OUT:

This project proposal draws on a training needs assessment made by Ma'an Network for media professionals in Gaza, which concluded that safety training and equipment is the highest priority for reporters and cameramen. Evaluation of the course will be carried out through questionnaires and feedback from the participants and trainer.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

¹ Al-Amal TV (Hebron), Amwaj TV (Ramallah), Bethlehem TV, Farah TV (Jenin), Nablus TV, Qalqilia TV, Al-Quds Educational TV (Ramallah), Al-Salam TV (Tulkarem), and Wattan TV (Ramallah).

² Amwaj Radio (Ramallah), Al-Balad Radio (Jenin), Farah Radio (Jenin), Kul Al-Nas Radio (Tulkarem), Marah Radio (Hebron), Radio Mawwal (Bethlehem), Nablus FM, Nagham Radio (Qalqilia), and Al-Qamar Radio (Jericho).

Action plan will be submitted to UNESCO at the beginning of the project implementation and the competitive bidding and selection of the international safety training company and procurement and distribution of equipment will be made in close cooperation with UNESCO Ramallah Office. Final report will be submitted at the end of the training.

BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)

Item	No. of Days	No. of Units	Cost per Day/Unit	Sub-total
Fees for international safety trainer	4		1,800	7,200
Accommodation for trainer	6		100	600
International travel cost, air ticket		1	1,000	1,000
Interpretation and translating training materials	5		200	1,000
Red Crescent training fees for first aid course	1		200	200
Training facility rental fees	5		152	760
Lunch for trainees (25% of cost covered by MAAN)	5	20	15	1,500
Local transportation for trainees (50% of cost covered by MAAN)	5	20	5	500
Training materials, supplies and stationery	5	20	5	500
Protective vests		12	850	10,200
Helmets		12	320	3,840
Medical kits		20	50	1,000
Total contribution requested from IPDC				US\$28,300

BREAKDOWN OF MA'AN NETWORK CONTRIBUTION
(in US dollars)

Local coordination and support (staff costs)	1,600
Lunch for training participants	500
Local transportation	500
Training materials, supplies and stationery	500
Project reporting	400
Total Ma'an Network contribution	US\$3,500

EUROPE

REGIONAL

A. PROJECT IDENTIFICATION		
1.	TITLE	STRENGTHENING COOPERATION AMONG SOUTH EAST EUROPEAN BROADCASTERS TO ACHIEVE PUBLIC SERVICE MANDATE
2.	NUMBER	PDC/53 EUR/01
3.	CATEGORY OF MASS MEDIA	PUBLIC BROADCASTING SERVICES
4.	IPDC PRIORITY AREA	<ul style="list-style-type: none"> ▪ promotion of freedom of expression and media pluralism ▪ human resources development
5.	SCOPE (national, regional, interregional)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US \$ 85 220
8.	AMOUNT REQUESTED FROM IPDC	US \$ 29.700
9.	BENEFICIARY BODY	SEE ERNO Public Broadcasters' network
10.	IMPLEMENTING BODY	ERNO Coordination Office, Sarajevo
11.	PROJECT LOCATION	South-East Europe
12.	PROJECT PREPARED BY	ERNO Coordination Office, Sarajevo
DECISION OF THE BUREAU		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

ERNO is a regional TV news exchange network in the South East Europe (SEE) established in November 2000. Every day public broadcasters in the region exchange, via Eurovision satellite, news items and pictures for their specific needs. The news exchange, coordinated in Sarajevo, serves mainly public broadcasters from ex-Yugoslavia post-conflict region (Bosnia and Herzegovina, Croatia, Kosovo, Macedonia, Montenegro, Slovenia and Serbia) and SEE region transitional countries (Albania, Bulgaria, Romania and Hungary). One of the ERNO's main objectives is to reinforce the tradition of cooperation among the public broadcasters in the region, strengthen the professionalism of TV news staff and improve the quality of the news stories and bulletins. During this project, which operates thanks to the start-up support of UNESCO, European Broadcasting Union and the Finnish Foreign Ministry, more than 6.500 news items were exchanged, while the number of items per year increased from 651 in 2003 to 1249 in 2006, showing the increased interest for stories from the SEE region. More than 200 stories from this total were exchanged via Internet, as another tool for increased cooperation among PSBs. Also, more than 80 media professionals were trained on digital production techniques, within ERNO project in the period 2003-2007.

The investigative reporting project envisions increased cooperation among National TV stations in the region in the area of features, current affairs and documentary co-production as one of the new strategies of ERNO regional news exchange network that could help foster the self-sustainability of the project. It will also contribute to increased communication among more departments in participating TV companies, better and more responsible reporting to issues important to the region, and further recognition of the need for regional cooperation at higher management levels of the television stations. This would be the first joint workshop for producers of current affairs/documentary departments in Southeast European PSBs ever held, in which they could share their experience from their work for their own TV stations, but also gain more knowledge about the best practices in investigative reporting and co-production procedures. Due to the war history of the region, investigative journalism has not been highly developed, and especially not in the form of co-production among TV stations in the region. On the other side, there is a great need for co-produced investigative stories, since many of the most important stories, like minority rights, return of refugees, organized crimes, etc., are region-connected and need regional perspective. Unfortunately, PSBs in the region did not have any possibility to train their staff by themselves since "public services broadcasters in the new democracies have continued to grapple with dire financial crises stemming mainly from low rate of licence-fee collection"³. Presence of Eurovision news editors on the workshop, who already participated in some co-production projects, would additionally contribute to this discussion.

2. DESCRIPTION OF THE TARGET GROUPS

- 10- 15 media professionals from Eurovision news departments and current affairs/documentary departments from Public TV Stations that are the ERNO members, from post-conflict countries: Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Kosovo, Macedonia and countries in transition: Romania, Bulgaria and Albania.

3. IMMEDIATE OBJECTIVES

- Develop investigative reporting about the most important region-connected stories and current affairs/documentary cooperation among production staff of SEEs television stations in order to achieve PSB mandate.

³ Television Across Europe, More Channels, Less Independence, Follow-up Reports 2008, Open Society Institute

4. **DEVELOPMENT OBJECTIVE**

- Enhance free flow of information, understanding, peace dialogue and reconciliation in SEE by expanding the capacities and functional cooperation practices among staff of the Public television stations in all SEE countries, develop human resources in ERNO network's news and documentary/current affairs departments, and promote media development in post-conflict countries and countries in transition.

5. **PROJECT INPUTS**

- Organizers and experts for the workshop organization and network creation;
- Conference room for the meeting and training;
- Participants' subsistence and transportation expenses;
- Training material and rental of equipment to carry out the meeting and training;
- Computer and audiovisual equipment for presentation/discussion sessions;

6. **PROJECT OUTPUTS**

- 10-12 current affairs/documentary producers and 2-4 Eurovision News editors who will be trained on the first joint regional workshop about investigative reporting and co-production procedures;
- Strengthening of regional Public Televisions' capacity to produce quality documentary programming with a distinctive professional style and objective fulfilling the PSB mandate.

7. **ACTIVITIES**

- Consultation with ERNO members and preparation of the training materials for the workshop / training;
- Organizing practical workshop to be held in the region / training on the ways of cooperation among current affairs/documentary departments based on the current model of cooperation among members of ERNO and the European Broadcasting Union (EBU), and on the concrete procedures for co-production and best possible investigative reporting coverage of the issues relevant for the SEE region over four days in Belgrade, Serbia, for 10-15 media professionals, with a presence of 2 ERNO Coordination Office's staff members with the role of facilitators/media experts and organizers, and 1 EBU representative;
- Getting feedback from the participating TV stations;
- On-line discussion of workshop participants and ERNO Coordination Office about the results of the project;
- Agreeing guidelines and code of practice for future co-production projects;
- Formalizing the new network of current affairs/documentary producers among SEE PSBs.

8. **WORK PLAN**

Activity / Month	1	2	3	4	5	6	7
Consultation with ERNO member TV stations							
Regional meeting for feature co-production (strategy discussion and training)							
Getting feedback from workshop participants							
On-line discussion							

Presentation of the results – code of practice and new network formation							
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9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the ERNO Coordination Office in Sarajevo and Public TV Stations in 11 countries of South-East Europe at the level of Eurovision news desks that are already established members of the ERNO network; and at the level of current affairs/documentary departments (recruited as new members of the network).

ERNO is joint network of Southeast European Public Broadcasting Services financed primarily by ERNO members' membership fees, with the ERNO Coordination Office, registered legal body in Bosnia and Herzegovina, as the focal point. Network is financed additionally through projects contracted with various donors, including the European Commission. All decisions about this project will be taken in full mutual understanding with UNESCO. The practical organization of the workshop will be ERNO Coordination Office's responsibility. UNESCO and ERNO Coordination Office have documented track-records of cooperation in the implementation of various similar projects since 2005.

10. SUSTAINABILITY

11 media professionals working for the PSBs in the region on a regular basis will be trained about the new ways of cooperation and about the investigative reporting on the most important regional issues and will therefore apply the knowledge acquired from the workshop in their daily work which will carry on after the funding period. Exchange and co-operation between professionals will last as it is within the ERNO framework to which the SEE Public Broadcasters are committed. The applied project fits into the planned scale-up plan for ERNO network that aims to strengthen the created network, extend the cooperation between the public broadcasters from news to other programme areas by creating thematic cross border regional working groups, building capacities of the television news staff for cross border production and coordination and targeting institutionalization and full self sustainability of the network. What is more important, in the long-term, this project will contribute to increased commitment of editorial independent Public broadcasting.

11. FRAMEWORK OF MONITORING

Monitoring and evaluations will be conducted with the participation of the representatives of the participating TV stations. Previously mentioned success indicators will be discussed and further finalized with the input of both current members of ERNO news desks and newly recruited members from current affairs / documentary departments (recruitment will be conducted as part of the start-up consultative process as well as at the regional meeting). In the course of the project, the ERNO coordination office will be responsible for collecting and summarizing feedback from the various stakeholders.

Results of the workshop's two phases: agreed guidelines and code of practice for future co-production projects and formalization of the new network of current affairs/documentary producers among SEE PSBs, will be presented to all ERNO members in written form.

Advice will be regularly sought from the UNESCO Communication and Information Sector Division for Freedom of Expression, Democracy and Peace in Paris, while reports will be submitted on an ongoing basis to the IPD secretariat. An evaluation report will be produced on completion of all the set activities.

12. EVALUATIONS CARRIED OUT

Evaluation done in 2006 by the UNESCO contracted media expert showed that the scale-up

cooperation and joint co-production is an effective way to achieve future self-sustainability and best functioning of this regional project.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

ERNO Coordination Office in Sarajevo undertakes the task of submitting reports on project activities’ progress on a six-month basis. Reports will be prepared and submitted by Ms Zeljka Lekic, Head of ERNO Coordination Office.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

- ERNO – Eurovision Regional News Exchange for South-East Europe already has a strong network of 11 regional Public TV Stations;
- ERNO regional news exchange is coordinated by the Coordination Office in Sarajevo which is registered as a legal body in Bosnia and Herzegovina;
- Evaluation carried out in 2006 by a UNESCO contracted media expert showed that the ERNO Coordination Office in Sarajevo has the necessary expertise for supporting the ERNO scale-up process.

Contribution foreseen by the beneficiary agency during the project period

ERNO Coordination Office will provide training material for feature news reporting and co-production on the procedures for co-production, undertake overall supervision, write the project reports and disseminate the feedback on the results of the project to all ERNO member Stations.

Assistance sought other than IPDC

ERNO Coordination Office running costs are co-funded by the participant broadcasters. It has not sought the funds for the same project from donors other than IPDC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
CATEGORY 1: TRAINING EXPENSES	
DSA (including accommodation) (17 persons x 4 days x \$200)	13,600
Conference hall rent (2 days x \$500)	1,000
Travel costs (17 persons x \$ 800 \$ on average per participant)	13,600
Facilitator fee (2 days x \$250)	500
CATEGORY 2: MISCELLANEOUS	
Tapes, post costs, etc.	1,000
<u>TOTAL :</u>	<u>US\$ 29,700</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
ERNO Coordinator (salary and social insurance)	22,580
ERNO coordinator's assistant/organizer (salary and social insurance)	17,740
Office rent	5,200
Communication (phone, internet)	8,000
Equipment maintaining	2,000
<u>TOTAL :</u>	<u>US\$ 55,520</u>

ARMENIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING THE CAPACITY OF COMMUNITY RADIO BROADCASTING SERVICES TO COVER LOCAL SOCIO-POLITICAL ISSUES
2.	PROJECT NUMBER	PDC/53 ARM/01
3.	CATEGORY OF MASS MEDIA	RADIO / COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$25,285
8.	AMOUNT REQUESTED FROM IPDC	US\$19,325
9.	BENEFICIARY BODY	Ashot Melikyan, Chairman, Committee to Protect Freedom of Expression Apt. 27a, 9b, Gh. Parpersti str., Yerevan, Armenia 0002 Phone: + 374 10 53 35 41 E-mail: cpfe.armenia@gmail.com
10.	IMPLEMENTING OFFICE	Marius Lukosiunas, Advisor for Communication and Information, UNESCO Moscow office E-mail: m.lukosiunas@unesco.ru
11.	PROJECT LOCATION	Yerevan, Armenia
12.	PROJECT PREPARED BY	Ashot Melikyan, Chairman of the Committee to Protect Freedom of Expression
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The preliminary survey carried out by the Committee to Protect Freedom of Expression revealed poor coverage of social and political issues by the regional media in Armenia. Local politics were largely neglected by the national media in the past and the voters from local communities had to rely on local and community media. Meanwhile, self-government elections are to take place in Armenia in September 2008 - July 2009.

At present there are 25 regional TV companies, 5 local /community radios, 28 regional weekly/monthly newspapers in Armenia. TV coverage of elections in the regions rarely goes beyond political endorsements of pro-government candidates. Regional newspapers are all struggling with miserably low circulations, unable to cover production costs, and often seek governmental funding or support of government-connected businessmen, thus losing their editorial independence. Regional radio companies are the most financially independent media: they don't need considerable initial investments to start up and stay a popular means of advertisement because of low cost and wide coverage. Regional radio broadcasting services offer entertainment programmes and rarely cover political issues. Poor socio-political content of local radio programmes is mostly due to the lack of skilled professionals caused by few possibilities of training in the regions.

Armenian Constitution was amended in November 2005, significantly strengthening local self-government in the country. However, the media audience in the regions has little access to independent and objective information on political and social development of local communities, which is essential for ensuring truly open and democratic development of the society. In this regard, relevant training for radio professionals working for community radio companies is a matter of urgent importance. The project would contribute to UNESCO Country Programming document in building capacity for strengthening of the local media in accordance with expected UNDAF outcome #3: Democratic Governance.

2. DESCRIPTION OF THE TARGET GROUP:

The staff of five local radio companies: Shirak (Shirak region), Shant (Shirak region), Radio Hay Kapan (Kapan region), Mig (Lori region), Radio Hay (Gyumri).

3. DEVELOPMENT OBJECTIVE:

The project promotes community media and enhances the capacities of local radio professionals, contributing to free and pluralistic media development.

4. IMMEDIATE OBJECTIVES:

10 regional radio professionals will acquire the necessary skills for producing socio-political radio programmes for local communities as a result of trainings and workshops.

A series of radio programmes covering local political and social content in the regions of Armenia will be launched as part of the hands-on trainings/workshops.

The local communities will have enhanced access to high quality, independent and objective information.

5. PROJECT OUTPUTS:

10 trained radio professionals capable of producing high-quality radio programmes covering social and political issues.

5 series of weekly radio programmes featuring social and political content broadcasted by local/community radio companies.

6. ACTIVITIES:

- Three-day training on coverage of socio-political issues will be held in Yerevan for regional radio professionals.

The programme of a three-day training will touch upon a wide range of issues relevant to the production of socio-political radio programmes. One trainer will cover content issues, the other will present the technical part.

The radios companies have 5 employees or less. The most efficient training format would imply inviting the directors of the local radio companies and the editors of the new programs i.e. those directly involved in the production process. After the training they will be able to pass the information and skills to the new employees and other staff involved in the production and broadcasting of radio programmes.

- A one-week workshop/production course will be held at each of the seven local/community radio companies followed by the production of programmes with socio-political content.

7. PROJECT INPUTS:

- Two trainers capable of conducting a three-day training on the coverage of socio-political issues in radio programmes.
- Training materials / Training kit / Training equipment
- One consultant capable of conducting a one-week workshop at each of the five selected regional radio companies.

7. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Preparatory activities								
Three-day training (“Socio-Political Radio Programmes: expectations of the audience and possibilities of meeting the needs”)								
One-week workshop at each regional radio company* (Practical aspects of preparing socio-political programmes)								
Production and broadcast of local programmes								
Project reporting and evaluation								

8. INSTITUTIONAL FRAMEWORK:

The Committee to Protect Freedom of Expression was founded in 1996 as an informal independent institution, officially registered as NGO in 2003. Its main area of activities is monitoring the freedom of expression and the development of independent media in Armenia. The organization publishes Annual Report on Freedom of Speech in Armenia.

The executive management is carried out by the board of trustees and its elected chairman, who is responsible for day-to-day management activities. The organization is mostly funded by grants provided by international organizations and foundations: OSI, Eurasia Foundation, Council of Europe, etc.

The organization has a rich experience in providing trainings and workshops. Over 100 journalists, mostly from leading Armenian TV companies, took part in 10 trainings organized by the Committee to Protect Freedom of Expression. Over the past two years the Committee produced and broadcasted several highly

* Following each one week hands-on training course the company that has already received training will start the production of their own political radio programmes.

popular weekly political TV programmes: “The Right to Speech”, “Face of the Country”, “Press Club”, “Press Club+”.

10. SUSTAINABILITY:

The knowledge gained by the radio professionals in the course of the training and joint work with our consultants will form a basis for further production of political radio programmes covering local content.

11. FRAMEWORK OF MONITORING:

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

12. EVALUATIONS CARRIED OUT:

The project proposal is based on a survey conducted in six regions of Armenia in March-July 2008 with the support of OSI Armenia and the government of the Netherlands, providing up-to-date information on the needs and preferences of radio audience in Armenia. The study demonstrated that the members of local communities show great interest in political and social content of radio programs.

Journalists’ Club “Asparez” (NGO), leading regional media organization in Armenia, will provide individual assessment of the project implementation.

Asparez, Journalists' Club, Tel./Fax: (374 312) 3 06 22, E-mail: info@asparez.am

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Ashot Melikyan, the Chairman of the Committee to Protect Freedom of Expression, will prepare and submit reports on project progress on a four-month basis and a comprehensive final report.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past:

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
PDC/52ARM/01 354-ARM-5071	30,000	ARMENIA: “TV BRIDGE”	2008 - 2009
Total Armenia: US\$ 160,000			

D. BUDGET

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

	Qty	US\$	US\$
<u>Training costs</u>			
Participants accommodation and meals (\$120 x 10 participants x 3 days)		4,600	4,600
Training venue and equipment rental	3 days		920
Trainers remuneration (2 trainers, 3 days – development of the	6 days x	270	3,240

training programme, 3 days – conduction of the training)	2 trainers		
Local travel costs for the trainees	10 pax	70	700
Training kits	10 pcs.	44	440
		TOTAL	US\$9,900
Workshops costs			
Trainer remuneration for the one-week workshop/production course	5 workshops	250	1250
Travel costs	5 workshops	175	875
Accommodation of the consultant in the regions (5 days x 5 workshops)	25 days	100	2,500
Production costs	5 workshops	600	3,000
		TOTAL	7,625
Communication costs	8 months	100	800
Evaluation and Miscellaneous			1,000
		TOTAL	1,800
GRAND TOTAL			US\$19,325

BREAKDOWN OF CONTRIBUTION OF COMMITTEE TO PROTECT FREEDOM OF EXPRESSION (in US dollars)	
Staff costs (8 months x 1 Administrative assistant)	1,450
Computers for the staff	2,800
Communication equipment (fax/telephones)	600
Contingency	800
Project reporting	300
Total Contribution from Committee to Protect Freedom of Expression	US\$5,960