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I NTERNATIONAL
P ROGRAMME FOR THE
D EVELOPMENT OF
C OMMUNICATION

**NEW PROJECTS SUBMITTED TO THE
IPDC**

PART II: ASIA AND THE PACIFIC

**IPDC BUREAU
Fifty-third meeting**



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

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REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING INFORMATION SECURITY SKILLS AMONG CENTRAL ASIAN JOURNALISTS
2.	NUMBER	PDC/53 RAS/01
3.	CATEGORY OF MASS MEDIA	INFORMATION AGENCIES, TV, RADIO AND NEWSPAPERS
4.	IPDC PRIORITY AREA	TRAINING FOR MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, SUB-REGIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING
7.	TOTAL COST OF PROJECT	US\$59,410
8.	AMOUNT REQUESTED FROM IPDC	US\$36,850
9.	BENEFICIARY BODY	Civil Initiative on Internet Policy Public Foundation 129 B\1 Akhunbaev Str., Bishkek 720055, the Kyrgyz Republic; tel: + 996 312 54-04-40; fax: + 996 312 54-41-91; tattu@gipi.kg Contact person: Ms Tattu Mambetalieva, Director
10.	IMPLEMENTING OFFICE	UNESCO CLUSTER OFFICE, ALMATY
11.	PROJECT LOCATION	BISHKEK, THE KYRGYZ REPUBLIC
12.	PROJECT PREPARED BY	PROJECT PREPARED BY: MS TATTU MAMBETALIEVA UNESCO CONTACT: MR SERGEY KARPOV
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

This training project proposed for the consideration of IPDC will address the three following needs:

- Mass media in Central Asia are not very knowledgeable in technology use and journalists rarely use technology effectively. This knowledge deficit will be remedied by conducting training for managers and staff of Central Asian mass media. Post-training follow-up will help journalists put into practice “safe computing.”
- Central Asian governments are generally relatively restrictive in the mass media field, and their actions in the electronic media sphere are no exception but are less visible by virtue of being virtual. The training will educate journalists about the practical ramifications of the government policies being implemented under the guise of “information security,” to be better prepared to track and report violations of citizens’ civil rights. Additionally, the journalists will be enabled to participate more actively in the process of the information security policy formulation at national level.
- Journalists gather and collect massive amounts of violation data. Much of it never reaches its full potential or intended audience. Instead, part of this information is lost due to confiscation or destruction, neglect, passage of time or because the organizations that collect the data lack the resources or infrastructure to document and communicate violations systematically and securely. Deployment of servers and internet-based infrastructure and working strategically with mass media organizations in Central Asia will help to resolve this problem.

Recent problems encountered by the media in Central Asia have demonstrated the need to increase their understanding of modern ICT in order to improve their effectiveness as well as to prevent their manipulation through the mishandling of information security rules. As a result of constrained budgets and the generally more humanistic than scientific ethos of journalists, mass media workers do not generally possess a high level of skills in the field of technology use. They often (with justification) perceive themselves to be under pressure and do not feel they have the time to learn how to use computers, believing they must concentrate on immediate problems rather than investing in a longer-term strategic increase in capabilities (and therefore effectiveness).

Most governments of Central Asia, under the guise of providing “national security”, monitor e-communications, require ISPs to keep records of citizens’ online activities, ban the publication or access to certain kinds of materials they deem dangerous, and use regulations governing intellectual property rights (IPRs) to control content.

Journalists need to do a better job to ensure their own information is secure as technology use is increasingly a critical part of mass media, and they also need to understand the ways in which government policies can encroach upon the spheres of citizens’ freedoms to associate, communicate and express themselves.

2. DESCRIPTION OF THE TARGET GROUP:

This project will train and support 50 radio, TV, print and online journalists (Kyrgyzstan: 20; Kazakhstan: 20; and Tajikistan: 10)

3. DEVELOPMENT OBJECTIVE:

This project will contribute to improved access to information and freedom of expression in Central Asia by building media workers’ capacity to use technologies and enabling them to better protect in the practice of journalism.

4. IMMEDIATE OBJECTIVES:

Fifty journalists will acquire skills, knowledge and tools to ensure the use of technology is both effective and secure, and will better understand information security and other government technology-related policies.

5. PROJECT OUTPUTS

Fifty media workers working in various media outlets in Central Asia will acquire skills and knowledge by participating in five 3-day training courses and will be able to: (i) support their own information security and that of their organizations based on personal responsibility; (ii) reduce the risk of mistakes, stealing, and irrelevant use of the equipment, as well as introduce a mechanism for tracking accidents; (iii) prevent unsanctioned access in the operation of the organizations' information systems; (iv) assure secure operation of computers and networks, figure out risks in a speedy way; (v) manage access to business information, support the security of applications; (vi) prepare an action plan in case of emergencies; and (vii) assure compliance with relevant legislation, including data protection laws.

6. ACTIVITIES:

The project consists of 5 x 3-day training courses, each involving ten participants. Each course will cover two sections - technology use and information policy.

Months 1-2: CIIP will engage project staff: coordinator, technical expert and logistics manager. The project coordinator will be in charge of the overall project implementation acting concurrently as the legal expert in information security policies. The technical expert will maintain the project technology aspects. The logistics manager will organize the trainings. In this phase, applications will be solicited and trainees will be selected.

Months 3-9: Five trainings will be conducted: two for Kyrgyzstan and Kazakhstan and one for Tajikistan.

Months 9-12, CIIP will mentor the 50 journalists in ICT use and information policy advocacy; regularly produce new tech tips; maintain the media organizations' ICT support site with updates and translations of relevant materials. All trainees will be subscribed to a non-public mailing list, to which mentors will be assigned to send regularly "tech tips". These tips will be placed on a website as a guide for journalists. In this phase, a technical expert will provide support for a secure file-storage server and secured mail server. Additionally graduates and other interested journalists will have an access to the free and open source software storage server.

7. PROJECT INPUTS:

- One legal and one technical expert, capable of training journalists in information security tools and policies.
- Logistic expert, computer class with 10 notebooks, 1 server, and peripheral equipment as: projector, printer, copier for providing trainings themselves.
- Curricula for information security trainings for journalists.
- File-storage server, located at <https://sec.internetpolicy.kg>

WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Engage staff, solicit applications from journalists	X	X										
Develop the seminar curriculum		X										
Select target media organization and trainees		X	X									
Conduct the 5 trainings				X	X	X		X	X			
Follow-up discussions									X	X	X	X
Maintain the secure file-storage server, mail sever and technology support with regular updates				X	X	X	X	X	X	X	X	X
Report to IPDC				X				X				X

9. INSTITUTIONAL FRAMEWORK:

Public Foundation “Civil Initiative on Internet Policy” (CIIP) is a non-profit non-governmental organization established in 2001. CIIP took up a unique niche in Kyrgyzstan, i.e. legal and technical expertise in the ICT sphere, and has become the leading organization in this area over the last five years. CIIP represents the interests of the leading players of the ICT field in the context in which the governmental authorities are calling for proposals that facilitate expansion of the ICT access. CIIP’s main program priorities are to ensure citizens’ – including journalists - access to public information resources; increase the transparency of government; facilitate competition, copyright protection and freedom of expression; strengthen the use and the understanding of information security policies and technology among ICT users throughout Central Asia.

10. SUSTAINABILITY:

Since 2006, CIIP has provided trainings on information security to NGOs and human right campaigners in Kyrgyzstan and elsewhere in Central Asia together with OpenNet Initiative (ONI), E-Governance Academy (Estonia) and Citizen Lab (University of Toronto and Cambridge University). Since 2006, CIIP is also implementing the project “Strengthening Technology and Information Security Understanding among Human Rights Campaigners of Central Asia”, the main objective of which is to strengthen the use and understanding of information security policies and technology. During the project more than 200 NGO leaders, human rights campaigners, policy makers and journalists have been trained. This project's sustainability depends on the achievement of the expected results, that is raising awareness of media workers on information security and protecting their civil rights in Internet use. The trainings envisaged in this project will be organized in Bishkek where the CIIP has a well-installed and tested training environment.

11. FRAMEWORK OF MONITORING:

If required, Internews Network organization could co-monitor the project.

12. EVALUATIONS CARRIED OUT:

Since 2006, CIIP has provided trainings on information security for NGOs and human right campaigners in Kyrgyzstan and elsewhere in Central Asia. One key finding has been that very few journalists are aware of information security. Although they have become better in using technology, they rarely appreciate their dependency on computers and internet, and as a result that a technological failure can be catastrophic.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The project manager will report to UNESCO every four months or as required by IPDC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
<i>Tajikistan (1 group)</i>	
Participants' accommodation and meals (\$ 100 x 10 participants x four days)	4,000
Technical trainer (tree days training + two preparatory days at a rate of \$100)	500
Policy trainer (tree days training + two preparatory days at a rate of \$100)	500
Training material (\$ 15 x 10 participants)	150
Travel of participants from Tajikistan to Bishkek (\$ 370 x 10 participants)	3,700
Local ground transportation (\$20 x 10 participants)	200
Rent of equipment and technical support (\$ 200 x three days)	600
Sub-total, training costs for Tajikistan journalists	9,650
<i>Kazakhstan (2 groups)</i>	
Participants' accommodation and meals (\$ 100 x 20 participants x four days)	8,000
Technical trainer (six days training + two preparatory days at a rate of \$100)	800
Policy trainer (six days training + two preparatory days at a rate of \$100)	800
Training material (\$ 15 x 20 participants)	300
Travel of participants from Kazakhstan to Bishkek (\$ 400 x 20 participants)	8,000
Local ground transportation (\$20 x 20 participants)	400
Rent of equipment and technical support (\$ 200 x six days)	1200
Sub-total, training costs for Kazakhstan journalists	1,9500
<i>Kyrgyzstan (2 groups)</i>	
Bishkek participants' meals (\$ 40 x 10 participants x three days)	1,200
Other KG cities participants' accommodation and meals (\$ 80 x 10 participants x three days)	2,400
Technical trainer (six days training + two preparatory days at a rate of \$100)	800
Policy trainer (six days training + two preparatory days at a rate of \$100)	800
Training material (\$ 15 x 20 participants)	300
Travel of participants from outside of Bishkek (\$ 80 x 10 participants)	800
Local ground transportation (\$10 x 20 participants)	200
Rent of equipment and technical support (\$ 200 x six days)	1,200
Sub-total, training costs for Kyrgyzstan journalists	7,700
TOTAL, requested from IPDC	US\$36,850
BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (12 months x 2 staff members x 400)	9,600
Project coordinator (12 months x 600)	7,200
Communication costs (12 months x 80)	960
Office rent (12 months x 400)	4,800
TOTAL, beneficiary's contribution	22,560
TOTAL COST OF PROJECT	US\$59,410

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	AMIC: STREAMLINING COMMUNITY RADIO CAPACITY BUILDING IN ASIA
2.	NUMBER	PDC/53 RAS/02
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	SUPPORT FOR INSTITUTIONAL CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	US\$59,500
8.	AMOUNT REQUESTED FROM IPDC	US\$37,500
9.	BENEFICIARY BODY	Asian Media communication Centre CS 04-49 WKWSCI Building Nanyang Technological University Singapore - 637718 Phone - 65 67927570 Fax - 65 67927129
10.	IMPLEMENTING OFFICE	UNESCO – New Delhi
11.	PROJECT LOCATION	Singapore
12.	PROJECT PREPARED BY	Prepared by Dr. Kalinga Seneviratne Head of Research, AMIC
DECISION OF THE BUREAU:		

B. PRESENTATION

1 PROJECT JUSTIFICATION:

Asia can boast of no more than 100 community radios in its true sense, compared to thousands in every other regions of the world. The sluggish establishment of low-power people-operated radio can be attributed to the authoritarian government systems prevailing in most Asian countries where broadcasting is dominated or monopolized, by government or private operators aligned with the governing party. In spite of these obstacles, there have been few successful experiments in recent years in Sri Lanka, Philippines, Nepal, Indonesia and Thailand.

Meantime, new legislations in emerging and established democracies such as in Indonesia, East Timor, India and Nepal opened some space for community radios. In India with the recent government decision to issue community radio licenses to NGOs, low power community radio stations are expected to mushroom within the next three years. In Bangladesh, new government policy towards community radio announced in early 2008 would lead to over 100-community radio station being established in the country in the coming two to three years.

Hence, there is need to equip the key country actors and promoters with information resource and bring the general citizenries to a higher level of awareness / understanding about community radio. It is also necessary to train civil society as well as policy makers and local government authorities concept, processes, functioning of community radio. This project seeks to create large pool of trainers in the countries(Bangladesh, Laos, India, Indonesia and Philippines) through a series of training of trainers courses. In this effect, a curriculum for community radio training will be designed and materials to support the adaptation of the curriculum will be developed.

2. DESCRIPTION OF THE TARGET GROUP:

The target beneficiaries of the project are community radio station - managers/ programme makers and broadcasters in Bangladesh, Laos, India, Indonesia and Philippines.

3. DEVELOPMENT OBJECTIVE:

The developmental objective of this project is enhancing democratic participation through Community Radio capacity building, which empowers the communities by fostering dialogue amongst community members.

4. IMMEDIATE OBJECTIVES:

A model curriculum for community radio developed and a pool of Asian trainers produced to deliver curriculum material at national level through 5 training the trainers workshops .

5. PROJECT OUTPUTS:

- Course curriculum designed and resource material (including video and audio clips) developed for the delivery of the nominated workshops.
- A pool of Asian resource people to deliver curriculum material at national level trained through 5 training the trainer workshops

6. ACTIVITIES:

1. Preparatory stage – contract, paper works
2. Identify recipients, partners and participants in the project
3. Build working relationships with the above parties
4. Collate information and resource materials

5. Maintain a dedicated community radio exchange and resources section within the AMIC Alternative Media portal.
6. Develop Curriculum .
7. Organize pilot training the trainer workshops with local partners in the nominated countries.
8. Liaise with tertiary institutions and assist in the deliver of curriculum on community radio
9. Document special projects and practices and make documentation available to end-users via the AMIC Alternative Media portal.

7. PROJECT INPUTS:

- Personnel – project coordinator, curriculum developers, trainers, webmaster
- Equipment – cameras, audio recorders, computers, etc
- Office supplies, CDs, videos

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Collate resource material / Identify resource people	X	X	X									
Draw up curriculum for workshops / tertiary institutions			X	X	X							
Maintain and expand the community radio programme exchange		X	X	X	X	X	X	X	X	X	X	X
Deliver pilot workshops at local level						X	X	X	X	X	X	
Assessment of country regional needs / recommendations											X	X

9. INSTITUTIONAL FRAMEWORK:

The Asian Media Information and Communication Centre (AMIC) will implement the project in partnership with the Tambuli Foundation. AMIC and Tambuli in collaboration with UNESCO’s regional communication advisors will identify partners and participants in the various components of the project and build working relationships with them. AMIC is a non-profit, non-governmental organization, which was launched in 1971 with the support of the Government of Singapore and Friedrich Ebert Stiftung (FES). AMIC works in close collaboration with the School of Communication and Information at the Nanyang Technological University in Singapore. AMIC works with several regional and international organizations like UNICEF, UNESCO, IDRC, CIDA, UNDP, SIDA and the Commonwealth Foundation.

10. SUSTAINABILITY:

The major component of this project is the development of curriculum, which once created needs only to be updated if and when needed. The project could be sustained beyond the pilot stage with the building of capacity at local level to deliver the curriculum in their own language. Thus the workshops could be delivered with very little financial resources. AMIC’s on-going work in the area will ensure that curriculum updating will be maintained and further financial resources could be sourced to introduce these capacity building programmes to new areas. The AMIC Alternative Media portal is an on-going project to be self-sustained by AMIC.

11. FRAMEWORK OF MONITORING:

The monitoring of this project will be based on judging the level of participation of stakeholders in various components of the project. Since this will be an ongoing process once the initial infrastructure is put in place, monitoring will naturally be an evolving process, which will add to the development and progress of the project.

12. EVALUATIONS CARRIED OUT:

The UNESCO advisor for Communication and Information will monitor this project and AMIC guarantees full cooperation and participation in this monitoring process.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

AMIC will provide a comprehensive project report and an evaluation at the end of the 12-month project period.

C. ADDITIONAL INFORMATION

1. AMIC has received IPDC support for the following projects:
 - o AMIC: Asian Consultations on UNESCO Model Journalism Curriculum (PDC/52RAS/05)
 - o AMIC: Community Media Partnering Mainstream Media In Promoting Millennium Development Goals (PDC/51RAS/02)
 - o Media Pluralism in Asia: The Role and Impact of Alternative Media (PDC/48RAS/04)
 - o Promoting Editorial Independence and Media Pluralism in Asia (PDC/23RAS/3)
 - o Newspaper Management for Women Journalists in Asia (PDC/24RAS/04)
 - o Training for Journalists in Management of Environmental Information Resources (352/RAS81)
- AMIC has not approached any other funding agency for support for this project, but some components of it will be self-funded and / or already funded by other sources such as the above.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Curriculum Development (5 modules @ US\$ 1600 each)	8,000
Curriculum Development for Tertiary Institutions	2,000
Collate resource material	1,000
Commission of Special Features for community radio exchange	2,000
Conducting Training the trainers workshops (5 Workshops)	24,100
Davao (Mindanao, Philippines)	
<u>Airfares for Trainers:</u>	
- Manila – Davao	- 200
- Singapore-Davao	- 500
Accommodation for Trainer (4 days @ \$ 100 each)	- 800
Perdiem (@ \$ 20 p.d)	- 160
Consultation Fees	- 1,500
Facility Hire	- 500
Meals/ tea/ coffee for participants	- 300
Duplication of course material	- 300
Communications	- 140
Jogjakarta (Indonesia)	
<u>Airfares for Trainers:</u>	
- Manila – Jakarta	- 600
- Singapore-Jakarta	- 400
Accommodation for Trainer (4 days @ \$ 100 each)	- 800
Perdiem (@ \$ 20 p.d)	- 160

Consultation Fees	- 1,500	
Facility Hire	- 500	
Meals/ tea/ coffee for participants	- 300	
Duplication of course material	- 300	
Communications	- 140	
Vientiane (Laos)		
<u>Airfares for Trainers:</u>		
- Manila – Vientianne	- 1,000	
- Singapore- Vientianne	- 600	
Accommodation for Trainer (4 days @ \$ 50 each)	- 400	
Perdiem (@ \$ 20 p.d)	- 160	
Consultation Fees	- 1,500	
Facility Hire	- 200	
Meals/ tea/ coffee for participants	- 200	
Duplication of course material	- 300	
Communications	- 140	
Dhaka (Bangladesh)		
<u>Airfares for Trainers:</u>		
- Manila – Dhakka	- 1,200	
- Singapore-Dhakka	- 1,000	
Accommodation for Trainer (4 days @ \$ 50 each)	- 400	
Perdiem (@ \$ 20 p.d)	- 160	
Consultation Fees	- 1,500	
Facility Hire	- 200	
Meals/ tea/ coffee for participants	- 200	
Duplication of course material	- 200	
Communications	- 140	
Pune (India)		
<u>Airfares for Trainers:</u>		
- Manila – Pune	- 1,300	
- Singapore-Jakarta	- 1,000	
Accommodation for Trainer (4 days @ \$ 100 each)	- 800	
Perdiem (@ \$ 20 p.d)	- 160	
Consultation Fees	- 1,500	
Facility Hire	- 300	
Meals/ tea/ coffee for participants	- 200	
Duplication of course material	- 100	
Communications	- 140	
Communication		500
Total		US\$37,600

BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)	
Project Management	5,000
Maintain and Manage AMIC Alternative Media portal (12 months)	12,000
Production of Resource Material on CD/DVD	5,000
Total	US\$22,000

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ABU:CAPACITY BUILDING ON ICTS IN BROADCAST MEDIA
2.	NUMBER	PDC/53 RAS/03
3.	CATEGORY OF MASS MEDIA	RADIO AND TELEVISION
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND INSTITUTIONAL CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	US\$48,560
8.	AMOUNT REQUESTED FROM IPDC	US\$32,360
9.	BENEFICIARY BODY	Asia-Pacific Broadcasting Union 2nd Flr, New IPTAR Bldg., Angkasapuri 50614 Kuala Lumpur, Malaysia Tel: + 60322824995, Fax: + 60322824606 Contact: Mr Sharad Sadhu Director Technical Department sharad.s@abu.org.my
10.	IMPLEMENTING OFFICE	UNESCO, NEW DELHI
11.	PROJECT LOCATION	ASIA-PACIFIC BROADCASTING UNION KUALA LUMPUR, MALAYSIA
12.	PROJECT PREPARED BY	MR SHARAD SADHU DIRECTOR TECHNICAL DEPARTMENT ASIA-PACIFIC BROADCASTING UNION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The governments, and other prime movers of the development effort, recognise that communication is the most essential factor for successful development. It is, therefore, imperative that adequate resources of funding, expertise and planning be invested for integration of the Information and Communication Technologies(ICTs) in the broadcast media so as to exploit the immense opportunities offered by information and communication technologies in reaching audiences hither-to disconnected with the mainstream media or so far unreachable.

While the technology is the driving force behind the development of new media and creation of new opportunities, it is the content on offer that will determine the success or failure of these new ventures. ICT services are poised to play an ever increasing role as an engine of development, and can provide reliable and simple means delivering of social and developmental communication, conveying rich media information and entertainment to audiences where little or none is available.

It is proposed to organise two Roadshows on ICT Applications for broadcast media which will travel to six countries in the region, showcasing the content, carriage, business strategies and regulatory solutions. The Project will provide a new impetus to develop a new generation of professionals that will promote through their work and through downstream training, innovative and supporting role played by the modern ICTs in providing connectivity to those communities that are currently unconnected or digitally disadvantaged, and those who need a more enhanced level of information services to progress in the knowledge-based societies. Moreover, the Project will build the capacity for training, by imparting knowledge and practical exposure to new ICTs, how the ICTs can be employed to create new kind of broadcast media content and enhancing the broadcast media services.

2. DESCRIPTION OF THE TARGET GROUP:

The target group of the project is 175 broadcast media professionals of 16 broadcasters in Bangladesh, Bhutan, Cambodia, Sri Lanka, Maldives and Mauritius.

3. DEVELOPMENT OBJECTIVE:

The project will enable the broadcast content creators in the radio and TV broadcast media, to provide enhanced content to media audiences through the use of the ICT technologies. This will also promote ICT technologies in the key areas of radio and TV broadcasting, helping to spread the media reach to those communities which may currently not be receiving such services.

4. IMMEDIATE OBJECTIVES:

The skills and knowledge of 175 radio and TV content producers for producing content for delivery by ICTs improved and country-specific format templates on three genres of social programming on agriculture, public health and rural education produced.

5. PROJECT OUTPUTS:

- a) Network of 175 trained content producers capable of radio and video content for delivery by ICTs in 16 broadcasting organizations.
- b) Enhanced functioning and coverage of radio and TV broadcasting through the use of ICTs and the ability to reach audiences beyond the current limits through the use of Internet.
- c) Three format templates for each type of content programming in each country.

6. ACTIVITIES:

- Assembling of Project Management Team at ABU to manage this Project
- Develop a Project Execution Plan and secure endorsement from UNESCO
- On-going online communication with stakeholders
- Completion of administrative and logistics work
- Publicity on the project among ABU members and others
- Setting up arrangements in Cambodia, Bangladesh, Bhutan, Sri Lanka, Maldives and Mauritius
- Roadshow 1: July 2009 - Total 10 days travelling to Cambodia, Bangladesh and Bhutan
- Roadshow 2: August 2009 - Total 10 days travelling to Sri Lanka, Maldives and Mauritius
- Monitor project progress and provide periodical reports to UNESCO

7. PROJECT INPUTS:

- ICT experts
- ICT equipment
- Project Management Team
- Training
- Training materials

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Monitoring the progress of implementation	X	X	X	X	X	X	X	X	X	X		
Developing Project Execution Plan, secure endorsement from UNESCO	X	X	X									
Communicating with all stakeholders	X	X	X	X	X	X	X	X	X	X		
Completing administrative, logistics work, Publicity on the project among ABU members and others		X	X	X	X	X	X					
Assembling Project Management Team	X											
Setting up arrangements in Cambodia, Bangladesh, Bhutan, Sri Lanka, Maldives and Mauritius					X	X	X	X				
Roadshow 1: July 2009 - Total 10 days travelling to Cambodia, Bangladesh and Bhutan								X				
Roadshow 2: August 2009 - Total 10 days travelling to Sri Lanka, Maldives and Mauritius									X			
Monitoring of Project	X	X	X	X	X	X	X	X	X	X		
Project Completion Report										X		

9. INSTITUTIONAL FRAMEWORK:

The Project will be managed and implemented by the ABU. It is proposed to engage three resource persons, with actual working experience in this field, to assist in carrying out the project. The ABU will also provide appropriate inputs and will manage the project in due consultation with the UNESCO and also monitor the project. The ABU, along with its member organizations, will select the participants, conduct the training workshops and provide tutorial reference materials.

10. SUSTAINABILITY:

The Project outputs will be sustained through downstream training by the original participants. ABU will continue to facilitate development of innovative ICT services (radio and TV) among its members in the Asia-Pacific and among others in the ICT industry. In particular, the proposed event will enable the ABU to set up a resource pool for content producers and others for ICT delivered services, a resource that will

be utilised to train more and more professionals and enhance value to all members. The ABU ICT Forum will ensure continuity and sustainability of the effort.

11. FRAMEWORK OF MONITORING:

The Project Management Team will undertake monitoring throughout the implementation stage. The UNESCO Adviser for Communication and Information in New Delhi will monitor the project in close collaboration with the ABU region. ABU will provide periodical reviews and discuss emerging issues such as costs, schedules and scope. Constant monitoring will allow the identification of bottlenecks and will enable application of remedial measures to keep the Project on track. The Project Execution Plan will be an effective tool in the monitoring process.

12. EVALUATIONS CARRIED OUT:

ABU’s own evaluation is that ICT services are poised to play an ever increasing role as an engine of development. And in an increasing number of countries, ICTs can provide reliable and simple means delivering of social and developmental communication, conveying rich media information and entertainment to audiences where little or none is available. The ICT services will certainly help to bridge the digital divide.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The ABU shall provide the implementation reports on the projects as required by IPDC. The ABU will report on a four-month basis. A final evaluation of the Project success will be carried out at the end of the Project and this will form the Project Completion Report (PCR). The PCR will highlight important lessons learnt, experiences, and the outcome of the Project.

C. ADDITIONAL INFORMATION

- **Preparatory activities completed prior to submission of the project to IPDC:**
The project was initially mooted in 2005. Since that time, one ICT Roadshow was successfully completed in 2006 in Nepal, Laos and Vietnam, covering more than 120 participants of six ABU members and others in the ICT field. ABU members in other countries have indicated strong interest in the project. Preparations for conducting such two Roadshows, indicated in this proposal, are underway.
- **Assistance sought other than IPDC:**
ABU will approach other funding agencies to facilitate the increase of the number of participants other than those expected to be funded through IPDC assistance.

D. BUDGET

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

Roadshow 1 (total 10 days) travelling to Cambodia, Bangladesh and Bhutan

Approximate airfare x 3 experts originating from Seoul, Tokyo and Hong Kong	8,300
Stay and living expenses @ \$ 104.00 x 10 days x 3 experts	3,120
Hiring of IT equipment, space rental and facilities in Phnom Penh, Dhaka and Thimphu	3,100

Documentation, CD-ROM replication and contingencies	8,00
SUB-TOTAL	\$15,320
Roadshow 2 (total 10 days) travelling to Sri Lanka, Maldives and Mauritius	
Approximate airfare x 3 experts originating from Seoul, Tokyo and Hong Kong	9,200
Stay and living expenses @ \$ 148.00 x 10 days x 3 experts	4,440
Hiring of IT equipment, space rental and facilities in Colombo, Male' and Curepipe	2,600
Documentation, CD-ROM replication and contingencies	800
SUB-TOTAL	\$17,040
TOTAL	US\$32,360

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
ABU Staff assigned to coordinate the project	5,000
Preparatory work	2,000
Project implementation costs, communication, materials	1,200
Contingencies	1,500
Expenses on 175 participants paid for by ABU members	4,000
Other local expenses in Phnom Penh, Dhaka, Thimphu, Colombo, Male' and Curepipe, paid for by ABU members	2,500
TOTAL	US\$16,200

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	AIBD:TRAINING OF WOMEN MEDIA TRAINERS IN THE MEKONG COUNTRIES
2.	NUMBER	PDC/53 RAS/04
3.	CATEGORY OF MASS MEDIA	RADIO, TELEVISION, PRINT
4.	IPDC PRIORITY AREA	CAPACITY BUILDING
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$49,150
8.	AMOUNT REQUESTED FROM IPDC	US\$39,150
9.	BENEFICIARY BODY	Asia-Pacific Institute for Broadcasting Development (AIBD) Tel + 6 03 2282 3719, + 6 03 2282 1046 Fax + 6 03 3382 2761 E-mail : javad@aibd.org.my
10.	IMPLEMENTING OFFICE	ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT (AIBD) P O BOX 1137 PANTAI 59700 KUALA LUMPUR, MALAYSIA
11.	PROJECT LOCATION	CAMBODIA, LAOS,VIETNAM, THAILAND
12.	PROJECT PREPARED BY	ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT (AIBD)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The mass media environment in the Mekong countries is multifaceted. Media have emerged as a potent force in people's lives, in a region where economic and political conditions vary widely. Media organizations are confronted with tremendous advances in technology that have affected the need to initiate fundamental changes to their human resource development initiatives if they are to meet these challenges. Training of trainers is one of the most important tasks of local capacity building to build-up a group of homogenous core group of trained trainers.

Although rapid changes in new technologies continue to transform the media industries, they cannot replace human creativity and competency. Trained trainers are in dire need. There are much fewer women trainers in the media than men, due to the fact that fewer opportunities are given to them to acquire the specific skills required to become trainers. Hence this project is aimed specifically at potential women media trainers.

Women wishing to become media trainers must acquire knowledge in designing relevant curricula and adopt up-to-date teaching techniques within the context of a fast-changing media industry. Many lack professional skills in imparting knowledge and competencies to others through either on-the-job or formal training. While media organizations are responsible for training staff, training needs and costs can be reduced if training is provided to potential local trainers to become self sufficient in carrying-out their own training. Thus, this project seeks not only to train women media trainers but also enable them to apply the techniques as trained trainers.

This proposal is for a ten-day workshop in each of the four Mekong countries. Structured methodology for andragogy, as opposed to the traditional teacher-centered pedagogical approach, will be demonstrated throughout the training through the application of experiential learning techniques. The content will focus on the concepts and philosophies of adult learning and their applications, instructional techniques and instructional systems design. These techniques demand rational thinking, active inquiry, logical approach and consistency in planning, implementation and evaluation by *'learning by doing.'* The potential women trainers will be actively involved in the learning process through structured practical projects.

During the training, each participant will develop and present a full session plan on a knowledge or skills-based topic, relevant to their field of specialization. This will be delivered in a twenty-minute micro teaching session applying the techniques learnt during the workshop consisting in learning/training objectives, topics, practical projects and evaluation techniques to measure knowledge and/or skills gain. For the purpose of evaluating the individual presentations to measure knowledge and/or skills gain, their peers will serve as trainees, and offer comments in addition to the critique of the trainers.

The solution envisaged is not to impart skills in any specific media discipline but to empower women media trainers to acquire new knowledge and skills in the design, conduct and evaluate core competency media development programmes with the application of new approaches as trained women trainers.

3. DESCRIPTION OF THE TARGET GROUP:

The project will provide direct training for forty (40) women media professionals in radio, television and print from the aforesaid Mekong countries with a view to enabling them to become trainers in their own organisations. They should have 5 to 7 years of experience in their field of specialisation in the media. Teaching experience will be an added qualification. The maximum age is 40 years. Secondary beneficiaries will be communication officers in the media who could also be potential trainers.

4. DEVELOPMENT OBJECTIVE:

The forty trained women media trainers will be able not only to take the lead as professional trainers but also to contribute to the build up of a reservoir of local trainers who can be self reliant in carrying out their own in-country training requirements.

5. IMMEDIATE OBJECTIVES:

The forty women media trainers equipped with modern teaching and learning techniques will be able to plan, organise, conduct, evaluate and modify training in core competency media development programmes that bring about positive change in their organisations.

5. PROJECT OUTPUTS:

A total of forty potential women media trainers (ten from each country) in Cambodia, Laos, Vietnam and Thailand will design and develop a session plan in their fields of specialisation in either radio, television or print media, and present it in a micro teaching session. These session plans will include learning/training objectives, topics, target groups, practical exercises and evaluation techniques to measure the knowledge and /or skills gain.

6. ACTIVITIES:

- A two-week training workshop will be organised in each AIBD member country, namely Cambodia ,Laos, Vietnam and Thailand
- Confirm locations, dates and facilities for training in the aforesaid four countries
- Identify and contract the freelance trainer
- Nominations will be sought and examined for the participation of ten suitable potential women media trainers from each of the above-mentioned countries
- Course outline, content and detailed programme will be prepared
- Identify interpreter/s from each of the aforesaid countries
- Organise travel and accommodation of the trainers
- Conduct the two-week training workshops in Cambodia, Laos, Vietnam and Thailand
- Evaluate the workshops and submit the final report to UNESCO/IPDC.

8. PROJECT INPUTS:

- A full training session plan on a knowledge- or skill-based topic in the field of specialization of each respective trainer will be prepared and presented in a micro teaching session in each of the four countries concerned
- Two trainers (one freelance and one AIBD trainer) will conduct a two-week training workshop in each of the four countries
- One interpreter (to interpret from English to the respective language and vice versa) in each country
- Hiring of computer work stations and internet connection facilities

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identify and contract one freelance trainer, confirm dates and locations of host broadcasting organisations in Cambodia, Laos, Vietnam & Thailand, invite applications from participants, contract the freelance consultant, identify interpreters, arrange training facilities, hire computer workstations with access to internet	X	X	X									
Selection of participants, preparation of work plans,				X								

course outline, content and detailed programme													
Organise travel and accommodation of the two trainers in the four countries					X								
Conduct and evaluate the two-week workshops in each of the four countries							X	X	X	X			
Submission of the final report with statement of expenditure											X	X	

9. INSTITUTIONAL FRAMEWORK:

The Asia-Pacific Institute for Broadcasting Development (AIBD) is a regional inter-governmental organization servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. The Institute currently enjoys a membership of 26 countries, 76 affiliates and 46 partners in Asia, Pacific, Europe and North America. Established as an UNESCO project in 1977, AIBD is mandated to implement human resource development and under its new strategic plan, is playing a more assertive role as a regional and international platform to encourage dialogue and cooperation in the electronic media policy of the Asia-Pacific region. Therefore the institute will be responsible for all planning, coordination and implementation of the project, given its extensive experience in organizing this core programme on training of trainers. AIBD will collaborate with the respective host organizations in the four Mekong countries which will provide local organization and training facilities. The Institute will designate a Programme Manager who will organize, document, evaluate and collaborate with participating broadcasting training organisation on its follow-up work. AIBD has the added advantage of having very good working relations with the UNESCO Office in Thailand

10. SUSTAINABILITY:

The sustainability of the project is built upon the long-term involvement of the trained trainers in implementing planned and structured training upon return to their respective organizations and the desired effect of multiplication.

12. EVALUATIONS CARRIED OUT:

Immediate impact of the project will be evaluated through interactive methods and feedback through the workshop evaluation questionnaire developed by AIBD.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

AIBD agrees to report on the status of the project on a four-monthly basis or as required by UNESCO. It will submit the final report at the conclusion of the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Airfare for two trainers for 4 in-country workshops (10 days training in each country in Cambodia, Laos, Vietnam and Thailand)	9,250
Per diem for two trainers for 4 in-country workshops (10 days per country) as above	16,500
Honorarium (teaching fee) for one freelance trainer @ US\$ 750 per wk x 2wks x 4 countries	6,000
Fees of interpreter @ US\$ 700 per country x 3 countries (Cambodia, Laos, Vietnam)	2,100.
Materials (handouts/transparencies/Markers, CD’s Certificates) for 4 countries	800

Communication and rental of computers and connection to internet	4,000
Exigencies due to fluctuations in airfare at the time of project implementation	500
Sub Total	US\$39,150

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Administrative costs for project management @ US\$ 500 per month for 12 months	6,000
1 interpreter's fee in Thailand US\$ 1,000 for two weeks (facilitated through AIBD's member Public Relations Department , National Broadcasting Services in Thailand)	1,000
Trainers overnight stay during travel, transport, visa & insurance	1,000
Stationery /photocopies	1,000
Communication (Fax, Mail, Telephone)	1,000
Sub total	US\$10,000

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING AWARENESS AND MONITORING OF PRESS FREEDOM IN THE PACIFIC
2.	NUMBER	PDC/53 RAS/05
3.	CATEGORY OF MASS MEDIA	TV/RADIO/PRINT/COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION
5.	SCOPE	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	AWARENESS /CAPACITY BUILDING SEMINAR AND WORKSHOP
7.	TOTAL COST OF PROJECT	US\$50,000
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	BENEFICIARY BODY	SPC REGIONAL MEDIA CENTRE, 3 Luke St. Nabua Suva Fiji (579)337 0733/0021
10.	IMPLEMENTING OFFICE	UNESCO PACIFIC APIA, SAMOA
11.	PROJECT LOCATION	SPC RMC TRAINING VENUE NABUA, SUVA, FIJI ISLANDS
12.	PROJECT PREPARED BY	ETIVINA LOVO, MEDIA TRAINING ASSOCIATE, SPC RMC

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Project XIX for Pacific Media Practitioners is a back to back duo of activities combining seminar and workshop settings for up to 15 Pacific media practitioners from mainstream broadcast and print organizations. Outcomes will include greater knowledge of Article 19 with a renewed and impacting respect from Pacific media practitioners for and protection of the basic human right to seek information, share information, and shape it.

Pacific media practitioners collect, shape and deliver information to some of the most scattered and isolated nations and small island communities on the planet. Many Pacific media practitioners lack the understanding of freedom of the media and its links to good governance, of the need to protect it and build broader public ownership and support of it, and of the skills to defend it when it comes under attack.

Recent developments in the region have sparked concern over the status of free media in the Pacific. The current military regime in Fiji has helped to create unprecedented levels of infringements of media freedoms. With the wave of intimidation set to increase given recent government policy announcements, it is important that journalists are equipped with skills and knowledge of their constitutional rights and protections they can benefit from as media professionals.

The Article XIX project aims at dealing with advocacy and campaign training for media practitioners who wish to enhance their journalistic skills, in a format which will allow them to take a short time away from their jobs and gather in a regional setting. It will provide them with the opportunity to network, exchange and compare the differing constitutional frameworks in the different countries of the region which affect how media institutions operate. The project will also help strengthen media freedom advocacy in the region.

2. DESCRIPTION OF THE TARGET GROUP:

The target group will involve up to 15 regional journalists coming from the geographical sub-regions of Melanesia, Polynesia and Micronesia.

3. DEVELOPMENT OBJECTIVE:

The expected long-term development goal to which the project will contribute will be strengthening Pacific democracies and good governance through the enhanced capacity of regional media to monitor and protect media freedom, freedom of expression and freedom of information.

4. IMMEDIATE OBJECTIVES:

The Monitoring and reporting on instances of abuse of Article XIX increased and the pressure networks on instigators of infringements of media freedom widened through a training of 15 media practitioners on the technical skills in campaigning and advocacy for media freedom and international human rights conventions.

5. PROJECT OUTPUTS:

Pacific trained media practitioners with the capacities to strategize, plan and deliver multi-media advocacy campaigns on Pacific contexts for Article XIX, share knowledge in their communities on the rule of law and constitutional aspects of freedom of expression and freedom of the media, apply their skills and knowledge to enhance their everyday journalism practice and analysis and develop and connect online to share information and experiences and network for Pacific media freedom watchdogs

6. ACTIVITIES:

10. **‘Building courage under fire’: 5-day training** for 15 regional Pacific media practitioners on ‘ Planning and strategic thinking for upholding media freedom under threatening circumstances and spreading the word via media freedom advocacy and campaigns’. Suva, Fiji Islands, at the RMC media training centre in Nabua (April 2009)
11. **Visioning Article XIX in the Pacific: 2-day seminar** for 15 regional Pacific media practitioners on enhancing ownership and awareness of freedom of expression, freedom of the media and freedom of information in the region. (Following the training workshop)

7. PROJECT INPUTS:

Building courage under fire’: 5-days training for 15 regional Pacific media

1. One Project XIX leader with pacific experience
1. Workshop readings/reference CD-ROM
1. 1 consultant trainer

‘Visioning Article XIX in the Pacific’:2-day seminar for 15 regional Pacific media practitioners

2. Provide draft Action Plan for XIX
2. 1 seminar rapporteur

8. WORK PLAN: Table key X = workshop activity and O =seminar

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11
Selection process and contracting of Project leader consultancy, and trainers/resource presenters for Workshop Seminar	X										
Confirmation of meeting venue/program for Workshop Seminar	X										
Selection and notification to workshop participants Workshop Seminar		X									
Workshop held/ Meeting report and acquittals			X	X							
Seminar held/ Meeting report and acquittals 6-month monitoring evaluation activity/follow up report on project										X	X

9. INSTITUTIONAL FRAMEWORK:

The Regional Media Centre or RMC is part of the Secretariat of the Pacific Community. Managed by a Coordinator with a support team including a Media Training Associate, one of its key roles is the provision of media training and capacity building for the 22 member nations of the SPC, covering all Pacific member states of UNESCO. The RMC is well-placed to manage project XIX. The media training centre offers full training facilities and equipment and is also able to support telecommunications needs of media personnel wanting to file stories back to their organisations while away from their newsrooms.

10. SUSTAINABILITY:

The project is based on the premise that substantial and sustained media freedom work is best delivered by the media as agents of their own change.

11. FRAMEWORK OF MONITORING:

It is proposed that the monitoring of the project will be done via SPC-RMC's existing and quality reporting systems of project management which imposes financial reporting and project narrative reports as part of the required support.

12. EVALUATIONS CARRIED OUT:

As part of the ground-breaking research carried out to support the 'Informing Citizens' study on regional media, consultations were conducted on strategies to achieve the desired outcomes in a range of areas. Two of five key areas identified as legislative reform priorities by the research relate directly to the justification behind Project XIX, and its context. They are:

- Training of media workers on Freedom of Information
- Legislative reviews

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

A comprehensive final report describing the extent to which the immediate objective of the project was achieved is anticipated. The contact for the submission of the final report is Ms Etivina Lovo, Media Training Associate, SPC Regional media centre, Nabua, Fiji Islands.

C. ADDITIONAL INFORMATION

The contribution foreseen by the beneficiary agency during the project period is as outlined in the budget below. At this stage no other assistance other than IPDC has been sought.

D. BUDGET

BREAKDOWN OF THE IPDC CONTRIBUTION (in US dollars)

Training (Two activities)	10,000
Trainers	
1x Facilitator/co trainer for 7 days training	
Airfare est. = 1,900	
Per diem 100 USD 10 days = 1,000	
Fee 500 USD daily 7 days = 3,500	
1x Media Freedom trainer x 5 days	
Airfare n/a Suva based	
Per diem n/a transport allowance est 10 daily x 5 days = 50	
Fee 500 USD daily = 2,500	
1 x Visioning trainer x 2 days	
Airfare n/a Suva based	
Per diem n/a transport allowance est 10 daily x 5 days = 50	
Fee 500 USD daily = 1,000	

Travel and per-diems for participants : Per diems for regional delegates x 12 x 10 days (including travel/transits) @100 = est 12,000 American Samoa x 1 Airfare est: 500 Cook Islands x 1 Airfare est: 1,500 Fiji x 5 travel allowances: 10 x 7 days x 5 participants = 350 Tuvalu x 1 Airfare est: 1,300 Kiribati x 1 Airfare est: 1,500 Tonga x 2 Airfare est @400 x 2 = 800 PNG x 2 Airfare est = 6,000 Vanuatu x 2 Airfare est= 500 x 2 = 1,000 Solomon Islands x 1 Airfare est = 1,000 Samoa x 1 Airfare est = 500	25,000
Development of workshop materials/preparation of workshop program and scheduled activities as led by Facilitator/co-trainer	5,000
TOTAL	US\$40,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs: Training Associate (one month)	3,000
Administration support	2,000
Communications costs	1,000
Contingencies	1,000
Project reports	1,000
Venue and technical support	2,000
TOTAL	US\$10,000

AFGHANISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITY BUILDING OF AINA PHOTO AGENCY
2.	NUMBER	PDC/53 AFG/01
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	CAPACITY BUILDING
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$21,715
8.	AMOUNT REQUESTED FROM IPDC	US\$20,275
9.	BENEFICIARY BODY	AINA PHOTO AGENCY AFGHANISTAN H236 Street 3, Haji Yaqoub Square, Shahr-e- nau, Kabul Afghanistan
10.	IMPLEMENTING OFFICE	UNESCO OFFICE IN KABUL
11.	PROJECT LOCATION	KABUL
12.	PROJECT PREPARED BY	AINA PHOTO AGENCY AFGHANISTAN
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Aina Photo Department & Photojournalism Institute was founded in 2001. The department focused on building the capacities of the photojournalists in Afghanistan. Since 2002, the Aina Photo Department has trained about 50 male and female students in all facets of photojournalism, from camera operation and image correction on computers through to story construction, ethics and issues related to today's global media industry. The AINA Photo Department became an independent photo agency on 23 August 2008 with its legal name AINA Photo Agency/Afghanistan registered with the Ministry of Information and Culture.

With the transformation of the AINA Photo Department in to an independent photo agency, Afghanistan has witnessed the creation of the country's first photo agency in its 130 years journalism history. AINA provides photo services to national & international media as well as aid organizations.

The AINA Photo Agency/Afghanistan covered the first presidential election as well as provincial councils and held photo exhibitions in seven provinces of Afghanistan. These photo exhibitions, entitled "through Afghan eyes", not only showed the skills and knowledge of Afghan photographers in the media and journalism field, but also recorded a very important moment of Afghanistan's history. The photos taken during the first presidential election as well as the provincial councils are one of the most important documentaries of Afghanistan history after the Taliban regime.

The AINA Photo Agency/Afghanistan comprises 15 professional photographers who have been trained by experts and internationally-recognized photographers. The AINA Photo Agency is now aiming the international market, positioning itself as the number one provider of Afghan images seen through Afghan eyes.

2. DESCRIPTION OF THE TARGET GROUP:

The target groups are 20 young students (50% will be females) from Afghanistan.

3. DEVELOPMENT OBJECTIVE:

Quality of news in Afghanistan improved with greater coverage of country-wide photo news and events

4. IMMEDIATE OBJECTIVES:

The capacity of the AINA Photo Agency/Afghanistan to provide better quality and wider services increased and the sustainability of the agency improved.

5. PROJECT OUTPUTS:

Trained 20 professional photojournalists

6. ACTIVITIES:

- 3-months course, conducted by an Afghan professional photojournalist
- Another 3-months course will be conducted by a foreign photojournalist

7. PROJECT INPUTS:

- Trainees
- Trainers
- Equipment

8. WORK PLAN:

20 young students will be selected, out of which 50% will be females. The application date and process will be announced through various media (print, TV, radio, etc). This invitation will be broadcast one month in advance in order to give applicants the time to send their applications to APA's office. The course will be split into two groups: Students with good English and Students with Dari and or Pashto as their main language. The curriculum will be divided into two parts in order to enable participants to learn about photojournalism from its basics to more advanced techniques. Weekly subjects to be covered in the course will be: Camera -Photo Theory, Image Construction, News/Photojournalism Theory, Story Formulation, Subject/Destination Research Funding Assignments, Field Techniques, Photoshop Theory, Advanced Photoshop, Meta Data, Publication, Presentation etc.

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
First Training with Afghan Photo Journalists			X	X								
Second Training with Foreign journalists							X	X				

9. INSTITUTIONAL FRAMEWORK:

AINA Photo is the first Afghan photo agency in the world. We have gathered together and trained Afghan men, women and children since 2001 to become professional photojournalists. After so many years of silence under the Taliban regime, these photographers are fulfilling the very important role of revealing their own culture and history through their own eyes.

10. SUSTAINABILITY:

The AINA Photo Agency/Afghanistan is already a sustainable organization. Its revenues come from selling images to local and international media organizations, participating in photo exhibitions, and cooperating with aid agencies working in Afghanistan

11. FRAMEWORK OF MONITORING

The agency undertakes to provide the progress and financial reports as per the framework of the beneficiary agency's reporting standards.

12. EVALUATIONS CARRIED OUT:

One of the areas of the media infrastructure that has received the least attention in Afghanistan's developing history is photojournalism. At present, the total number of practicing professional photojournalists does not exceed 30. These photojournalists have to take on more than one job due to the lack of photojournalists to fill positions. The need for photojournalists is felt by private and government media as well as by international media entities. The current journalism educational centers, whether private or state-owned, like the Journalism Faculty of the Kabul University or Internews Association, do not have specific departments or provide means for teaching photojournalism. Therefore, APA wishes to have a long-term permanent program to train professional photographers in the country.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The agency undertakes to provide the progress and financial reports as per the framework of the beneficiary agency's reporting standards.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/23 AFG/01 354AFG 5031	20,000	Afghanistan Further development of a women in media network	2003-2004
PDC/23 AFG/02 354AFG 5032	30,000	Establishment of a training centre at radio-television Afganistan	2003-2004
PDC/23 AFG/03 548AFG5000 (FIT-Luxembourg)	67,000	Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux	2003-2004
PDC/24 AFG/01 354-AFG-5033 (Financed by USA)	60,000	Women's community television	2004-2005
PDC/49 AFG/02 Regular programme	32,000	SAUVEGARDE ET DE NUMERISATION DES ARCHIVES RADIOPHONIQUES ET DE FORMATION DES PERSONNELS DE LA RADIO TV AFGHANE (RTA)	2006
PDC/49 AFG/03 354-AFG-5051 (Co-financed by Andorra and France)	48,800	INTERNET AND WOMEN MANAGED COMMUNITY RADIO, IN MAIMANA	2006-2007
PDC/51 AFG/02 354-AFG-5062	16 000	AFGHANISTAN: "MIRROR OF WOMEN"	2007-2008
PDC/51 AFG/01 354-AFG-5061	20 000	AFGHANISTAN: STRENGTHENING CAPACITY OF KABUL WEEKLY NEWSPAPER	2007-2008
PDC/52 AFG/01 354-AFG-5071	24,200	AFGHANISTAN:RADIO NAI TRAINING	2008-2009
PDC/52 AFG/01 354-AFG-5072	16,500	AFGHANISTAN:THE WOMEN'S MAGAZINE, ROZ	2008-2009
Total Afghanistan: US\$ 235,500+US\$ 67,000 (Funds-in-trust)+ US\$ 32,000 (R.P.)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Fee Expert trainer (\$1200 X 3 months)	3;600
Fee Afghan Assistant Trainer (\$250X3 months)	750
Fee Afghan Trainer (\$500X3 months)	1;500
Stationery, communication, CDs, and DVDs	1;000
Semi-professional photo camera \$1000X 10 units	10;000
Laptop Computers	3;000
External Hard Drive	400
Total cost	US\$20,275

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

Project Manager	900
Percentage rent of office	500
Electricity cost	100
Total cost	US\$1,500

AFGHANISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRANSFORMING KABUL WEEKLY INTO A NATIONAL NEWSPAPER
2.	NUMBER	PDC/53 AFG/02
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	CAPACITY BUILDING
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$101,030
8.	AMOUNT REQUESTED FROM IPDC	US\$33,830
9.	BENEFICIARY BODY	KABUL WEEKLY PO Box 1831, Kabul, Kabul Province, Afghanistan Telephone: 93 (0) 20 210 1589, 93 (0) 70 210148 (mobile) E-mail: kabulweekly@lycos.com
10.	IMPLEMENTING OFFICE	KABUL WEEKLY
11.	PROJECT LOCATION	KABUL-AFGHANISTAN
12.	PROJECT PREPARED BY	KABUL WEEKLY
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Kabul Weekly currently has a circulation of 10,000 copies (comprising 24 pages) each week. The high number of pages and circulation make it the top printed newspaper in the country. The area of distribution of Kabul Weekly is also much wider than any other newspaper. Kabul Weekly is distributed by children in the streets of the centre of the capital, as well as in major Kabul hotels (Safi Land Mark, Intercontinental and Kabul Serena) and on international flights to and from Afghanistan (Ariana, Pamir Airways, Kam Air and Safi Airways).

In 2008, the content, quality and printing of the paper considerably improved. The English part of the weekly now comprises 7 pages. The newspaper's website has been launched and is available at www.kw.af. However, most Afghans living in the provinces do not have access to the Internet. Every week, one or two articles about Afghanistan published in the international media are translated and printed.

The comfortable working environment, availability of equipments and professional education of the staff of Kabul Weekly have a significant impact on their work. At the moment Kabul Weekly is the only newspaper that is financially independent. This is largely thanks to the recruitment of professional marketing officers. The circulation of the newspaper has increased from 7000 in May 2007 to 10000 today.

The main reason for transforming Kabul weekly into a national newspaper is the lack of reporting from the countryside. Currently, only private and government TV and radio stations broadcast reports on issues in the provinces; moreover, the scope of these reports is limited. A second reason for creating a nation-wide newspaper is of a socio-political order: the ongoing conflicts between the different ethnic groups in the country. Tadjiks, Uzbeks, Pashtuns and Hazaras play a major role in political, economic and social issues. A country-wide newspaper can only gain the trust of all the different ethnic if it is distributed in their place of residence and covers their situation.

2. DESCRIPTION OF THE TARGET GROUP:

The readers of Kabul Weekly in the provinces

3. DEVELOPMENT OBJECTIVE:

The project will contribute to the ideals of democracy and peace by supporting the publication of pluralistic information that seeks to overcome ethnic and social divides.

4. IMMEDIATE OBJECTIVE:

Development of *Kabul Weekly* as a National Newspaper

5. PROJECT OUTPUTS:

- Professionally-trained media workers, including marketing managers and reporters.
- Establishment of four bureaux in key regional centers.
- Increased regional stories each week.
- Weekly, country-wide newspaper distribution

6. ACTIVITIES:

- Conducting training classes in a variety of print media activities such as reporting, marketing and distribution.
- Inauguration of the provincial offices (Herat in the West, Kandahar in the South, Nengarhar in the East and Mazar-e-Sharif in the North).
- Kabul Weekly representatives will travel to the provinces, conduct baseline interviews and recommend potential candidates to the main office. Once all employees have been hired, they will be invited to Kabul to take part in a training class of no less than three months, which Kabul Weekly has already experience in conducting.

7. PROJECT INPUTS:

- Trainers
- Trainees
- Equipment
- Office space

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Training	X	X	X	X								
Inauguration of the provincial offices						X	X					

9. SUSTAINABILITY:

Kabul Weekly has a proven marketing record and is self-sustaining through advertising revenues. A country-wide paper also makes sense from an economic point of view as the provinces concerned all have borders with neighbouring countries. Afghanistan is a land-locked country and all of its imports transit through neighbouring countries. Herat has a border with Iran and Turkmenistan, Mazar-e-Sharif borders Uzbekistan and Kandahar and Nengarhar shares a border with Pakistan. As the above-mentioned provinces are transit cities with important trading activities, it is likely advertisement in the provinces will help KW to maintain its sustainability.

10. FRAMEWORK OF MONITORING:

UNESCO Kabul Office will monitor the project's implementation.

11. EVALUATIONS CARRIED OUT:

At the moment there are no nation-wide newspapers in Afghanistan. While a couple of newspapers like Kabul Weekly and Anis (a government newspaper) are distributed in Kabul and several provinces, their distribution is still limited outside of the capital.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Kabul Weekly will report every six week.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/23 AFG/01 354AFG 5031	20,000	Afghanistan Further development of a women in media network	2003-2004
PDC/23 AFG/02 354AFG 5032	30,000	Establishment of a training centre at radio-television Afganistan	2003-2004
PDC/23 AFG/03 548AFG5000 (FIT-Luxembourg)	67,000	Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux	2003-2004
PDC/24 AFG/01 354-AFG-5033 (Financed by USA)	60,000	Women's community television	2004-2005
PDC/49 AFG/02 Regular programme	32,000	SAUVEGARDE ET DE NUMERISATION DES ARCHIVES RADIOPHONIQUES ET DE FORMATION DES PERSONNELS DE LA RADIO TV AFGHANE (RTA)	2006
PDC/49 AFG/03 354-AFG-5051 (Co-financed by Andorra and France)	48,800	INTERNET AND WOMEN MANAGED COMMUNITY RADIO, IN MAIMANA	2006-2007
PDC/51 AFG/02 354-AFG-5062	16 000	AFGHANISTAN: "MIRROR OF WOMEN"	2007-2008
PDC/51 AFG/01 354-AFG-5061	20 000	AFGHANISTAN: STRENGTHENING CAPACITY OF KABUL WEEKLY NEWSPAPER	2007-2008
PDC/52 AFG/01 354-AFG-5071	24,200	AFGHANISTAN:RADIO NAI TRAINING	2008-2009
PDC/52 AFG/01 354-AFG-5072	16,500	AFGHANISTAN:THE WOMEN'S MAGAZINE, ROZ	2008-2009
Total Afghanistan: US\$ 235,500+US\$ 67,000 (Funds-in-trust)+ US\$ 32,000 (R.P.)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Travel and Accommodation Expenses		
Travel of Kabul Weekly representatives to four big cities	\$200 x 4 representative	800
Trainees' travel expenses	\$ 50 x 12 trainees	600
Accommodation, trainees	\$300 x 12 trainees	3,600
Total		5,000
Fee of professional trainers		
Journalism trainers	\$1000 x 4 trainers	4,000
Marketing trainer	\$ 600x 4 trainers	2,400
Distribution trainer	\$600 x 4 trainers	2,400
Total		8,800
Equipment for Training		
Laptop computers	\$1400 x 4 units	5600
Semi- Professional Digital Photo cameras	\$1000x 4 units	4000

Total	9,600
Equipment for provincial offices	
Computer tables and chairs \$ 150 x 5 units	750
Tape recorders \$60 x 4 units	240
2K.W Generators \$200 x 4 units	800
A4 Printers \$ 300 x 4 units 4	1200
Total	2,990
Communication	
Internet connection (4) \$600 x 12 Months	7200
Mobile Phones (4) \$60 x 4 units	240
Total	7,440
Grand Total	US\$33,830

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project manager \$600 x 12 months	7,200
Editor \$400 x 12 months	4,800
Reporters (4) \$1000 x 12 months	12,000
Admin officers (4) \$800 x 12 months	9,600
Marketing Officers (4) \$600x 12 months	7,200
Distribution Officers (4) \$600 x 12 months	7,200
Provincial Offices rent (4) \$600 x 12 months	7,200
Reporter's Travel expenses(4) \$1000 x12	12,000
Total	19,200
Grand Total	US\$67,200

BANGLADESH

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF COMMUNITY RADIO PERSONNEL IN BANGLADESH
2.	NUMBER	PDC/53 BGD/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO (ELECTRONIC MEDIA)
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$56,800
8.	AMOUNT REQUESTED FROM IPDC	US\$39,950
9.	BENEFICIARY BODY	Bangladesh NGOs Network for Radio and Communication (BNNRC) House 13/1, Road 2, Shamoli, Dhaka 1207 Tel: +88 02 9130750 Fax: +88 02 9138501-105 Email: ceo@bnnrc.net URL: www.bnnrc.net Contact Person: AHM Bazlur Rahman Chief Executive Officer, BNNRC
10.	IMPLEMENTING OFFICE	UNESCO NATIONAL OFFICE DHAKA
11.	PROJECT LOCATION	ALL OVER BANGLADESH
12.	PROJECT PREPARED BY	AHM BAZLUR RAHMAN CHIEF EXECUTIVE OFFICER, BNNRC
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Community Radio (CR) is taking up a more and more important place in the media field in Bangladesh. Recently, the Government has decided to issue 116 licenses for CR operation. Media in Bangladesh are now becoming pluralistic. The government previously owned a number of newspapers but government ownership ceased in 1998. Today there are nine private TV channels and four radio stations, and there are more to come.

Under this project, the skills and capacity of CR personnel will be increased through a training program, a newsletter and a web portal. The project aims to enable CR personnel to produce and broadcast CR programs, and successfully manage and run CR stations for the rural and marginalized communities.

One-hundred and eighty organizations have applied for a CR license. To facilitate the registration and operation process, BNNRC has opened a help desk and set up a Community Radio Academy (CRA). It has been observed that skilled manpower is lacking to run the CR stations. While setting up CR stations, organizations therefore face numerous difficulties to ensure their effective operation.

CR has been considered as a powerful weapon in socio-economic and cultural development, in spreading education, establishing good governance and human rights and creating public awareness. CR can play significant role in empowering communities. But CRs need to be run by skilled manpower, and therefore training courses for their staff are immensely useful.

Under this project, the capacities and skills of 150 CR staff will be enhanced through three training courses. After having completed the training courses, the beneficiaries will produce 20 issue-based radio programs. Through this project, CR activities and community programs will become known to the public through a newsletter, a directory and a web portal.

2. DESCRIPTION OF THE TARGET GROUP:

About 150 officials, 3 from each station, and 50 community radio stations will be the immediate and direct beneficiaries of the project.

3. DEVELOPMENT OBJECTIVE:

To create a group of CR staff with capacities and skills in CR management, program production, broadcasting and technical operation, who will produce issue-based CR programs; to open up extensive job opportunities for the trainees; and to overcome the shortage of skilled CR manpower in Bangladesh.

4. IMMEDIATE OBJECTIVES:

Enhance the capacities and skills of 150 CR professionals from 50 stations by arranging training courses, publishing a newsletter and developing a web portal.

5. PROJECT OUTPUTS:

- a) A complete radio studio used for organizing training programs and CR program production
- b) 150 potential CR professionals equipped with the skills needed to effectively run a CR station
- c) 20 needs-based CR programs broadcast through CR stations
- d) 2,000,000 community people living in the coverage area sensitised by the CR programs
- e) A CR web portal developed as a common platform of all CR stations.
- f) 12 issues of CR newsletter and a CR directory as a resource tank for the CR stations

6. ACTIVITIES:

- **Studio and equipment set-up for training:** Under this project, a CR studio will be set up at the secretariat of BNNRC in Dhaka. This studio and its equipment will be used in training courses and the production of CR programs.
- **Capacity Building Training:**
 - **Training on “How to get a CR started and keep it running”:** Firstly, a 5-day training course on “How to get CR started and keep it running” will be arranged for two groups, of 25 CR managers each.
 - **Training on “How to produce and broadcast a CR program”:** a 5-day training course on “How to produce and broadcast a CR program” will be for two groups, of 25 CR program producers each.
 - **Training on “Technical operation of CR”:** Thirdly, 05 day-training course on “Technical operation of CR” will be arranged for two groups, of 25 CR technical operators each.
- **Developing a CR web portal:** Another activity envisaged in this project is the development and updating of a web portal on CR. Any CR station will be able to upload its content and download and broadcast programs of other stations from the portal. Moreover, foreign CR stations will be able to exchange their ideas, content and music through this portal.
- **Publishing a CR newsletter and a CR directory:** A monthly CR newsletter will be published incorporating news stories of CR stations of Bangladesh and abroad. Moreover, a CR directory will be published listing the contact details of CR stations.

7 PROJECT INPUTS:

- Two trainers to conduct training on CR operation
- Training space, materials such as schedule, module, evaluation forms and related supplies
- Laptop, OHP, multimedia projector, sound system, audio players, and digital camera.
- Set of studio equipment, comprising a mixer, microphones etc., as itemized in the budget

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Studio set-up	■	■										
Training on “How to get CR started and keep it running”			■	■								
Training on “How to produce and broadcast a CR program”				■	■							
Training on “Technical operation of a CR”					■	■						
Developing and updating web portal	■	■	■	■	■	■	■	■	■	■	■	■
Publishing CR newsletter	■	■	■	■	■	■	■	■	■	■	■	■
Publishing CR directory							■	■	■			
Monitoring the project activities	■	■	■	■	■	■	■	■	■	■	■	■
Preparing Programmatic Report											■	■
Preparing Financial Report											■	■

9. INSTITUTIONAL FRAMEWORK:

The core participants of the project will be selected from the CR stations. BNNRC will be solely responsible for implementation of the project. BNNRC has been working for enhancing the skills and capacities of journalists, rural people and community leaders through providing ICT services and advocacy since 2005.

10 SUSTAINABILITY:

Through the project, 150 CR staff will have improved skills in CR operation. This will make the project sustainable in several respects: firstly, the acquired skills of the CR staff will open the way for them to become CR professionals; secondly, they will receive the opportunity of working in CR stations and be able to utilize their learning and skills; thirdly, the studio will be used even after completion of this project for capacity building and CR programs production; fourthly, trainees of this project will be able to contribute to the production and broadcasting of issue-based radio programs.

11 FRAMEWORK OF MONITORING:

All project activities will be monitored as per rules of UNESCO to ensure that every aspect is implemented in accordance with the working plan of the project. BNNRC officials will develop effective monitoring and evaluation tools.

12. EVALUATIONS CARRIED OUT:

Since 2005, BNNRC has been working for the establishment of CR in Bangladesh. BNNRC arranged a consultation on ‘Designing an Enabling Framework for CR in Bangladesh’ in 2005. More than 100 CR stakeholders attended the consultation. BNNRC published a newsletter and guide book and prepared a draft policy and application form which proved to be influential in the formulation of the national CR policy. BNNRC also organized a workshop on CR Awareness in 2008.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

During the project period, four-month progress reports will be prepared. The final programmatic and financial report will be drafted after completion of the project activities within the stipulated timeframe. All the reports will be sent to the relevant UNESCO field office and UNESCO/IPDC.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3BGD/19 350-BGD-31	15,000	Bangladesh	1982 -1984
		Development of communication	
PDC/5BGD/02 503-BGD-61	7,300	Development of Press Institute	1984 -1986
PDC/5BGD/07 350-BGD-51 350-BGD-71	70,000 25,000	Development of regional newspapers	1985 -1988
PDC/10BGD/01 352-BGD-01 520-BGD-61 (FIT-France)	50,000 53,317	Development of film training facilities in Institute of Mass Communication (NIMC)	1990 -1992
PDC/14BGD/01 352-BGD-41	15,000	Establishment of a Bengali language news agency service (Mission of the Secretariat)	1994 -1996

352-BGD-51	30,000		
PDC/17BGD/01 352-BGD-81	36,000	Strengthening of the IUB School of Communication	1998 -1999
PDC/20BGD/01 353-BGD-01	25,000	Strengthening of PIB Programme	2000 -2003
PDC/48 BGD/01 354 BGD 5041	22,000	Young Power in Social Action and Bangladesh NGO network for radio and communication: youth community multimedia centre (cable radio)	2005-2006
PDC/49 BGD/01 354-BGD-5051 (Co-financed by Germany)	31,000	ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN RURAL BANGLADESH	2006-2007
PDC/51 BGD/01 354-BGD-5061	18 000	BANGLADESH: FELLOWSHIP PROGRAM FOR CAPACITY BUILDING OF YOUNG JOURNALISTS	2007-2008
PDC/52 BGD/01 354-BGD-5071	27,500	BANGLADESH: CAPACITY BUILDING PROGRAMME FOR YOUNG JOURNALISTS	2008-2009
PDC/52 BGD/01 354-BGD-5072	16,500	BANGLADESH: PROMOTING INVESTIGATIVE JOURNALISM IN BANGLADESH	2008-2009
<ul style="list-style-type: none"> Total Bangladesh: US\$ 381,000+US\$ 60,000 (Funds-in-trust) 			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Items	Amount
Training on “How to get CR started and keep it running”	
a) Accommodation and Food (25 Participants x \$ 6 per day x 5 Days x 2 groups)	1,500
b) Trainer/Facilitator (5 Days x 2 Trainers per day x \$80 x 2 groups)	1,600
c) Training material and aids(Venue, stationeries, module, bag, pad, pen) (\$ 1050 x 2 groups)	2,100
d) Travel Cost (\$ 30 x 25 Participants x 2 groups)	1,500
Sub-Total	6,700
Training on “How to produce and broadcast a CR program”	
a) Accommodation and food (25 Participants x \$ 6 per day x 5 Days x 2 groups)	1,500
b) Trainer/Facilitator (5 Days x 2 Trainers Per Day x \$80 x 2 groups)	1,600
c) Training material and aids(Venue, stationeries, module, bag, pad, pen) (\$ 1050 x 2 groups)	2100
d) Travel cost (\$ 30 x 25 Participants x 2 groups)	1,500
Sub-Total	6,700
Training on “Technical operation of CR”	
a) Accommodation and food (25 Participants x \$ 6 per day x 5 Days x 2 groups)	1,500
b) Trainer/facilitator (5 Days x 2 Trainers Per Day x \$80 x 2 groups)	1,600
c) Training material and aids(Venue, stationeries, module, bag, pad, pen) (\$ 1050 x 2 groups)	2,100
d) Travel cost (\$ 30 x 25 Participants x 2 groups)	1,500
Sub-total	6,700

Developing community radio web portal	
a) Web portal design, registration and updating	600
Sub-total	600
Publishing CR news letter and CR directory	
a) Community radio news letter (\$.75 x 500 Copies x 12 Issues)	4,500
b) Community radio directory (\$ 4 x 500 Copies)	2,000
Sub-Total	6,500
Studio set-up for Training/Equipments:	
Mixing console with w. studio switch, built in tel. hybrid (\$3100 x 1)	3,100
Studio 1" capsule condenser microphones with stands (\$150 x 5)	750
Monitor speakers (pair) w. built-in amplifier (\$ 1000 x 1)	1,000
Headphones (\$ 150 x 6) and 6-way headphone amplifier (\$ 200 x 1)	1,100
Soundcard (\$ 400 x 1)	400
Line driver (Ultra Di Pro) (\$ 200 x 1)	200
Shielded audio cable (100 m.) with 30 XLR male/female connectors and 30 RCA connectors (\$ 500 x 1)	500
h) P4 audio editing computer with 250 GB HD RAM 4 GB, Windows XP, CD-WR, 19" monitor (\$ 1600 x 2) and Uninterrupted power supply 1 KVA	3,200
i) Mixing console for post production (\$500 x 1)	500
j) Acoustic treatment	2000
Sub-total	12,750
Total =	US\$39,950

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Particulars	Amount
Staff cost (12 months x 3 staff i.e. 1 Assistant Coordinator, 1 Finance Coordinator and 1 Program Coordinator)	8,000
1 Project Chief	4,400
Office Rent for Studio (Partial)	1,400
Office Stationery and Communications (Telephone, Internet)	850
Field Visit, Transport and local Transport Cost	800
Project reporting	400
Contingencies	1,000
Total=	US\$16,850

BANGLADESH

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF INDIGENOUS PEOPLE ON RADIO JOURNALISM AND PROGRAMME PRODUCTION
2.	NUMBER	PDC/53 BGD/02
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	CAPACITY BUILDING OF MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL ASSISTANCE FOR TRAINING AND EQUIPMENT SUPPORT
7.	TOTAL COST OF PROJECT	US\$42,980
8.	AMOUNT REQUESTED FROM IPDC	US\$39,980
9.	BENEFICIARY BODY	Centre for Communication and Development (CCD Bangladesh) Holding No. 418/A, Ward No. 25 MONAFER MORH, RAJSHAHI-6204, BANGLADESH Tel: +880 721 751001, Fax: +880 721 751001 E-mail: ccd@ccdbd.org, ccd@bttb.net.bd Contact Person: G M Mourtoza, Director, CCD
10.	IMPLEMENTING OFFICE	UNESCO DHAKA OFFICE MR. SHAMIM AHSAN KHAN
11.	PROJECT LOCATION	RAJSHAHI CITY (THE HEADQUARTER OF NORTHERN REGION OF BANGLADESH)
12.	PROJECT PREPARED BY	G M MOURTOZA, DIRECTOR CENTRE FOR COMMUNICATION AND DEVELOPMENT (CCD BANGLADESH)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media in Bangladesh generally played a strong pro-people role in the last 37 years since the country was born in 1971. Until mid-nineties the media scene had been dominated by the print media. However in the last 10 or 12 years electronic media has witnessed a boom. Apart from the state controlled Bangladesh Television and Radio Bangladesh, the country now has 11 satellite TV channels and 3 FM radio stations.

Though there are a large number of newspapers, weeklies, television channels and radio stations, access to media is still a privilege enjoyed by upper and middle class people. The indigenous communities in the country's northern part and those living in Chittagong hill tracts are the most marginalized and disadvantageous groups of people. They are hardly represented in the mainstream media. Consequently their issues and concerns remain largely unexpressed.

Under this project, skills and capacity of the unprivileged indigenous communities on radio journalism and production will be increased through training programme, so that they can produce radio programs on indigenous issues and broadcast those programs through Government radio station. Moreover, through these radio programs a large number of people of northern region of Bangladesh will be aware about the problems, deprivation, rights as well as the traditional knowledge, art, culture and heritage. As a result of this project, a group of potential indigenous men and women will obtain capacity and skills in radio journalism, production and broadcasting, which will help them in establishing and operating their own community radios in future.

2. DESCRIPTION OF THE TARGET GROUP

25 young men and women preferably within the 20-25 age groups from indigenous communities' of northern region in Bangladesh.

3. DEVELOPMENT OBJECTIVE

The project contributes to the establishment of freedom of expressions and other basic human rights of the ethnic minority groups in Bangladesh.

4. IMMEDIATE OBJECTIVES:

Capacity of 25 young indigenous men and women on radio journalism, program production, editing and broadcasting improved.

5. PROJECT OUTPUTS:

- 25 potential indigenous young male and female will acquire necessary capacity and skills on radio journalism, production, editing and broadcasting through the three separate training courses.
- 25 indigenous issue based radio programs produced
- The 25 indigenous issue based programs broadcast through the Rajshahi radio station every week.

6. ACTIVITIES:

- Capacity Building Trainings: Three (03). One is about Basic Radio Journalism and another is on Radio Program Production and last one is Editing and Broadcasting. All the training course will be 10 (ten) day long that will be held in Rajshahi.
- Producing Radio Programs: The trainees will be divided into 5 groups and each fellow group will produce 5 indigenous issue based radio programs (25 programs with 10 minutes duration).

- Broadcasting Weekly Radio Programs: Programmes produced are broadcast the weekly radio programs through Rajshahi Radio Station.

7. PROJECT INPUTS:

- Two trainers capable of conducting training on radio journalism, production and broadcasting.
- Training space/venue for 30 days.
- Training materials such as modules, manuals, evaluation forms and related supplies.
- Laptop, OHP, multimedia projector, sound system, audio players, and digital camera.
- Two computers capable of editing the radio programs and broadcasting contents.
- Set of studio equipment, comprising a mixer, recording facilities, microphones etc., as itemized in the budget, capable of broadcasting weekly radio programs.
- 10 minutes chunk of Rajshahi radio station every week for 6 months for broadcasting programs.

8. WORK PLAN:

ACTIVITIES /MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Preparation time	■	■														
Selection of trainees (key participants)		■	■													
Arranging three trainings				■	■	■										
Providing 3 months long fellowships							■	■	■							
Broadcasting weekly radio programs										■	■	■	■	■	■	
Monitoring the project activities	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
Preparing programmatic reports				■				■				■			■	■
Preparing financial reports				■				■				■			■	■

9. INSTITUTIONAL FRAMEWORK:

CCD will be solely responsible for implementation of the project. CCD, only specialized organisation in the northern region of Bangladesh, has been actively working for enhancing professional skills and capacity of the journalists and media manager, creating public awareness on different socio-economic and development issues through media campaign and advocacy since 1999. CCD has enough working experience and capacity of successfully and effectively arranging many programs and activities almost similar of the project.

10. SUSTAINABILITY:

25 unprivileged indigenous boys and girls will have skills and capacity of program production and broadcasting on radio journalism. Learning and skills will open up opportunity to becoming radio journalist and broadcaster. When community radio stations will be set up for the indigenous communities of the northern region in near future, trainees of this project will be the main working force of the stations.

11. FRAMEWORK OF MONITORING:

All the activities of the project will be monitored closely as per rules and suggestion of the relevant UNESCO field office in accordance with the working plan and strategy of the project. CCD officials will develop effective monitoring and evaluation tools that will ensure smooth implementation of the project.

12. EVALUATIONS CARRIED OUT:

In order to raise and highlight the problems, deprivation and potential of the indigenous communities through newspapers, CCD with the support of WACC has successfully implemented a pilot project titled Raising Indigenous Voice. While implementing this project the indigenous leaders, journalists and media owners opined that the Radio could be a very ideal media for perceiving and understanding by the indigenous people.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

During the project implementing period four-month basis progress report will be prepared. The final programmatic and financial report will be done after completion of the project activities within stipulated time. All the reports will be sent to the relevant UNESCO field office and IPDC/UNESCO as well.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3BGD/19 350-BGD-31	15,000	Bangladesh Development of communication	1982 -1984
PDC/5BGD/02 503-BGD-61	7,300	Development of Press Institute	1984 -1986
PDC/5BGD/07 350-BGD-51 350-BGD-71	70,000 25,000	Development of regional newspapers	1985 -1988
PDC/10BGD/01 352-BGD-01 520-BGD-61 (FIT-France)	50,000 53,317	Development of film training facilities in Institute of Mass Communication (NIMC)	1990 -1992
PDC/14BGD/01 352-BGD-41 352-BGD-51	15,000 30,000	Establishment of a Bengali language news agency service (Mission of the Secretariat)	1994 -1996
PDC/17BGD/01 352-BGD-81	36,000	Strengthening of the IUB School of Communication	1998 -1999
PDC/20BGD/01 353-BGD-01	25,000	Strengthening of PIB Programme	2000 -2003
PDC/48 BGD/01 354 BGD 5041	22,000	Young Power in Social Action and Bangladesh NGO network for radio and communication: youth community multimedia centre (cable radio)	2005-2006
PDC/49 BGD/01 354-BGD-5051 (Co-financed by Germany)	31,000	ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN RURAL BANGLADESH	2006-2007
PDC/51 BGD/01 354-BGD-5061	18 000	BANGLADESH: FELLOWSHIP PROGRAM FOR CAPACITY BUILDING OF YOUNG JOURNALISTS	2007-2008
PDC/52 BGD/01 354-BGD-5071	27,500	BANGLADESH: CAPACITY BUILDING PROGRAMME FOR YOUNG JOURNALISTS	2008-2009
PDC/52 BGD/01 354-BGD-5072	16,500	BANGLADESH: PROMOTING INVESTIGATIVE JOURNALISM IN BANGLADESH	2008-2009
<ul style="list-style-type: none"> Total Bangladesh: US\$ 381,000+US\$ 60,000 (Funds-in-trust) 			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)		
<u>I. PROGRAMS SUPPORT COST:</u>		
Cost Head	Sub Total	Total
A. Training on Radio Journalism, Program Production and Editing		
Food and refreshments of the trainees, trainers and volunteers ((\$10 per day x 30 persons x 30 days))	9,000	
Conveyance for participants (trainees) ((\$5 per day x 25 trainees x 30 days))	3,750	
Honorarium for trainers (Two trainers for everyday) ((\$30 per day x 2 trainers x 30 days))	1,800	
Food and accommodation for trainers ((\$25 per day x 2 trainers x 30 days))	1,500	
Cost for training venue ((\$50 per day x 30 days))	1,500	
Conveyance for volunteers (two volunteers for every day) ((\$10 per days x 2 persons x 30 days))	600.	
Local transportation cost ((\$25 per day x 30 days))	750	
Trainings materials (Three training courses) ((\$200 per training x 3 trainings))	600	
Sub Total		\$19,500
B. Fellowship for radio programs production (For 3 months)		
Honorarium for fellow members (25 trainees) ((\$100 per month x 25 persons x 3 months))	7,500	
Conveyance for volunteers who will assist the fellow members ((\$200 per month x 2 volunteers x 3 months))	1,200	
Local transportation cost ((\$300 per month x 3 months))	900	
Honorarium for resource person who will guide the fellow members ((\$ 500 per month x 1 person x 3 months))	1,500	
Sub Total-		\$11,100
Total- I (A+B)		\$30,600
<u>II. OPERATION SUPPORT COST:</u>		
A. Local transportation (\$25 per month x 16 month)		400.
B. Communication cost (Telephone, courier, fax, email etc.) (\$25 per month x 16 months)		400
C. Documentation cost (Photography, audio, visual, papers clippings etc.) ((\$25 per month x 16 months))		400
D. Office supplies (\$25 per month x 16 months)		400
E. Project reporting		300
F. Audit fees		300
Total- II		\$2,200

III. EDITING EQUIPMENTS AND PRODUCTIONS SUPPORT COST:				
Cost Head	Unit Price	Qty.	Sub Total	Total
a. Audio Mixing console	1,500	1	1,500	
b. Studio 1" capsule condenser microphone	120.	4	480	
c. Microphone stands	100	4	400	
d. Monitor speakers (pair) w. built-in amplifier	600.	1	600	
e. Headphones	50.	4	200	
f. 4-way headphone amplifier	150	1	150	
g. Digital audio recorders	100	4	400	
g. Shielded audio cable (100 m.) with 30 XLR male/female connectors and 30 RCA connectors	300.	1	300	
h. P4 audio editing computer with 80GB HD RAM 512MB, Windows XP, CD-WR, 19" monitor	1,200	2	2,400	
i. Soundcard	100	1	100	
j. Line driver (<i>Ultra Di Pro</i>)	150	1	150	
k. Uninterrupted power supply 440 VA	100	2	200	
l. Equipment installation and setup cost	-	-	300	
Total- III (Equipments cost)				\$7,180
Grant Total (I+II+III)				US\$39,980

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
A. Cost for rent of chunk form Rajshahi Radio Station for broadcasting weekly programs (\$100 per program x 25 program (each program 10 minutes)	2,500
B. Contingence	500
Grant Total (Contribution of beneficiary agency)	US\$3,000

CHINA PR of

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CHINESE JOURNALISM EDUCATION REFORM AND UNESCO MODEL JOURNALISM CURRICULA
2.	NUMBER	PDC/53 CPR/01
3.	CATEGORY OF MASS MEDIA	BROADCAST AND PRINT
4.	IPDC PRIORITY AREA	TRAINING OF JOURNALISM EDUCATORS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, EXPERTISE
7.	TOTAL COST OF PROJECT	US\$52,375
8.	AMOUNT REQUESTED FROM IPDC	US\$39,375
9.	BENEFICIARY BODY	Tsinghua International Center for Communication Studies, Tsinghua University Room 307, Omnicom Building, Tsinghua University, Beijing, China
10.	IMPLEMENTING OFFICE	UNESCO BEIJING OFFICE
11.	PROJECT LOCATION	BEIJING, CHINA
12.	PROJECT PREPARED BY	THE TSINGHUA INTERNATIONAL CENTER FOR COMMUNICATION STUDIES
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

There are more than 800 journalism schools in China, but there has never been a standardized set of curricula for journalism education. Lacking of a standardized guideline forced journalism schools to design their own courses, and also brought about a severe problem that every journalism school is creating their own curricula with their own focus. In such an environment of journalism education, the Chinese schools of journalism and communication are mass producing journalism students who are unqualified for the demand of the media industry.

The aim of this project is to design a curriculum for use in Chinese journalism schools, in order to raise the teaching standard of them. It will use the UNESCO Model Curricula as the foundation of the work. The project includes consultations with top Chinese journalism education educators and discuss with journalism school deans and chairs, as well as professors and lecturers, in order to adapt it to the Chinese context, and finally produce a set of standardized curricula, which is a revised version of the UNESCO Model curricula. With the help of the journalism education committee in the Chinese ministry of education, the project will be pushing forward the standardized curricula nationally.

The Project include one national training workshop for 40 journalism professors (split in working groups) and lecturers in order to let them understand the curricula and effectively use the curricula; one national symposium to discuss Chinese journalism education reform and adoption of the standardized curricula. It will also publish a journalism textbook on news reporting and writing based on the standardized curricula, construct a website for the project as an online training platform, and produce supplementary training material CDs, to make the curricula understandable and available to every journalism schools in China.

2. DESCRIPTION OF THE TARGET GROUP:

Journalism educators selected from among 800 schools of journalism and communication throughout China.

3. DEVELOPMENT OBJECTIVE:

Enhance the quality and quantity of information for Chinese public through capacity-building of media training institutions

4. IMMEDIATE OBJECTIVES:

Development of a standardized journalism curriculum for Chinese journalism schools which meets the demands of the media and the society.

5. PROJECT OUTPUTS:

- Ready-to-use standardized journalism curricula based on UNESCO Model Curricula for Journalism Education;
- At least twenty percent of Chinese schools of journalism and communication to adopt the standardized curricula;
- A standardized new textbook of news reporting and writing based on UNESCO model to be published by Tsinghua University Press and to be used by faculty and students in 20 percent of Chinese schools of journalism and communication.

6. **ACTIVITIES:**

a) **Workshop and Symposium**
National Training Workshop

A three-day national training workshop of 40 journalism professors and lecturers (split into working groups) on the topic of the new standardized curricula based on the UNESCO Model Curricula for Journalism Education. With help from UNESCO, we are going to train participants how to use the new curricula effectively and gather feedback from the participants in order to finalize the Chinese version of the textbook and make it relevant for China.

National Symposium

A one-day symposium on Journalism Education Reform and the Standardized Curricula will be held, to discuss the progress the participating journalism schools have made in implementing the standardized curricula, and to share experience among the participating institutions on adopting the curricula in journalism school. Members of the Journalism Education Committee of the Ministry of Education will be invited to address on the issue. We will officially launch the textbook of the Standardized Curricula at the Symposium.

b) **Textbook Publication**

- New Textbook based on the Model Curricula
- Inviting papers submission to the Symposium
- Website Construction and Supplementary Teaching Material Development

7. **PROJECT INPUTS:**

- At least 40 professors or lecturers will attend the workshop, and about 70 will attend the symposium, to discuss journalism education reform in China and the new standardized journalism curricula.
- At least six experts (trainers) will contribute their time and expertise to the training workshop.
- The standardized curricula project working group (will be established with help from UNESCO Beijing in late 2008) will oversee the project and contribute to quality control of the project
- A designer, a webmaster and TICCS staff will contribute to construction of the Website, and development of supplementary teaching material.

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Project Website Construction		X	X									
Preparation for the National Workshop		X	X	X								
National Workshop					X							
Preparation for the National Symposium						X	X	X				
National Symposium									X			
Supplementary Teaching Material Development		X	X	X	X	X	X	X	X			
Publication and Official Launch of the Textbook									X			
Submission of Implementation Reports						X				X		

9. INSTITUTIONAL FRAMEWORK:

Established in April 2002, the School of Journalism and Communication, Tsinghua University has 26 teaching staff, 2 post-doctoral research staff, 3 inter-department joint faculty, 7 senior visiting professors and 12 supporting staff. The school is active in creating close links with public, governmental and important media and academic organizations through varied forms of co-projects and exchange programmes. The school has large numbers of contacts with international media institutions. Internationally known scholars, journalists and politicians are invited to visit the school throughout the year, to give lectures on up-to-date global media issues.

10. SUSTAINABILITY:

TICCS, with the help of the working group, will correspond with and provide help to the participating institutions in order to enable them to adopt the standardized curricula.

11. FRAMEWORK OF MONITORING:

- Regular monitoring by UNESCO Beijing ACI, progress reports and deliverables as specified in the terms of reference and the schedule.
- Monitoring visits by experts who could be assigned by UNESCO to monitor the project progress.
- Auditing by UNESCO Beijing ACI through financial reports together with itemized financial statements.

12. EVALUATIONS CARRIED OUT:

On July 8th, the Minister of Education, Zhou Ji, has visited the School of Journalism and Communication of Tsinghua University. Professor Li Xiguang, President of TICCS and Executive Dean of the School of Journalism and Communication, has reported to him that TICCS is planning to start a project on Chinese journalism education reform and is trying to bring a set of standardized curricula to China in the hope of further improving the journalism education quality in China. The Minister stated that he will give Tsinghua moral support and he believe that will be beneficial to Chinese journalism Education. As Vice-chairman of the Journalism Education Committee in the Ministry of Education, Professor Li has been getting very positive feedback from his fellow members in the committee. Many of them have shown great interest and are ready to participate in the project.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

TICCS will report on project progress on a four-month basis to UNESCO Beijing office and submit a comprehensive final report. The financial statement and deliverables will be submitted according to the terms of reference and the schedule established under the contract with UNESCO Beijing Office.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/9CPR/01 350-CPR-91 520-CPR-61 (FIT-France)	32,000 106,788	China	<i>1988 -1990</i>
		China School of Journalism	
PDC/12CPR/01 352-CPR-21	79,000	Training in book publishing	<i>1992 -1995</i>
PDC/13CPR/01 352-CPR-31	100,000	Upgrading of the "Farmers' Daily" Newspaper	<i>1993 -1996</i>
PDC/14CPR/01 352-CPR-41	35,000	Development of women journalists in the print and electronic	<i>1993 -1996</i>

		media	
PDC/15CPR/01 352-CPR-51	40,000	Retraining of Journalists	1995 -1997
PDC/17CPR/01 352-CPR-71	34,000	Communication technology Courses for Local Newspapers in Remote region	1997 -1998
<ul style="list-style-type: none"> Total China: US\$ 320,000+ US\$ 107,000(Funds-in-trust) 			

TICCS has already started to cooperate with the UNESCO Beijing office to implement the initial phase of the whole project. This proposal to IPDC is the second phase of the project. The estimated cost of the first phase is about \$33,000 and UNESCO Beijing is supporting us with \$25,000. In the first phase, we are going to hold a 40-people symposium, the participants of which are mostly leading journalism educators, deans and chairs. There will be an awareness raising activity to persuade journalism school administrations to join the UNESCO project and push forward the discussion of standardized curricula and implement the curricula in their schools in the future.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Publication of the textbook based on UNESCO's curricula	5,000
• Rewriting and editing	2,000
• Publication	3,000
Website construction for on-line education	1,900
Supplementary teaching material development (CD-Rom training kit, 1,000 copies)	1,500
Three-day national training workshop (40 participants)	17,175
• Accommodation (non-local guests and trainers) (35/person/night * 25 persons * 4 nights)	3,500
• Meals (guests, trainers, working staff) (20/person/day * 55 persons* 3 days)	3,300
• Transportation	
Non-local trainees and lectures (250/ person * 25 persons)	6,250
Local trainees and lectures (15 /person /day* 25 persons*3days)	1,125
• Conference room ,equipment and tea break(1000 /day* 3 days)	3,000
One-day national symposium (70 participants)	13,200
• Accommodation (Non-local guests ,35 /person/night * 30 persons * 2nights)	2,100
• Meals(participants, working staff) (20 /person/day * 75persons * 1day)	1,500
• Transportation	
Non-local guests (250/person * 30 persons)	7,500
Local guests (15/person * 40 persons)	600
• Conference room ,equipment and tea break(1500 /day* 1day)	1,500
Printing costs including distribution, and communication	600
Total	US\$39,375

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

Staff, administrative/office space, office equipment, consumables	11,000
Reporting on the project progress	2,000
Total	US\$13,000

EAST TIMOR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COMMUNITY RADIOS MODEL FOR TIMOR-LESTE
2.	NUMBER	PDC/53 TIM/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL (TIMOR-LESTE)
6.	TYPE OF ASSISTANCE REQUESTED	INSTITUTIONAL SUPPORT, EQUIPMENT, TRAINING, TRANSPORT, PRINTING
7.	TOTAL COST OF PROJECT	85,704 USD
8.	AMOUNT REQUESTED FROM IPDC	32,020 USD
9.	BENEFICIARY BODY	Community Radio's Association Timor-Leste (ARKTL) Telephone: +670 723 9945 Email: prezado_revolta@yahoo.com Contact: Prezado Ximenes (President ARKTL)
10.	IMPLEMENTING OFFICE	UNESCO OFFICE, JAKARTA
11.	PROJECT LOCATION	ARKTL HEAD OFFICE, DILI, TIMOR- LESTE
12.	PROJECT PREPARED BY	ARYA GUNAWAN UNESCO OFFICE, JAKARTA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The lack of community involvement and poor management of community radio stations in Timor-Leste can be attributed in part to the way in which they were set up after the country's independence in 1999. Previously, there was no history of community radio stations in Timor-Leste, and more generally there was an absence of any media culture in the country. After 1999, various initiatives led to the establishment of some fifteen community radio stations in all thirteen districts of Timor-Leste. These were set up in two main ways: through the Community Empowerment Program of the World Bank that set up eight community radio stations between 2000 and 2002, and through NGO donor support. The establishment of community radio stations in Timor-Leste did not follow a clear, strategic and coordinated process and was not preceded by wide community consultations. This has led over the years to the communities not feeling the ownership of their radio stations; as a consequence, they are not actively engaged in the running of the stations, and not able to discern the fact the radio stations can contribute in a myriad of ways to the improvement of their livelihoods. In many cases, the community believes that the community stations belong to those volunteers who run them. Community members therefore have the feeling that the radio stations do not represent them and as such their participation is very limited. The preliminary assessments conducted for this project show communities interested in participating in the life of the radio station. They also highlight the fact that communities rely on the stations for access to updated local information.

Another problem is that the volunteers that run the stations are not always in a position to effectively manage their stations since most of (limited) the training that they have been offered thus far has tended to focus almost exclusively on journalists skills, to the detriment of other essential skills needed, such as management, community engagement, and business and financial training. The model for community radio stations in Timor-Leste this project wishes to develop will serve as a guide for radio stations managers and staff. It will present the guiding principles and background for community radio stations in Timor-Leste, and highlight the key elements of a successful community radio station – active community participation; sound management practices, solid structure, training, and effective strategies leading up to financial sustainability. The model will also be designed to suit the particular circumstances of Timor-Leste. Having a model that is written specifically for community radios in Timor-Leste will enhance volunteers' and communities' understanding of how community radios should be operated. This model will serve as a guide not only for existing community radios but also for others that will be set up in future.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiaries of this project will be the staff of the Community Radio's Association Timor-Leste (ARKTL).

3. DEVELOPMENT OBJECTIVE:

The project will contribute to the development of media pluralism in Timor-Leste by strengthening community radio stations across the country. Thanks to this project, community media will ensure that their local communities are informed about local, district, and national current affairs.

4. IMMEDIATE OBJECTIVES:

The advocacy capacities of the Community Radio Association of Timor-Leste strengthened in order to ensure the sustainability of the community radio sector in Timor-Leste.

5. PROJECT OUTPUTS:

- A Model for Community Radio Stations in Timor-Leste to include: Community Radio Integration Plan, Financial Sustainability Plan, Management and Operational Plan, Volunteer Training Plan, and Fundraising Strategy;
- The Model for Community Radio Stations in Timor-Leste is successfully tested in at least one community radio station;
- The Model for Community Radio Stations in Timor-Leste is printed and distributed to all community radio stations in Timor-Leste with extra copies also kept with AKTL in Dili;
- ARKTL trained on how to assist community radio stations in implementing the Model for Community Radio Stations in Timor-Leste.
- ARTKL set up with equipment to conduct subsequent implementations of the Model for Community Radio Stations in Timor-Leste.

6. ACTIVITIES:

The project’s activities will be carried out in four distinct phases:

Phase 1 – Design Model for Community Radio Stations in Timor-Leste

Phase 2 – Test and review Model for Community Radio Stations in Timor-Leste at Radio Tokodede in Liquica.

Phase 3 – Publish Model for Community Radio Stations in Timor-Leste

Phase 4 – ARKTL implements Model for Community Radio Stations in Timor-Leste at other community radio stations in Timor-Leste

7. PROJECT INPUTS:

- One international community radio station advisor/trainer
- One ARKTL Team (1 project coordinator, 3 field staff)
- laptops for field teams
- tape recorders for recording and documentation of research
- digital cameras for documentation of research
- 1 printer for ARKTL project team
- desktop computers for ARKTL project team

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Phase 1											X	X
Phase 2	X	X	X									
Phase 3				X	X	X						
Phase 4 (upon request)										X		

9. INSTITUTIONAL FRAMEWORK:

Established in May 2002, ARKTL is the umbrella organization for community radio stations in Timor-Leste. Currently 15 community radio stations across all the thirteen districts of Timor-Leste are members of ARKTL. ARKTL is the main body that represents the interests of community radio stations, deals with donors and advocates on issues such as the Media Law and getting recognition for the importance of community media in Timor-Leste. Working in concert with other journalism associations (AJTL, SJTL, TILPA) and the syndicate of journalists (SJTL), ARKTL is also heavily involved in other major media

development projects such as the setting up of Media Houses in 5 locations across Timor-Leste (Baucau, Suai, Maubisse, Oecusse, and Dili), the Annual Media Awards, the Media Style Guide, as well as other smaller projects. ARKTL also works closely with its members to look at ways in which it can support them in building their institutional and human capacity through capacity development initiatives.

ARKTL’s vision is to create a critical and democratic community within an environment of peace embedded with Timorese social and cultural values.

10. SUSTAINABILITY:

All the above-mentioned training will be sponsored or facilitated in-kind by ICFJ and other international and local partners such as UNDP and ETDA (East Timor Development Agency, a local NGO that provides training on a range of topics such as financial, administrative, management, etc.).

The only foreseeable ongoing expense associated with this project will be the re-printing of the model once all hardcopies are finished, and the costs associated with implementing the model at participating community radio stations (phase 4). Additional funding as needed will be facilitated by ICFJ and other international donors, as well as through various small grant programmes available in Timor-Leste.

11. FRAMEWORK OF MONITORING:

ARKTL has requested support for the monitoring and evaluation of this project to the International Center for Journalists (ICFJ). ARKTL has also requested the Australian People for Health, Education and Development Abroad (APHEDA) to co-monitor with ARKTL the implementation of this project.

12. EVALUATIONS CARRIED OUT:

Prior to this project, two in-depth assessments were conducted at two community radio stations in Timor-Leste, Radio Comunidade Los Palos and Radio Comunidade Tokoded. These two stations were selected because one, Radio Los Palos, serves as a good example of a community radio station that is well-managed and has been able to emerge as a leading example for other radios, and the other, Radio Tokodede, is struggling to stay afloat and is experiencing major challenges in the way it is run. Both radios offered invaluable insights into the challenges facing many community radio stations in Timor-Leste.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

With the assistance of the International Community Radios advisor/trainer (TBC) to be employed by this project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/24 TMI /01 354 TMI 5031	30,000	East Timor	2004 –2005
		NATIONAL COMMUNITY RADIO DOCUMENTARY PRODUCTION TRAINNG PROGRAM	
PDC/52 TMI /01 354 TMI 5071	22,000	CAPACITY BUILDING OF LOS PALOS COMMUNITY RADIO IN TIMOR LESTE THROUGH THE TRAINING OF REPORTERS AND PROGRAMME PRODUCTION	2008 –2009
• Total East Timor: US\$ 52,000			

Preliminary assessments were conducted on two community radio stations (Radio Comunidade Los Palos and Radio Comunidade Tokoded in Liquica) and their results were used in the drafting of this project

proposal. The assessments included site visits and discussions with various community representatives and media professionals (Assessment reports available in Tetum only).

This proposal has also been extensively discussed with both APHEDA and ICFJ, who are committed to supporting ARKTL during the implementation of the activities of this project and beyond the lifespan of the support of IPDC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
4 laptops (\$1,000 ea.)	4,000
2 desktops (\$700 ea.)	1,500
1 printer (\$250 ea.)	250
2 digital cameras (\$300 ea.)	600
8 tape recorders (\$45 ea.)	360
Transportation (13 districts 5 months) (standard rates per district applied)	2,800
Bi-weekly evaluation meetings = 18 X \$70	1,260
Community meetings = 15 X \$250	3,750
Project progress research = 3 X \$1150	3,450
Writer of the research report	5,000
Transcribers for the research	900
Editor for the research report	2,000
Meals and Accommodation for field trips (3 months) (Meals \$10/day + Accommodation \$15/night x 24 days in 8 districts)	4,800
Stationary (batteries, tapes, notepads, pens, etc.) for 9 months (\$150 month)	1,350
Total	US\$ 32,020

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
*ARKTL with support from ICFJ and APHEDA	
1 International advisor (9 months)	29,700
1 field project staff (9 months)	2,700
1 Graphic Designer (3 months)	1,650
Office, assorted equipment, amenities (in-kind 9 months)	2,700
Distribution of Community Radios Model	500
1 National Project Coordinator (9 months) (\$35/day rate)	6,534
3 field project staff (6 months) (\$25/day rate)	9,900
Total	US\$ 53,684

EAST TIMOR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	INDEPENDENT PRINTING PRESS FOR INDEPENDENT MEDIA IN TIMOR-LESTE
2.	NUMBER	PDC/53 TIM/02
3.	CATEGORY OF MASS MEDIA	PRINT/NEWSPAPERS
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION/INDEPENDENT MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL (TIMOR-LESTE)
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT/TRAINING
7.	TOTAL COST OF PROJECT	US\$ 81,500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40,000
9.	BENEFICIARY BODY	TIMOR POST, THE DILI WEEKLY, KLA'AK, GROUP OF INDEPENDENT PRESS AND EAST TIMORESE COMMUNITIES. OTELIO OTE, DIRECTOR THE DILI WEEKLY, TELEPHONE: +6707358508 EMAIL: THEDILIWEEKLY@GMAIL.COM
10.	IMPLEMENTING OFFICE	UNESCO OFFICE, JAKARTA
11.	PROJECT LOCATION	DILI, TIMOR-LESTE
12.	PROJECT PREPARED BY	OTELIO OTE
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Currently there are 10 independent publications in operation in the capital. Of these publications only two have their own printing presses. Both of these have strong backing (financial and *other*) with national and international business and political personalities. One of the two is also owned by the owner of one of the commercial printers in Dili, and its prices are deliberately high and make it impossible for independent newspapers to print with them. The other 8 eight newspapers and magazine resort to another smaller commercial printer in Dili, whose prices are still high but somewhat more affordable than the other commercial printing houses. Nonetheless the quality of their printing is low, it cannot make its own color film (so it relies on the services of the bigger commercial printer adding two-three more production days) and it also cannot cater for simultaneous requests for printing which means the eight other independent publications struggle to meet their deadlines and to actively participate in the media market. Ultimately by the time the eight publications hit the streets, readers will already have bought and read the news through the other two newspapers who *indirectly* control the market by virtue of having strong business and political backing and that allows them to owe their own printing press.

This project will see the establishment of the first printing house in Dili, Timor-Leste, owned by a group of independent newspapers. A key investment, the printing press will profoundly alter independent media in Timor-Leste's prospects for sustainability. The printing house will strengthen press freedom in this new nation given one of its main objectives will be to support independent media unable to afford the prices and terms of the existing commercial printing houses in Timor-Leste. Independent publications (existing and new) will be able to forward their publications to the new printing press for printing at an affordable cost.

Through this project, a more competitive media environment will appear in Timor-Leste. The group of independent publications is of the conviction that independent production is necessary to consolidate freedom of expression and newspapers' editorial independence. By reducing the cost of printing independent publications will also be able to afford to make their papers more affordable, thus increasing the number of East Timorese with access to news and information.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiaries of this project will be three independent newspapers : *Timor Post*, *Kla'ak*, *The Dili Weekly*.

3. DEVELOPMENT OBJECTIVE:

The project contributes to the development of the mass media in Timor-Leste by allowing independent publications to achieve greater economic independence and independent production is necessary to consolidate freedom of expression and newspapers' editorial independence which is a crucial requirement for press freedom.

4. IMMEDIATE OBJECTIVES:

Independent newspapers published at affordable rates, thus allowing the newspapers to increase their circulation, reduce the cost of newspapers, and increase the financial sustainability of newspapers.

5. PROJECT OUTPUTS:

- Independent Printing Press established and operational under a business model for a commercial printing house and capable of printing at affordable prices.
- Printing of 19 (8 newspapers, 1 magazine, 9 wall newspapers) independent publications at affordable prices and thus being able to become more independent economically and able to increase their income generation which will allow them to purchase new equipment, employ more staff, and use for organizational development. 8 newspapers printing at affordable prices.
- 50 % increase in circulation on newspapers.
- Reduction of newspaper prices.
- 50% increase in sales revenue which will in turn attract more advertisers because publication's readership also increases.

6. ACTIVITIES:

- **September – November 2008:** printing house team attends training on business development including assistance with business plan writing, finance and administration, printing press operation. This training will be provided/sponsored through a grant or in-kind assistance from international NGO's and agencies such as ICFJ (International Centre for Journalists) and UNDP.
- **October – November 2008:** rehabilitation to property where printing house will be located. Funds will have to be sought from donors if a printing press is secured through this proposal.
- **January 2009:** The printer is fully operational and set up the collective of independent printers will begin printing at their new printing house immediately.
- **Mid 2009:** Newspapers will be able to increase their circulation given that they are printing at much more affordable prices.

7. PROJECT INPUTS:

- One printing press (pending quotation on brand and price)
- One trainer employed six-months to train operators of printing press and auxiliary staff on printing techniques and maintenance;
- Staff of the Printing House hired and trained
- Rehabilitation of property where printing house will be located;
- (8) Eight computers for the staff and other essential office equipment (2 printers, scanner, digital camera, etc.) and internet and a phone line;

8. WORK PLAN:

ACTIVITIES / MONTHS	1-	2-	3-	4-	5-	6-	7	8	9	10-	11	12
Proposal submitted to UNESCO Jakarta							X	X				
Training for staff of printing house (PH)	X	X	X							X	X	X
Rehabilitation of property for PH + set up of printing press										X	X	
Establishing first client relationships	X									X	X	X
Printing House Set Up complete and Operational	X											

9. INSTITUTIONAL FRAMEWORK:

Timor Post is a daily newspaper published by groups of 14 former and senior East Timorese journalists and was established in 2000. *The Dili Weekly* is a weekly bi-lingual (English-Tetum) newspaper that aims to reduce the information gap that exists between the national and the international community in Timor-Leste and it was established in 2007. *Kla'ak* is a weekly magazine style newspaper that provides in-depth analysis and commentary as well as news and current affairs in Timor-Leste. The directors of the three newspapers, one independent advisor, and one other director of a print media organization will form the

board of the printing house that will be the body that has oversight over the operations of the printing house and oversee the operation of the house to ensure it complies with the objectives to this project, and to evaluate the implementation of the project. This project will also count with support from ICFJ on an on-going and per need basis.

10. SUSTAINABILITY:

The commercial business component of this project entails the printing house will also be able to generate income to allow for paying of staff, repairs of equipment, and training and development opportunities, making it self-sustainable in the long run.

11. FRAMEWORK OF MONITORING:

The consortium of independent newspapers – Timor Post, Kla’ak, and The Dili Weekly – has requested the International Center for Journalists (ICFJ) to collaborate with the consortium in the monitoring of these projects activities.

12. EVALUATIONS CARRIED OUT:

This is the first time these three East Timorese media organizations have come together as a consortium and as such it has not yet conducted any external evaluation of previous projects or activities undertaken, because the project to set up an independent printing house is our first joint activity.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Otelio Ote, Director of The Dili Weekly and President of the Syndicate of Timorese Journalists (SJTL) with the mentoring/support from the International Center for Journalists Advisors will report the progress.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/24 TMI /01 354 TMI 5031	30,000	East Timor	2004 –2005
		NATIONAL COMMUNITY RADIO DOCUMENTARY PRODUCTION TRAINNG PROGRAM	
PDC/52 TMI /01 354 TMI 5071	22,000	CAPACITY BUILDING OF LOS PALOS COMMUNITY RADIO IN TIMOR LESTE THROUGH THE TRAINING OF REPORTERS AND PROGRAMME PRODUCTION	
• Total East Timor: US\$ 52,000			

All the training will be sponsored or facilitated in-kind by ICFJ and other international and local partners such as UNDP and ETDA (East Timor Development Agency, a local NGO that provides training on a range of topics such as financial, administrative, management, etc.).

D. BUDGET

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

Second Hand Printing Press	30,000
Printing Press Trainer (3 months)	5,000
Shipping costs + taxes	5,000
Total	US\$40,000

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

*With the Support from the International Centre for Journalists	
International Advisor Business Development (3 months)	24,000
Printing Press Manager (3 months)	1,500
Finance Officer (3 months)	900
Administration staff (3 months)	600
Front house person (3 months)	600
Graphic designer (1) cleaner (3 months)	900
(2) press operators and (5) auxiliary staff (3 months)	3,000
Office equipment (computers, other)	7,000
Rehabilitation of printing shop and office	5,000
Generator set	5,000
Total	US\$41,500

INDIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COMMUNITY RADIO FOR URBAN POOR IN PARTICIPATORY GOVERNANCE
2.	NUMBER	PDC/53 IND/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$40,500
8.	AMOUNT REQUESTED FROM IPDC	US\$36,500
9.	BENEFICIARY BODY	Janaagraha Center for Citizenship and Democracy 4 Floor, UNI Building, Thimmiah Road, Vasanthnagar, Bangalore. Pin Code 560052 Tel. No.080 41277102/41277103 FAX: 080 4127710
10.	IMPLEMENTING OFFICE	UNESCO NEW DELHI
11.	PROJECT LOCATION	BANGALORE
12.	PROJECT PREPARED BY	VELU SHANKAR, JANAGRAHA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Government of India launched a liberalization programme in the broadcasting sector in 2001. This initiative opened up the FM broadcast band to private parties. This has resulted in the rediscovery of radio. Many commercial, campus and community radio stations have come up as a result of liberalization policy of the government.

Private FM radio is now present in about 130 cities and towns. In addition, there are several campus radios operating from educational institutions. As a further development, in November 2006 the GOI opened up FM radio to NGOs as well, with the notification of a ‘Community Radio policy’. About 6000 community radio licenses are on offer across India.

In this context, Janaagraha sees the opportunities offered by radio to enhance its performance in governance through economically viable means. Community radio stations are expected to produce at least 50% of their programmes locally, to the extent possible in the local language or dialect. While the focus is on developmental programming, there is no explicit ban on entertainment. Centralized one-way broadcasting at various levels of aggregation has limited scope to serve the goals of development, especially in a society characterised by pluralism and diversity, as is the case in India. While private radio channels that obtain licenses focus on commercial benefit (more entertainment, less infotainment and minimal public participation), state-run radio channels like All India Radio ignore city issues and have not been able to create a platform that involves the public and brings to light the various nuances of the centralised system.

Through this radio, the Janaagraha Center for Citizenship and Democracy wishes to address the gap between urban governance and the residents of the city, with specific focus on the urban poor. We are looking to bring to light the issue of governance in the city. This entails broadcasting corporation and municipal proceedings, and having open discussions on civic issues that affect urban people, and specifically the urban poor. The project aims to provide education, entertainment and to connect people (through participatory or circular communication), organizations and communities, and ultimately, the government and public service agencies. The democratic, dialogical and participatory process of community radio will help in raising consciousness and understanding of the community, its social reality, problems and solutions, among its regulators.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiaries would be the urban poor of Bangalore within the vicinity of 50 kilometres which consists of linguistic and cultural minorities, indigenous peoples, migrants and refugees

3. DEVELOPMENT OBJECTIVE:

The project contributes to the enhancement of civic participation and good governance through the participation of communities and dialogue amongst community members on a public platform.

4. IMMEDIATE OBJECTIVES:

A self-sustaining community radio station capable of engaging community members in 30 wards in Bangalore in self-expression, and enabling them to share and access information on civic issues (which broadly cover Water, Housing, Power, Rations), will be established within a twelve-month period from the point of the project’s inception.

5. PROJECT OUTPUTS:

- A fully operationalized community radio
- 6-8 personnel trained to run the radio

6. ACTIVITIES:

- Survey of target area
- Decision on location of transmitter and antenna
- Decision on location of studio
- Preparation of a comprehensive project proposal
- Locate funding sources
- Build studio set up
- Order equipment
- Install and test all equipment
- Train 6-8 people for a total of 3 weeks duration
- Go on air
- Building sustainable models

7. PROJECT INPUTS:

- Necessary space in their existing building at Bangalore for creating a studio set up and transmission facility. (Janaagraha will provide the space)
- Two computers (quantity) capable of automating the schedule (quality) of broadcast content.
- Set of studio equipment, comprising a mixer, recording facilities, microphones etc., as itemized in the budget, capable of live broadcasting talkback programmes.
- One 50-watt FM transmitter and a set of four-bay antennas capable of increasing the Radio Station’s coverage to a 50-km radius
- 2 trainers capable of training radio producers and technicians in digital production techniques

8.

ACTIVITIES / MONTHS	1	2	3	4										
1.Process of getting funds	*													
2.Studio build up		*												
3.Procurement of equipment		*	*											
4.Installation/testing			*	*										
5.Training/commissioning				*										

9. INSTITUTIONAL FRAMEWORK:

Janaagraha is a not-for-profit organization that aims to strengthen democracy in India by working for citizen participation in urban local government. Janaagraha aims to spread awareness of the benefits of engaging local governments after electing them and to lobby the Government of India to enact legislation to extend the 74th Amendment to the Constitution of India for more representative local urban government.

10. SUSTAINABILITY:

Janaagraha will be looking at diverse sources for funding. Apart from its own contribution and donations from supporting institutions, it is also considering commercial revenue through advertising messages and sponsorships within the framework of the government regulations which govern community radio.

11. FRAMEWORK OF MONITORING:

Project implementation will be monitored by UNESCO New Delhi office.

12. EVALUATIONS CARRIED OUT:

Some of the organization's efforts towards addressing the issue of urban poverty in an inclusive manner can be seen in the specific projects it implemented in the last few years. The Swarna Jayanthi Shahari Rozgar Yojana (SJSRY) programme of the Government of India was launched in 1997 with the objective of addressing the problem of unemployment among the urban poor. This was to be achieved through disbursal of loans by Banks to those individuals who were chosen as eligible by their neighborhood groups. However, the mission hit a roadblock in the absence of such groups that could provide the guarantee. In August 2002, Janaagraha took up a pilot to resuscitate the program for the city of Bangalore by bringing together the different stakeholders involved – Government of Karnataka, Banks, Communities of Urban Poor, NGOs and Training Institutions - under a common umbrella called ANKUR (Alliance for A Networked Kinship with Underprivileged Residents). The effort proved to be a paradigm shift in the execution of Central Government sponsored programs. By strengthening the neighbourhood groups through adequate training, banks started to disburse loans and within three months, the project saw performance equal to half of that in the first five years.

One of the key findings from the SJSRY project was that the chief impediment in the implementation of such projects was the identification of beneficiaries. Consequently, Janaagraha launched another pilot project to identify the extent of overlap in the Below Poverty Line (BPL) lists of three agencies of the Government of Karnataka – Department of Municipal Administration (DMA), Department of Food and Civil Supplies (F&CS) and Karnataka Slum Board (KSB). The pilot was executed in three slum clusters in partnership with the above-mentioned agencies, where the results indicated that the common names in the lists maintained by these three agencies constituted a mere six per cent in each of the lists. Janaagraha advocated the concept of a common BPL list to the Government of Karnataka as a result of this exercise.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Janaagraha will undertake to report on project progress on a four-month basis to the UNESCO New Delhi office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/6IND/01 350-IND-61	40,000	India The Indian Institute of Mass Communication	1985 -1989
PDC/9IND/01 350-IND-91	32,000	Press Institute of India	1988 -1992
PDC/13IND/01 352-IND-31	110,000	A training Scheme for Field Investigators at the Mass Communication Research Centre	1993 -1996
PDC/18IND/01 352-IND-81	55,000	Community Feature Network Project of the Press Institute of India	1998-1999
PDC/19IND/01 352-IND-91	30,000	Communication education and media needs	1999 - 2001

PDC/20IND/01 353-IND-01	20,000	NAMMA DHWANI Community Radio	2000 - 2002
PDC/23 IND/01 354- IND- 5031	20,000	Training on Converging Media	2004 - 2005
PDC/23 IND/02 354-IND-5032	15,000	Expanding PII Community Feature Network and Grassroots publication	2004 - 2005
PDC/48 IND/02 354 IND 5041	20,000	Empowering communities through ICT using community FM and satellite radio	2005-2006
PDC/49 IND/01 354- IND- 5051	15,000	COMMUNITY VIDEO FOR LOCAL CABLE NETWORK BROADCASTING	2006-2007
PDC/49 IND/03 354- IND-5052	15,000	TESTING OF HANDBOOK KIT AND DEVELOPMENT OF TRAINING MODULES ON DISASTER REPORTING	2006-2007
PDC/51 IND/01 354- IND-5061	60,000	INDIA: FLAGSHIP UN ACTION FOR COMMUNITY RADIO IN THE TRIBAL REGIONS IN INDIA	2007-2008
PDC/51 IND/02 354- IND-5062	15,000	INDIA: REINFORCEMENT OF CMCS IN MARGINALIZED WEAVER COMMUNITIES	2007-2008
• Total India: US\$ 447,000			

Janaagraha had already applied for a license to Government of India (GOI). GOI after verifying the credentials will issue the license. This is to happen very shortly; and further activity would follow.

D. BUDGET

BREAKDOWN CONTRIBUTION REQUESTED FROM IPDC (IN US DOLLARS)					
STUDIO AND BROADCAST TRANSMITTER EQUIPMENT	Unit Price	Qty.		Total	
Mixing console with w. studio switch, built-in tel. Hybrid:	3,100	1	3,100		
Studio 1" capsule condenser microphone	120	5	600		
Monitor speakers (pair) w. built-in amplifier:	1,000	2	2,000		
Headphones:	50	6	300		
4-way headphones amplifier:	150	1	150		
Soundcard:	100	1	100		
Limedriver <i>Ultra Di Pro.</i>	150	1	150		
Microphone stands	40	5	200		
Shielded auto cable (100m.) with 30 XLR male/female connectors and 30 RCA connectors:	300	1	300		
P4 audio editing computer with 80 GB HD RAM 512 MB, Windows XP, CD-WR, 19" monitor:	1,200	2	2,400		
Uninterrupted power supply 350 VA:	100	1	100		
Studio Equipment:				9,400	
FM stereo transmitter 50 watts:	4,900	1	4,900		
Antenna bay 4 layers omni directional:	1,050	1	1,050		
Antenna feeder 50 metres:	300	1	300		
Uninterrupted power supply 500 VA:	350	1	350		
30 meter antenna mast (locally fabricated):	2,500	1	2,500		
50-watt broadcast transmitter system:				9,100	
Equipment transport costs:				1,500	

Equipment installation costs:				2,000	
Total equipment costs					22,000
Studio build-out				10,000	
Training					
Training (2 local trainers x 8 professionals x 3 weeks)				2,000	
Evaluation				2,500	
					14,500
Total contribution requested from IPDC:	US\$36,500				

BREAKDOWN OF THE BENEFICIARY AGENCY CONTRIBUTION (IN US DOLLARS)	
Coordination	1,200
Communication	1,000
Project Preparation	1,800
Total of Beneficiary agency contribution	US\$4,000

KAZAKHSTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	AIBD:CAPACITY BUILDING OF TV NEWS REPORTERS FOR ENVIRONMENTAL SUSTAINABILITY IN KAZAKHSTAN
2.	NUMBER	PDC/53 KZH/01
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING
7.	TOTAL COST OF PROJECT	US\$22,000
8.	AMOUNT REQUESTED FROM IPDC	US\$19,400
9.	BENEFICIARY BODY	Asia-Pacific Institute for Broadcasting Development (AIBD),Kuala Lumpur, Malaysia; Telephone+ 6-03 2282 1046 Fax + 6-03 2282 2761 Javad Mottaghi, Director, javad@aibd.org.my
10.	IMPLEMENTING OFFICE	UNESCO CLUSTER OFFICE ALMATY
11.	PROJECT LOCATION	ALMATY, KAZAKHSTAN
12.	PROJECT PREPARED BY	MS MANIL COORAY, PROGRAMME MANAGER, AIBD MR SERGEY KARPOV, UNESCO ALMATY

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Environmental sustainability, notably climate change, has become an unprecedented concern in the 21st century, and Central Asia is no exception to this.

It is vital that the reasons behind phenomena such as extreme temperatures, carbon emissions, decreasing snow with retreating glaciers, changing rainfall patterns, decreasing fauna and flora, sea level rise (in particular the Caspian sea) and the decrease of the Ili-Balkhash lake's water levels, be adequately brought to the public's attention. Indeed, they bear serious implications for local economies, society and culture. Not to speak of the present-day consequences of the two very serious environmental disasters of which Kazakhstan has been a victim in the past, namely the Aral Sea and the Semipalatinsk.

Television news in particular can play an unparalleled role in providing access to accurate and balanced information on environmental sustainability. However, training opportunities for television journalists in this area are rare in Kazakhstan. The focus group of the training envisaged in this project are therefore television journalists.

To increase the pluralism of environmental information and information on sustainable development in Kazakhstan, these TV news reporters need to be literate in the sustainable development issues, including climate change, resource depletion notably in fresh water, the potentially destabilizing water-energy nexus in the Central Asian sub-region, air and earth pollution, as well as possible actions and best practices against unsustainable development. They must also be aware of the views of skeptics in this area. Lack of knowledge and lack of suitable techniques in investigative reporting weakens their ability to highlight these issues in a professional manner through television.

Building on earlier IPDC projects and UNESCO resource materials, such as the publication on "Media as partners in education for sustainable development: a training and resource kit", this project proposes a one-week training course for TV news journalists aimed at upgrading their knowledge and skills in order to help them "understand and impart knowledge that is essential for the survival, growth, protection and development of Planet Earth". The aim of the project is to "encourage media to engage in public participation and to debate improvements that can lead to sustainable development", as it related to every citizen's life situation. (Quotes: "Media as partners in ESD", UNESCO 2008).

Participants in the training will be selected on a competitive basis; each needs to submit for assessment an environmental news report that s/he has already produced and outline preliminary ideas on topics s/he plans to cover in the near future, endorsed by his/her employer.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group will be twelve news reporters in television organizations in Kazakhstan.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to improved access to well-researched, accurate and balanced information about the effects of unsustainable environmental development in Kazakhstan in order to increase environmental democracy in line with the Aarhus Convention on "Access to information, public participation in decision-making and access to justice in environmental matters" and the Millennium Development Goal 7 "Ensuring environmental sustainability". It is also in line with the priorities of the Kazakhstan UN Development Assistance Framework.

4. IMMEDIATE OBJECTIVES:

The twelve trained TV news reporters will acquire knowledge and skills in investigative reporting to disseminate accurate and unbiased information on environmental sustainability and will be able to use these techniques to highlight the benefits of sustainable development.

5. PROJECT OUTPUTS:

The 12 trained TV news reporters will be capable of reporting high quality investigative news reports on environment sustainability in Kazakhstan after having participated in the one-week hands-on training workshop.

6. ACTIVITIES:

A one-week training workshop on investigative reporting on environmental sustainability for twelve television news reporters will be held at one of AIBD’s affiliate member television stations in Kazakhstan.

7. PROJECT INPUTS:

(i) A pre-produced environmental news report (video) and a preliminary outline of planned reports to be forwarded by each participant for analysis by the trainers in advance as a pre-requisite for participation in training workshop. (ii) Two trainers to implement the training (one freelance trainer and one AIBD trainer); (iii) Video equipment to preview and analyse production formats, styles etc. (iv) Training facilities, a large screen, LCD projector and a computer, and photocopying facilities.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identify and contract two freelance trainers, one AIBD trainer ,one interpreter, invite potential participants to send their pre produced video news reports and finalise venue for training	X											
Select participants, prepare the work plan, training content and hand-outs. Ensure training facilities			X									
Organise travel and accommodation of the two freelance trainers and one AIBD trainer						X						
Conduct, evaluate the one-week training in Kazakhstan									X			
Submit the interim/ final report with statement of expenditure to UNESCO				X							X	

9. INSTITUTIONAL FRAMEWORK:

The Asia-Pacific Institute for Broadcasting Development (AIBD) is a regional inter-governmental organization servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. The Institute currently enjoys a membership of 26 countries, 76 affiliates and 46 partners in Asia, Pacific, Europe and North America. Established as a UNESCO project in 1977, AIBD is mandated to implement training related to sustainable development through radio, television and new media as required by its members. Therefore the institute will be responsible for all planning, coordination and implementation of the project, given its extensive

experience in organizing training courses in this field. AIBD will collaborate with the host country (Kazakhstan) and contribute in terms of required local organization and facilities.

10. SUSTAINABILITY:

The lack of education and training in reporting on sustainable development has created a shortage of environmental information in Kazakhstan, which is urgently needed. This project will address the problem by providing the latest environmental knowledge and reporting tools for a group of well-motivated TV reporters; their motivation will be tested by the competitive selection of the participants. After gaining a more holistic understanding of environmental concerns through post-training practice, the trainees will form a potential base for in-house trainers in their organizations and possibly wider.

12. EVALUATIONS CARRIED OUT:

No evaluation specific for this project has been carried out but a myriad of research, articles and reports exist on the both the old environmental catastrophes of which Kazakhstan has been a victim (Aral Sea, Semipalatinsk) and new issues, such as the melting of glaciers leading to important water-energy problems.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/14KZH/01 352-KZH-41	70,000	Kazakhstan	1994 –1997
		Development of the independent radio station “Radio Maximum”	
PDC/15KZH/01 352-KZH-51	71,000	Journalism/Media training at the Kazak State University	1995 -1997
PDC/19KZH/01 352-KZH-91	30,000	Newspaper for farmers living near the Aral Sea	1999 -2000
PDC/21 KZH/01 353KZH5011	15,000	Distance education training via Internet technologies	2003 -2004
PDC/51 KZH/01 354KZH5061	18,000	KAZAKHSTAN: ICT FOR SMALL NEWSPAPER DEVELOPMENT	2007-2008
• Total Kazakhstan: US\$ 204,00			

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)¹**

Airfare of 2 international trainers	5,000
Airfare of 1 AIBD Trainer	2,250
Per diem (accommodation and meals) for 2 trainers and 1 AIBD Trainer @\$ 225 per day x 8 days x 3 persons (2 trainers & 1 AIBD Trainer)	5,400
Honorarium for the two freelance trainers \$150 per day 5 days for 1 trainer x 2 trainers	1,500

Travel and accommodation of local participants (from other cities and towns)	3,000
Fee for one interpreter @\$250 per day x 5 days	1,250
Daily transport for the trainers and participants from hotel to training venue and return \$100 x 5 days	500,00
Exigencies	500
Total	US\$19,400

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project administration \$ 500 per month x 2 months	1,000.
Overnight stay during travel, transport for arrivals /departures from airports , visa & insurance for 2 international trainers and 1 AIBD Trainer)	1,000
Stationery/photocopying of hand-outs and materials	300
Communication (mail, fax, telephone)	500
Total	US\$2,600

LAOS PDR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COMMUNITY RADIO IN SAMNEUA DISTRICT, HOUAPHANH PROVINCE
2.	NUMBER	PDC/53 LAO/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$40,650
8.	AMOUNT REQUESTED FROM IPDC	US\$36,150
9.	BENEFICIARY BODY	Lao National Radio Box PTT 310 Vientiane, Lao PDR Tel.: +856-21-212432 E-mail:thyphimpha@yahoo.com
10.	IMPLEMENTING OFFICE	LAO NATIONAL RADIO UNDER THE SUPERVISION OF ACI, UNESCO BANGKOK
11.	PROJECT LOCATION	BAN THATMEUANG, SAMNEUA DISTRICT HOUAPHANH PROVINCE
12.	PROJECT PREPARED BY	MR. THONGVANH PHIMPHA DIRECTOR, TECHNICAL RESEARCH DEPARTMENT LAO NATIONAL RADIO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Lao People's Democratic Republic is a landlocked country in Indochina with a total land area of 236,800 square kilometres. Ranges of rugged mountains reaching 3000 meters are characteristic of the northern terrain. River valleys and plains are found in the south west along the Mekong River which flows 1800 kilometers through the country. The country's population of 6 million comprises three main groups (Lao Loum, Khmu and Hmong) and 68 ethnic minorities. Lao PDR is listed as one of the world's least developed countries. Its relatively small population is scattered across a wide geographical area, much of the northern part of the country being mountainous and difficult to access. Severe problems exist in transportation and communication, both between the urban areas of different provinces, as well as between urban areas and various districts, especially those in remote areas, within the same provinces.

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

Houaphanh Province is located in the northern part of the Lao PDR, and consists of 8 districts: Samneua, Aet, Siengkho, Sopbao, Viengxay, Houameuang, Samtay and Viangthong. Its total population is of 280,000. The province borders with Louangprabang Province, Xiengkhouang Province and Vietnam. (See in Annex 1).

Samneua District has been chosen as project site because of the lack of a local radio service. Many radio listeners listen to Lao National Radio (LNR) on the shortwave band despite a very bad sound quality. The broadcast from LNR station in Vientiane reflects the perspectives of the capital city and is produced in Lao language, understood by only certain sectors of the population. A small number of programmes are broadcast in major ethnic languages. Approximately 50% of its population of 54,318 is female. The population comprises mainly three ethnic groups: Lao Loum (30,507), Hmong (15,181) and Khamu (7,179).

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

2. DESCRIPTION OF THE TARGET GROUP:

The project aims at creating a group of local radio managers, technicians and programme producers and reporters in Samneua District to work for the benefit of all the villages of the District.

3. DEVELOPMENT OBJECTIVE:

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

4. IMMEDIATE OBJECTIVES:

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

5. PROJECT OUTPUTS:

- A local radio station
- Trained radio technicians and programme producers
- Trained radio reporters/journalists
- Locally produced radio programmes

6. ACTIVITIES:

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

7. PROJECT INPUTS:

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

8. WORK PLAN:

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

9. INSTITUTIONAL FRAMEWORK:

The Project will be implemented by LNR in collaboration with the Samneua radio station management team as well as the people of Samneua District. LNR is operating the national radio and provincial radio stations throughout the country. Their staffs have both technical and programming capacity to install equipment and train local volunteers in programme production and journalism using the commonly spoken language.

10. SUSTAINABILITY:

The Office of Information and Culture of Houaphanh Province will provide budgetary support for equipment maintenance and staff salaries.

11. FRAMEWORK OF MONITORING:

Regular monitoring of project implementation will be carried out by the Office of Information and Culture of Houaphanh Province. UNESCO Bangkok can entrust an independent media organization to take part in monitoring missions on a quarterly basis. Final evaluation of the project will be undertaken by LNR and UNESCO Bangkok, if it so desires.

12. EVALUATIONS CARRIED OUT:

By means of a questionnaire, the Ministry of Information and Culture found out that the communities in Samneua District wish to receive relevant information, news, and educational opportunities through radio. A more detailed audience research will be carried out again during the first months of the project with a view to designing responsive radio programmes for the communities.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/7LAO/01 350-LAO-71 520-LAO-61 (FIT-France)	45,000 79,800	Laos Development of radio and television	1986 -1991
PDC/10LAO/01 352-LAO-01	140,000	National school for Training in Mass Media	1990 -1994
PDC/12LAO/01 352-LAO-21 520-LAO-63 (FIT-France)	95,000 61,023	National News Agency (KPL) communication network development project	1992 -1997
PDC/13LAO/01 352-LAO-31 520-LAO- 62 (FIT-France)	80,000 84,217	Development of Provincial Radio Broadcasting Service	1993 -1996
PDC/16LAO/01 352-LAO-61	40,000	Extension of the communication network of the Lao National News Agency (Phase II)	1996 -1998
PDC/17LAO/01 352-LAO-71	70,000	Mountainous Region Radio Broadcasting Development Project	1997 -1998

		(LAOBROAD)	
PDC/18LAO/01 352-LAO-81	50,000	Upgrading the National Mass Media Training Centre	1998-1999
PDC/48 LAO/01 354 LAO 5041	22,000	Establishment of pilot district radio station	2005-2006
Total Laos: US\$42,000+ US\$ 225,000 (FIT)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Equipment			
300W Transmitter			
TF(S)-300 300W FM stereo transmitter	SET 1	8,894	8,894
TXVP-FM2			
Two bay vertical polarized FM antenna	SET 1	2,840	2,840
7/8" feeder cable 60m & Connectors	Roll 1	1,809	1,809
Voltage Regulator 5KVA	SET 1	1,200	1,200
2 Satellite Digital Receiver System			
Receiver infosat DSR9500 and Disk 10" Unit	1	750	750
3 Audio Studio System Equipment			
Audio mixer YAMAHA 12 Channels	PCS 1	1,100	1,100
Soken DVD player	PCS 2	350	700
Monitor Speaker	PCS 1	132	132
Dynamic Microphone YAMAHA	PCS 6	66	396
Microphone Boom Stand	PCS 2	79	158
Headphone	PCS 3	880	2,640
M-Audio recorder with 1G memory	PCS 4	880	3,520
Tape cassette/Radio Panasonic	PCS 1	198	198
4 Line Telephone bridge TH804B	PCS 1	880	880
Blank CD	PCS 100	1	100
Cable and Connector accessories	Suit 1	265	265
Computer workstation: HP Desktop	PCS 2	1,194	2,388
Installation and Training Charge			2,000
Training:			2,180
Technical training and training for journalist 2 x 1 week. 4 trainees and 1 trainer			
Training of 8 Trainees using M-Audio recording and Audacity software. 3 days			
Audience research			2,000
Total amount :			US\$36,150
BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)			
Project coordinator (estimated)			1,000
Staff costs (trainers, supervisors, station manager, programme producers,			1,500
Communication costs			300
Petrol			500
Building for radio station and furniture			500
Reporting			200
Monitoring costs			300
Contingencies			200
Total beneficiary's contribution:			US\$4,500

MALAYSIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROTECTING THE RIGHTS OF SARAWAK INDIGENOUS GROUPS THROUGH CITIZENS MEDIA
2.	NUMBER	PDC/53 MAL/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	SUPPORT FOR CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	US\$42,100
8.	AMOUNT REQUESTED OF IPDC	US\$30,000
9.	BENEFICIARY BODY	Centre for Independent Journalism Malaysia, 27-C, Jalan Sarikei, off Jalan Pahang , Kuala Lumpur , Wilayah Persekutuan, Malaysia Tel: +60-3- 40230772 Fax:+60-3- 4023.0769
10.	IMPLEMENTING OFFICE	UNESCO OFFICE, JAKARTA CQ: ARYA GUNAWAN, NATIONAL PROFESSIONAL OFFICER
11.	PROJECT LOCATION	THE MALAYSIAN STATE OF SARAWAK
12.	PROJECT PREPARED BY	GAYATHRY VENKITESWARAN, THE CENTRE FOR INDEPENDENT JOURNALISM, KUALA LUMPUR, MALAYSIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media in Sarawak is largely controlled by two timber tycoons, who own the main newspapers, or the state government. In terms of broadcasting, all stations are either under the Information Ministry or commercial broadcasters, leaving no room for community media. Strong laws such as the Printing Presses and Publications Act and the Official Secrets Act prevent the media from being independent and plural. Communities that lack resources or political connections cannot have their own newspaper or radio station. As a result, there are no community media in any format that exist to support indigenous communities and individuals.

Newspapers in Sarawak seldom report on controversies concerning corporations and government, which together control the state's natural resources. Issues raised by indigenous communities are not heard through the mainstream media. In particular, the struggles over land rights, land use and preservation of cultural rights, the impending effects of climate change and other environmentally sensitive activities are among the issues that need more public visibility and attention. A strong presence of the state also disadvantages the communities in terms of dealing with institutions like security and judiciary. Hence when the people raise their issues, they are seen as anti-government and are not given spaces in the mainstream media.

It's important that the voices of marginalized people be expanded to create greater diversity in Sarawak's media. Opportunities much be increased so that the people in the project area can become better informed and more involved in decision making affecting their own communities. Communities need to be empowered to use communications as a way of protection and preserving their cultural, social and political rights. Through this project, marginalized indigenous people from different districts in south Sarawak will produce and manage their own information. Their "news" will be distributed by both old and new media – sometimes published in local newsletters, issued via press releases, circulated as audio programmes or on CD, and through the Internet on various web pages and weblogs.

2. DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries will be "citizen journalists" from Sarawak Dayak Iban Association (SADIA), and other indigenous peoples' groups who will receive training in the basics of writing journalism as well as the various methods of information distribution.

3. DEVELOPMENT OBJECTIVE:

The main objective is to build a more effective and democratic information sharing and dissemination system among marginalized communities in Sarawak

4. IMMEDIATE OBJECTIVES:

The skills of 10 teams of "citizen journalists" from indigenous communities of Sarawak enhanced to prepare, upload and disseminate content on local issues.

5. PROJECT OUTPUTS:

1. Trained Teams from 10 indigenous communities (villages/longhouses) on communication skills using the ICT and writing and capable of producing their own audio programmes, weblogs, CDs and press releases independently
1. A network among the 10 identified communities to exchange and enhance the content and use of communication skills created

6. ACTIVITIES:

- Preliminary discussions for training modules with selected representatives from among the contact group and the communities;
 - Preparation of the training modules;
 - Training of coordinators and key resource people from among the communities;
 - Training in communities on audio production which involves sound recording, news writing, interview skills, sound editing and mixing, podcasting
 - Training workshop for SADIA on maximizing use of technologies for information distribution;
 - Initiate and maintain the network of the 10 teams and link them with other groups and sites;
 - Production of content for Internet-based distribution;
 - Production of written content and press releases for distribution to print media; and
13. Monitoring and evaluation

7. PROJECT INPUTS:

- Three trainers capable of providing the audio training, module preparation
- 1 Internet technology expert who knows how to maximize information distribution via Internet-based systems; and
- Equipment like cassettes, recorders, a dedicated computer, broadband services
- Creating a portal with a unique identity but serves to link with other groups as well

8. WORK PLAN:

Training for indigenous communities in Sarawak in citizen journalism	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Stakeholders meeting	x																	
Preparation of modules	x	x																
Training local coordinators and trainers		x						x										
Community Training			x	x	x	x	x	x	x	x	x	x	x					
Meeting with local media						x												
Finalizing plan for podcasting and publication													x	x				
Content production by communities														x	x	x	X	X
Evaluation									x			x				x		X
Work plan for post training								x										X

9. INSTITUTIONAL FRAMEWORK:

The Centre for Independent Journalism (CIJ), the submitting organization, is a not-for-profit Malaysian organisation established in 2001. Its mission is to help develop a society in Malaysia that is democratic, just and free where all people will enjoy free media and the freedom to express, seek, and impart information. The organization is run by a community and media based board of directors, with the assistance of an expert advisory committee that provides advice on the direction of the organisation. CIJ, which has five employees, operates on a budget of about US\$150,000 annually. Donors in the past have included the National Endowment for Democracy, Open Society Institute, Free Voice, Southeast Asian Press Alliance, Global Fund for Women and the Foreign Commonwealth Office (UK).

CIJ is recognized as the leading group involved in media development in Malaysia. Activities include conducting training on the importance of media freedom and community media; advocacy work to defend communication rights, and lobbying for reforms in media laws. Other projects include the drafting a Freedom of Information Bill, and capacity building for civil society groups on freedom of expression.

CIJ's credibility is strengthened by its close partnership with the Southeast Asian Press Alliance (SEAPA), and we hope to become a membership of the International Freedom of Expression eXchange (IFEX) at the network's next conference.

10. SUSTAINABILITY:

The "citizen journalists" who will be trained will continue to support the project as volunteers, preparing and disseminating information around Sarawak. Once SADIA has upgraded its skills in the area of making full use of using the Internet to distribute its information, it will continue to operate the system. The model used and the success of the project will be evaluated to determine the viability of having it duplicated in other areas of Malaysia where citizens lack any control over information access and distribution.

11. FRAMEWORK OF MONITORING:

The Building Indigenous Initiatives in Heritage (BIIH) based in Kuching, would be a good organisation to help monitor the project. They currently work on compiling issues and stories affecting indigenous communities around the world, are experienced in communications and technology.

12. EVALUATIONS CARRIED OUT:

In 2006, CIJ conducted a training session in Sarawak for members of SADIA to help improve their skills in writing press releases and preparing and audio reports. At the same time we conducted a stakeholder session where the feedback was overwhelming in favour of the creation of more information concerning local issues as well as improved methods of distributing their information. Following that, CIJ liaised closely with SADIA as well as the convenors of the Building Indigenous Initiatives Heritage to introduce the use of ICT to the communities so they could document and highlight their stories concerning their cultures and various issues.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Centre for Independent Journalism (CIJ) undertakes to report on project progress on a four-month basis to the Jakarta UNESCO field office, and will submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/6MAL/02 350-MAL-61	40,000	Malaysia BERNAMA, Malaysia's national News Agency	1985 -1988
PDC/7MAL/01 350-MAL-71	25,000	IPTAR Group Training	1985 -1990
PDC/11MAL/01 352-MAL-11	16,000	Malaysian Press Institute (MPI)	1991 -1994
PDC/13MAL/13 352-MAL-31	45,000	Staff development in educational mass media production	1993 -1995
PDC/19MAL/1 352-MAL-91	40,000	Changing the status quo of women journalists	1999 -2000
PDC/23 MAL/01 354 MAL 5031	18,000	AIDCOM: sensitizing and educating the rural journalists on press freedom and pluralistic society	2005-2006
• Total Malaysia: US\$ 184,000			

CIJ conducted one introductory training session in Sarawak for women in the longhouse, through our working relationship with SADIA. Preliminary discussions were conducted through May to July, 2008 to assess the needs and demands, and a preliminary workshop to be conducted in October to introduce basics in writing and news gathering.

Office expenses for coordination with the coordinators in Sarawak, space for meetings and training in KL, consultation and advice on training as an ongoing process.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Internet content development (100 news/information in 5 months @\$50)	5,000
Coordination meetings with other groups and sites (6 meetings @\$250)	1,500
Monthly meetings (18 meetings @\$100)	1,800
Press release and publication production and distribution	9,80
Internet monthly connection fee (18 months @\$40)	7,20
Fees for main trainer and production of modules <ul style="list-style-type: none"> • Production of modules will be a one off activity to be prepared by the trainer and with input from the local partner. 3 days @ \$300 = \$ 900 • Training of trainers: 3 days @ \$200= \$600 • Training of community members:3 days x 5 sessions @ \$200 per day=\$ 3000 	4,500
Travel and Transportation <ul style="list-style-type: none"> • Flights (Kuala Lumpur – Kuching) x \$170 per flight x 13 flights= \$ 2110 • Local Transport (Kuching and KUL) – vans/taxis to the longhouse villages: 15 Sessions @ \$77 per trip = \$ 1155 • Accommodation for Trainers: <ul style="list-style-type: none"> 2 nights @ \$43 per night (first stakeholder session): \$ 86 5 nights @ 43 per night (training of local trainers): \$215 20 nights @ \$14 (main trainer at community training): \$ 280 2 persons x 5 nights x \$14 per night (indigenous trainers): \$ 140 	4,000
Training costs – logistics, materials and per diem for participants <ul style="list-style-type: none"> • Per diem for facilitators :2 persons x 15 days x \$28 per day = \$840 • Per diem for participants :50 persons x 3 days x \$14 per day=\$2100 • Manuals and handy leaflets: \$ 500 • Other reference materials (newspaper copies): \$140 • Certificates:\$140 • Accommodation for participants (those slightly far away from the identified villages) :20 persons x 4 nights x \$12 per night= \$960 • Refreshments: 15 days x \$15 per day= \$ 225 	5,000
Communication	1,500
Laptop and recording equipment @150x <ul style="list-style-type: none"> • One Laptop for the coordinator who will help in uploading stories, managing the content : \$ 1300 • Digital audio recorders : 10 x \$100 • Headphones, microphones, cables and batteries: \$200 • Digital camera: \$509 	3,000
Evaluation, Monitoring and Documentation	2,000
TOTAL	US\$ 30,000

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

Office Expenses and Maintenance	5,500
Administrator's Fee	3,500
Legal and administrative fees for organisation	1,200
Ongoing advice and monitoring of the coordinators in Sarawak	900
Consultation in Kuala Lumpur	800
Postage and communications	200
TOTAL	US\$ 12,100

MONGOLIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MONGOLIA : IMPROVING THE ROLE OF MEDIA IN THE CONFLICT RESOLUTION
2.	NUMBER	PDC/53 MON/01
3.	CATEGORY OF MASS MEDIA	BROADCAST, PRINT AND ON-LINE MEDIA
4.	IPDC PRIORITY AREAS	FREEDOM OF EXPRESSION/MEDIA
5.	SCOPE(NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING, SAFETY GUIDELINES FOR JOURNALISTS, LEGISLATION
7.	TOTAL COST OF PROJECT	US\$45,700
8.	AMOUNT REQUESTED FROM IPDC	US\$37,700
9.	BENEFICIARY BODY	Globe International (GI), NGO City Cultural Palace, Bloc G, 3d Floor 210620-A, P.O.B 28, Ulaanbaatar, Mongolia Tel: (976-11) 32 47 64, 32 4627 Fax: (976-11) 32 47 64 E-mail: hnaran@globeinter.org.mn globe@globeinter.org.mn Web site: www.globeinter.org.mn www.monitoring.mn
10.	IMPLEMENTING OFFICE	UNESCO, BEIJING
11.	PROJECT LOCATION	ULAANBAATAR, MONGOLIA
12.	PROJECT PREPARED BY	NARANJARGAL HASHHUU, PRESIDENT, GI
DECISION OF THE BUREAU:		

1. PROJECT JUSTIFICATION:

Considerable progress has been made concerning the growth and development of media in Mongolia since the overthrow of communism in 1990. More than 400 media outlets of all kinds are spread across the country, and the sector employs over 3,900 journalists. However, tense and difficult relations between the government and media have resulted in too many unnecessary restrictions and threats to free media. In addition, media organizations are caught in the middle of a dangerous confrontational situation that has emerged in Mongolia between the two largest opposing political factions. The conflict became violent after the ruling Mongolian People's Revolutionary Party (MPRP) was re-elected with a majority in the June 29, 2008 national elections. An unruly mob, many of them supporters of the opposition claiming there had been fraud, went on a rampage in the capital city of Ulaanbaatar. Offices of the MPRP and other government buildings were set afire, looting occurred over a wide area, and five people were killed and more than 700 people arrested. Six journalists were injured, one seriously. The offices of four newspapers were totally destroyed. During the disturbances and in the following weeks, the Mongolian government cracked down on all media in the country. A decree banned the operation of all radio and television broadcasts, except for the Mongolian National Radio and Television (MNB), which was heavily censored. Authorities demanded the television channels provide video of the riots so it could be used to prosecute offenders during the riots.

The project will strengthen a cross section of Mongolian media so it will be respected by government and the general public, and so that it will not be subjected to attacks during times of crisis. Journalists and media organizations will receive support and training so they will be able to serve as a mediating and "cooling" force that can help avoid violence and curtail conflict among political forces in the country.

The project will train journalists in conflict resolution skills, produce and distribute CD-Rom disks for journalists across the country on conflict issues, provide guidelines to help journalists protect their safety during conflict, conduct analysis on media laws that need changing to guarantee free expression for media organizations during times of crisis, as well as studies on how broadcast laws and foreign ownership laws affect journalism and security in Mongolia.

2. DESCRIPTION OF THE TARGET GROUPS:

The target groups include about 41 journalists from all sectors of media: newspapers, radio, TV, and community media.

3. IMMEDIATE OBJECTIVES:

The journalists are enabled to ensure the public right to know and keeping the social dialogue going in times of crisis through trainings, guidelines and adequate legislative framework.

4. DEVELOPMENT OBJECTIVE:

The project contributes to the consolidation of democracy and good governance in Mongolia by strengthening the role of media in conflict prevention and resolution.

5. PROJECT OUTPUTS:

- At least 41 trained journalists improved their skills on the role of media in the conflict resolution and conflict reporting and on their safety
- 1000 copies of the guidelines that educate the journalists on their safety. Those guidelines will be more adequate to the conditions of Mongolia than the RSF Survival Guide translated to Mongolian by the Amnesty International.
- Four reports containing comparative studies and recommendations on the international standards and experiences. Recommendations to be handed over the Government of Mongolia.

- 500 copies of CD-Rom training kit on the poverty reporting available for writing good quality materials
- On-line education program available on Globe International web sites for educating journalists on the safety and conflict resolution.
- At least 50-60 journalists, media leaders, representatives of the civil society and government acquired information and knowledge on the role of media in the conflict resolution and legislative framework.

6. ACTIVITIES:

Two Trainings: Two of five days trainings on the role of media in the conflict resolution and journalists’ safety will be organized with a total 40 journalists from print, broadcast and on line media will be attending.

Guidelines for the Journalists: Produce the Guidelines for Journalists in cooperation with the international and local experts.

On-line Education for Journalists: On-line education program on the role media in the conflict resolution will be launched at out web sites: www.globeinter.org.mn and www.montoring.mn.

CD-Rom Training kit: 500 copies of CD-Roms will be produced and sent to the provincial journalists, who are not able to pay their expenses for coming to Ulaanbaatar for the training.

Comparative studies: Comparative study on the media related provisions of the state of emergency laws, Comparative study on the foreign ownership of media, Comparative study on the broadcast laws, Comparative study on the emergency provisions of the public service broadcasting laws.

Round table on “Role of media in the conflict resolution and legislative framework

7. PROJECT INPUTS:

- At least 41 journalists from Ulaanbaatar and the provinces will take part in training
- At least two international and two local expert trainers
- A team of three experts will contribute to the preparation of the safety guidelines for journalists
- A designer, webmaster and Globe International staff will produce the on-line education program
- A designer and Globe International staff will contribute to the production of CD-Rom training kit
- A team of five lawyers and two media experts will contribute to four comparative studies and preparation of the recommendations
- At least 50-60 journalists, media leaders, representatives of the civil society and government will contribute to the round table “Role of media in the conflict resolution and legislative framework’

8. WORK PLAN:

Activities/months	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Project preparation and publicity project publicity started.	x																	
Arrangements with trainers	x																	
Training programs prepared		x	x															

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress on a six- month basis. Globe International will submit a comprehensive final report after the end of the project within one month.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/5MON/12 350-MON-51	50,000	Mongolia National News Agency	1985 -1986
PDC/8MON/01 350-MON-81	30,000	Training Centre of the State Printing Kombinat	1988 -1990
PDC/13MON/01 352-MON-31	160,000	Renovation of the printing industry	1995
PDC/16MON/01 352-MON-71	24,000	Development of Broadcasting services	1997 -1998
PDC/17MON/01 352-MON-72	32,000	Radio/Television Training at the National Press Institute	1997 -1998
PDC/18MON/01 352-MON-81	35,000	Establishment of community Radio in Uvurhangai province	1997 -1999
PDC/19MON/01 352-MON-91	65,000	Modernization of the Montsame News Agency	1999 -2001
PDC/21 MON/01 353MON5011	30,000	Improvement of National Radio and Television services	2003 -2004
PDC/24 MON/01 354MON5031	40 000	Media for transparent governance	2004 -2005
PDC/24 MON/02 354MON5032	23 000	Photo journalism education development project	2004 -2005
PDC/48 MON/01 354 MON 5041	22 000	Community radio project	2005-2006
PDC/49 MON/01 354-MON-5051 (CO-FINANCED BY GERMANY)	41,000	PUBLIC BROADCASTING FOR MINORITIES IN MONGOLIA	2006-2007
• Total Mongolia: US\$ 552,000			

Globe International has a permanent office equipped with modern office equipment and a staff of 8 persons in Ulaanbaatar, who will be in charge of the organizational aspects of the project together with UNESCO.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

I. Two five days training

Provincial journalists' accommodation and meals (\$30 per day x 21 participants x five days)	3,150	
Local travel, (\$120 x 21 participants)	2,520	
Lunch and refreshments for the participants, (\$20 x 41 participants)	820	
Trainers' travels and per dimes, (\$1,500 return tickets x 2 trainers + \$30 per	3,360	

diems x 6 days x 2 trainers)		
Trainers' fees, (\$100 x five days of training x 2 trainers)	1,000	
Rental of training rooms, (\$25x 8 hours x five days x 2 trainings)	2,000	
Interpretation, 6 hrs. x 5 days x 25\$ x 2 trainings	1,500	
Training materials, translations, copying, supplies etc	500	
Logistics	550	
Total Training Costs		15,400
II. Educational materials		
On line education, (\$1000 for design+\$500 for content)	1,500	
CD-ROM, (\$500 for design +\$5 for producing x 500 copies)	3,000	
Safety Guidelines for Journalists (\$500 for author's team + \$1,5 for printing 1000 copies)	2,000	
Translations from English	300	
Web hosting and domain, per year	150	
High Speed Internet, 150\$ x 12 months	1,800	
Total Educational Materials Costs		8,750
III. Legislative framework /comparative studies		
Lawyers' fees, (\$1200 x 3 lawyers for 4 studies)	3,600	
Team meetings, (\$15 x 20 meetings)	300	
Translations of the international documents	400	
Team secretarial costs	2000	
Report publication including lay out, printing and distribution, 4 reports x 1,000\$	4,000	
Total Legislative Framework Costs		10,300
IV. Round table		
Conference room rental, (\$25 x 8 hours)	200	
Technique hiring, (\$30 x 8 hours)	240	
Refreshments, (\$2.5 x 50 persons)	125	
Logistics, supplies, documentation, copying etc	685	
Total Round Table Costs		1,250
V. Other costs		
Contractual for consultant, (\$100 x ten days)	1,000	
Monitoring and evaluation	1,000	
Total Other Costs		2,000
Total Contribution Requested from IPDC		US\$37,700

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
2 staff members: project leader and assistant (18 months-50% of time)	3,400
Office Rentals and communication, (\$200 x 18 months)	3,600
Reporting on the project progress and finance	1,000
Total beneficiary's contribution	US\$8,000
GRAND TOTAL	US\$46,000

NEPAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING COMMUNICATION CAPACITY OF MARGINALIZED COMMUNITIES THROUGH COMMUNITY MEDIA IN NEPAL
2.	NUMBER	
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$25,000
8.	AMOUNT REQUESTED FROM IPDC	US\$23,500
9.	BENEFICIARY BODY	Antenna Foundation Nepal G P O Box 24225, Kathmandu, Nepal Phone: +977-1-5528059, 5543957 Fax: +977-1-5545857 Madhu Acharya Director madhu@afn.org.np
10.	IMPLEMENTING OFFICE	UNESCO KATHMANDU SERENA PEPINO COMMUNICATION AND INFORMATION PROGRAMME OFFICER
11.	PROJECT LOCATION	CMCS AND CLCS OF RUPANDEHI, PALPA, NEWALPARASI, LUMBINI AND KAPILVASTU, DANUSHA
12.	PROJECT PREPARED BY	MADHU ACHARYA, DIRECTOR, ANTENNA FOUNDATION NEPAL SERENA PEPINO – CI PO - UNESCO KATHMANDU
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Nepal has suffered through a decade of conflict, and its future is still uncertain as political rivals vie for power. As in any democracy born out of conflict, Nepal's large and diverse community media and learning centres are believed to play a vital role in shaping the country's future. After having endured long periods of harsh repression, these centres are expanding in the increasingly open climate. There are hundreds of Community Learning Centres (CLCs) around the country. However, there are only few operative and self-sufficient Community Multimedia Centres (CMCs). A proper network among these community media centres could become a fundamental awareness and information channel for communities.

Nepal is going through an important period of democracy building with the Constitution making-process. Over the next two years, the Nepalese Constituent Assembly (CA) will guide the process of drafting a new constitution, which, unlike anything in Nepal's past, will be a federal one. Nepal has no experience in this kind of administration structure, having been a centralized monarchy characterized by an weak state for many years. Thus, it is crucial to have a well-informed population with access to accurate and independent information from diverse sources, with an understanding of the decision-making processes that are taking place, and most importantly with a voice. Although the quality and diversity of media are increasing in the more populated areas, this is not true in the case of remote areas. There, the often illiterate population has to depend largely on local radio to receive information. However, not enough quality information is available. CMC practitioners have not received professional training, many are not well informed about current political, economic and social issues, and often lack knowledge about the technical aspects of managing CMCs. The same goes for Community Learning Centres where the lack of material, training and information-oriented technologies has often made these centres inoperative. Yet, community media centres (CMCs) and learning centres (CLCs) are important in the fight to support democracy and reduce poverty, particularly in isolated rural areas. For this purpose this project is proposed to establish a regular network among current CMCs in Tansen, Budhanagar, Lumbini, Kapilvastu, Janakpur and Madonpokhara and provide link to the Community Learning Centers. A network between such entities could strengthen their impact and role within communities. If these stations are to provide vital communications and learning services, fulfilling the challenges the democratic transition, they must be equipped with appropriate skills and resources and be part of a solid network.

The project, which aims at strengthening the communication capacities of community multimedia and learning centres primarily in rural areas, focuses on skills-building training for CMCs practitioners and CLCs members, and on increasing operating links between the two through programmes concerning current democracy-related issues. The joint CMC-CLC network will help communities to share experiences between community multimedia and learning centres, and to develop strategies for communication, information, awareness and participation. CLCs will be able to learn about how CMCs can be used creatively and CMCs will learn how to link community media to existing learning centres. CLCs promote learning through grassroots facilities and activities, but often lack media facilities and multimedia applications to support them. CMCs can combine traditional and new technologies – for example radio and television with internet and CD-ROMs – to enrich and extend the impact of information and communication at the local level using also existing CLCs. This is why capacity building and closer integration among these centres are critical.

Furthermore this project intends to: promote a serene discussion on cultural and language issues which are part of the current constitutional process; inform the debate at community level; help communities to find a space and be given a voice to ensure the adequate delivery of rights and services by the State to all; to actually help community people gaining more know-how on how their new state and its federal unit administrations are being built. In order to do this, the project wants to use a CMC-CLC network.

6. DESCRIPTION OF THE TARGET GROUP:

Primary target group of this project is socially marginalized communities (Janajatis, Dalits Limbuwans, and Madhesi) in Rupandehi, Palpa, Newalparasi, Kapilvastu, and Danusha districts in Nepal.

3. DEVELOPMENT OBJECTIVE:

The project will result in consolidating constitution making process in Nepal by increasing public awareness, participation of rural communities through existing community media centres.

4. IMMEDIATE OBJECTIVES:

Capacity of CMC in Tansen, Budhanagar, Lumbini, Kapilvastu, Janakpur and Madonpokhara to provide opportunities for marginalised communities associated with community learning centers to participate in the new democratic processes increased

5. PROJECT OUTPUTS:

- Informed discussions on democracy-related topics like culture, federalism and languages in the constitutional process initiated.
- 150 members of marginalized communities learn to use CMC tools in an effective way and get access to accurate and independent information from diverse sources.
- 70 rural and community journalists and 20 women journalists trained on CMC features
- 6 CLCs are being used as the necessary platforms at the grassroots level to initiate informed discussions on Federalism debate
- CLCs play role to inform the citizens about the constitution building process
- Marginalized communities use ICT tools such as Community Radio, Community Television and Telecentres in an effective way to disseminate information, deliver educational programs and empower marginalized communities
- Bridges built between selected CLCs and existing CMCs (especially using current best practice CMCs like Palpa and Lumbini).

6. ACTIVITIES:

- 2 Journalist training in Janakpur and Kapilvastu for journalists from under represented groups and Women Journalists
- 2 Capacity Building training for existing CMCs in Tansen and Buddhanagar (Rupandehi) with the help of best practice CMCs staff from Palpa and Lumbini
- 1 ICT training in established and strengthened CMCs
- 3 Communication capacity development trainings for marginalized communities in Madhuliya, Tilurakot and Lumbini CLCs to use ICT tools such as Community Radio, Community Television and Telecenters as an effective way of disseminating information
- 6 Networking events between CMCs in Tansen, Budhanagar, Lumbini, Kapilvastu, Janakpur and Madonpokhara to link to a given number of CLCs
- Organize monthly forum at 6 CLCs (12X6) to provide necessary platforms at the grassroots level to initiate informed discussions on Federalism debate, as well as to inform the citizens about the constitution building process
- Other networking activities between CLCs and CMCs through inter-organizational collaboration to reach more people, with a greater variety of information sharing and discussions

7. PROJECT INPUTS:

- Computers for public access and training
- Audio, video, reading material
- Digital cameras video, still
- Audio recorders
- Printers
- Scanners
- Faxes
- Portable USB drives
- Speakers
- Head phones
- Telephones
- Photocopiers
- LCD Projectors
- Installation costs for internet connections if missing

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
2 Journalist training in Janakpur and Kapilvastu for journalists from under represented groups and Women			X	X								
2 Capacity Building training for new CMCs in Janakpur and Kapilavastu and existing CMCs in Tansen and Buddhanagar	X	X	X	X								
ICT trainings in existing, to be established and strengthened CMCs	X	X	X	X	X	X						
3 Communication capacity development trainings for marginalized communities in Madhauriya, Tilurakot and Lumbini CLCs				X	X	X						
6 Networking events between CMCs in Tansen, Budhanagar, Lumbini, Kapilvastu, Janakpur and Madonpokhara to link to CLCs							X	X	X	X		
Organize 1 forum at each of the 6 CLCs every trimester (4X6) to initiate informed discussions	X	X	X	X	X	X	X	X	X	X	X	X

9. INSTITUTIONAL FRAMEWORK:

UNESCO office in Kathmandu will be directly implementing the project in collaboration with Antenna Foundation which will be the main implementing partner.

10. SUSTAINABILITY:

Successful CMCs are proven to be usually run by local entrepreneurs with substantial stake in that success and who are capable of developing and implementing a business plan. A network of CMCs and CLCs under community management can share experience and best practices and provide quality standards, start-up support, operating manuals, recruitment and training guidelines, ideas, and best standards.

11. FRAMEWORK OF MONITORING:

A monitoring system will be developed in partnership to monitor the effective and timely implementation of program activities. UNESCO will help developing and applying a mid-term program evaluation exercise, according to the UNESCO Media Development Indicators, to measure both quantitatively and qualitatively the impacts of the program's activities on the process of media professionalism and democratic transition in Nepal. The report of this evaluation will be constructed to contribute to the literature on media interventions and their effectiveness, and be made available to the international community.

12. EVALUATIONS CARRIED OUT:

Building Bridges is an existing project which UNESCO Kathmandu started in 2006 and carried on until May 2007 but due to lack of staff it was interrupted. UNESCO Kathmandu has a insightful knowledge of listed CMCs and CLCs as its staff undertook several missions, the last ones dating September and October 2008, to assess status, resources, demands and necessities of listed CMCs and CLCs.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/5NEP/19 507-NEP-61 (FIT-Germany)	15,000	Nepal Community radio	1985 -1986
PDC/6NEP/01 350-NEP-61	42,000	Assistance to train producers and editors for TV production	1986 -1988
PDC/10NEP/01 352-NEP-01	90,000	Nepal Folk Music recording project	1990 -1994
PDC/11NEP/01 352-NEP-11	45,000	Training of technical staff for the Gorkhapatra Corporation	1991 -1994
PDC/14NEP/01 352-NEP-41	45,000	Nepal Press Institute	1994 -1997
PDC/15NEP/01 352-NEP-51	60,000	Radio Sagarmatha	1995 -1997
PDC/17NEP/01 352-NEP-81	55,000	Newsroom computerization project	1998 -1999
PDC/19NEP/01 352-NEP-91	29,000	Madan Pokhara Community Radio	1999 -2000
PDC/20NEP/01 353-NEP-01	35,000	Strengthening pluralistic and Independent Media in Nepal	2000 -2002
PDC/21 NEP/01 353NEP5011	20,000	Training activities for Nepal TV	2003 -2004
PDC/49 NEP/01 354-NEP-5051	18,000	CONSOLIDATION OF COMMUNITY RADIO MOVEMENT IN NEPAL	2006-2007
PDC/51 NEP/01 354-NEP-5061	22,000	NEPAL: CAPACITY BUILDING OF MEDIA PROFESSIONALS IN ELECTORAL COVERAGE IN POST-CONFLICT	2007-2008
PDC/51 NEP/01 354-NEP-5061	21,000	NEPAL: COMMUNITY TELEVISION IN PALPA DISTRICT	2007-2008
PDC/52 NEP/01 354-NEP-5071	38,500	NEPAL: CONSOLIDATION OF COMMUNITY RADIO MOVEMENT(PHASE II)	2008-2009
Total Nepal: US\$ 510,500+ US\$ 15,000 (Funds-in-trust)			

Antenna Foundation submitted IPDC proposal in 2006.

UNDEF proposal submitted by ACORAB with UNESCO Kathmandu as executing agency.

D. BUDGET**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

Production of Material	1,000
Trainings (7) <ul style="list-style-type: none">• 2 Journalist trainings in Janakpur and Kapilvastu \$ 1000 x 2 = \$ 2,000• 2 Capacity Buildings trainings for existing CMCs in Tansen and Buddhanagar (Rupandehi) \$ 1000 x2 = \$2,000• 1 ICT training: \$ 1,000• 3 Communication capacity development trainings for marginalized communities in Madhauliya, Tilurakot and Lumbini CLCs :\$ 1000 x 3 : 3000	8,000
6 Networking events @\$ 500 x 6 events	3,000
24 Forums (4 in total for each CLC, 1 forum every 3 months) @300 x 24	7,200
Travel of the trainers	1,300
Equipment/Hardware hiring	3,000
Total	US\$23,500

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

Admin	500
Communication and Utilities	200
Personnel/Training Logistics	500
Fees/Miscellaneous	300
Total	US\$1,500

PALAU

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING IN COMMUNITY TELEVISION
2.	NUMBER	PDC/53 PAU/01
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT, TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$96,000
8.	AMOUNT REQUESTED FROM IPDC	US\$39,245
9.	BENEFICIARY BODY	Oceania Television News Network 1724 Media Lane, Koror, Republic of Palau 96940 680-4881838/ fax 680-488-6235 Kassi Berg, Executive Producer
10.	IMPLEMENTING OFFICE	UNESCO APIA ABEL CAINE, ACI
11.	PROJECT LOCATION	OCEANIA TELEVISION NEWS NETWORK 1724 MEDIA LANE, KOROR, REPUBLIC OF PALAU
12.	PROJECT PREPARED BY	KASSI BERG, EXECUTIVE PRODUCER OCEANIA TELEVISION NETWORK ABEL CAINE, ACI UNESCO APIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Republic of Palau is comprised of 16 states and has a population of approximately 22,000 people. The majority of the population lives in the state of Koror and about one third inhabits the other 15 states. There are three local newspapers, two of which distribute bi-weekly and the other weekly. There are three radio stations – two are private and one government owned. Palau National Communications Corporation (PNCC) is a quasi-government agency and is the only cable provider for Palau. PNCC's cable system provides subscribers with 48 channels of Asian and American content. Currently, there are three local television stations; however, none provide a news program. Oceania Television Network ("OTV") stands out amongst the local stations as the only provider that airs daily scheduled local shows and Pacific Island programs from throughout the region.

OTV also airs a weekly talk show, *Chised*, which is a Larry King style interview format that contains community updates and some current events. However, no local television station, including OTV, provides daily or weekly newscasts. Other than OTV, there are no opportunities available for television journalists.

Nearly every household, in even the most remote areas of Palau, has a television and receives OTV through the National Cable system. OTV is Palau's only television station that operates with public/private cooperation and provides both commercial programming and public access. OTV is the most watched channel in the nation and has absolutely no political affiliation.

Capacity building of community news media will allow OTV to train and equip young Palauan men and women to become news journalists and to begin bi-weekly news broadcasts that will encourage freedom of expression in Palau. Moreover, people living in rural areas will be engaged in participation of pluralistic and community media.

2. DESCRIPTION OF THE TARGET GROUP:

The existing and new young Palaun staff of OTV.

3. DEVELOPMENT OBJECTIVE:

By engaging honest and unbiased television news reporting the population will develop a better understanding of the workings of their government, the public and private sector, as well as gender and social issues.

4. IMMEDIATE OBJECTIVES:

OTV's news facility modernized to allow for proper reporting and archiving of stories with local television professionals acquired the skills and training to help self-sustain a bi-weekly news telecast that will source information to the entire community.

5. PROJECT OUTPUTS:

- 2 Trained journalists capable of producing accurate and unbiased news stories for bi-weekly news program
- 3 A properly equipped news facility capable of managing and archiving news stories
- 4 At least 104 newscasts reaching 95+% of the country population in 6 months in one year
Increased management ability resulting in longevity of OTV
- 5 Creation of a self sustainable news program

6. ACTIVITIES:

- Select/contract instructors for in-country training (1 month)
- Selection of attendees and scheduling of courses (1 month)
- Purchase equipment (1 month)
- Install equipment; beta test equipment (1 month)
- Three months of television training workshop to be held in-country.
- Two months for pre-production & rehearsals
- Two months for production
- Two months for survey, reaction, research and reporting

7. PROJECT INPUTS:

Equipment

- 1 Video server to store, manage and archive news stories
- 2 teleprompters for studio news anchors
- 1 Desktop computer to provide technical support for teleprompters
- 1 hard drive based ENG camera and sound package for more efficient field reporting
- 1 Processing computer to convert and upload news stories to the web

Training

- 1 trainer for news gathering and reporting
- 1 trainer for news management and legal issues
- 1 trainer for sales and marketing
- 1 trainer for broadcast technical operation & maintenance (with server package)
- Learning materials including books and video tutorials

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting instructors & trainees; Purchase equipment	X											
Install equipment; beta test equipment;		X										
Training workshops (4 in-country), and a 4-month progress report submitted;			X	X	X							
Pre-production & rehearsal w/trained cast & crew;						X	X					
Production: News gathering, and a 4-month progress report submitted;								X	X			
Broadcast begins										X		
Television surveys & community reaction to newscast											X	
A Final Report on Research will be submitted.												X

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by Oceania Television News Network. OTV was established in 2004 as the first and only local provider of Pacific Island content in Palau. OTV is currently managed by four local partners. OTV has grown from providing only 3 hours of Pacific Island programming in 2005 to providing 8+ hours of daily programming to date. OTV's regularly scheduled programs include up to 10 hours of original local programming weekly with subjects covering community

awareness, current events, education and entertainment. OTV also airs public service announcements and has a free community bulletin. OTV also prepares special news reports as possible. In addition, Pacific Island licensed shows are shared by New Zealand, Hawaii, Fiji, Guam and Micronesia.

10. SUSTAINABILITY:

OTV has become self-sustainable within in its first two years of operation through paid advertisements and program sponsorship. Currently, Palau has no local television newscasts due to lack of equipment and technical support. Funding from the IPDC will provide training and equipment to increase the community’s newsgathering ability and allow OTV to establish biweekly news programming on Oceania Television News Network. This in turn will appeal to advertisers and sponsors to continue their support and therefore sustain the project’s life with an ultimate goal of being capable of producing nightly news broadcasts.

11. FRAMEWORK OF MONITORING:

Monitoring will be based on surveys and community reaction to the relevance and productiveness of the project. OTV will also upload news reports to its website to illustrate increased ability and capacity building.

12. EVALUATIONS CARRIED OUT:

OTV performed market research with in-person surveys of over three hundred (300) Palauan residents in high-traffic areas. In an effort to determine which future programs to develop, 94% of those surveyed identified local news in their top three choices while 68% identified local news as their top choice. Extensive evaluations will be carried out on the progress of the participants and equipment as well as the effectiveness of the newscasts as it reaches over 95% of the community.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

OTV will report on project progress on a four- month basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/52 PAU/01 354-PAU-5071	22,000	PALAU: EMPOWERING LOCAL VOICES	2008-2009
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Preparatory activities completed prior to submission of the project to IPDC:

- Agreements have already been reached between the participating parties to provide the training, facility, broadcasting and management required to accomplish this project.
- Surveys of the local population have been conducted which indicate a high interest in local and regional television news.
- A draft plan, technical schematic, workflow plan and budgeting have been completed.
- Identified need for Palau news via television and web through telephone and web surveys.

Contribution foreseen by the beneficiary agency during the project period:

- OTV will provide additional equipment, the production facility, initial and ongoing training, transportation and additional funding to engage in television news reporting.
- OTV will provide archive footage and the broadcast ability for transmission as part of their regular programming.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Television Video server (B3100-500) 2TB with programming software	12,000
Server Router 4x4 with switching software	1,300
Shipping and Insurance	450
2 teleprompters for on air news reporters	4,000
Computer and software to operate teleprompters	1,500
1 hard drive ENG camera and sound package for more efficient field reporting	4,000
1 computer for converting and uploading news stories to the Web (oceaniatv.net)	1,500
Training - Consultant for news gathering and reporting (AIDB) Travel (R.T. Airfare)= 2,000 / Fee=1,250 / Housing, expenses=750	4,000
Training - Consultant for news management and legal (UCLA) Travel (R.T. Airfare)= 2,000 / Fee=1,250 / Housing, expenses=750	4,000
Training - Consultant for Imaging, sales and marketing Travel (R.T. Airfare)= 2,000 / Fee=1,250 / Housing, expenses=750	4,000
Training Materials – Books and videos	1,500
Monitoring and Reporting	1,000
TOTAL	\$39,250

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Salaries for (12) full-time, part-time and freelance participants	12,000
Camera, lighting, audio equipment and support	5,000
Construction of a news set	5,000
Power and expenses	6,000
Installation of a LAN for video server access by news desks	3,500
Sales and marketing materials	2,500
Installation of a microwave transmitter and receiver for live television coverage	8,000
Conversion of the OTV van to house microwave transmitter	4,000
4 Computers and Printers for news researchers and reporters	6,000
Hard-drive for Video Server	5,000
TOTAL	\$57,000

PAPUA NEW GUINEA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING TRAINING CAPACITY IN PARTICIPATORY VIDEO-MAKING AT THE UNIVERSITY OF GOROKA (PNG)
2.	NUMBER	PDC/53 PNG/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$41.600
8.	AMOUNT REQUESTED FROM IPDC	US\$29.950
9.	BENEFICIARY BODY	The University of Goroka P.O. Box 1078, Goroka 441 Eastern Highland Province, Papua New Guinea Contact: Dr. Michael Mel Associate Professor, Pro-Vice-Chancellor Phone: +675 732700 Fax: +675 7322620 Email: artsecretary@uog.ac.pg
10.	IMPLEMENTING OFFICE	UNESCO CLUSTER OFFICE IN APIA, SAMOA.
11.	PROJECT LOCATION	THE UNIVERSITY OF GOROKA
12.	PROJECT PREPARED BY	VERENA THOMAS
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

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

Over the last few years more community radio stations have been established. These stations have proven to be a great opportunity for PNG to overcome geographical difficulties. However, radio has its limitations. It cannot, for example transmit the strong and important visual elements of PNG culture. Now the media landscape in PNG is changing quickly. Visual media is starting to play a greater role in people's life. More and more content is imported from overseas and played on VCD-players in the villages introducing ideas that are foreign to many communities. These new ideas challenge local identities and can result in the deterioration of local cultural values which in turn can lead to low self-esteem among individuals. Community media development is hindered by a strongly controlled media, a lack of funding and training within the communities which are becoming numbed by imported foreign products. Here, media literacy at the community level means, being able to decode the messages produced by the mass media which then allows the promotion of local culture and knowledge. This process will require skilled community trainers to introduce communities to the potential of visual media and engage community members in their own creation of media. Currently, most video producers are educated at media organizations and therefore trained with an institutional agenda. There is currently no film and video production course offered in PNG. The Divine Word University in Madang offers a journalism program, which focuses on newspaper and radio programs. The popularity and success of this course has shown that there is a hunger for capable media producers. This education at university level is important for shaping the future of PNG.

The proposed project tries to teach future video producers the technical and conceptual skills in video production while incorporating community engagement and participation during production. The project intends to bridge the communication gap between the urban and the rural population by education 'agents' or future trainers as media makers. Awareness is raised for such media production to be communal and participatory. The training encompasses among technical instructions a creation of a space where local knowledge can be shared and be re-produced.

By strengthening the training at a local educational institution, the University of Goroka, the emphasis is placed on a local institution instead of foreign-own ones (such as EM-TV and the daily newspapers). Educating students as future trainers and collaborators in media projects creates a base for a stronger engagement in community media.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate target group of this training program are the students in the Expressive Arts Faculty at the University of Goroka.

3. DEVELOPMENT OBJECTIVE:

The project will strengthen democratic values within and across communities and enhance social stability within the PNG highland region by building the capacity to increase media participation at an educational as well as at grassroots level,

4. IMMEDIATE OBJECTIVES:

9 students from the University of Goroka will be able to produce videos that engage in stories of local communities by use cameras and post-production facilities and thereby build on their knowledge and skills.

5. PROJECT OUTPUTS:

- 9 students will be capable of producing videos that are made in engagement and participation with local communities. The students will acquire an understanding of the various stages of video production and the strategies to allow community members to be active participators in these processes.
- A production facility will be set up for further use at the University of Goroka.

6. ACTIVITIES:

- A three-week basic training course in video production held at the University of Goroka for 9 students from the Faculty of Expressive Arts
- A three-week production engagement of the trained students within the chosen communities
- A three-week post-production workshop after the students have been involved in filming in the communities (this process takes place at the University of Goroka but involves feedback session with community members)
- A 'filmmight' of all productions produced during the workshop for all students and community members
- A documentation and portfolio of the project on the University's website

7. PROJECT INPUTS:

- Two trainers capable of teaching students in all components of video production (one trainer will focus more on production/camera whereas the other will focus more on post-production/editing)
- 3 camera kits (HDV) including tripod and external microphone
- 3 computers with video and audio editing software (one of the computers is a laptop to be able to take it into the community in order to get feedback from the communities)
- Additional staff (such as a temporary trainer in community work), administration and location support from the University of Goroka

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Project Planning and Selection of Equipment	X											
Purchasing of Equipment		x										
Installation of Equipment			x									
Planning of training with trainers involved			x									
Selection of Participants			x									
3 week training workshop				x								
3 week student working in the community					x	x						
3 week training postproduction workshop							x					
Film night and possible broadcast/publicising of programmes								x				
Evaluation and development of future guidelines for filmmaking and for improving training structures									x			

9. INSTITUTIONAL FRAMEWORK:

The University of Goroka (UOG) is PNG’s leading teacher training University and the only university in the highlands. It was established in the 1950s as a Teachers Training College and became a University in 1997. Since its early years, The Faculty of Expressive Arts currently covers printmaking, music and acting. In amalgamation with these classes UOG is committed to developing a film and video production class, one of its kinds in PNG. The project will be operated in collaboration with the Transforming Cultures Research Centre (TFC) at the University of Technology in Sydney Australia. Both institutions are interested in developing future exchange and collaboration with its students and teachers.

10. SUSTAINABILITY:

The University of Goroka is committed to establishing an on-going video training facility within the Faculty of Expressive Arts. The University’s involvement in this project will ensure a continuation of the facility. There is a further potential for the students to work on commissioned projects to produce educational videos for NGO’s which could potentially generate some income to maintain the equipment. If agreed by the community, videos will be available for sale to libraries around the world.

11. FRAMEWORK OF MONITORING:

The project is collaboration between the University of Goroka and the University of Technology in Sydney. Both organizations will monitor the project, its implementation and the outcomes.

12. EVALUATIONS CARRIED OUT:

The Centre for Transforming Cultures at the University of Technology in Sydney (UTS) will carry out the evaluation of the project, in consultation with the University of Goroka. Researcher and media trainer Verena Thomas will be based at the University of Goroka during the period of the project and monitor and evaluate each step of the project. Monitoring and evaluation are mainly carried out collaboratively.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The University of Goroka will report on the progress of the project. This report will be prepared by Dr. Michael Mel, Pro-Vice Chancellor and Head of the Expressive Arts Department. Dr. Mel has previously been involved in a number of UNESCO conferences in the area of arts education and has contributed many ideas to shaping this project to make it culturally appropriate and sustainable.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/12PNG/01 352-PNG-21	128,000	Papua New Guinea	1991–1994
		National Broadcasting Commission Training Development Project (PAPCOM)	
PDC/17PNG/01 352-PNG-71	60,000	National News Computerization Project (PNGNEWSCOM)	1997–1998
PDC/20PNG/02 353-PNG-01	33,000	Kasela Palu Community Radio Station	2000–2003
PDC/21 PNG/01 353-PNG-5011	12,000	Electronic media training facility	2003 - 2004
PDC/51 PNG/01 354-PNG-5061	20,000	PAPUA NEW GUINEA: <i>NEW DAWN FM</i> : THE DEVELOPMENT OF COMMUNITY RADIO IN POST-CONFLICT BOUGAINVILLE	
• Total Papua New Guinea: US\$ 233,000			

Prior to this application, Verena Thomas, media trainer and researcher from the University of Technology in Sydney has spent one month at the University of Goroka and has run a photography workshop with Expressive Arts students in preparation for potential video workshops. The photography workshop revealed a great interest and enthusiasm among the students who are eager to engage in video production but currently lack means to do so.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

TRAINING

Trainers – 2 trainers x 6 weeks (agreed rate of \$250 per week for the trainers)	3,000	
Travel of trainers (one Australian and one local trainer)	1,300	
Training material	400	
Total training costs		\$4,700

EQUIPMENT COSTS

3 x HDV Camera Kits – incl. Tripod and external microphone (Unit price: \$5000)	15,000	
2 x Desktop Macintosh computer including Editing Software (Unit price: \$2500)	5,000	
1 x Laptop Macintosh computer including Editing Software	3,000	
1 x Additional computer screen	350	
1 x Digital projector	10,00	
1 x Solar power generator	5,00	

(for work in communities without battery charging possibilities)		
Accessories (cables, transfer drive, tapes & DVD's)	400	
Total Equipment Costs		\$25,250
Total Contribution requested from IPDC		US\$29,950

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)*		
Room Facility (over 7 months)	10,50	
Project co-ordinator (over 8 months)	1,200	
Trainers Accommodation. & Meals (2x3weeks, \$25 p/day per trainer)	2,100	
Administration	600	
Communication	600	
Additional Staff	1,000	
IT-and installation support and website support	3,000	
Transport costs	1,000	
Contingencies	800	
Project Reporting	300	
Total beneficiary's contribution		US\$11,650

PAPUA NEW GUINEA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITY FOR THE COMMUNICATION ARTS DEPARTMENT FOR HIGH QUALITY JOURNALISM TRAINING
2.	NUMBER	PDC/53 PNG/02
3.	CATEGORY OF MASS MEDIA	PRINT AND BROADCAST MEDIA
4.	IPDC PRIORITY AREA	CAPACITY BUILDING
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING FACILITIES
7.	TOTAL COST OF PROJECT	US\$103,000
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	BENEFICIARY BODY	<p>Department for Communication Arts, Divine Word University (DWU), P.O. Box 483, Madang, 511, MP. Papua New Guinea</p> <p>Ph: + (675) 854 1879</p> <p>Email: mmcmanus@dwu.ac.pg</p> <p>Contact: Br. Michael McManus, HOD</p>
10.	IMPLEMENTING OFFICE	UNESCO CLUSTER OFFICE IN APIA, SAMOA.
11.	PROJECT LOCATION	DIVINE WORD UNIVERSITY, MAIN CAMPUS, MADANG, PAPUA NEW GUINEA
12.	PROJECT PREPARED BY	MICHAEL MCMANUS, HEAD OF DEPARTMENT – CA, MR. ABEL CAINE – UNESCO APIA.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The mass media in Papua New Guinea (PNG) are mainly servicing the urban minority group, while the bulk of the population, which makes up 85% that lives in the rural sector, is largely ignored of any product of the media. Many media graduates opt for employment in towns and major industries where the conditions are better. There is a felt need to bridge this gap so that information reaches the rural areas.

The existing media organisations in PNG have many limitations on their news coverage and are often challenged by lack of adequate resources, political interference, monopoly of ownership and the geographical conditions of PNG that restricts accessibility. There is also a lack of a national policy to guide and balance the media environment. The mass media in PNG include two daily newspapers, one national radio network, two commercial radio networks, several community radio stations (one funded by IPDC) and three Christian radio stations that are run by churches for their ministry work. There is one commercial TV station and NBC will soon launch its National TV station. Journalists are trained at the University of Papua New Guinea (UPNG) and Divine Word University (DWU) only.

Furthermore, the role of communication in development is yet to be fully realized at the state level in PNG. The attention and focus of Governments and development institutions will need to be drawn towards accepting the reality of a networked world that will shape politics and the civil society in ways that are only just starting to emerge. Key state actors would need to adapt to citizens' expectations of transparency and accountability by establishing and realising legal rights to freedom of speech and access to information.

In view of both the present and the emerging situations, there is a greater need to prepare well-rounded students as media professionals with appropriate skills and knowledge that will enable them to become facilitators of development as well as being advocates for good governance and democracy, through strategic partnerships with civil society media consumers and producers. There is also a need for trained and qualified media personnel to work in radio and television in PNG and the Solomon Islands. Radio is the most effective means of disseminating information in PNG, as newspapers do not reach much beyond the urban centres and TV is quite limited at the moment

This Project will support the training of students who will promote a diverse, dynamic and free media that is vital to development, and bring improvements in the quality and diversity of media content. The Project will provide the impetus to develop a new generation of professionals that will promote and encourage through their work, more open, transparent information and communication systems, thus serving all levels of society and achieving media pluralism in PNG.

This Project seeks to build the physical capacity for training, by improving space problems and upgrading existing equipment in the electronic media training facility at DWU. This facility is one of only two fully staffed electronic media training facilities in PNG, including UPNG. The Project envisages the installation of a video conferencing facility, setting up of a modern newsroom with computers and the upgrading of the Radio/TV Studio with new equipment. A new training complex building and its running costs is also a component of the Project.

It must be stressed that the teaching and technical staff at DWU possess all the necessary skills to specify, order, install, commission, and expertly teach using the project items.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiaries are journalism students of present and future at Divine Word University.

3. DEVELOPMENT OBJECTIVE:

The project will promote a diverse, dynamic and free media that is vital to development, and bring improvements in the quality and diversity of media content. This will also help the key state actors to adapt to citizens’ expectations of transparency and accountability by establishing and realising legal rights to freedom of speech and access to information.

4. IMMEDIATE OBJECTIVES:

The quality of present and future journalism graduates in Papua New Guinea, and their skills, knowledge and techniques of reporting is enhanced through improved and new training facilities and technology, within the Department of Communication Arts, at Divine Word University.

5. PROJECT OUTPUTS:

- A modern newsroom fitted with 25 computers for students to produce their stories and publications.
- Installation of a video conferencing facility for students learning
- An upgraded and well-equipped Radio/TV Studio with new technology and specialized modern equipment for students’ practical hands-on training.
- A new classroom building to ease current sharing with other departments.

6. ACTIVITIES:

- Assembling of Project Management Team from DWU to manage this Project
- Develop a Project Execution Plan and secure endorsement from UNESCO
- Coordinate and engage the construction Department of DWU for classroom construction
- Procure and ship equipment and building materials not available in Madang
- Install equipment and training facilities in the new Studio
- Construct the classroom building
- Monitor project progress and provide periodical reports to UNESCO
- Official Opening and promotion of Project achievements

7. PROJECT INPUTS:

- Funds for purchase of equipment and materials.
- DWU Project Management Team
- DWU on-site installation services
- Time
- DWU Project Administration and support unit.
- DWU Procurement Policies and guidelines
- Transportation/Utilities
- Project Execution Plan

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Monitoring the progress of implementation	X	X	X	X	X	X	X	X	X	X	X	
Communicating with all stakeholders	X	X	X	X	X	X	X	X	X	X	X	X
Carrying out ongoing reviews and reporting			X			X			X			X
Assembling of Project management Team	X											
Developing Project Execution Plan	X											

Coordinate and engage the construction Department of DWU		X										
Procurement and shipment of equipment and building materials not available in Madang			X	X	X	X	X	X				
Installation of equipment and facilities							X	X	X			
Construction of classroom						X	X	X	X	X	X	
Project Completion Report												X
Official Opening and promotion of Project achievements												X

9. INSTITUTIONAL FRAMEWORK:

The Project will be managed and implemented by DWU. DWU is proposing to manage the Project itself because of high costs in PNG conditions by external contractors. DWU already has an existing Project Management Team in place that oversees the management of all projects of the University. The team is comprised of specialists in different areas, headed by the President who has many years of experience in project management. The team will provide planning, execution, monitoring and reporting on all aspects of the Project. The project will be supported by DWU’s Construction Department to build the classroom and provide other materials input. DWU has its own construction workshops, machinery, over 100 construction workers, and qualified tradesmen. The University’s own staff and service departments carry out nearly all physical infrastructure development and ICT installations within the University.

10. SUSTAINABILITY:

The Project outputs will be sustained through generation of income by the Department of CA and annual budget allocations from the University. It is estimated that the running cost of equipment and maintenance will cost the University K40, 000 annually. Systems will be developed and applied to keep costs down.

11. FRAMEWORK OF MONITORING:

The Project Management Team will undertake monitoring throughout the implementation stage. UNESCO shall provide periodical reviews and discuss emerging issues such as costs, schedules and scope. Constant monitoring will allow the identification of risk factors and apply remedial actions to keep the Project on track. The Project Execution Plan will become an effective tool in the monitoring process. A Management Information System (MIS) is being considered as appropriate to store and manage all information relating to the Project implementation.

12. EVALUATIONS CARRIED OUT:

- A recent research carried out by the Communication Arts Department staff and students on media coverage of gender-based violence in PNG revealed that the media has not given much attention to this issue. This indicates the need for better-trained journalists with analytical mindsets and development consciousness.
- An assessment of training facilities and equipment at UPNG and DWU indicates lack of technological capacity to train quality journalists in PNG and the Pacific.
- At the Research and Technology level, this undertaking aims to promote the quality of learning and teaching through appropriate technology for e learning and e-research at DWU. This result area will see an interaction of students and scholars in various parts of the world exchanging information from research and applying them to their learning and teaching and research, to achieve quality assurance in our teaching activities

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

DWU undertakes to report on a four-month basis. A final evaluation of the Project success will be carried out at the end of the Project and this will form the Project Completion Report (PCR). The PCR will highlight important lessons learnt, experiences, and the outcome of the Project. The records (MIS) will be used in the evaluation for quality of the PCR and credibility of its contents. An independent team will be engaged to carry out the evaluation, lead by UNSCO, and coordinated by the DWU's Development Office.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/12PNG/01 352-PNG-21	128,000	Papua New Guinea National Broadcasting Commission Training Development Project (PAPCOM)	1991–1994
PDC/17PNG/01 352-PNG-71	60,000	National News Computerization Project (PNGNEWSCOM)	1997–1998
PDC/20PNG/02 353-PNG-01	33,000	Kasela Palu Community Radio Station	2000–2003
PDC/21 PNG/01 353-PNG-5011	12,000	Electronic media training facility	2003 - 2004
PDC/51 PNG/01 354-PNG-5061	20,000	PAPUA NEW GUINEA: NEW DAWN FM: THE DEVELOPMENT OF COMMUNITY RADIO IN POST-CONFLICT BOUGAINVILLE	
• Total Papua New Guinea: US\$ 233,000			

i) DWU was a recipient of support from IPDC for a previous successful project, which this proposal springs from. In 2003 IPDC granted DWU \$11,000 US to establish its Media Training Facility.

(ii) Kasela Palu Community Radio Station (2000-2003), \$33,000—to establish a station in the rural areas of the Highlands of PNG, including transmission and studio equipment and training of community members

1 Preparatory activities completed prior to submission of the project to IPDC;

- Consultations with UNESCO
- Consultations with the DWU Authorities
- Assessment of needs for new facilities and equipment
- Staff meetings with staff and students
- Consultations with the media for training needs of their staff

• Contribution foreseen by the beneficiary agency during the project period;

DWU will contribute staff resources for the implementation, monitoring, reporting of the Project. DWU will also provide overall project management. It will build the classroom building and maintain all running costs annually. The services of its ICT Department and building staff will be sourced. Land within the University grounds will be used. DWU will contribute a secure indoor facility to house the equipment and ongoing maintenance of the equipment.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Item	
3 x Mackintosh Computers for Radio and TV Studio	11, 826
10 x Minidisk recorders for Radio and TV Studio	3, 942
20 computers for Newsroom	16,556
Video Conferencing Facilities for Newsroom	7,676
GRAND TOTAL	US\$40,000

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

Classroom Building	47,300
Running costs and maintenance per annum	15,700
Project Management and consultancy	-
ICT facilities, transport, utilities, etc.	-
GRAND TOTAL	US\$63,000

SRI LANKA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING OF PROVINCIAL TV REPORTERS
2.	NUMBER	PDC/53 SRL/01
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL /TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$21,395
8.	AMOUNT REQUESTED FROM IPDC	US\$17,145
9.	BENEFICIARY BODY	Department of Mass Communication, University of Kelaniya, Sri Lanka Telephone: Office- 0112917713 Home 0112925810 E-mail : crajapaksha@ kln.ac.lk
10.	IMPLEMENTING OFFICE	UNESCO, NEW DELHI
11.	PROJECT LOCATION	SRI LANKA
12.	PROJECT PREPARED BY	PROF.CHANDRASIRI RAJAPAKSE
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Sri Lanka has a vibrant media culture among the developing world. Media outlets are divided along linguistic and ethnic lines, with state-run and private operators offering services in the principle languages. Many of the main broadcasters and press are state-owned including two of the major TV stations and radio networks operated by the Sri Lanka Broadcasting Corporation (SLBC), as well as newspapers in Sinhala, Tamil and English. There are more than a dozen private radio stations, and eight privately run TV stations. Sri Lanka's privately owned press and broadcasters often engage in political debate, and criticize government policies. After liberalization of the electronic media in the early 90's, television news became the main method of disseminating news throughout the country.

Although media and mass communication studies have been available over three decades in Sri Lanka, they do not produce sufficient numbers of trained journalists for television field. In absence of trained journalists, broadcasters employ journalists who are not fully skilled and capable of reporting for the television medium especially in the provinces resulting in poor quality news reports.

In view of this, the project seeks to bridge this skill gap by building the capacities of journalists for the television medium. Training will provide both theoretical knowledge and skills on investigative and development reporting for the provincial television reporters of Sri Lanka.

Department of Mass Communication of University of Kelaniya has the necessary knowledge and technical skills to train reporters of television. Since 1972, regular diploma courses in Mass communication are offered to students Along with regular courses, the Department is also conducting various training programmes on the request of the media organizations (both state and privately owned).

2. DESCRIPTION OF THE TARGET GROUP

90 Television reporters from 9 provinces of Sri Lanka.

3. DEVELOPMENT OBJECTIVE

Strengthening the development work of Sri Lanka and to promoting participation of the people in media

4. IMMEDIATE OBJECTIVES

Quality and quantity of news reports produced by Television provincial reporters enhanced and knowledge and skills Journalists' reporting improved.

5. PROJECT OUTPUTS:

90 trained provincial reporters who are capable producing quality news reports

6. ACTIVITIES:

- Selection of provincial reporters
- Design of workshop materials
- Hiring equipment for workshops
- Organizing nine (3 day) workshops

7. PROJECT INPUTS:

- Experienced trainers
- Editing equipments
- Workshops
- Television reporting manuals

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of reporters		X										
Design of workshop materials			X	X								
Nine (3 day) workshops					X	X	X	X	X			
Television reporting manuals										X	X	

9. INSTITUTIONAL FRAMEWORK:

Department of Mass Communication is the pioneer media education institute of the country. It is situated in Kelaniya less than 10 Km from the capital city Colombo. Over the three decades this department produced more than 300 journalists, editors, Media managers, Advertising people, Public relations and media officers, researchers and many talented people of all mediums including cinema and internet. Department has 9 full time lectures with three PhD's and Media experience.

10. SUSTAINABILITY:

The project will be sustained as Television channels will air the news stories provided by the trained provincial reporters. Department will also select some news reports as teaching materials from time to time

11. FRAMEWORK OF MONITORING:

The monitoring work will be done by the department continuously, using qualitative and quantitative methods.

12. EVALUATIONS CARRIED OUT:

The Department of Mass Communication has conducted several studies on quality and relevance of Media education in Sri Lanka. Most of the studies recommend bridging the existing gap between the journalism and the training programmes of the country and the requirement of professional media. This proposal based on the recommendations basically.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Department of Mass Communication will report on project advancement on three months basis and will submit a final report and evaluation winning completion of the project.

C. ADDITIONAL INFORMATION

Teaching materials including reporters' manuals revised for the training programme according to real needs of the reporters of each province.

D. BUDGET**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

Hiring editing equipment for 9 workshops 9 x \$ 225 (One computer, Two computer monitors, Audio mixture, DV recorder, DVD writer, UPS, cable and accessories.)	2,025
9 three day workshops 9 x \$750 (Hall charges \$150 , Food and lodging \$600)	6,750
Stipends for trainees (9 workshops X 10 participants each workshop X \$25)	2,250
Honoraria for resource persons (9 X 5 resource persons X \$100)	4,500
Monitoring and evaluation	720
Materials (Printing, Cassettes etc.)	900
TOTAL	US\$17,145

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

Design and teaching materials and manuals	2,500
Administrative expenses	750
Communications	1,000
TOTAL	US\$4,250

TAJIKISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING PROFESSIONAL KNOWLEDGE AND SKILLS OF YOUNG JOURNALISTS
2.	NUMBER	PDC/53 TAD/01
3.	CATEGORY OF MASS MEDIA	NEWSPAPERS/ RADIO/ TELEVISION
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT/ EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$60,930
8.	AMOUNT REQUESTED FROM IPDC	US\$30,470
9.	BENEFICIARY BODY	<p>Public Organization Independent School of Journalism “Tajikistan - XXI century”</p> <p>Address: 16 Saadi Sherozi Avenue, 13-th floor, Dushanbe, Tajikistan; Telephone: (+ 992 37) 238 53 15; Fax: (+ 992 37) 227 97 80</p> <p>E-mail: media@school.tajik.net ; Website: www.mediaschool.tj; Contact: Safo Safarov</p>
10.	IMPLEMENTING OFFICE	UNESCO CLUSTER OFFICE IN ALMATY
11.	PROJECT LOCATION	“TAJIKISTAN - XXI CENTURY”
12.	PROJECT PREPARED BY	CONTACT: SAFO SAFAROV, EX.DIR UNESCO CONTACT: S.KARPOV
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The mass media in democratic states facilitate the realization of one of the most fundamental human rights – the right to information, which provides for other rights and freedoms, and enlarges the participation of citizens in the political process. Freedom of speech is guaranteed in Tajikistan by the Constitution (Article 30), by the Law “On Press and Other Mass Media” (Articles 2; 5; 27; 31; 36) and other legislative acts. However, Tajikistan’s media often fail to perform their role of disseminators of important and credible information, and to serve as the instrument of the citizens’ control over the power and politicians. The main reason for that is *the lack of qualified media professionals*, adhering to civic principles and observing international professional standards.

At present, more than 150 printing outlets, about 40 TV and radio companies and 9 information agencies – both private and state-owned – are registered in Tajikistan. Along with that, there are 28 higher educational facilities in the country, out of which only four universities have departments of journalism (1 faculty and 3 departments). Annually, about 150 students graduate from these universities, and less than 20 percent of these graduates set themselves up in their profession.

According to a survey conducted by the Independent School of Journalism “Tajikistan - XXI century” (ISJ) among managers of media holdings “Asia Plus”, “Charkhi Gardoun” and other electronic and printing entities, more than 80 % of respondents consider that knowledge and professional skills of young journalists, university graduates are quite poor. At the same time, all respondents noted a great demand in young qualified professionals. According to media managers, there is a lack of professional journalists (approximately 50% of human resources in each outlet). Because of this deficit, scarce financial resources and political reasons, Tajikistan is known as a country with a very limited number of operational media. Since 1991, there has not been a daily newspaper in the country; most Tajik newspapers are published once a week and some outlets remain dormant for months.

The analysis shows that the educational programmes of the journalism faculty and departments are lagging behind the pace of the development of the media market due to the following reasons: 1) the curricula are designed by officials from the Ministry of Education, who have no competence in journalism; 2) professors and teachers, as a rule, are theoreticians, very dependant on university administration and public bureaucrats; 3) in the universities, there is a lack or complete absence of modern methodologies oriented towards practical skills; and 4) the curricula are overloaded with irrelevant disciplines, and are far too theoretical.

In such conditions, the teaching and training of young media professionals on the basis of contemporary methodologies oriented towards practical skills is very important. Strengthening the human and professional capacities of the media by investing in the training of young journalists in civic principles and international professional standards will contribute to the development of free, independent and pluralistic mass media in Tajikistan.

2. DESCRIPTION OF THE TARGET GROUP:

Young TV, radio & print journalists aged from 18 to 30, interested in obtaining practical skills and enhancing their professional capabilities.

3. DEVELOPMENT OBJECTIVE:

The development objective of the project is to contribute to the development of independent and pluralist mass media in Tajikistan by enhancing professional knowledge and strengthening practical skills among young journalists, notably in accurate and balanced reporting of development issues.

4 **IMMEDIATE OBJECTIVES:**

The immediate objective of the project is to enhance the skills and knowledge of 120 young TV, radio & print journalists in reporting local development issues.

5 **PROJECT OUTPUTS:**

9. 120 young TV, radio and print journalists will gain practical reporting skills;
10. Training modules and teaching programs will be developed for the target group;
11. Some 100 media items produced by the students, during the training period, will be published in the print and broadcast media and on ISJ web;
12. The students will carry out internships at TV and radio stations, and in print outlets;
13. The Journalist Resource Center will acquire special literature for the target group;
14. Based on the survey mentioned in point 1 above, it is expected that more than 50 percent of the graduates will find employment in the media.

6 **ACTIVITIES:**

Initial stage: launching a public information campaign to attract and involve main stakeholders. This implies introducing the project to journalists, media managers, students, professors and international organizations. The goal is to make the project transparent and to involve interested parties.

Month 1: to select 12 media trainers on a competitive basis. A team of ISJ media trainers will be formed. Main criteria for the selection of the trainers: practical experience in journalism, communication and teaching skills, and sound knowledge of Tajik and Russian languages.

Months 1-2: to order teaching materials, equipment, and literature for Journalism Resource Center.

Month 2: to develop the educational programs and modules for two courses of practical journalism. They will be developed by the team of trainers jointly with the administration of ISJ.

Months 2-7: to select 60 students - (18-30 years old) for each of the two courses, on the basis of professional needs assessment, testing and interviews.

Months 3-5 and 8-10: to conduct two educational courses on practical journalism for 120 participants. At each course, we will form 3 Tajik-language and 3 Russian-language groups specialized in “TV Journalism”/ “Radio Journalism”/ “Print Journalism”. Each group will have 10 students. The lectures and practical exercises will be conducted in the ISJ premises. The duration of the classes will be 120 minutes and they will take place twice a week. Topics : “News materials”, “Ethics”, “International standards”, “Analysis in the media”, “Economic journalism”, etc

Months 6 and 11: ISJ will organize internships for 120 graduates at TV and radio stations and in newspapers, based on agreements with leading media. The School will also provide recommendations to media managers concerning the most promising graduates to facilitate their employment.

Months 1-12: to provide the target group with consulting services, including the opportunity to freely use computers, internet and other technical equipment of the ISJ, as well as specialized literature. The website www.mediaschool.tj, the information agency, radio station and newspaper “Asia-Plus”, and other national and foreign media accredited in Tajikistan will monitor and raise awareness on the implementation of the project. No less than 50 analytical articles in various print and electronic media entities will be published to outline the importance of the project objectives and to receive feedback from the public at large.

7 **PROJECT INPUTS:**

Trainer - 12, Notebook Computers - 1, Desktop Computers - 8, Multimedia projector - 1, Screen - 1, Xerox machine - 1, Printer - 1, Scanner - 1, Digital Video Camera - 1, Digital Voice Recorder - 5, Digital Photo Camera - 1, Stationery for 120 persons, Printing materials for 120 persons (paper for

printing A 4 – 50 packages), Certificates for 120 persons, Flipcharts – 20, and other stationery for presentations, special literature for the ISJ library, web site www.mediaschool.tj .

8 **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Presentation of the project goals	X											
Selection of 12 trainers on a competitive basis	X											
Procurement of teaching materials, equipment & literature for the Journalist Resource Center of ISJ	X	X										
Development of educational programs and modules	X	X										
Selection of participants for two courses		X					X					
Training courses on practical journalism			X	X	X			X	X	X		
Questionnaire survey			X	X	X			X	X	X		
Publication of articles and broadcasting of works			X	X	X	X	X	X	X	X	X	X
Monitoring of participants' works			X	X	X	X	X	X	X	X	X	X
Excursions to the media outlets			X	X	X			X	X	X		
Organization of internship for graduates						X					X	
Technical, information, consulting assistance to group	X	X	X	X	X	X	X	X	X	X	X	X
Publication of materials on project activities	X	X	X	X	X	X	X	X	X	X	X	X
Submission of implementation reports				X				X				X

9 **INSTITUTIONAL FRAMEWORK:**

ISJ is a non-commercial, self-regulating NGO promoting democratic alterations in the society, and facilitating the professional development of media professionals in Tajikistan. Its governing bodies are: a) General assembly of 20 members; b) Board (4 members); c) Board of Audit (3 members); d) Director. The staff comprises: Executive Director, Project Coordinator, Accountant, IT Manager, and Office Manager. ISJ was set-up on April 20, 1999; registered on June 29, 1999; and re-registered on 31 December 2007.

The ISJ funding comes from admission and membership fees, incomes from various services, and grants. During its existence, ISJ has implemented some 20 projects, including “Tajikistan-Afghanistan: Bridges of Friendship”, “Access to Information: Cooperation and Transparency”, “Management in the Media”, “New Radio in New Tajikistan”, and “School of Young Journalists”. Within the framework of these projects, the ISJ conducted more than 100 seminars, training sessions and master classes. Leading experts and trainers from Russia, Tajikistan and countries of Central Asia were involved in these educational programs.

10 **SUSTAINABILITY:**

The project has a significant potential for the professional development of participants. Thanks to the interest in the project of the leading media outlets, the target group will be able to efficiently use their newly acquired knowledge and skills already during the training under the supervision of the trainers. They will also be able to use the consulting services provided to them, including the Resource Center library. Regarding the trainers, those who will successfully become trainers will be involved in future educational programs of the ISJ. The experience gained from the project, team of trainers, and training programs will allow ISJ to repeat the training, mobilizing both internal and external resources.

FRAMEWORK OF MONITORING:

ISJ suggests the media holding “Asia Plus” as a partner to monitor the implementation of our project.

11 EVALUATIONS CARRIED OUT:

In 2006, Rebecca Boon from National Endowment for Democracy monitored the implementation of the ISJ project “Tajikistan – Afghanistan: Bridges of Friendship”; the project was implemented successfully. In 2002, Eurasia Foundation monitored the implementation of the project “New Journalism in New Tajikistan”. ISJ activities received positive feedback and participants expressed their satisfaction with the results of these activities.

12 FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

ISJ (Safo Safarov) will report to UNESCO on a quarterly basis or as required by IPDC.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/14TAD/01 352-TAD-41	75,000	Tajikistan	1994 –1995
		Journalism training and development	
PDC/15TAD/01 352-TAD-51	73,700	Information Programmes for Independent Television	1995 –1997
PDC/18TAD/01 352-TAD-81	60,000	Establishment of independent radio station	1998–1999
PDC/20TAD/01 353-TAD-01	33,000	Women’s Voice	2000–2003
PDC/23TAD/01 507-TAG-5000 (FIT-Germany)	39 678	Resource Centre for Journalists	2004-2005
PDC/20TAD/01 354-TAD-5061	18,000	TAJKISTAN: HUMAN RIGHTS TRAINING FOR TAJIK MASS MEDIA	2007-2008
• Total Tajikistan: US\$ 259,000+ US\$39 678			

Prior to the submission of this proposal, 170 young professionals were trained under 6 activities supported by AED/SDC/OSI/UNICEF/NED from 2001 onwards. ISJ is planning to make its own contribution of US\$ 30,470 to this project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Introductory session: Hand-outs and catering	500
2 courses for journalists :	15,600
(1) Per diem for the participants (\$ 2,5 per day x 120 participants x 52 days)	
(2) Teaching materials	2,500
(3) Trainers (26 days x 12 x \$ 30 per day)	9, 360
Materials : (1) Notebook Computer	1,500
(2) Special literature for library ISJ	1,000
Total	US\$30,460

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

#	Item of budget	Unit cost	Nr of units	ISJ input
A - Salary	Project director (\$200/m), Coordinator (\$150)	200+150	1	4,200
	Accountant (\$80/m), System administrator (\$100/m)	80 +100	1	2,760
	Office manager	100	1	1,200
	<i>Social tax 25%</i>			1,890
	Total salary:			9,450
B - Equipment	Total equipment: (detailed list available)			15,020
C – Other costs	Office lease (\$250/m), Communications (\$100/m)	350	1	4,200
	Transport expenses of employees	150	1	1,800
	Total other direct costs			6,000
	Total			\$30,470

THAILAND

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITY OF WOMEN IN COMMUNITY RADIO FOR GENDER RESPONSIVE GOVERNANCE
2.	NUMBER	PDC/53 THA/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA / TRAINING OF COMMUNITY MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$42,500
8.	AMOUNT REQUESTED FROM IPDC	US\$30,000
9.	BENEFICIARY BODY	Civil Media Development Institute [CMDI] CIVICNET Foundation Thailand Tel: (66) 81 – 455 - 6399 Fax: (66) 2 –740 - 2989 Email: Uajitv@Yahoo.Com Contact person: Ms.Uajit Virojtrairat Position: CMDI Chairperson
10.	IMPLEMENTING OFFICE	UNESCO CLUSTER OFFICE IN BANGKOK
11.	PROJECT LOCATION	1. TRAINING IN BANGKOK AND IN 3 REGIONS OF THAILAND : NORTH , SOUTH AND NORTHEAST 2. PRODUCTION AND OPERATION IN 6 SELECTED TAMBONS IN 3 REGIONS WHERE THERE ARE COMMUNITY RADIO STATIONS
12.	PROJECT PREPARED BY	<u>PROJECT INITIATOR:</u> DR. UAJIT VIROJTRAIAT CHAIRPERSON CIVIL MEDIA DEVELOPMENT INSTITUTE
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The contribution of Thai women to national socio-economic development is tremendous but is not adequately recognized at all levels. Women's concerns and interests are often overlooked and not seen as priorities. Good governance seems will not be complete if women's voices are not heard and an unequal participation of women and men in public life prevails. To promote gender sensitivity, particularly in local governance, it is necessary to break the silence around the issues that rural women have been facing like violence, discriminatory beliefs and practices in education and employment, and aspects related to reproductive health.

Community radio is considered by far the most favoured community media due to its accessibility, cost-effectiveness, and easiness to operate. Community radio is participatory by nature: it is run by the people and works for the people. It allows public access to open dialogue, creates collective responsibility of community members, and stimulates the sharing of experience and information, and transparency of administration.

Out of the small number of women producers currently work for community radio stations nationwide, very few works towards gender-responsive governance. It is therefore crucial to train more female leaders and/or female radio producers to equip them with adequate knowledge and skills to produce and broadcast programmes that promote democracy, gender equality and good governance. It is expected at the end of this project that village women and other female advocates will become active agents of sustainable development in their communities. They will be encouraged to forge alliances with other members and sectors of the community in order to seek commonly agreed upon solutions to the problems facing women in particular and the community in general.

2. DESCRIPTION OF THE TARGET GROUP:

Women producers in community radios and women at grassroots level in 6 selected sub-districts where there is at least one non-commercial and participatory-based radio station.

3. DEVELOPMENT OBJECTIVE:

The project aims to contribute to the enhancement of democracy, good governance and gender equality through the empowerment of women producers and other female advocates in dialoging with local government units.

4. IMMEDIATE OBJECTIVES:

24 women producers of radio programmes and women leaders at the grassroots level from 6 selected sub-districts in 3 regions acquired necessary skills and knowledge to produce radio programmes to focus on women's concerns and promote gender-sensitive governance after having participated in the training workshop.

5. PROJECT OUTPUTS:

- Twenty-four women producers and women leaders at the grassroots level in 6 selected sub-districts in 3 regions capable of producing community radio programmes responding to women's concerns and interests and promoting gender-sensitive governance;
- A group of women producers from each sub-district, who have undergone the training, will produce at least 10 radio programmes, aired twice a week for one month. The programmes will address women's concerns ranging from the private to the public sphere, including violence against women, health, education, employment, laws, politics, trafficking of women, gender stereotyping, etc.

6. ACTIVITIES:

The project includes the following series of training workshops:

1. A series of meetings for session design among the content trainers and the communications trainers.
2. A 4-day training workshop held in Bangkok for 24 women producers and women leaders at the grassroots level from 3 regions.
3. After the training workshop, the trainees who come from the same sub-districts are expected to collectively produce and broadcast the radio programmes under the close supervision of a regional/provincial local expert in the production process, identification of issues, communication design and broadcasting.
4. A 3-day training workshop held in Bangkok for the same group of trainees to have the productions assessed, receive suggestions for improvement, and hints and ideas from the trainers.
5. A 2-day training workshop also held in Bangkok for the trainees to share lessons learned, as well as between the content trainers and the communications expert.

7. PROJECT INPUTS:

- One senior national gender expert capable of supervising the content trainers on gender related aspects;
- Four regional content trainers from women's NGOs capable of training radio producers in gender sensitivity and gender responsive governance;
- One senior national communications trainer capable of training radio producers in communication strategy and radio programme design;
- Three local communication specialists from 3 universities or informal/formal local wisdom/broadcasting experts located in 3 regions as field coaches;
- Materials and references required during the production process.

8. WORK PLAN:

ACTIVITIES/ MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of trainers	x											
Session design	x											
Selection and notification to workshop participants	x	x										
Preparation of training materials		x										
In-country training workshop 1 (4 days)												
Production			x	x	x	x						
In-country workshop 2 (3 days)					x							
Broadcast of radio programmes						x	x					
In-country workshop 3 (2days)								x				
Field supervision/coaching and monitoring by national experts/trainers and field coaches				x		x	x					
Submission of implementation reports					x			x	x			

9. INSTITUTIONAL FRAMEWORK:

The Civil Media Development Institute (CMDI) was established in 2003 as one of three institutes under the CIVICNET Thailand Foundation. The other two institutes are the Civicnet Institute and Sang Ban Plang Muang Institute, established in 1997 and 2005 respectively. The Foundation's ultimate goal is to strengthen the people's bargaining power against the formal politics. CMDI's main objectives are to build the capacity of

rural people to promote community radio and media reform, and promote the ideals of ownership, management, and self-reliance at the community level. CMDI's advisory board is well-known and recognized by the public. Its chairperson has full authority over the implementation of the projects and has been working under the transparent rules and regulations of the administrative board of the Foundation. The board has 3 full-time Civicnet Foundation staff as well as part-time staff hired under each project.

CMDI invited the Association for the Promotion of Lampang Women and Youth Development (WAY LAMPANG) to provide content regarding gender sensitivity in good governance. WAY LAMPANG is a grassroots women's organization based in the Lampang province. It is the only grassroots women's organization that provides training on gender-responsive governance to grassroots women candidates and sub-district administration members in different regions, in compliance with CEDAW.

10. SUSTAINABILITY:

The production team and women advocates in the communities propose that the production project be integrated into the sub-district Tambon development plan and insist that it be subsidized by TAO (Tambol Administration Office). However, the production team has to have clear political standpoints and ensure impartial messages vis à vis other groups or institutions during the process.

11. FRAMEWORK OF MONITORING:

CMDI will visit each production team at least twice to monitor the progress and obstacles encountered during the production and broadcasting process. The production team will be closely supervised and a report to CMDI will be made available by 3 communication specialists or informal/formal local wisdom/ broadcasting experts as field coaches.

12. EVALUATIONS CARRIED OUT:

- Data available on community radio producers showed that there are many male programme producers in comparison with very few female programme producers.
- The annual report of UNIFEM CEDAW SEAP indicated that to promote gender-responsive governance at the sub-district level, it is necessary to concurrently promote civil politics, particularly through voicing women's concerns on the well-being of the family and community. Women radio programme producers are believed to have greater sensitivity to such concerns. Their presence would undoubtedly increase the opportunity for women to provide feedback to the programme.
- The report by Way Lampang to UNIFEM on the Project to Promote Women's Meaningful Participation in Local Politics, through which around 300 women candidates and 300 women members of the Sub-district Administrative Organization in different regions were trained, showed that the trainees established their own network to promote gender-responsive governance compliant with CEDAW at sub-district level and provided considerable inputs to the radio programme.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The progress reports will be submitted to the UNESCO Bangkok field office on a four-month basis and the comprehensive final report describing the extent to which the immediate objective of the project has been achieved will be prepared and submitted by CMDI.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/6THA/01 350-THA-61 350-THA-91	40,000 32,000	Thailand Press Development Institute of Thailand	1985 –1991
PDC/7THA/02 350-THA-71	25,000	Development of printing	1986 –1989
PDC/12THA/01 352-THA-21	25,400	Research and development on education media	1992 –1994
PDC/23 THA/01 354-THA-5031	15,000	Community Media Advocacy and media democratization	2004-2005
• Total Thailand: US\$ 137,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
1. Training Design (Training design and session design of training workshops)	
1) Travelling expenses of 2 content trainers (\$170 x 2 p x 2 meetings)	680
2) Travelling expenses & meals of 2 national experts/trainers (\$30x2px4 meetings)	240
Total 1	920
2. Training Workshop I	
1) Accommodation and meals (\$30 x 33 p. x 4 days)	3,960
2) Honorarium(\$150 x 2 national trainers x 4 days = \$1200)+ (\$125 x 2 content trainers x 2 days= \$ 500)	1,700
3) Transportation [\$48 x (24 trainees+2 national. trainers)=1 248] + (\$150 x 5 trainers= \$750)	1,998
4) Materials and communications	500
Total 2	8,158
3. Training Workshop II	
1) Accommodation and meals (\$30 x 31p x 3 days)	2,790
2) Honorarium (\$150 x 2 national. experts x 3 days = 900) + (\$100 x 3 field coaches x2days=600)	1,500
3) Transportation for 24 trainees, 2 nat. trainers, and 3 field coaches (\$48 x 26 participants = 1248 + \$150 x 3 trainers= \$450)	1,698
4) Materials and communications	500
Total 3	6,488
4. Radio Programme Production and Broadcasting (Materials, communications, production honorarium, etc.)	4,000
Total 4	
5. Coaching and Monitoring Visit	
1) Travelling expenses(\$150 x 2nat.experts x 3 regions= \$900) + (\$80 x 3 field coaches 2 trips= \$480)	1,380

2) Accommodation and meals (\$30 x 3 p. x 3 nights x 2 trips)	540
Honorarium (150 x 2 national. experts x 2 days x 3 regions = \$1800)+(\$100 x 3 coaches x 2 days x2 trips= 1200)	3,000
3) Accommodation and meals (\$30 x 2p. x 3 nights x 3 regions)	540
Total 5	5,460
6. Training Workshop III	
1) Accommodation and meals (\$30 x 33p. x 2days)	1,980
2) Honorarium for 2 national trainers (\$150 x 2 p. x 2 days)	600
3) Transportation for 24 trainees, 2 nat. trainers, 2 content trainers, and 3 filed coaches [\$48x (24 trainees+2 nat. trainer)=1248] + [\$150 x 5 trainers= 750]	1,998
4) Materials and communications	396
Total 6	4,974
Grand Total contribution requested from IPDC	US\$30,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (\$300 x 5 months x 3 staff members)	4,500
Project coordinator (\$750 x 7 months)	5,250
Contingencies	1,500
Project reporting	300
Communication costs	950
Total beneficiary's contribution	US\$12,500

VIETNAM

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ELECTRONIC LIBRARY AND FREE SPEECH FORUM FOR FARMERS IN RURAL AREA OF VIETNAM
2.	NUMBER	PDC/53 VIE/01
3.	CATEGORY OF MASS MEDIA	NEWSPAPER/COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$124.000
8.	AMOUNT REQUESTED FROM IPDC	US\$39.000
9.	BENEFICIARY BODY	RURAL TODAY PRESS 13 Thuy Khue Street, Ha Noi, Vietnam Tel: +8448431216 Fax: +8448470276 Contact person: Mr. Nguyen Dong Position: Assistant to General Editor
10.	IMPLEMENTING OFFICE	UNESCO BANGKOK OFFICE
11.	PROJECT LOCATION	HANOI AND ITS SURROUNDING RURAL AREA
12.	PROJECT PREPARED BY	IN VIETNAMESE: MR. NGUYEN DONG IN ENGLISH: MR. DOAN MINH TRUONG ADVICE BY: MS. SUSANNE ORNAGER
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

There are more than 600 kinds of newspaper and magazines in Vietnam. 73% population of the country is farmers. Rural Today Newspaper and Vietnamese Agriculture are the only two newspapers that serve farmers. Out of the two, Vietnamese Agriculture is newspaper is published by Ministry of Agriculture and Rural Development and mainly serves officers of Ministry. So, one can safely say that Rural Today Press is the only press currently serving Vietnamese farmers.

Rural Today Newspaper focuses on delivering policies in agricultural expansion, new agricultural technologies, issues related to ethnic minorities, women rights, family and health besides general information like politics, society, sports, culture and international news like any other newspapers. In particular, Rural Today Newspaper provides space for People Voices so that people can freely express their opinions.

Internet is becoming more and more popular and increasing available in Vietnam. Based on the survey of Farmers Researching Institute of Vietnam Farmers Union, there are 150.000 of 700.000 ADSL users in rural areas and most of those ADSL users are public service. The total users in rural areas just nearly 5 million people, 4% of population. In this context, an Online Rural Today Newspaper will be very useful to Vietnamese farmers. Besides the upgrading of traditional paper based Rural Today Press, Online version will become the library of agricultural techniques, market updating, environment protection, healthcare knowledge, children educating and other useful information for the farmers. It will also help scientists, researchers and policy makers have a better and faster channel of information.

Through this project, the Online Rural Today Newspaper will create more and more opportunities for farmers, enhance intellectual standard, improve human resources of this largest community and help policy makers to create better enabling environment and protect the rights of farmers.

3. DESCRIPTION OF THE TARGET GROUP:

The primary target groups is Vietnamese farmers in rural areas.

4. DEVELOPMENT OBJECTIVE:

The project will contribute to boost the confidence of famers of farmers and protect them from industrializing and globalizing process.

4. IMMEDIATE OBJECTIVES:

A strong and rich database to provide updating knowledge to farmers established and a forum for farmers to express their voices and to discuss about the farming issues created.

5. PROJECT OUTPUTS:

Modern E-Rural Today will become one of the ten largest readers' online newspapers after one year of operating with updating information and plentiful database and large communities of readers.

6. ACTIVITIES:

- Bidding for software and hiring consultant for IMS
- Purchasing equipments
- Recruiting employees
- Operating and marketing to attract readers
- Organize training for IT persons, journalists and farmers
 - IT persons: one month training in the use of the new IMS;
 - Part-time journalists: two weeks training course about collecting and storing information for farmers;
 - Editors of the online version: one week training in how to use the new IMS;
 - Farmers: regular training each month at each village to help farmers understand how to go online. The course will take 2 weeks to accomplish

7. PROJECT INPUTS:

- Information Management System
- Equipments
- Trainers
- Trainees

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Information Managing System (IMS)	X	X										
Equipment purchasing	X	X	X	X								
Improving working area and installing equipments		X	X	X								
Recruiting and training IT persons		X	X	X								
Testing period			X									
In operation				X	X	X						
Training journalists and editors		X	X									
Collecting information for database, changing to online version, upload information		X	X	X	X	X	X	X	X	X	X	X
Website marketing			X	X	X	X	X	X	X	X	X	X
Training farmers			X	X	X	X	X	X	X	X	X	X

9. INSTITUTIONAL FRAMEWORK:

This project will be carried out by Office of Rural Today Press and Information Center belongs to Rural Today Press.

10. SUSTAINABILITY:

Rural Today Online will become the unique online newspaper in Vietnam because it is not only a newspaper but also an online library ready to provide useful information to diversified readers. Income from advertising will help Rural Today Online maintain and develop its activities. On the other hand, many others organizations (Governments related and NGO) will support Online Rural Today because of its usefulness to farmers community.

11. FRAMEWORK OF MONITORING:

Monitoring will be done by a media specialist from UNESCO Office in Vietnam under supervision of the Adviser for CI in Asia located in UNESCO Bangkok Office.

12. EVALUATIONS CARRIED OUT:

- Quantitative and qualitative questionnaires will be utilized as evaluation tool for round table talks.
- Quantitative measures will be employed at the website to measure the use of materials.
- Analyses of the materials will be discussed with the farmers during the training sessions.
- There will be evaluation reports submitted to UNESCO Bangkok Office quarterly from the coordinator.

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/6VIE/01 350-VIE-61	70,000	VietNam Viet Nam Press Centre	1985 -1987
PDC/7VIE/01 351-VIE-71* Non-convertible Rbl.	138,600	Viet Nam National Training Centre for Broadcasting Development	1987 -1989
PDC/11VIE/01 352-VIE-11 520-VIE-61 (FIT-France)	70,000 47,498	Building of a school for the further training of radio reporters	1990 -1994
PDC/14VIE/01 352-VIE-41 520-VIE-62 (FIT-France)	55,000 91,017	Non-formal education by radio and television	1994 -1998
PDC/17VIE/01 350-VIE-71	90,000	Broadcasting Training Development Project	1997 -1998
PDC/18VIE/01 350-VIE-81	40,000	Training of communication professionals	1998 -1999
PDC/19VIE/01 350-VIE-91	46,000	Ho Chi Minh City Broadcasting Training College Project	1999 -2000
PDC/21 VIE/01 353-VIE-5011	31,000	Catalyzing talent and application of modern technologies for a free flow of information	2003 -2004
PDC/24 VIE/01 354-VIE-5031	15 000	Improving Youth News at VTV	2004 -2005
PDC/49 VIE/01 354-VIE-5051	15,000	LOCAL DEVELOPMENT RADIO TO ENHANCE ACCESS TO INFORMATION IN RURAL VIET NAM UNITY	2006-2007
		• Total VietNam: US\$ 432,000+US\$ 138,000 (Funds-in-trust)	

D. BUDGET**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

Establishing Information Managing System (including building website)	10,000
Equipments	21,000
Servers x 3	6,000
Designing PCs x 3	4,500
Laptops x 5	4,500
Internal Switchboard x 1	2,000
Working Desks, Chairs and others	4,000
Training	8,000
o IT persons x 1 month training on the use of the new IMS: \$ 2000	
o Part-time journalists x 2 weeks training course on collecting and storing information for farmers: \$2000	
o Editors of the online version x 1 week training on how to use the new IMS: \$ 2000	
o Farmers x 2 weeks on how to go online. \$ 2000	
Total	US\$39.000

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

Information Center Upgrading	10,000
Improvement Working Area	30,000
Salaries for Part-time employees (20 persons x 100 USD x 12 months)	24,000
Salaries for Full-time employees (7 persons x 250 USD x 12 months)	21,000
Maintenance	3,000
Marketing	10,000
Administrating	7.000
Total	US\$85.000