

**United Nations Development Group Iraq Trust Fund**  
**Project #:G11-22**  
**Date and Quarter Updated: March 2010 (1st Quarter)**

<b>Participating UN Organisation:</b> UNDP	<b>Sector:</b>
<b>Government of Iraq – Responsible Line Ministry:</b> Independent High Electoral Commission (IHEC) / the Communications and Media Commission	

<b>Title</b>	Support for Enhanced Media Coverage and Monitoring of Electoral Processes				
<b>Geographic Location</b>	Nationwide				
<b>Project Cost</b>	USD 4,004,772 (UNESCO Communication and Information Sector lead allocation : 2, 998, 455.00)				
<b>Duration</b>	24 Months				
<b>Approval Date (SC)</b>	18 November 2009	<b>Starting Date</b>	2 December 2009	<b>Completion Date</b>	15 November 2011
<b>Project Description</b>	<p>This project supports the electoral process in Iraq by building the capacity of three key institutions – the Independent High Electoral Commission (IHEC), the Communications and Media Commission (CMC) and the professional media – so they can play their respective and complementary roles in providing stakeholders with timely, accurate and impartial information.</p> <p>The project will be implemented through activities designed to:</p> <ul style="list-style-type: none"> <li>• build public confidence in these three key institutions;</li> <li>• facilitate dialogue among these three key institutions;</li> <li>• strengthen regulatory frameworks (including self-regulatory mechanisms) relating to Article 19 freedoms of expression and access to information;</li> <li>• ensure evidence-based public outreach and advocacy for the IHEC and the CMC.</li> </ul> <p>UNESCO and UNDP will emphasize capacity building for the IHEC, CMC and media professionals and institutions. The division of labour will be shared according to agency mandates and expertise. It will enable a mix of upstream and downstream activities that will benefit the key stakeholder institutions and enhance the democratic process in Iraq.</p>				

<b>Development Goal and Immediate Objectives</b>
<p><b>National priority or goals (NDS 2007- 2010 and ICI):</b></p> <p><b>NDS:</b></p> <ul style="list-style-type: none"> <li>▪ Pillar 4: Strengthening good governance and improving security; specifically articles (7) supporting the electoral commission, including voter registration and voter education; and (8) strengthening journalistic professionalism.</li> </ul> <p><b>ICI Benchmarks (as per the Joint Monitoring Matrix 2008):</b></p> <ul style="list-style-type: none"> <li>▪ 3.1.2 Implementation of political/legislative timetable</li> <li>▪ 4.2.1 Local and central institutions are accountable and have the capacity to make informed decisions and implement them in a transparent manner.</li> </ul> <p><b>Sector Team Outcome(s):</b></p> <ul style="list-style-type: none"> <li>▪ Strengthened electoral processes in Iraq;</li> </ul>

**Joint Project Outcome:**

1. Strengthened electoral processes in Iraq;

<b>Outputs, Key activities and Procurement</b>	
<b>Outputs</b>	<p>JP Output 1.1: IHEC has improved capacity to develop media strategies, policies, and implementation plans (UNDP led)</p> <p>JP Output 1.2: CMC has improved capacities to develop media related strategies, policies and implementation plans (UNESCO led)</p> <p>JP Output 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process (UNESCO led)</p>
<b>Activities</b>	<p><b>OUTPUT 1.2</b></p> <p>1.2.1 Technical support, including trainings and materials is provided to CMC to revise the 2009 Code of Conduct for the Media during Elections in accordance with international best practice. This includes training, workshops and press events.</p> <p>1.2.2 Providing technical support to the CMC to enable it undertaking public outreach campaigns, scope studies that identify weaknesses in media coverage of elections, developing resource materials on electoral coverage and monitor media coverage of electoral processes.</p> <p>1.2.3 Technical support, including trainings and materials, is provided to IHEC and CMC to weave stronger bonds and networks with Iraqi and international media.</p> <p><b>OUTPUT 1.3</b></p> <p>1.3.1 Technical support is provided to media professionals and institutions <b>to report on electoral processes.</b></p> <p>1.3.2 Technical support is provided to media professionals and institutions <b>to report on electoral institutions.</b></p> <p>1.3.3 Technical support to media professionals and institutions <b>to report safely on electoral processes</b> and institutions.</p> <p>1.3.4 Gender training is provided to ensure that women's issues are reflected in the media coverage of electoral events</p> <p>1.3.5 Technical support is provided to media professionals and institutions to produce adapted and innovative election reporting content.</p>
<b>Procurement (major items)</b>	N/A at this stage

<b>Funds Committed</b>	165,096.85	<b>% of approved</b>	5.51%
<b>Funds Disbursed</b>	81,304. (3% of overall UNESCO lead budget)	<b>% of approved</b>	3%

<b>Forecast final date</b>	15 November 2011	<b>Delay (months)</b>	0
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<b>Direct Beneficiaries</b>	<b>Number of Beneficiaries</b>	<b>% of planned (current status)</b>	
Men	80 CMC officials and media professional trained in new regulations and policies;  200 journalists and media professionals trained on rights, policies and regulations;  35 media professionals trained on producing election materials.	10% Media monitor training: Erbil 20-22, 24-26 Feb, 2010  17% Master Class: Broadcast Regulations: Paris 24-26 March, 2010. Paris 109% Elections Reporting Training: Erbil 16-18, 19-21, 22-25 Feb, 2010  109% Elections Reporting Training: Erbil 16-18, 19-21, 22-25 Feb, 2010	
Women	20 CMC officials and media professional trained in new regulations and policies;  50 journalists and media professionals trained on rights, policies and regulations;  15 media professionals trained on producing election materials.	40% Media monitor training: Erbil 20-22, 24-26 Feb, 2010  26 %  100% Elections Reporting Training: Erbil 16-18, 19-21, 22-25 Feb, 2010	
Children	N/A	0	
IDPs	N/A	0	
Others	25 International and 100 Iraqi media institutions engaged with the work of IHEC and CMC;  50 media institutions trained on rights, policies and regulations.		
Indirect beneficiaries	N/A	0	
Employment generation (men/women)	N/A	0	

<b>Quantitative achievements against objectives and results</b>			
Gender equity realized as part of media professionals trained on producing election materials/reporting.	47 journalists were trained in producing election materials/reporting prior to the 7 March, 2010 elections. Out of this, 32 % of participants trained were women exceeding the 20% planned female participation we had aimed for.	<b>% of planned</b>	112
Gender equity realized as part of CMC officials and	Regarding the CMC Media Monitor training, 50 % of participants trained were women, again	<b>% of planned</b>	130

media professional trained in new regulations and policies	exceeding the planned female participation of 20%.		
Technical support is provided to media professionals and institutions to produce adapted and innovative election reporting content/ to <b>report safely on electoral processes</b> and institutions.	2500 5 x page colour guidelines were distributed and went to Media Outlets: 4 International and 58 National. Distribution began 3 March, 2010 through four regional centres: Erbil, Basra, Babil and Baghdad. Email blasts with PDF version of guidelines went out to 100 media stakeholders.	<b>% of planned</b>	Waiting on final Distribution list.

Qualitative achievements against objectives and results
<p><b>1. Public Outreach</b>  <b>“Preventing Media Incitement – User Guidelines for Elections”</b> as outlined in Outputs 1.2.3 and 1.3.5 : G11-22.</p> <p>The UNESCO project entitled “Support for Enhanced Media Coverage and Monitoring of Electoral Processes” promotes the capacity building of three key institutions – The Independent High Electoral Commission (IHEC), the Communications and Media Commission (CMC) and the professional media – so they can play their respective and complementary roles in providing stakeholders with timely, accurate and impartial information.</p> <p>Working in partnership with the United States Institute for Peace (USIP), UNESCO has financed the printing and distribution of the <i>Preventing Media Incitement – User Guidelines for Elections</i> in advance of the Council of Representatives Election, 7 March, 2010.</p> <p>This set of guidelines was printed and distributed to the media and relevant government offices including the CMC, IHEC, and IMN (Iraqi Media Network) prior to and after elections. By utilizing these guidelines, media and government offices charged with monitoring the media, would ideally be better able to produce and track unbiased and professional coverage of the elections.</p> <p><b>2500 5 x page colour guidelines were distributed and went to Media Outlets : 4 International and 58 National.</b></p> <p>Distribution began 3 March, 2010 through four regional centres: Erbil, Basra, Babil and Baghdad. Email blasts with PDF version of guidelines went out to 100 media stakeholders.</p> <p><b>UNESCO is waiting on final report and updated distribution list.</b></p> <p>USIP is continuing to gather feedback from Iraqi and international sources on the guidelines and is compiling said feedback into one comprehensive document which will be shared with UNESCO. As part of guideline evaluation, a small discussion group is planned in Baghdad in May, as well as an online forum in cooperation with IREX. Content analysis study of Iraqi media that will lead to a broader set of guidelines (not just election specific). This study will be based on targeted "coding" of Iraqi broadcast news bulletins before, during and after the election period. International experts in charge of the coding and analysis will be available to train a group of Iraqi media and government officials on the methodology. Suggested group of 10-15 members of the CMC, IMN and other media stakeholders to participate.</p> <p>In summary:</p> <p>1) a report on the quantitative results of the content analysis, 2) A comprehensive style guide regarding inflammatory media content, and 3) a training program for government officials and media stakeholders.</p>
<p><b>2. Pre-election media training: MEDIA Professionals</b> as outlined in Output 1.3.1, 1.3.2, 1.3.4 and 1.3.5: G11-22.</p>

**Three workshops of three day duration on “Elements of Election Reporting for Broadcasters and Print Reporters and Editors” convened in ERBIL, 16,17,18 and 19,20,21 and 23,24,25 February, 2010.**

**Workshop # 1** comprised of participants from Kurdistan.

**Workshops # 2 and #3** comprised of participants from Baghdad, various Governorates from Central and Southern Iraq.

Each workshop aimed at having a minimum of 20% representation of Iraqi female media professionals. Participants for each workshop were placed into specific training sessions regarding their professional experience in order to best enhance teaching efficacy.

Each workshop consisted of an even number of participants from broadcast (TV, Radio) and print media.

Special attention was made to select participants working for different media outlets in order to ensure impartiality and maximum outreach.

Each workshop was presided over by 2 x international experts from CANAL FRANCE INTERNATIONAL. Workshops focussed on,

- The Code of Conduct for reporting on elections
  - Understanding and explaining the electoral process
  - Overview of the key institutional players, namely The Independent High Electoral Commission (IHEC) and The Communications and Media Commission (CMC). Workshops will address and refer to the initiatives and publications developed by said institutions with particular reference to their importance within the election reporting context as specific to Iraq.
- Reporting on the election campaign
  - Reporting on Election Day
  - Reporting on post election events
  - Developing special features for election reporting
  - Gender sensitivity training is provided to ensure that :
    - a) inclusion of women's issues are reflected in the media coverage of electoral events.
    - b) the importance of gender equality within the journalistic profession is addressed
    - c) the importance of reflecting the voice of Iraqi youth in the media coverage of electoral events.

*NB: Workshops 2 and 3 were supplemented with 1 x one hour presentation given by a visiting representatives from the CMC (Iraq's Communications and Media Commission)*

### **3. Provision of Media Monitoring Training, Capacity Building and Consultancy to the Communications and Media Commission of Iraq (CMC) as outlined in Output 1.2 : G11-22.**

Within the framework of the **'Provision of Media Monitoring Training, capacity Building and consultancy to the Communications and Media Commission of Iraq**, UNESCO in collaboration with **Albany Associates** provided support and expert training in improving the CMC's capacity to monitor media within the context of elections/election processes in line with international standards and best practices.

UNESCO provided the CMC with an international media monitoring expert (Ms Amani Soliman) during the four weeks leading up to the 7 March, 2010 Council of Representatives Election in Iraq to work with resident media monitoring consultants (Mr Zuhair Al Jezairy, Mr Mohamed Al Rubaie and Mr Abdel-Adhim Ghafel) and the CMC in assisting with

- a) content issues, development of monitoring programs, training in report writing and evaluation, in line with international standards and best practice and,
- b) to reinforce, supplement and coordinate the work of two resident experts in

media monitoring working directly with the CMC in collecting monitoring data and preparing the final post election report.

**The training took place : Erbil 20-22, 24-26 Feb, 2010. A total of 16 CMC Media Monitors were given intensive training (including eight women) prior to the 7 March, Council of Representatives Election, Iraq.**

**Main implementation constrains & challenges (2-3 sentences)**

Security and time constraints with particular reference to the implementation of training to occur prior to the 7 March, 2010 Council of Representatives Election, Iraq. Said time constraints relative to late approval of G11-22 Project.

Regarding “**Elements of Election Reporting for Broadcasters and Print Reporters and Editors**” workshops convened in Erbil: A heavy sandstorm occurred 22 February, 2010 which caused to divert planes landing at Erbil International Airport. Losses occurred in participant numbers due to said weather conditions.