

United Nations Development Group Iraq Trust Fund

Project #:G11-22

Date and Quarter Updated: July 2010 (2nd Quarter)

Participating UN Organisation: UNESCO (Lead) **Sector:** Governance
UNDP

Government of Iraq – Responsible Line Ministry: Independent High Electoral Commission (IHEC) / the Communications and Media Commission

Title	Support for Enhanced Media Coverage and Monitoring of Electoral Processes				
Geographic Location	Nationwide				
Project Cost	USD 4,004,772 (UNESCO \$3,000,000 /UNDP \$ 1,000,004)				
Duration	24 Months				
Approval Date (SC)	18 November 2009	Starting Date	2 December 2009	Completion Date	15 November 2011
Project Description	<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"> • build public confidence in these three key institutions; • facilitate dialogue among these three key institutions; • strengthen regulatory frameworks (including self-regulatory mechanisms) relating to Article 19 freedoms of expression and access to information; • ensure evidence-based public outreach and advocacy for the IHEC and the CMC. <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>				

Development Goal and Immediate Objectives

National priority or goals (NDS 2007- 2010 and ICI):

NDS:

- 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.

ICI Benchmarks (as per the Joint Monitoring Matrix 2008):

- 3.1.2 Implementation of political/legislative timetable
- 4.2.1 Local and central institutions are accountable and have the capacity to make informed decisions and implement them in a transparent manner.

Sector Team Outcome(s):

- Strengthened electoral processes in Iraq;

Joint Project Outcome:

1. Strengthened electoral processes in Iraq;

Outputs, Key activities and Procurement

Outputs	JP Output 1.1: IHEC has improved capacity to develop media strategies, policies, and implementation plans (UNDP led)
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	JP Output 1.2: CMC has improved capacities to develop media related strategies, policies and implementation plans (UNESCO led) JP Output 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process (UNESCO led)
Activities UNDP:	No new activities were initiated in this reporting period. Following busy parliamentary election period the Project manager was on AL for the whole of April and May, and June was spent in consultation with IHEC and UNAMI to programme remaining funds. The one ongoing activity is a review of public outreach before, during and after elections.
Activities UNESCO:	No new activities were initiated in this reporting period. : Delays in UNESCO's implementation of activities with IHEC and CMC put on hold until time that new Iraqi Parliament seated. Delays also occurred due to election recount beginning 2 May, 2010 and ending 14 May, 2010. 2 nd quarter spent planning for implementation 3 rd Quarter IHEC, CMC and independent Media. <ul style="list-style-type: none"> • Formation and inauguration of G11-22 Steering Committee (UNESCO, UNDP, IEAT, CMC, IHEC): 12 August, 2010 • UNESCO presentation to IHEC Board: 10 August, 2010 • TOR drafted and RFP launched • Planning for CMC retreat 15-25 September, 2010 (dates to be confirmed) • Planning for consultative meetings IHEC and CMC • Planning for produce adapted and innovative election reporting content/ report safely on electoral processes and institutions: USIP Media Incitement Guidelines: Workshops Amman: September, 2010 (dates to be confirmed) <i>provide content analysis training for Iraqi journalists and regulators.</i>
Procurement (major items) UNDP:	No major items procured; none foreseen
Procurement (major items) UNESCO:	N/A at this stage

UNDP:

Funds Committed	USD603,990	% of approved	60%
Funds Disbursed	USD193,297	% of approved	19%
Forecast final date	15 November 2011	Delay (months)	0

UNESCO:

Funds Committed	293,622.09	% of approved	9.79%
Funds Disbursed	228,295.29	% of approved	7.61%
Forecast final date	15 November 2011	Delay (months)	0

UNDP:

Direct Beneficiaries	Number of Beneficiaries	% of planned (current status)
Men	0	0%
Women	0	0%
Children	-	-
IDPs	-	-
Others (people with disabilities)	-	-
Indirect beneficiaries	0	0%
Employment generation (men/women)	-	-

UNESCO:

Direct Beneficiaries	Number of Beneficiaries	% of planned (current status)
Men	UNESCO: Output 1.2: 80 CMC officials and media professional trained in new regulations and policies;	10% Media monitor training: Erbil 20-22, 24-26 Feb, 2010 including continued consultation and remote training with CMC monitoring staff through to 12 May
Women	UNESCO: Output 1.2 : 20 CMC officials and media professional trained in new regulations and policies;	40% Media monitor training: Erbil 20-22, 24-26 Feb, 2010 including continued consultation and remote training with CMC monitoring staff through to 12 May
Children	N/A	0
IDPs	N/A	0
Others		
Indirect beneficiaries	N/A	0
Employment generation (men/women)	N/A	0

UNDP:

Quantitative achievements against objectives and results			
		% of planned	

UNESCO:

Quantitative achievements against objectives and results			
Gender equity realized as part of CMC officials and media professional trained in new regulations and policies	Regarding the CMC Media Monitor training, 50 % of participants trained were women, again exceeding the planned female participation of 20%.	% of planned	130
Technical support is provided to media professionals and institutions to produce adapted and innovative election reporting content/ to report safely on electoral processes 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. Electronic Distribution (in PDF format): USIP sent the electronic version of the guidelines to 100+ media professionals (managers, editors, journalists, government officials and media-related civil society organizations) on March 3, 2010. Many of these recipients were participants at the USIP conference in September 2009 that was focused on preventing media incitement to violence (participant list provided by USIP). USIP has subsequently sent dozens more electronic copies of the guidelines to Iraqi media stakeholders throughout Iraq.	% of planned	88.6 % of hardcopies Total hardcopies distributed: 2215 Total copies printed: 2500

	<p>USIP also sent the electronic guidelines to international organizations such as the National Democratic Institute (NDI), the International Republican Institute (IRI), the Institute for War and Peace Reporting (IWPR) and the Iraq Foundation for inclusion in the relevant training programs of these organizations in Iraq.</p> <p>Additionally, UNESCO sent the guidelines via email to workshop participants and to media contacts in its database.</p> <p>Hardcopy distribution in Baghdad:</p> <ol style="list-style-type: none"> 1. Iraqi Media Network - 15 copies 2. Al Masar Satellite Channel - 50 copies 3. Journalistic Freedom Observatory (NGO) - 50 copies 4. Al Furat Satellite Channel - 50 copies 5. Communications and Media Commission (CMC) - 150 copies 6. Al Sumaria Satellite Channel - 50 copies 7. Iraqi Journalist Syndicate - 200 copies 8. Al Hurra Satellite Channel - 50 copies 9. Al Iraqiya Satellite Channel - 50 copies 10. Baghdad Satellite Channel - 50 copies 11. EIN Al Iraq (election monitoring network) - 200 copies <p>Hardcopy distribution in the provinces:</p> <ol style="list-style-type: none"> 1. Kirkuk - 150 copies 2. Mosul - 150 copies 3. Erbil - 150 copies 4. Misan - 350 copies (distributed in 4 provinces) 5. Hilla - 500 copies (distributed in 4 provinces) 		
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UNDP:

Qualitative achievements against objectives and results
No activities took place in this reporting period. The disbursement and commitments therefore represent activities that have taken place in 2010Q1 or are committed for delivery in 2010 Qs 3&4

UNESCO:

Qualitative achievements against objectives and results
<p>1. Public Outreach “Preventing Media Incitement – User Guidelines for Elections” 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>

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.

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.

In Progress: 2nd Quarter

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.

Project seeks to 1) provide (through a content analysis) a picture of how potentially inflammatory terms were used in various Iraqi media outlets in the period surrounding the March 2010 elections; 2) based on these findings, develop user guidelines for Iraqi media professionals to minimize inflammatory use of these terms; and 3) provide content analysis training for Iraqi journalists and regulators.

Outcomes:

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 including representatives from IHEC and CMC.

Workshops Amman: September, 2010 (dates to be confirmed)

1. Provision of Media Monitoring Training, Capacity Building and Consultancy to the Communications and Media Commission of Iraq (CMC) as outlined in Output 1.2

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 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.

- **Continued consultation and remote training with CMC monitoring staff through to 12 May,**
- **CMC Election Monitoring Report Produced**

UNDP:

Main implementation constrains & challenges (2-3 sentences)

NO activities took place in this reporting period. This was planned as Q1 was very hectic as UNDP led the public outreach activities for the Out of Country Voting for the 2010 Parliamentary Election

UNESCO:

Main implementation constrains & challenges (2-3 sentences)

1st Quarter: 2010 (UNESCO)

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.

2nd Quarter: 2010 (UNESCO)

There has been minimal implementation in the 2nd quarter as UNESCO has been in a planning phase.

- Post-Election Media monitoring Support. Continued consultation with International expert and including remote training with CMC monitors and terminating 12 May, 2010.
- CMC media monitoring report

Setbacks: Delays in UNESCO’s implementation of activities with IHEC and CMC put on hold until time that new Iraqi Parliament seated. Delays also occurred due to election recount beginning 2 May, 2010 and ending 14 May, 2010

Implementation 3rd Quarter is about to commence.

Consultative meetings between IHEC and the CMC as part of obligations under Output 1.2.9, and including a CMC retreat in an effort to re-focus the performance of the CMC in light of its mandate and UNESCO working collaboratively with UNDP Change Management team as part of Media Project.

Development of ‘Preventing Media Incitement Style Guide’ in collaboration with the United States Institute of Peace and the Annenberg School for Communication, University of Pennsylvania.

NB: UNESCO is in the process of putting out to tender percentage of the activities as required outputs within Results Framework G11-22.