

United Nations Development Group Iraq Trust Fund
Project #:G11-22
Date and Quarter Updated: October 2010 (3rd Quarter)

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| Participating UN Organisation: UNESCO (lead) , UNDP | Sector: Governance |
| Government of Iraq – Responsible Line Ministry: Independent High Electoral Commission (IHEC) / the Communications and Media Commission | |

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| Title | Support for Enhanced Media Coverage and Monitoring of Electoral Processes | | | | |
| Geographic Location | Nationwide | | | | |
| Project Cost | USD 4,004,772 (UNESCO allocation : 3,000,000 / UNDP allocation: 1,004,772) | | | | |
| Duration | 24 Months | | | | |
| Approval Date (SC) | 18 Nov 2009 | Starting Date | 1 Dec 2009 | Completion Date | 1 Dec 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> | | | | |

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| Development Goal and Immediate Objectives |
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| <p>National priority or goals (NDS 2007- 2010 and ICI):</p> <p>NDS:</p> <ul style="list-style-type: none"> ▪ 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. <p>ICI Benchmarks (as per the Joint Monitoring Matrix 2008):</p> <ul style="list-style-type: none"> ▪ 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. <p>Sector Team Outcome(s):</p> <ul style="list-style-type: none"> ▪ Strengthened electoral processes in Iraq; <p>Joint Project Outcome:</p> <ol style="list-style-type: none"> 1. Strengthened electoral processes in Iraq; |
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| Outputs, Key activities and Procurement |
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| Outputs | <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</p> |
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| | <p>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> |
| <p>Activities</p> <p>UNDP:</p> | <p>A survey of election outreach for the Council of Representatives election by institutions involved in outreach and advocacy to raise public awareness of electoral processes was completed by Stars Orbit. The data was collected and analysed, the report completed and a presentation was given to IHEC public outreach staff.</p> <p>A five-day lessons-learned workshop on the voter education campaign for the Council of Representatives election was held in order to agree recommendations for improving the campaign in future elections. 40 IHEC public outreach staff from the National Office and Governorate Electoral Offices attended.</p> |
| <p>Activities</p> <p>UNESCO:</p> | <p><u>Activities 3rd QTR:</u></p> <ol style="list-style-type: none"> 1. UNESCO G11-22 Project presentation to IHEC Board: 15 August, 2010 2. MEAB #1 :Formation and inauguration of G11-22 Steering Committee now titled the Media Elections Advisory Board (MEAB):(UNESCO, UNDP, IEAT, CMC, IHEC): 16 August, 2010. Board members are as follows: 3. NB: Package including ToR, Minutes, MEMO, ITF reports to be sent by COB 26, August, 2010. G11-22 Prodoc and UNESCO/UNDP activities translated into Arabic and sent 1 September, 2010. 4. Tor drafted and RFP launched for G11-22 Project - 3 bids received. Evaluation ongoing. 5. RFQ for CMC retreat launched 18/07/2010. Albany Associates are chosen contractor. Waiting on CMC to confirm availability of their CEO and BoC. Dates pending (November 2010) 6. Follow Up Evaluations Phase One - to all Erbil Media Elections workshop participants, <i>Elements of Election Reporting for Broadcasters and Print Reporters and Editors</i>: 16-18, 19-21, 23-25 February, 2010, and prior to CoR elctions 7 March 2010, Iraq were sent 22 August, 2010. Feedback received and Evaluation complete. <p><u>Planned Activities 4 QTR</u></p> <p><u>MEAB: #2 (28 October, 2010)</u></p> <p>To be next discussed are Committee Draft ToR,– a date for the first of a series of Consultative meetings between IHEC and the CMC to develop better coordination between IHEC and CMC and media in terms of developing successful media monitoring mechanisms of electoral campaign and media performance in relation to electoral processes, CMC retreat (November 2010), how to better involve CMC and IHEC in media training as part of G11-22.</p> <p><u>“Preventing Media Incitement to Violence in Iraq: A Content Analysis, Training and Style Guide Workshop” . 7-12 October, Beirut</u></p> <p>US Institute of Peace - Center of Innovation for Media, Conflict and Peacebuilding In partnership with the Annenberg School for Communication: <i>Preventing Media Incitement to Violence in Iraq: A Content Analysis, Training and Style Guide</i></p> <p>This activity seeks to 1) provide (through a content analysis and media monitoring training) 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.</p> <p>Participants include:</p> <ol style="list-style-type: none"> 1. 2 x CMC (Media Monitoring) |

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| | <ol style="list-style-type: none"> 2. 2 x IHEC (Public Outreach and Complaints) 3. Mirat Monitoring Network (NGO) 4. Tammuz Media Monitoring (NGO) 5. USIP facilitator/media monitor 6. USIP facilitator/media monitor 7. Al Sumaria 8. Al Baghdadiya 9. Al Iraqiya 10. Al Sharqiya 11. Al Hurra 12. Aswat al Iraq 13. Journalism Freedom Observatory 14. Kirkuk Human Rights Centre 15. UNESCO 16. IEATUNDP <p><u>Erbil: Election Reporting workshops Phase One and Phase Two</u></p> <p>Meeting with Canal France International (CFI) and implementing partners for the Election Reporting Workshops convened Phase One: in Erbil from 16 – 25 February, 2010 prior to the CoR Elections Iraq, 7 march 2010. CFI will conduct a follow up workshop with 12 most promising journalists as identified from the Erbil group.</p> <p><i>Phase two: WS will early 2011 in Amman or Paris and will deepen the election reporting training with specific on the job training in either, radio, television, print or on line journalism.</i></p> <p><u>Delays:</u> Delays for the CMC retreat occurred due to UNESCO only receiving two bids: As per UNESCO protocol the RFQ was re-launched causing delays. UNESCO received authorization from their HQ to proceed with the activity. Also IHEC staff not being able to participate and being away end of September/ mid October with study visits abroad to both Sweden and Bosnia.</p> |
| Procurement UNDP: | No major items were procured in the reporting period. |
| Procurement UNESCO: | No major items were procured in the reporting period. |

UNDP:

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| Funds Committed | USD 71,273 | % of approved | 7.1% |
| Funds Disbursed | USD 296,220 | % of approved | 36.7% |
| Forecast final date | 15 November 2011 | Delay (months) | 0 |

UNESCO:

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|----------------------------|------------------|-----------------------|-------|
| Funds Committed | 362,752.52 | % of approved | 12.1% |
| Funds Disbursed | 289,752.52 | % of approved | 9.5% |
| Forecast final date | 15 November 2011 | Delay (months) | 0 |

UNDP:

| Direct Beneficiaries | Number of Beneficiaries | % of planned (current status) |
|-----------------------------------|--------------------------------|--------------------------------------|
| Men | 291 | 29% |
| Women | 26 | 39% |
| Children | - | - |
| IDPs | - | - |
| Others (people with disabilities) | - | - |
| Indirect beneficiaries | Iraqi voting public | |
| Employment generation (men/women) | - | - |

UNESCO:

| Direct Beneficiaries | Number of Beneficiaries | % of planned (current status) |
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| <i>(Beirut Workshop)</i> | (Males) | |
| 80 CMC officials and media professional trained in new regulations and policies; | 2 | N/A (ToT: workshop targeting directors, heads of department. At this stage too early to measure ripple effect) |
| 200 journalists and media professionals trained on rights, policies and regulations; | 4 | |
| 35 media professionals trained on producing election materials. | 14 | |
| <i>(Beirut Workshop)</i> | (Females) | |
| 50 journalists and media professionals trained on rights, policies and regulations; | 2 | N/A (ToT: workshop targeting directors, heads of department. At this stage too early to measure ripple effect) |
| 15 media professionals trained on producing election materials. | Al Mirat Media Monitoting NGO Al Hurra TV | |
| | 2 Al Mirat Media Monitoting NGO Al Hurra TV | |
| 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. | 16 N/A (ToT: workshop targeting directors, heads of department. At this stage too early to measure ripple effect) |
| Indirect beneficiaries | N/A | Staff of CMC, IHEC, CSOs, Al Iraqiya TV , Al Hurra TV, Al Sumariya TV, Al Sharqiya TV, Al Baghdadia |
| Employment generation (men/women) | N/A | 0 |

UNDP:

| Quantitative achievements against objectives and results | | | |
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| Output 1.1: IHEC has improved capacity to develop media strategies, policies and implementation plans | Review of public outreach activities for Council of Representatives election to enhance strategies for future elections (see below). | % of planned | 43% |

UNESCO:

| Quantitative achievements against objectives and results | | | |
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| JP Output 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process | Beirut Workshop participants are Directors of Professional Media and Heads of POD and Media Monitoring, Iraqi Media Regulators. ToT training with Phase Three Iraq implementation and follow up content analysis planned. Phase Two 7-12 October Training. a) provide content analysis training for Iraqi journalists and regulators. b) provide a picture of how potentially inflammatory terms were used in various Iraqi media outlets in the period surrounding the March 2010 elections c) based on these findings, develop user guidelines for Iraqi media professionals to minimize inflammatory use of these terms | % of planned | 5 Iraqi national satellite channels, CSOs, CMC, IHEC |
| JP Output 1.2: CMC has improved capacities to develop media related strategies, policies, and implementation plans | Innovative election resource material developed : Style Guide (Beirut Workshop) 1.2.8 Number of Iraqi and international media institutions engaged with the work of IHEC and CMC (Beirut Workshop) 1.2.9. Number of cooperation meetings held between IHEC and CMC 4 meetings | % of planned | 60% 5 Iraqi national satellite channels, CSOs, CMC, IHEC 25% MEAB meeting 16 August 2010 |

UNDP:

| Qualitative achievements against objectives and results |
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| <p>Activities during this period focused on reviewing public outreach and media activities for the Council of Representatives election in order to agree recommendations and define how to improve strategies for future elections. This is with the overall aim of extending public outreach to all stakeholders and thereby increasing understanding of electoral processes.</p> <p>The survey of election outreach and advocacy on electoral processes was completed by Stars Orbit. This assessed election outreach by the key institutions of media, civil society organizations and the IHEC. A total of 6,000 interviews were conducted in all governorates of Iraq, targeting around 330 in each governorate. This included interviews with all political and representatives of educational establishments of all levels. Following finalization of the report, outcomes of the survey were presented to IHEC public outreach staff. Key recommendations arising from the survey include the need to increase emphasis on post-election follow-up coverage by the media, through targeted plans for incorporating ongoing coverage of election-related issues, even during non-election periods, in order to build a culture of political awareness, as well as conducting further research to determine how the media might play a more effective role in mobilizing those who abstained from the last election and encouraging them to vote.</p> <p>Currently underway is the Lessons Learned Workshop on the Public Outreach Field Operation. This is taking place in Jordan from 26-30 September and is attended by 40 IHEC staff of the public outreach department from both Governorate</p> |

Electoral Offices and the National Office. This aims to review the voter education campaign implemented throughout Iraq and develop recommendations for campaigns for future elections. Main topics cover the voter education operational plan and its core messages, partnerships with external stakeholders in the voter education campaign, internal management and coordination between the National Office and GEOs in the voter education campaign, assessment of voter education materials.

A further component of review of the Council of Representatives election was organization of a Lessons Learned Workshop on the Public Outreach Field Operation for the Council of Representatives election for the IHEC. This took place in Jordan from 26-30 September, was attended by 40 IHEC staff of the public outreach department from both Governorate Electoral Offices and the National Office. The workshop reviewed the voter education campaign implemented throughout Iraq in order to develop recommendations for campaigns for future elections. Main topics covered the voter education operational plan and its core messages, partnerships with external stakeholders in the voter education campaign, internal management and coordination between the National Office and GEOs in the voter education campaign, and assessment of voter education materials.

Outcomes of the above two activities will be incorporated into IHEC plans for improving their voter education strategy for future elections, and opportunities will be created to discuss key recommendations with external stakeholders of media and relevant civil society organizations in the next few months.

UNESCO:

Qualitative achievements against objectives and results

Qualitative results: Including the Inaugural Media Elections Advisory Board (MEAB) meeting held 16 August, 2010 the “Preventing Media Incitement to Violence in Iraq: A Content Analysis, Training and Style Guide Workshop” (7-12 October, Beirut) is a first step in beginning to develop better coordination between IHEC, CMC and media in terms of developing successful media monitoring mechanisms of electoral campaign and media performance in relation to electoral process.

The Beirut workshop participants consist of representatives from 5 of the most watched Iraqi Satellite Channels and the Media Monitoring Department of the CMC as well as a representative from IHEC’s Complaints department and Public Outreach Coordination Department.

The Beirut workshop addresses JP. 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process, in particular: Output 1.3.1 Number of media professionals and institutions trained on rights, policies and regulations.

The Beirut workshop also functions to increase the cooperation between media and the work of IHEC and the CMC in relation to effective and professional reporting on elections and electoral processes:

Output 1.2.8: Number of Iraqi and international media institutions engaged with the work of IHEC and CMC, as well as working towards increasing cooperation between CMC and IHEC as outlined in Output 1.2.9. Number of cooperation meetings held between IHEC and CMC.

In Progress: 3rd 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.

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 Beirut: 7-12 Beirut, 2010 (please see planned activities)

UNDP:

Main implementation constraints & challenges (2-3 sentences)

There were no major implementation constraints during the reporting period. Activities went ahead as planned although Ramadan and Eid delayed activities for a few weeks. However, this did not impact negatively on the overall objectives of the output.

UNESCO:

Main implementation constraints & 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. CMC Retreat was initially scheduled for June/July but postponed to 3rd QTR to make room for UNDP CMC Change Management initiative which began 2 July, 2010.

3rd Quarter: 2010 (UNESCO)

- IHEC BoC are out of country on Study Tours to Bosnia and Sweden until 12 October 2010. This means next MEAB meeting is cancelled until end of October and is scheduled for 28 October, 2010. IHEC MEAB members have confirmed. *Meeting now looks to be re-scheduled for November, 2010.*
- CMC retreat may have to go ahead without IHEC BoC but with invitation from IHEC staff nonetheless. Thus far CMC have cancelled proposed date of 5-7 October, and have since not provided an alternative date regarding the availability of their CEO, and BoC.
- USIP Media Incitement workshop possible postponed to October as scheduling 15-22 September was mid Eid Celebrations. USIP workshop partners are weary to conduct Media Incitement workshop in Erbil in run up IRAQ/KRG census occurring 24 October. Workshop was subsequently rescheduled to occur 7-12 October and in Beirut.
- Difficulties in getting confirmation from the CMC for activities: