

United Nations Development Group Iraq Trust Fund
Project #:G11-22
Date and Quarter Updated: December 2010 (4th 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 and UNDP allocation : 1,004,772) | | | | |
| Duration | 24 Months | | | | |
| Approval Date | 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> | | | | |

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

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| Outputs | JP Output 1.1: IHEC has improved capacity to develop media strategies, policies, and implementation plans (UNDP led) |
| | JP Output 1.2: CMC has improved capacities to develop media related strategies, policies and |

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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> | <ul style="list-style-type: none"> • In response to the request of the IHEC, UNDP agreed to provide two additional training courses in managing media appearances, interview skills and strategic communication. These are for IHEC Commissioners, Heads of Governorate Electoral Offices and selected officials of the National Office, who have key responsibilities in liaising with the media. • Activities for 2011 were discussed and agreed with the IHEC. |
| <p>Activities</p> <p>UNESCO:</p> | <p><u>Media Elections Advisory Board Meeting (MEAB): #2</u></p> <p>MEAB scheduled and cancelled due to availability or security reasons four times and currently rescheduled for 24 January.</p> <p><u>Project Management with key Stakeholders:</u> UNESCO and UNDP have sent translated Pro-doc to CMC and IHEC given lack of institutional memory. UNESCO and UNDP continue to present updated Project activity list to CMC and UNESCO.</p> <p><i>Package including ITF reports (in English), Meeting ToR, Meeting Minutes, MEMO, reports translated into Arabic sent by COB 26, August, 2010. G11-22 Prodoc and UNESCO/UNDP activities translated into Arabic and sent 1 September, 2010.</i> <i>ITF reports translated into Arabic and sent by email to CMC and IHEC by 10/11/2010</i></p> <p><u>UNESCO meetings with key Iraqi Stakeholders IHEC and CMC :</u></p> <p><u>3rd QTR:</u></p> <ul style="list-style-type: none"> • UNESCO project presentation to IHEC 15/08/2010: Baghdad • UNESCO attended UNAMI IHEC capacity Building workshop: 21/09/2010: Dead Sea • UNESCO RED ZONE: UNESCO G11-22 Presentation to CMC: 30/09/2010 CMC HQ Baghdad <p><u>4rth QTR:</u></p> <ul style="list-style-type: none"> • UNESCO and UNDP met with IEAT and IHEC BoC to discuss G11-22: 19 October, IHEC HQ: Baghdad • UNESCO Meeting with IHEC BoC : 8 November: IHEC HQ (Green Zone) • UNESCO meeting with Commissioner Usama (IHEC)(Media Elections Project) : 9 November : IHEC HQ (Amber Zone), Baghdad • UNESCO RED ZONE MOVE CANCELLED DUE TO FORMATION OF PARLIAMENT: CMC HQ Meeting with Dr Burhan Al- Shawi: 11 November : Baghdad • UNESCO meeting with IHEC BoC 12/12/2010: Baghdad <p><u>UNESCO meetings with Independent Media sector :</u></p> <ul style="list-style-type: none"> • UNESCO and Journalism Freedom Observatory : 17 August, Baghdad • UNESCO and Radio Darusalam (UNESCO/UNICEF/UNIFEM): 8 November, 2010: Diwan • UNESCO and Dir. Al Hurra TV (Gender issues and Media Elections) : 10 November, 2010 : Diwan • UNESCO, JFO and Dr Nabel Jasim to discuss action pts regarding RTI (Right to Information) legislation and also Article 19 Conference on RTI <p><u>Workshops:</u></p> <ul style="list-style-type: none"> • Beirut Media Incitement and Content Analysis Workshop <p>The workshop on “Preventing Media Incitement to Violence in Iraq: A Content Analysis, Training and Style Guide” organized by UNESCO in collaboration with the United States</p> |

Institute of Peace (USIP) and the Annenberg School of Communication, took place 7-12 October, 2010 in Beirut. This activity targeted 16 media professionals, including Civil Society Groups, news directors of 5 of Iraq’s most watched Satellite Channels, and representatives from the CMC and the IHEC. The first part of the workshop which was conducted over three consecutive days and focused on building participants’ theoretical and practical understanding of content analysis methodology and on increasing their awareness of how content analysis contributes to professional excellence in news coverage.

The second part of the workshop focused on the practice of “conflict sensitive” journalism and how this applies to mitigating and preventing media incitement to violence. Beyond their contribution to the development of a revised ‘style guide’ designed to assist journalists in reporting professionally on conflict and elections, participants were also asked to propose, discuss and agree upon alternatives to the potentially inflammatory terms currently used by Iraqi media in election reporting.

Participants from IHEC were from POD, Political Entities: Follow up and Coordination Section and Complaints Section. Participants from CMC were Head of Media Monitoring Department, and Media Monitor.

25, or 26 January, 2011: Follow up IHEC/CMC consultative meeting Baghdad (UNAMI COMPOUND) with Theodore Dolan (United States Institute of Peace), UNESCO and IEAT with participants: to debrief and build coordination mechanism between both institutions strategy and action plan.

- **Late February/ late March, 2011: Erbil CMC/IHEC Retreat.**

The main objective of the activity entitled “**CMC: Retreat 2011**” is to strengthen regulatory mechanisms of the CMC and to clarify its role and function as Iraq’s independent media and communications regulator **and** to strengthen the coordination mechanisms between the CMC, IHEC and Iraq’s professional media to develop successful media monitoring mechanisms of electoral campaigns and media performance in relation to electoral process.

The first two days of the proposed retreat will focus on clarifying the CMC’s role in reference to its original mandate as outlined in CPA Order 65 with the aim of consolidating the CMCs responsibilities and functions as an independent regulatory body within the current legislative and political landscape of Iraq. The current development of ICT use in Iraq, the CMC’s relationship with the professional media and the desired effects of country-wide broadcast licensing and regulatory policy will also be covered. Only the CMC should attend the first two days in order to have a “closed-door” discussion of the CMC’s remit, challenges and opportunities.

The second two days of the retreat will include representatives of IHEC and the media, as appropriate. This second phase will build the much needed coordination mechanisms between IHEC and CMC and will assist the media in understanding and complying with the regulatory framework during elections. It will also involve the United States Institute of Peace (USIP) as a presenter, paid for by USIP. Building on a recent workshop and training on similar themes, USIP will discuss its research on incitement to violence and facilitate discussions on this theme. USIP will also discuss its recent work on content analysis so that the CMC and IHEC might incorporate such methodology into its media monitoring efforts.

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| 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 46,969 | % of approved | 4.6% |
| Funds Disbursed | USD 545,757 | % of approved | 54.3% |
| Forecast final date | 15 November 2011 | Delay (months) | 0 |

UNESCO:

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|----------------------------|------------------|-----------------------|--------|
| Funds Committed | 643,155.00 | % of approved | 21.44% |
| Funds Disbursed | 393,006.00 | % of approved | 13.1% |
| Forecast final date | 15 November 2011 | Delay (months) | 0 |

UNDP (4th Quarter only):

| Direct Beneficiaries | Number of Beneficiaries | % of planned (current status) |
|-----------------------------------|--------------------------------|--------------------------------------|
| Men | 7 | 0.7% |
| Women | 2 | 3% |
| Children | - | - |
| IDPs | - | - |
| Others (people with disabilities) | - | - |
| Indirect beneficiaries | Iraqi voting public | |
| Employment generation (men/women) | - | - |

UNESCO (4th Quarter only):

| Direct Beneficiaries | # of Beneficiaries | % of planned |
|--|---------------------------|---------------------|
| 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. | 2 4 14 | 2.5% 2% 40% |
| Women 50 journalists and media professionals trained on rights, policies and regulations; 15 media professionals trained on producing election materials. | 2 2 | 4% 13.3% |
| Children | - | - |
| IDPs | N/A | 0 |
| Others 25 International & 100 Iraqi media institutions engaged with the work of IHEC & CMC; 50 media institutions trained on rights, policies and regulations. | 16 16 | 12.8% 32% |
| Indirect beneficiaries | Iraqi News Consumers | 0 |
| Employment generation (men/women) | N/A | 0 |

UNDP:

| Quantitative achievements against objectives and results | | % of planned |
|--|---|---------------------|
| Ouput 1.1: IHEC has improved capacity to develop media strategies, policies and implementation plans | UNDP organized two training courses in managing media appearances, interview skills and strategic communication for IHEC Commissioners, Heads of Governorate Electoral Offices and selected officials of the National Office, who have key responsibilities in liaising with the media. | 60% |

UNESCO:

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| JP Output 1.1: IHEC has improved capacity to develop media strategies, policies, and implementation plans (UNDP led) | UNESCO organized a training course aimed at building participants' theoretical and practical understanding of media incitement and content analysis methodology, and on increasing their awareness of how content analysis contributes to professional excellence in news coverage, media monitoring and media regulation. This training was also a first step in building developing stronger coordination mechanisms between IHEC, CMC and media on reporting on elections and elections processes. UNESCO organized the CMC/IHEC retreat to develop improved coordination mechanisms around elections monitoring and regulation issues and processes. The retreat has been postponed until late Feb/Early March 2011. | N/A (<i>ToT:</i> <i>workshop targeting directors, heads of departme nt.</i> |
| JP Output 1.2: CMC has improved capacities to develop media related strategies, policies and implementation plans (UNESCO led) | | |

UNDP:

Qualitative achievements against objectives and results

Activities during this period focused providing two training courses in managing media appearances, interview skills and strategic communication for IHEC Commissioners, Heads of Governorate Electoral Offices and selected officials of the National Office, who have key responsibilities in liaising with the media.

The first training session was held in Dahouk for 9 IHEC participants on 12 – 18 December 2010. Training was delivered by specialized media training staff of the Iraqi training organization, the Al Mortaqa Foundation for Human Development.

The duration the training session was seven days, consisting of 40 training hours over six days, followed by one day putting this into practice in a studio environment.

The training programme was designed to develop an understanding of media image management and how to acquire good presentation skills before the media. In addition to theoretical background, training was characterized by practical application and visual examples of each topic. Topics included:

- Introduction to media image management
- Definition of media image management
- Reasons for media image management
- Aims of media image management:
 - a. improving media image through physical appearance
 - b. improving media image through thematic content
 - c. how to gain full benefits from media appearance.

Following the training, participants were provided with the opportunity to put skills into practice in a studio environment, with a simulated example of a media appearance.

Participants were evaluated by a test at the end of the process in the studio and a final evaluation of each trainee with practical recommendations.

The second session of training was scheduled to take place in Dahouk on 22-28 December 2010 for 14 IHEC participants. A request was made by the IHEC a few days before to postpone the second session of the Al Mortaqa training, since GEO Managers are required to be present in their GEOs to deal with potential unrest on government contractual issues. UNDP therefore postponed the training and it is now planned to take place on 12 -18 January 2011.

UNESCO:

Qualitative achievements against objectives and results

A consolidated effort between UNDP and UNESCO to work together to mobilize coordination between key stakeholders CMC, IHEC and Media.

As a result of the **Beirut Media Incitement and Content Analysis Workshop**:

- the News Director of Al Baghdadiya TV to fund a content analysis training for his station and other Iraqi TV.
- Al Mirat Center for Media Monitoring organized a content analysis training course in Shahrazad Hall in Babel to monitor coverage of women by the media.
- The participants representing IHEC and CMC would like to initiate follow-up training within their own organizations .

Proposed Action Pts by participating organizations:

- Al Sharqiya
 - Propose a debate program subject to content analysis standards that will run for 2-3 months.
- Human Rights Center in Kirkuk
 - The next step after learning how to do a content analysis is to measure results to improve the quality of news coverage.
- Al Mirat Media Monitoring Network
 - Hold another workshop next month
- Al Iraqiya
 - Address those in the organization who oppose content analyses.

- Teach correspondents in Baghdad about the information obtained at this workshop
 - Make a list of elements to consider when writing a news story.
 - Create guidelines using the five measures of professional journalism (objectivity, accuracy, relevance, technical proficiency, diversity of sources).
 - Hang these guidelines in the correspondents' room.
- Al Baghdadiya
 - Share information from this workshop with others at the station.
 - Take daily notes about colleagues' work.
 - Repeat this workshop in the station.
 - Assist editors in discussing and reaching agreements on guidelines and measures.
 - Have participants evaluate themselves and their colleagues in terms of the five qualities listed above.
 - Focus on new journalists.
 - Fund similar workshops in the future for other journalists from different stations.
- Al Sumaria
 - Conduct a content analysis for one news program for one or two weeks.
 - Repeat the content analysis after a while and measure any change.
- Al Hurra
 - Start doing content analyses.
 - Monitor each correspondent and work closely with them to correct mistakes.
- UNESCO
 - Support IHEC and CMC in their steps forward.
- IHEC
 - It would be welcomed if UNESCO could do more trainings and similar workshops with IHEC including outreach to more employees from various media organizations
- CMC
 - Obtain new technical means to effectively monitor many stations at once.

UNDP:

Main implementation constraints & challenges (2-3 sentences)

The security factor remains the main obstacle to effective support to the IHEC. Access of UN personnel to the IHEC building has been reduced during the reporting period, due to limited resources for required security escorts, thus reducing time spent with IHEC counterparts. However, this is expected to improve in early 2011 with an increase in UN security resources.

UNESCO:

Main implementation constraints & challenges (2-3 sentences)

Rescheduling of Media Elections Advisory Board Meetings due to unavailability of CMC and IHEC (Study Tours)

CMC/IHEC retreat postponed until late February/ early March 2011 due to formation of Iraqi Government which will appoint new CMC administration. The project is due to move forward by 20 January, 2011.

UNESCO was first notified (15/09/2010) that CMC retreat dates must change from 5-7 October to other time –and had to wait on re-confirmation of CMC availability. It was suggested by CMC to post-pone until 15 November as Commissioners were out on study tours.

NB: UNESCO has received 3 bids for implementation of % of G11-22 activities. UNESCO is currently reviewing bids and envisages that activities mid February.