

**COUNTRY
PEACEBUILDING FUND
PROJECT STATUS REPORT
30 SEPTEMBER 2011**

Project No & Title:	PBF/IRF-41 Strengthening Media Capacity to Promote Peace and Tolerance In The Kyrgyz Republic				
Recipient UN Organization:	UNHCR / UNICEF	Priority Sector:	Culture and mass media development		
National Authority:					
Location:	All Kyrgyzstan Oblasts				
Project Cost:	330,108 USD (166,667 USD, UNICEF; 163,441 USD, UNHCR)				
SC Approval Date:		Starting Date:	July 2011	Completion Date:	June 2012
PBF Outcome and Priority area	<i>Infrastructure for peace is strengthened through active participation of media in peace-building and reconciliation processes in the country</i>				
Project Description:	<p>By its nature, the media is mostly interested in covering conflicts, not peacebuilding because the media tend to favour four values: immediacy, drama, simplicity and ethnocentrism. The objective of this project is to strengthen media capacity and engage it in promotion of peace-building and reconciliation, fully recognising its role and responsibilities in these processes.</p> <p>This project will address access of journalists to resources and the development of professional skills and resources for the media in Kyrgyzstan to promote peace and reconciliation and prevent the recurrence of violence. As a result of this project, journalists will have increased access to resources and strengthened conceptual understanding of peace reporting so that they can contribute to building peace and reconciliation. Moreover, media has a role to play in early warning and the project will sensitise media professionals in this regard as well.</p> <p>A public awareness campaign will help to counteract rumours and avoid undesirable manipulation of public opinion by politicians using nationalism and intolerance in their political agenda.</p> <p>This project is not part or a substitute for a regular programme of any UN agency. However, if implemented in the next 12 months it will greatly amplify the impact and create publicity for other peace-building activities funded by the IRF. The project has synergies with all proposed peace-building activities and is the only project which targets the media directly, as a primary beneficiary, in a most comprehensive way.</p> <p>The country-wide project is implemented step by step. For example, the first activities, such as capacity building of media resource centres in all regions, with a primary focus on the conflict-affected south will prepare the grounds for the media training and production of media products promoting peace and reconciliation. Immediate project result will be felt after involvement in training of the regional press, which may become a source of biased and unverified information or openly promote the political agendas of certain politicians. The media training conducted by UNICEF will be followed by the public awareness campaign designed by UNHCR.</p>				
Immediate Objectives:	<ol style="list-style-type: none"> 1. Strengthening national and local media capacity for peace-building and reconciliation 2. Increasing public awareness through targeted media campaign on conflict resolution, peace-building and reconciliation. 				

Project Status as at June, 2011	
Funds disbursed:	
Delivery rate:	
Outputs delivered:	<p><u>UNHCR:</u></p> <p>Activities under Output 1:</p> <p>1.1. Upgrade media resource centres and improve registration of media (computer equipment, office supplies, Internet).</p> <p>Following consultations with media development experts and UNICEF, UNHCR has begun the first quarter of this 12 month project through carrying out individual site visits to assess each media resource centre in each oblast of Kyrgyzstan. Assessment missions were carried out to Osh, Jalalabad, Batken, Karakol, Naryn and Talas to present the project to the media resource centres. This was necessary to establish what equipment and capacity building is needed to upgrade and establishing relations with centre staff. These centres serve as media hubs. Following the initial assessment the media centres agreed to mobilize and provide access and resources the regional journalists who will be further trained to produce and transmit professional and objective reports.</p> <p>Activities under Output 2:</p> <p>2.1. Produce and broadcast media and communication materials (Public Service Announcements for TV and radio, billboards, newspaper and web ads, etc). Produce and air special programmes, reportages, talk shows, etc on peace-building.</p> <p>These activities will take place once journalists have already received their training and the media resource centres have sufficient capacity to mobilize the local media and implement the project. This reporting period covers the first three months of the project, and these outputs will only be carried out once the necessary foundations for sustainable change has been laid.</p> <p>2.2. Organize press-trips to the field to collect and disseminate best practices and conflict resolution stories from peace building initiatives.</p> <p>In order to provide information, encourage objective and non-biased coverage of the peacebuilding initiatives efforts in the south as well as maximize visibility for UN Peacebuilding Fund projects, UNHCR - in coordination with UNICEF and the five other PBF-funded UN agencies in Kyrgyzstan - organized a three-day tour for the opinion-leading media. Some 30 journalists (20 from Bishkek, and 10 from Osh and Jalalabad) from all national TV channels, radio, leading national newspapers and wire agencies visited project sites, obtained first-hand information on the full range of peacebuilding activities taking place in Southern Kyrgyzstan. Journalists were given opportunities to interview the project beneficiaries and also UN staff regarding peacebuilding activities. To conclude the press tour, a press conference was held presenting journalists to receive a briefing from the new UN Resident Coordinator and pose questions to him and other high level UN officials.</p> <p>It should be noted that the UN Peacebuilding Fund received high visibility on the press tour, with mention made of the UN PBF in all speeches and documents presented to journalists during all stages of the press tour.</p> <p>As a result of the press-trip, a 5-minute promotional documentary was produced which was first presented during the UN Day Celebration which this year was devoted to Peace, Stability and Development (can be viewed here: http://www.youtube.com/user/UNKGZ.). The video covers UN peacebuilding efforts in Southern Kyrgyzstan and also gives high</p>

	<p>visibility to UN PBF.</p> <p><u>UNICEF</u></p> <p>Activities under Output 1:</p> <p>1.2. Conduct training of trainers (TOT) on peace reporting for representatives of media development organizations, media outlets, schools of journalism, media experts, and media resource centres</p> <p>UNICEF in consultations with media experts and UNHCR, developed terms of references for trainers to carry out trainings once regional journalists are mobilized and media resource centres capacitated. A selection process both of trainers and trainees has started.</p> <p>1.3. Monitoring & Evaluation: Carry out pre- and post-training content analysis to assess changes in the quality of peace-reporting in media.</p> <p>A local team was hired to conduct a content-analysis of media materials over the period of 15 November – 15 December 2011. A list of key media has been identified. Criteria for analysis have been developed with the view to provide materials to be used during the Training of Trainers and further the cascade trainings. The media resource centres will assist in monitoring of the regional media and will provide their inputs to the team.</p>
<p>Achievements and challenges</p>	<p>The difficulties of working with journalists from Southern Kyrgyzstan continue as they do not operate as independent agents and instead follow the agenda of local authorities who direct their actions. As such, the media environment is difficult in the South and there is no awareness of the role the media can play in peacebuilding. There will be difficulties in cultivating an attitude of operating without bias within the media in the south, especially given the lack of professionalism and poor skills of the local media in the region.</p> <p>Being the only formal structures to mobilize the local media in the region, the media resource centres still heavily rely on donor’s financing and have a vague understanding of their role in the peacebuilding process. The latter will be addressed through specifically tailored training sessions.</p> <p>That said and with these challenges in mind, UNHCR and UNICEF will continue working with journalists across the whole country, not only those from violence-affected areas. Upgrades to their facilities, equipment and professional skills will increase their capacity and ability to work independently. Given the complete lack of the media’s awareness regarding their responsibilities to promote peacebuilding, this project continues to be very relevant for the peacebuilding process. This can be seen in the results following the Media Tour: Public (and media) awareness of all UN peacebuilding projects and the international community’s overall contribution to peacebuilding was greatly raised. As a result positive and balanced reports, promoting inter-ethnic dialogue and reconciliation, appeared in Russian and Kyrgyz language media. UNHCR is currently collecting all reports and other media outputs which following the press tour. Once all outputs have been collected, they will be analysed and information of interest will be included in the next quarterly report.</p> <p>A further positive achievement of UNHCR activities to date is that following our initial assessments of all six media resource centres, all of them reverted with full project proposals outlining their views in cooperation with UNHCR and UNICEF regarding implementation of this project in their respective regions.</p>