

United Nations Development Group Iraq Trust Fund
Project # 66955 (C9-26)
Date and Quarter Updated: 1July - 30 September 2011
3rd Quarter 2011

Participating UN Organisations: UNDP
(Lead), UNESCO, UNOPS, UNAMI

Sector: Governance

Government of Iraq – Responsible Authority: Communication and Media Commission

Title	Support the Media in its Role of Fostering Peace and Democracy				
Location	Baghdad, Erbil, Suleiymanieh and Basrah				
Project Cost	Total USD 6,131,285 UNESCO USD 763,265 UNDP budget USD 5,368,020				
Duration	January 2009 –December 2011				
Approval Date	December 2008	Starting Date	1 January 2009	Completion	31December 2011
Project Description	This Project promotes the development of an independent, pluralist and professional media. The project has three broad areas of intervention: (1) to develop or strengthen participatory processes leading to sustainable media self/co-regulatory mechanisms and legislative frameworks; (2) to support the development of local content; and (3) to identify the key institutions (e.g. training institutions, regulatory bodies and professional entities) for targeted capacity building to enhance professionalism.				

Development Goal and Immediate Objectives

Project Outcome:

Independent civil society and media enabled through legal and regulatory frameworks, professional development and strengthened institutions.

Objective 1: Support regulatory frameworks to build capacity of an independent, pluralist and professional media leading to the articulation and/or enhancement of sustainable media self/co-regulatory mechanisms and legislative frameworks to protect fundamental human rights including the rights to freedom of expression, access to information and data protection.

Objective 2: Support to key institutions – e.g. training institutions, regulatory bodies and professional entities - for targeted training and capacity building to enhance professionalism.

Objective 3: Development of local content to support national dialogue and reconciliation through targeted training.

Outputs, Key activities and Procurement

Outputs	<p>1.1 Increased dialogue and advocacy related to A38 legislation and A19 freedoms through establishment of a media law working group</p> <p>1.2 Increased understanding by government and media on right to know, data protection, and freedom of expression.</p> <p>1.3 Increased dialogue and reconciliation at community level through the provision of six small grants to community-based media.</p> <p>1.4 Increased exposure of media professionals to global media development through the provision of seven small grants for scholarships and study tours.</p>
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	<p>1.5 Availability of self-regulatory monitoring mechanisms at CSOs and media institutions.</p> <p>1.6 Availability of quality media curricula at four media institutes and mass communication faculties.</p> <p>1.7 Availability of media data setting the baseline for the media sector – UNESCO lead.</p> <p>1.8 Increased capacity of independent news agency as a model for media in Iraq towards self-sufficiency.</p> <p>1.9 CMC functions within a strategic plan.</p> <p>1.10 Identified gaps and opportunities related to performance of Iraq Media Network (IMN).</p>
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UNDP report against Outputs	
Output 1.2 Increased understanding by government and media on right to know, data protection, and freedom of expression.	
Activities	2 nd phase of support to Iraq in the Extractive Industry Transparency International (EITI) process underway.
Output 1.8 Increased capacity of independent news agency as a model for media in Iraq towards self-sufficiency.	
Activities	A grant awarded to Aswat al Iraq to strengthen the institutional management capacity and improve Aswat's editorial content by improving its ability to provide video and still images to clients was approved and amount was advanced. Two (2) projects are underway from UNESCO's call for proposals on training journalists in the area of Sustainable Development.
Output 1.6 Availability of quality media curricula at four media institutes and mass communication faculties.	
Activities	
Output 1.10 Identified gaps and opportunities related to performance of IMN.	
Activities	An international consultancy firm is supporting the change management requirements for the IMN and has finished its assignment
Procurement (major items)	

Funds Committed	USD 6,037,682.9	% of approved	98
Funds Disbursed	USD 5,964,032.32	% of approved	98.7%
Forecast final date	31 st December 2011	Delay (months)	9

Quantitative achievements against objectives and results			
Output 1.2	- Training to government officials on developing advocacy and PR tools	% of planned	100%
Output 1.4	- Further development of baseline survey of oil sector - Support to Aswat al Iraq - Support to key institutions	% of planned	75% 100% 90 %
Output 1.6	- Development of local content to support national dialogue and reconciliation	% of planned	85%
Output 1.9	- Initiation of change management within CMC	% of planned	100%
Output 1.10	- IMN change management review truly underway and a new draft law submitted	% of planned	100%

Qualitative achievements against objectives and results
<ul style="list-style-type: none"> • Technical assistance to IMN on a management strategy and a new law for its establishment finalised according to plan and a new draft law has been submitted for review. • -A proposed Journalism Curriculum Framework developed after workshops in June 2010 and June 2011 and a study tour to the USA in January 2010. • A second progress report was submitted to UNESCO which received a satisfactory review. This resulted in the release of the third tranche for the Aswat al-Iraq's Institutional Capacity Grant. • During this quarter, Aswat al-Iraq carried out the following activities: <ul style="list-style-type: none"> ○ (1) Enriched its donor's database list to reach 60 contacts; ○ (2) Hired a part-time public relation manager; ○ (3) Held a Donor Conference that was attended by 12 donor partners; ○ (4) Developed a number of grant proposals that were submitted to various potential international partners in order to pursue institutional sustainability; ○ (5) Partnered and developed capacity in project development, design, and identification of opportunities; ○ (6) Hired full-time Office Managers for the Aswat al-Iraq Office in Erbil and Baghdad; ○ (7) Organized a training workshop for management staff on project management, monitoring and evaluation which is scheduled early next quarter; ○ (8) Provided to editorial staff a training of trainers (TOT) regarding Online Tools for Journalist during July 2011. The trained Aswat al-Iraq staff are to conduct 6 similar workshops for additional Aswat and other media outlet staff. Workshops are scheduled to occur during 4th Quarter; ○ (9) Purchased editing and audio equipment for the Aswat Studio in Baghdad; ○ (10) Improved content to attract new audiences by targeting new areas such as football league news and social-related issues in addition to the continued updating of political news which are the public's main interest. • - As part of the UNESCO-funded oil reporting project, IIER conducted a baseline survey regarding the level of coverage and understanding of oil issues by the Iraq media and among its decision-makers.

Main implementation constraints and challenges
During this quarter, the media grant-making processes took more time than expected given the workload of one of the members of the Committee.