***Methodology:***

| # | Activities | Participating/Target Population | Locations | Estimated Budget |
|---|---|---|---|---|
| PUBLIC AWARENESS CAMPAIGN | | | | |
| 1 | Talk shows on TV and radio | General population, policy-makers, civil society<br><br>*Radio shows are essential to address rural and conflict areas.* | National | USD 50,000 |
| 2 | Public Service ad campaign (TV, radio, online) | General population, policy-makers, civil society | National | USD 100,000 |
| 3 | -Articles in vernacular and English print media. | Policy-makers (English press), and middle income groups (Urdu/regional press). | National | USD 15,000 |
| 4 | Social and alternative media campaign | Youth and academics | National | USD 20,000 |
| **INTERNAL MONITORING & EVALUATION** | | | | |
| 6 | Baseline survey | | | USD 10,000 |
| 7 | Impact survey | | | USD 12,000 |
| | | | | |

***Timeframe***

A three- to six month campaign would prove sufficient to address objectives of campaign.

***Budget****

The budget is dependent on project duration, and scale of project.

**Proposed Project 4**
**Facilitation of development of Communication & Information mechanisms in FATA**

## *Introduction*

Right to Information has become increasing relevant today for guaranteeing human rights, for the sustainability of the environment, for the right to political participation and for the fight against corruption. One major component of UNESCO's mandate is to "promote the free flow of ideas by word and image". This mission is reflected in UNESCO's Medium Term Strategy Medium-Term Strategy for 2008-2013, and particularly in its strategic programme objective of enhancing universal access to information and knowledge. (UNESCO, 2011)

In Pakistan, the clause covering the fundamental right to access to information under Article 19-A has just recently been included in the Constitution. However, the currently enforced Freedom of Information Act 2002 was framed by the government to include flaws that curtail the media rather than encourage the freedom of information. At the provincial level, similar bills were enacted in Sindh and Balochistan. A revised bill referred to as the Right to Information Act (2011) has been drafted in consensus with various stakeholders and has been introduced in the National Assembly only last month (October 2011). The government has referred the bill to the concerned standing committee of the House for further deliberations.

### *Proposed Project Objective:*

In conflict zones, the scale of human rights violations on all sides is often very high but breaches mostly go unreported due to very little access to information. This applies to all conflict areas in Pakistan such as FATA, Khyber Pukhtoonkhwa and Balochistan where journalists have to face threats from militants and official intelligence agencies alike. In the pursuit to tell the truth many journalists have lost their lives. The fact that communication and information (CI) infrastructure is also non-existent in FATA makes things even more difficult (i.e. no internet, no cell phones, no local papers).

The objective of the proposed project is to strengthen Communication & Information mechanisms in FATA. This is to be done by various methods:

- Capacity building of Media, and CI professionals in FATA on social issues and reporting in conflict areas. There is an increased demand for capacity-building initiatives in Pakistan, as mentioned by recent developments between the Tribal Union of Journalists and various Social Enterprises and NGO initiatives.
- Development of CI mechanisms in FATA through establishment of a FATA Information Department which will serve as a "Knowledge Bureau of FATA"
- More public-private initiatives to be encouraged across Pakistan, especially in the challenging and less developed areas.
- There is a need to create more independent voices in the media ecosystem in Pakistan, which requires a Media Development Fund, an independent body, which can support diversity in content by encouraging independent content creators. This is also requires a shift from taking leads from new media where the traditional media should be able to follow, respond and debate on content generated by "independent and non-agenda based content creators". This creates more room for transparency and accountability through CI tools and initiatives.