

Myanmar

Community Media Working Group

Proposal and Invitation to Collaborate
January, 2016¹

Background

With a new Broadcasting Legislation in the making, four international cooperation partners have since the beginning of 2015 worked together to pool thinking and resources for development of a strong and healthy basis for development on community media/radio in Myanmar. The four organisations are, in alphabetical order, DW-A, Fojo, IMS, UNDP.

One of the core activities carried out by the organisations are to have planned a series of workshops as fora for sharing knowledge, uncertainties and vision among civil society and governmental organisations and international cooperation partners

- **July 2015 IMS organized a first one-day workshop** focusing on what is Community Radio and why can community radio be such a powerful platform for community development and empowerment.
- **October 2015 DWA and Fojo organized a two-day workshop** focusing on how to start a community radio including dos and don'ts based on international experience – and how to ensure a strong gender profile.
- **Spring 2016 UNDP and partners are planning two kinds of workshops:**
 - **One in Yangon or Nay Pyi Taw with Parliamentarians, Government and ministries**
 - **A series of workshops outside of Yangon and NPT for community radio initiators.** These workshops are foreseen to be the initial ones covering (i) NE: Kayah, Shan and Kachin; (ii) SE: Mon, Kayin and Tanintharyi; (iii) Dry Zone: Mandalay, Bago and Magwe; (iv) Delta: Yyayarwady; (v) NW: Chin, Sagaing. UNDP is finalizing a workshop kit for 'community radio initiators' including programme and materials, for anyone to take forward

Transforming informal collaboration into a broader Community Media Working Group (CRWG)

Through participation in the above mentioned workshops and through a general intensifying debate on what community media are and how to support its effective start up, a number of other CR champions have emerged, presenting their interest in being involved in the group advancing the CR agenda in Myanmar.

UNDP has carried out a review of these potential future partners. The organisations initially foreseen as partners of the CRWG are: ABC ID; Action Aid; BBC Media Action; BNI; DWA; Ethnic Peace Resources Project; FAO; FHI; Fojo; LINK; IMS; Internews; Mizzima; Phandeeayar; UNDP; UNESCO; and UNICEF.

Mandate, objective and 'charter' of the CRWG

With the objective of coordinating support to healthy, sturdy and sustainable community media development in Myanmar, a draft 'Charter' (available separately) has been drafted including the major, generic recommendations emerging from the two workshops mentioned above and the general discussions within the collaboration group of four international cooperation partners.

This framework naturally needs to be agreed upon by all members of the CRWG.

Besides from this, five pillars of action have been identified to support and advance a sound community media environment in Myanmar – see below. While initial action areas have been identified, more will be forthcoming. Ideally the partners in the CRWG would coordinate who does what, how and when.

¹ Not fully implemented due to funding constraints – but the idea and framework is shared here for inspiration (April '17)

Capacity building of communities for sound development of community radio/media

UNDP has developed an initial framework for a step-by-step development of a community (available separately). These forms are extracted from the start-up strategy in Annex 4 and represent the beginning of an outline of a sequence of the step-by-step process.

Furthermore, UNDP has developed a *'CR initiator workshop kit'* to help anyone who wants to build capacity among the initial self-identified community media champions and movers. This will be made available to anyone wanting to facilitate such workshops. The framework of conceptual understanding of this is the UNDP 'CR start-up strategy' (available separately). UNDP foresees developing – with CRWG partners – similar outlines for building the capacity of community coaches for the onward stages of development.

Briefing and inspiring the relevant colleagues when the new government, parliament and ministry officials are nominated and take seat

Once discussed and finalized, the present package of elements of an initial community media development strategy spearheaded by UNDP, is foreseen to be presented to the new NLD people in seat as a briefing and invitation to collaborate. Our points to not forget when the new authorities with their broadcast council develop the bylaws and regulations around licensing and framework for community media implementation, will also be handed over.

Roadmap and a strategic framework for sustainable community media

Below is an initial outline and overview of the activities important to develop as the basis for a healthy and sound community media environment in Myanmar in general, and within the communities and the individual community medium. It is hoped that the partners in the CRWG will indicate where their main interest is for implementation of different elements of the strategy, so that we can collectively ensure all will happen.

The way forward of the CRWG – practical organisation

It is proposed that the existing group of four international collaboration partners are the facilitators of the working group in 2016, and that for 2017 two new facilitating partners are identified. It is recommended that the CRWG has coordination meetings every two months at least during 2016 as a lot has to fall in place. It is proposed that the facilitating organisations share a draft agenda a fortnight before the meeting with all members and disseminate the report of a meeting no later than two weeks after it has taken place.

Pillars of engagement important for development of sustainable community media in Myanmar

Areas of engagement 	COMMUNITY CAPACITY	FACILITATORS	SUPPORT POSITIVE GOVERNMENT SUPPORT TO CR/M DEVEVELOPMENT	COORDINATION SENSITIZATION	SENSITIZATION COMMUNICATION
Action areas 	Develop Capacity in communities: <ul style="list-style-type: none"> Initiators Coaches stage 1 Coaches stage 2 Radio production Drama presentation Technical preventive maintenance Capacity of the board Other... 	Develop 'layer' of champions, super coaches, coaches... (while super coaches at state/regional levels may not be needed/wanted, a list has been initiated in annex 6 - for onward decision & elaboration Code of conduct) to be Codes of practice) deve-CR Self-regulation) loped!!! National Association to be established by media as a membership organization soonest (will then coordinate a lot of action)	Sensitizing and exposing Government to good international CR practice and experience (Authority/Council to make good decisions) Ensure hearing by MYA advocates (including CRWG) of draft bylaws See listing (initial) of points we want the council to consider when drafting the bylaws (See annex 5)	Develop understanding among development partners/CRWG: what is CR/M Much as reflected in this doc and charter	Communication to the country/ordinary people: <ol style="list-style-type: none"> the three tiers of broadcasting, broadcasting as basis for community dev't = community media Develop communication strategy
Who is ready and able to cover what? 					

