

# **PRIORITIES AND ACTION COMMITMENTS**

## **SKILLS AND CONTENT**

### **1. Co-production : 7 priority votes**

(Sophie, Hu Jia-Rong, MJKIM, Jean, Zane, Marcia, Denise)

#### **COMMITMENTS FROM:**

- JUDI will commit to explore and define the definition and institutional arrangements necessary

### **2. Impact: 2 priority votes**

( James, Adelaida)

#### **COMMITMENTS FROM:**

- JEAN will feed into network process and results if there is audience researched
- ADELAIDA will be involved translating new evaluation approachy into the basics and will be a guinea pig

### **3. managing consequences: 1 priority vote**

(James)

#### **COMMITMENTS FROM:**

- SAINATH will initiate a discussion with journalist unions and other bodies, and will try to collect specific information and case studies on this subject
- JUDI will try to understand this phenomenon and will develop strategies but needs to think about it more

### **4. case stories: 4 priority votes**

(Adelaida, Judi, Denise, Sainath)

#### **COMMITMENTS FROM:**

- VICTORIA will suggest other project for study fr. her research
- JUDI will be involved in peer review
- EVELYN offers case studies of affiliate radio stations outside of Africa
- ADELAIDA will work from case studies to manual
- SAINATH will collect info about case studies and try to put it together in useful form
- KUMI will develop and deliver
- HU JIA-RONG
- MAGGIE will contribute to design and organization
- JEAN would write up some organizations
- FATOUMATA
- MJKIM
- SOPHIE

## **5. craft/techniques manual/learning package: 4 priority votes**

(Marcia, Denise, Adelaida, Evelyn)

### **COMMITMENTS FROM:**

- GARTH has an edutainment training manual in production
- VICTORIA will contribute around tech resources
- MARCIA would like to be involved particularly in designing in the overall architecture for the whole toolbox
- SAINATH is willing to create a manual for rural reporters
- ADELAIDA include contents material from teachers/trainer manual on the use of tv and radio in the classroom (in production), how to produce printed support material (project in process of fundraising for tv), how to include – results from measurement team into package – how to incorporate from beginning of ideas
- FATOUMATA
- SOPHIE
- SUKULU

## **RESOURCE EXCHANGE**

### **1. disseminate through networks: 2 priority votes**

(James, Adelaida)

#### **COMMITMENTS FROM:**

- JULIE will write articles in 2 newspapers “Monitor” and “the other voice”
- MARCIA will take to communications network in philanthropy
- NAZNEEN will disseminate to Grameen practitioners
- VICTORIA will take to GWIP, NWP of OSI, Tech & dev group of SID
- SUKULU will take to ACT network, local governments, and others,
- MARCIA will disseminate to practitioners involved in communications and community building
- SAINATH will take to journalism schools, workshops and dev. Communication NGO
- FATOUMATA will take to APAC and women’s umbrella orgs
- MJKIM – Videaziut, Korean progressive network and Assoc. for reforming broadcasting systems
- ADELAIDA to Television Trust for the Environment, VRC World Network, Latin American network regional meeting (15 countries), ntl producers assoc., INPUT network, Latin American Kids TV producers association, will supervise translation into Spanish and Portuguese Columbian NGOs
- JULIE will link up with other women’s NGOs, e.g. the Uganda women’s network
- HU JIA-RONG will publish thinking of this meeting in his magazine

**2. write and share plans: 1**

(Adelaida)

**COMMITMENTS FROM:**

- MJKIM will share his plans for disseminating to different networks
- ZANE will take the lead or support the initiatives on child survival
- DAYNA will write and share her plans for integrating into Ntl conversation on race at RF
- ADELAIDA: will share information on her projects on Peace communities on Columbian peace process

**3. design teams meet in 6 months: 0 priority votes**

**COMMITMENTS FROM:**

- ADELAIDA suggests not only team leaders are included, but other Ekapa members and we redefine membership of teams
- ZANE thinks all Ekapas should meet

**4. piggyback on coincidental meetings: 0 priority votes**

**COMMITMENTS FROM:**

- ADELAIDA notes it is important we piggyback on existing websites too, not just meetings
- HU JIA-RONG will connect with micro-credit loan management workshop

**5. recognize committed ongoing vehicle/network – needs mechanisms: 7 priority votes**

(Zane, Dayna, Sukulu, Julie, Fatoumata, Jean, Adelaida,

**COMMITMENTS FROM:**

- ZANE

**5. maps to identify gaps and convergence: 3 priority votes**

(Geouge Soule, Sophie, MJKim)

**6. needs/resource/skill survey: 2 priority votes**

(Victoria, Fatoumata)

**COMMITMENTS FROM:**

- SUSHMITA has a model survey that can be adapted
- MJKIM
- NAZNEEN
- ZANE has community bro0adcasting in Africa survey that could be used

**7. travel grants: 4 priority votes**  
(Julie, Hu Jia-Rong, Sukulu, Victoria)

**8. repository of knowledge: 4 priority votes**  
(Adelaida, Dayna, Maggie, George Soule)

**COMMITMENTS FROM:**

- NAZNEEN

**9. disseminate knowledge: TWO Nos (Adelaida, Warren)**

**10. all online: 2 priority votes**  
(Adelaida, Maggie)

**11. how-to manual: 5 priority votes**  
(Zane, Sukulu, Denise, Garth, Adelaida)

**COMMITMENTS FROM:**

- JEAN will work if this means developing support and service provision sector
- ZANE will work to make this happen

**SUPPORT**

**1. List of organizations: 6**

(Hu Jia-Rong, Sukulu, George Gerfbner, Evelyn, Adelaida, Garth)

**COMMITMENTS FROM:**

- GEORGE will offer additions
- VICTORIA will contribute
- KAREN

**2. Expand group: 7**

(Victoria, Sainath, Judi, Nazneen, Marcia, George Gerbner, James)

**COMMITMENTS FROM:**

- GEORGE
- SUKULU
- FATOUMATA
- KAREN
- SOPHIE
- MARICA
- VICTORIA (e. europe & central asia)

**3. Create facility mechanism to make info available to all: 10**

(Zane, Julie, Evelyn, Victoria, MJKim, Dayna, Sainath, Sophie, Judi)

**COMMITMENTS FROM:**

- EVELYN will think about appropriate mechanism
- JAMES
- HU JIA RONG
- VICTORIA  
KAREN  
MARICA

JULIE recommends in particular that we have a bulletin board called Ekapa update and ask Edapas to contribute on monthly basis, etc. any relevant information (update on CSC) no matter how small

**4. CFC identify/clarify: 1**

(Adelaida)

**COMMITMENTS FROM:**

- JAMES
- KAREN

**MEASURES**

**1. Preliminary paper to a rigorous draft: 10**

(Karen, Judi, Warren, Hu Jia-Rong, Sukulu, Dayna, Maggie, Marcia Garth, MJKim, Adelaida)

**COMMITMENTS FROM:**

- GEORGE GERBNER  
JULIE  
JAMES  
MAGGIE

WARREN offer to co-ordinate process, linking to ongoing – reflect this “groups”: perspective)

- **input to draft:**

MAGGIE  
GARTH  
FATOUMATA  
MARCIA

ADELAIDA particularly how to into learning package

**DT members test:**

FATOUMATA  
SOPHIE  
NAZNEEN

SUKULU  
GARTH  
ZANE  
MJKIM  
JAMES

ADELAIDA will work on how to get it into the peace communications project  
and her schools in tv project

- **DT review and consolidate: 1**  
(Sophie)  
MAGGIE  
ZANE  
JAMES

- **DT/others disseminate through networks: 0 priority votes**

**COMMITMENTS FROM:**

- MAGGIE will talk to other practitioners  
DAYNA will talk to practitioners and funders  
MARCIA will suggest this concept to orgs Millennium works with  
ADELAIDA will put it into the networks she mentioned under resource  
exchange  
JULIE will discuss with her NGO network and get their reactions to it  
SUKULU  
MJKIM  
FATOUMATA  
HU JIA-RONG

**DEFINITION**

1. **further ideas to James: 5 priority votes**  
(Sophie, Karen, Warren, MJKim, Fatoumata)

2. **COMMITMENTS FROM:**

- SOPHIE
- VICTORIA
- MARCIA
- JAMES
- ZANE

3. **media ownership: 3 priority votes**

**(Warren, Adelaida, Sainath)**

- **WARREN** collect 20 articles a bout media ownership and distribute
- **SAINATH** put together material on this subject, will create bibliography and share