

Utilizing Communication Most Effectively to live up to the Millennium Declaration and to Advance the Millennium Goals

PLAN OF ACTION

Motto: Development communication can help us reach the Millennium Goals

1. Networking and specific projects related to ongoing collaboration

A) establish a Development communication network, a www address to share:

names, organigrams, contacts, strategies, policies, methodologies, best practices, training, evidence, budgets

B) Joint Research / support for data base

- DFID/WB/FAO/USAID/UNICEF impact studies
- Expanded research in area of Legal and Regulatory Enabling Environment is planned by USAID. Cooperation with other donors invited.

C) Trainings/Dissemination of Knowledge about C4D:

- a. World Bank/SIDA: Encourage sharing of best practices through such mechanisms as South-South exchanges
- b. (maybe: USAID/Joint sponsored training in Morocco, Spring 2005)
 - This would be a global meeting, including journalists, editors, media managers, media-sector NGOs from: Eurasia, Africa, Middle East, Asia. Topics include social and specialty reporting.
 - Joint Donor Media Training for Development Officers
 - Possible break-out group on C4D?
- c. Intention for other, future training events

D) Technical Support for Improving Enabling Environment

- Good practices guide and country support for pluralistic media development WB and new partnerships
- Extension of Media Sustainability Index research to regions outside Eurasia
- Possible Technical Assistance to open licensing opportunities for community broadcasters in MENA region.
- Possible interest in activities to address issue of concentrated ownership of privately-owned media in Latin America.
- *Mitigating gov't resistance to concept of free(r) media:*
Training (or "executive development") of mid-high level gov't officials about advantages of freer media – and how to work effectively in environment of

freer media) Use of research, such as WDR 2002 media chapter, for this purpose.

E) Financing of projects; and long-term financial self-sustainability of community and other independent media.

- Donor coordination at global and field levels (again, also see #1)
- Training: effective media management; how public service and community media can seek diversified sources of income; how small, local private media can generate advertising and sales income; audience research techniques, etc.

F) Plan for future common efforts on:
trainings, evaluations, Peer Reviews

- next meeting hosted by UNICEF autumn 2005?

2. Advocacy plan for internal advocacy

A) prepare a tool box on development communication

- for projects managers (how communication can help them)
www support, contacts, best practices

- for policy team leaders decision makers (analyses, examples of changing attitudes, for different sectors; conflicts, budget support, anti corruption, minority/indigenous issues....) on a case by case basis

3. External Advocacy plan

- partnerships, networks to bring in others:
World Congress, BCO, Global Knowledge Partnership, Communication Initiative, CFSC

- OECD/DAC to mainstream donor initiatives- contacts to HQ and invitation to next meeting

- UNDP or WB – plan for contacting and pushing for the Development Communication Theme in coming HDR or WDR

- involve "champions" not usual suspects and high standing persons to speak for the need of Dev.Comm. to reach the Millenium Goals

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