

MONDAY, 8 DECEMBER 2008 (09.00am – 10.30am)

Workshop 7: Media Landscapes in Conflict Situations

HORIZON, LEVEL 9 (R/G) , English, Arabic

Workshop Title: Assessing Media Landscapes in Conflict Situations

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Language: (Please mark one) English, French, Spanish, Russian, Arabic

Workshop description:

1. What are the main points you want to raise in the workshop?

The Center of Innovation for Media, Conflict, and Peacebuilding at the U.S. Institute of Peace (USIP) has initiated a project to produce guidelines and a template for Assessment of the Media Landscape in Conflict Situations. A long-time concern of practitioners and donors alike, this template will offer a clear and concise process for evaluating the range of opportunities and challenges in producing peacebuilding programming in fragile states—providing a critical connection between integrating strategic media programming with peacebuilding planning.

2. Give some background information to the issue you want to raise.

Over the past several decades, a rich toolbox of activities has been developed to channel the positive impact of media on societies that are either in conflict or have recently emerged from war. However, as Robert Manoff, an expert in this field, wrote, "...nowhere in the media, diplomatic, or NGO communities is there now a clear, systematic sense of precisely what strategies ought to be pursued with what media means, or to what ends, in which kinds of conflict situations."

A key element of this problem is that although NGOs, donors, and policy makers have come to put considerable care into deciding what kinds of conflict-transformation undertakings they are going to launch, their discrete efforts have yet to be integrated into a unified assessment framework for determining an optimal media intervention strategy. An integrated assessment strategy that balances the social, political, cultural, and other needs of stakeholders with the needs and abilities of the media would permit a coherent set of options for achieving maximum impact.

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3. List three key questions you want the workshop to address.
 - a) How can we better integrate media planning with peacebuilding planning?
 - b) Does USIP's proposed template help to achieve #1? How would you improve it?
 - c) How can we contribute to the improvement and development of best practices in impact evaluation of media interventions for peacebuilding?

4. What would be the main desired outcome of the workshop?

To engage participants in thinking critically about creating a valued, shared assessment template to evaluate media in violent conflict situations.

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