

Minority Rights Group
Minority Voices Project

Final Evaluation

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Executive Summary

The overall aim of the Minority Voice project was to increase the inclusion of minority voices in media coverage of development issues in the EU. The project had a focus on coverage relating to the Millennium Development Goals (MDGs) as well as to increase awareness among development policy makers of the specific needs of minority and indigenous communities in meeting the MDGs. The more specific objective was to provide a mechanism for EU-based journalists to quickly and cheaply identify stories and contacts in the South (with a primary focus on Minorities and the MDGs) and to build the capacity of minority organisations in the South to engage EU based media.

The external context dominated by the financial crisis in Europe and its associated financial pressure on the media and international news reporting in particular presented a challenging environment for the project. Rapid developments in new communication technology and its rapid but uneven spread throughout the South also demanded a flexible response from MRG to maximise the project's impact.

The evaluation employed mixed quantitative and qualitative methods to identify the extent to which planned results have been achieved and to identify learning for the future.

Minority Voices began in January 2009 and ran for three years. It implemented the vast majority of its planned activities and produced the planned outputs. These include the development of an online hub or newsroom, 11 training workshops, production of reports and briefing materials on minority and indigenous people's issues and a conference in the EU to bring together minority and indigenous people with journalists and policy makers. The project had ten target EU countries: Czeck Republic, France, Germany, Hungary, Ireland, Netherlands, Poland, Spain, Sweden and the UK.

The project achieved significant results in terms of the quality of the outputs produced and in the benefits identified by trainees including their increased confidence and skills in engaging with the media. These were subsequently applied notably with their local media. The project also built awareness of and opportunities for journalists in new EU member states to report minority and indigenous communities' issues in development. The flexible approach taken by MRG, learning from experience and adapting to maximise new opportunities contributed significantly to these results.

Minority Voices Newsroom (web-hub) - In particular MRG succeeded in creating authoritative information on minorities of relevance to EU media and decision-makers through, in part, a user-friendly web hub as well as through its reports and briefings. The content of the hub is still increasing with more stories being uploaded by civil society organisations who participated in MRG training. Content on the hub was relevant to the target audiences. It can be further improved and results of Minority Voices sustained by:

- providing a database of minority and indigenous organisations which have spokespeople willing to be interviewed
- focus more on case studies and stories directly from minority and indigenous people with MRG stories kept to the MRG organisational website.
- fixing ongoing glitches in the website eg the most viewed stories function is not working.

- increased dissemination and marketing methods to drive people to the site in order to view existing stories and other background materials available relevant to current external events.

Journalists visits to the South -The EU journalists' visits to the South were an effective way to promote more coverage in their media outlet, to promote their interest and expand their contacts and experience. The benefits are two-way with participants in the training benefiting from the journalist presence too. However, MRG relationship's with the journalists needs to be sustained and new contacts made when the journalist shifts post to ensure continued coverage of minority issues.

The project's experience **raises the question of the value of a conference** as a means to reach policy makers and media. While it can be useful as a centre-piece it is necessary to have associated activities built in to maximise the effects on media and policy. MRG did arrange for CSO representatives to have interviews with journalists while they were in the EU. More meetings with development officials would have increased the effectiveness of bringing CSO representatives to the EU.

Regional press launches and interaction with journalists based outside of the EU but providing materials for EU-based media proved **an effective way to stimulate media coverage in the EU** on the relevant issues.

A **prize proved to be an effective way to promote and sustain an individual journalist** prize winner's interest in covering minority issues. However, the extent of this impact is very limited to that individual. More systematic interaction with all applicants could increase the impact of the process and use of new ways to promote prizes in the future could generate interest in young journalist circles.

The training workshops were highly rated by participants. The content was relevant and style of training accessible. The participants were able to give practical examples of how they had applied their new skills and also shared these with colleagues. Some had examples of how their improved media engagement had contributed to policy and practice results. Participants had much more limited engagement with the EU media following their training though a significant number of interviewees viewed it as important. It seemed that most expected Minority Voices newsroom or MRG would fulfil this task to linking them with EU media. More follow-up training and hands-on support to trainees can improve the impact of the training so far. In addition, any future training would benefit from:

- more emphasis on reporting minority issues and particular challenges eg legal, dealing with danger, language issues.
- more time on how to link to international media -eg provide data and opportunities to meet the regional contacts for EU media, discuss how to approach them, arrange to meet them.

Gender was well addressed in the project. It aimed for equal participation by men and women in the training and while it fell short of this target did achieve a respectable 43% participation rate for women. Any future training would benefit from considering ways to hold it in areas requiring less

travel and time away to facilitate more women's participation. Minority Voices outputs demonstrate good attention to gender issues in their focus and also in the images used.

Targets which were not achieved include that one less training workshop was held than planned; Based on figures in the project's logframe 43% fewer people were trained than planned and the Minority Voices newsroom or webhub received far fewer visitors than planned (13,050 visits rather than the anticipated 459,000). The Minority Voices newsroom is not currently well known among journalists and it is not clear if it will be used by journalists to take stories for their media. Current use suggests it will be used by journalists more as background reference material and also to stimulate interest to look more deeply into stories.

These short falls are due to **over-ambitious targets** given the size of the project budget, compounded by technical delays in launching the website and more **limited time and resourcing of the promotion of materials and the newsroom** in comparison to the time and attention to the supply of information and materials.

The project has developed an effective approach to achieve its overall aim. It has built capacity in the South for minority groups to engage with the media. It has produced high quality information materials and an accessible web-hub for use by CSOs and media alike. It achieved excellent value for money completing these activities on a very tight budget.

However, further work is needed to ensure the full impact of the training, outputs and newsroom. In addition, the mechanisms for CSOs reaching the media and indeed maintaining EU media interest itself is not yet sustainable. **MRG will need to continue to engage with its networks both in the media and in civil society in the South if the benefits are to be sustained and maximised.**

Given that the EU-funded project is now finished, this will need funding from new project grants or other MRG sources. For a greater level of impact a project with **a narrower scope**, focusing (though not exclusively) on some particular policy areas could achieve greater identifiable impact. More resourcing of research, monitoring and data collection would enable better identification of impact. **The scaling up of marketing and customising engagement with the media, providing information and tailored services** eg links to potential interviewees, will enable interested journalists to continue to report on minority and indigenous people's issues.

Sustained media coverage of issues and perspectives of minority groups in development is vital to ensure aid, development and related policy making, considers them. Media coverage of such issues does not occur without such input and support that projects like Minority Voices can provide. This is an increasing need in times of pressure on the media and aid and development. h

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Acronyms and glossary

CSO	Civil Society Organisation
EU	European Union
MDG	Millennium Development Goal
MRG	Minority Rights Group
MV	Minority Voices

1. Introduction

The overall aim of the Minority Voice project was to increase the inclusion of minority voices in media coverage of development issues in the EU. The project had a focus on coverage relating to the Millennium Development Goals (MDGs) as well as to increase awareness among development policy makers of the specific needs of minority and indigenous communities in meeting the MDGs. The more specific objective was:

“To provide a mechanism for EU based journalists to quickly and cheaply identify stories and contacts in the South (with a primary focus on Minorities and the MDGs) and to build the capacity of minority organisations in the South to engage EU based media.

The expected results were:

- Authoritative information on minorities and the MDGs, of relevance to the EU media and decision-makers is available through a user- friendly attractive web hub;
- Greater awareness among journalists in EU member states of minority issues within the field of development leading to increased inclusion of minority voices/issues in their work;
- Increased access to EU based journalists/media for staff from minority organizations as a result of increased skills, confidence and contacts;
- Increased and improved online presence of minority organisations and the information available to journalists.

Minority Voices began in January 2009 and ran for three years. Some of its main activities were the development of an online hub or newsroom, training workshops, production of reports and briefing materials on minority and indigenous people's issues and a conference in the EU to bring together minority and indigenous people with journalists and policy makers. The project had ten target EU countries: Czech Republic, France, Germany, Hungary, Ireland, Netherlands, Poland, Spain, Sweden and the UK.

There were a number of significant developments in the external environment during the lifetime of the project. Some of the most notable of these relevant to Minority Voices were:

- The global and European financial crises - has dominated news agendas in the EU;
- The media - was under ever increasing pressure to adapt to the social media and other new technology. One of the victims of financial pressure in the media has been cuts in resources for foreign news reporting;
- Access to new communication technology - spread quickly creating new possibilities for many minority communities to present their perspectives directly. For example the new submarine fast fibre-optic cable enabled faster internet connectivity for much of East Africa. In particular the spread of mobile telephony with internet and camera functionality has made film and photographic modes more popular as well as rapidly increased the use of

facebook and other social media across Africa, Asia and South America. However, very poor internet connectivity still affects many areas where minority and indigenous communities live widening the digital divide for some. Also twitter use has grown very fast particularly in media and public circles in the EU;

- The financial crisis contributed to growing scrutiny and critique in Europe of international aid. An accompanying focus on value for money increases the pressure on programmes designed to reach minority and indigenous communities which are often more expensive per person as the communities are in "hard-to-reach" areas.
- Some costs increased disproportionately quickly during the project time notably fuel making travel costly.

This evaluation seeks to identify whether all planned activities were undertaken to a reasonably high quality and the extent of their contribution to the planned results. It considers how the MRG team dealt with problems and new opportunities they encountered. It also discusses the extent to which the project has already or is likely to contribute to the overall aim. It will consider also how the project has responded to the challenges and opportunities presented by changes and unexpected events in the external environment .

2. Methodology

The evaluation employed both quantitative and qualitative methods. It included:

- Review of relevant documentation including project reports, trainees' evaluation forms, outputs of the project including briefings, reports, films, e-bulletins, podcasts, and relevant records and information relating to the an MRG conference.
- Analysis of media coverage using data provided by media monitoring service Meltwater and additional data gathered directly by MRG.
- Analysis of web hub Minority Voices Newsroom content and usage based on google analytics and website administrative data;
- Analysis of evaluation survey responses. The evaluator sent out a survey to all participants in the MRG media training with a 15% response rate made up of 25 responses from 170 trainees (Africa -9; Asia 5; America 11). Given the number of responses they have been used to provide mainly qualitative data which is indicative rather than representative. But even with this number of responses consistent findings and themes emerged and helped to identify issues and examples to explore in more depth in interviews.
- Interviews with 20 trainees from civil society organisations across Africa, Asia and South America, 20 media representatives in the programme target countries selected from the contacts list and current and former MRG project staff (11). Full list attached in Annex 4.
- Questions on media consumption habits were put to policy-makers being interviewed in a separate MRG evaluation in three countries of Hungary, Poland and Malta.

Interviews with South American trainees were carried out in Spanish by Jon Barnes, a communication and development expert consultant. All other work was carried out by Teresa Hanley.

3. Results - achievements, challenges and conclusions

The project aimed to achieve four results and it set indicators to track progress. This section deals with the achievements and challenges in relation to each result in turn.

3.1 Result 1

Authoritative information on minorities and the MDGs, of relevance to the EU media and decision-makers is available through a user- friendly attractive web hub.

a) Planned and actual activities and indicators of progress

Planned activities and indicators	Outputs and progress towards targets
Design and build webhub ➤ Web hub created by month 7	➤ Minority Voices Newsroom soft-launched in March 2010 (month 13) and formal launch in Sept 2010
Generate and promote audio/video content : ➤ 30 podcasts created and uploaded; ➤ 459,000 visits to the web hub over the following 30 months ➤ At least 500 subscribers by month 12	<ul style="list-style-type: none"> ▪ 23 podcast/ audio pieces and 17 video clips by end of project timescale and regular audio and video since. ▪ Approx 300 people registered to contribute to the Minority Voices website. ▪ 7552 subscribers to MRG e-bulletin including 6325 from target countries (204 outside UK) ▪ 13,050 visits in the project period reaching approximately 2500 per month by December 2011 (similar figure for March 2012).
Work with local communities to make 2 short high quality films:	<ul style="list-style-type: none"> ▪ Two films produced: ▪ A journey to Imja Lakeclimate change in the land of the Sherpa launched in Jan 2011. Shown at film events focused on EU new member states. ▪ Suarez Gold: Afro-Colombian miners defending their heritage launched in Madrid in December 2011 and also a later showing in the UK in 2012 with plans for showings in Colombia too.
Annual unique in-depth publication on minorities and one MDG (3 in total)	<p>A report on state of the worlds minority produced each year to total of three in the project period. Each publication had a specific focus in 2011 women's rights, 2010 religious minorities and 2009 education.</p> <p>One of the reports' chapters was produced and launched as a separate publication each year - People's Under Threat.</p>
6 rapid response briefings and linked EU public campaigns	Five briefings produced on : <ul style="list-style-type: none"> ▪ Pakistan: Minorities at Risk in the North West (2009). ▪ Breaking the cycle of Exclusion: Minority rights in Georgia today (December 2009). ▪ Seeking justice and an end to neglect: Iran's minorities today

	<p>(February 2011).</p> <ul style="list-style-type: none"> ▪ Southern Sudan: The Role of Minority Rights in Building a New Nation (June 2011). ▪ Israel's denial of the Bedouin (November 2011). <p>Campaigns abandoned because impact would require greater resources.</p>
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b) Achievements and challenges

MRG developed a new website, Minority Voices Newsroom. Its launch was delayed until September 2010 (month 21 of the project). It is now receiving good numbers of visitors approximately 2500 per month and has a range of content relevant to the media, policy makers and Millennium Development Goals.

One of the challenges the creators of Minority Voices faced was to develop a site that was easily accessible in developing countries for people who may not have extensive experience working online as well as being interesting, stimulating and attractive to international audiences in the media, public and policy worlds. The final site achieves this with an increasing number of people uploading stories from around the world and the site being interesting and relatively easy to navigate. It does still have some problems eg the most viewed stories function does not work.

The delays in the website launch had an impact on other project activities eg the trainees from workshops could not upload material onto the site because it was not functioning when they did their training and these initial teething problems decreased their interest to use it later.

The original target was for 459,000 visits to the website over 30 months ie approximately 15,300 per month. In the reporting period 13,050 people visited the website making a total of 18,602 visits between them. There have been a total of 47,254 page views. The average number of page views per visit is 2.54.

Part of the under-achievement of target for visits can be explained by the delays in launching the site. Indeed, there has been significant increase visits year on year with an average of three-fold increase. For instance, in quarter one of 2011 there were 2631 visits to the Minority Voices website. In the same time period in 2012 there were 6,230 visits, over 250% increase. However, there are some signs that these numbers are now levelling off which suggests that either the figure of 15,300 per month was unrealistic or much more needs to be done to build demand for the site's content. In the lifetime of the project MRG has reflected on its target setting and clearly is more realistic now in the targets it sets itself for a project of this budget size. However, this does not mean that the large target figures cannot be achieved but would be likely to need much greater resourcing for marketing.

Content

A review of the range of stories on the site shows it provides coverage of a good range of countries from across the continents. The range of locations for MRG workshops has been extremely helpful in establishing this geographical range of content.

Much of the content is directly relevant to a particular Millennium Development Goals or to the overall aim to reduce poverty . Minority Voices outputs demonstrate good attention to gender issues in their focus and also in the images used.

The categorisation of current stories below shows numbers of stories in each category listed (each story can have more than one category).

Stories on Minority Voice by category as of 8.5.12

Youth (60)	Law/Legislation (176)
Women (154)	Language (41)
War (114)	Land Rights (185)
Violence (121)	Indigenous Peoples (168)
UN Forum on Minority Issues (15)	Ethical Tourism (93)
Statelessness (89)	Employment/Unemployment (49)
Religion (149)	Elections (82)
Refugees/Displaced Peoples (139)	Education (131)
Racism (89)	Culture and Tradition (153)
Poverty (142)	Climate Change (93)
Podcasts (32)	Campaigns (108)
Mining (105)	Advocacy (213)

Interest in such a range is reflected in the viewing figures for stories. The list below is of the most viewed stories. It includes stories from countries in Africa, Asia, South America and the Middle East which suggests that Minority Voices is meeting a demand for a global information and news site.

Page Title	Page views
Nuevo documental de MRG y Hollman Morris: El Oro para Suare	1,285
Laos: Minority Hmong may be held at abusive detention centre	547
Religious minority activists in Malaysia discuss problems	479
State of the World's Minorities and Indigenous Peoples 2011	439
Photo story by Eric Lafforgue: Stick fighting day in Suri tribe	415
The Tonga People in Zimbabwe: A forgotten people.	376
Himalayan glacier melt will affect 1.3 billion people: scientists	363
There is nothing like a Zimbabwean culture. There are Zimbabwean cultures	353
Interview with Akli Bessadah: an Amazigh who escaped Libya	348
Iran: Stop Ethnic Cleansings In Ahwaz	331

Building demand

One of the mechanisms to promote the Minority Voices website and also to drive traffic to it is the MRG e-list. MRG has an impressive number of subscribers to its e-mail list - 7552 people from 110 countries. However, the majority (6121) of these are categorised as UK-based and there is relatively low representation from some of the target countries for the Minority Voices project.

Target countries and number of subscribers for MRG e-bulletin.

- Czech Republic 0
- France 37
- Germany 35
- Hungary - 44
- Ireland - 14
- Netherlands-24
- Poland -11
- Spain - 20
- Sweden - 19
- UK - 6121

This is likely to be an under-representation of subscribers from some countries because a review of the data indicates some people may be wrongly coded as UK who are resident in other countries. However, the trend is clear and suggests the need for greater recruitment of e-subscribers from other countries beyond the UK.

MRG's facebook page is the most significant driver of traffic to the Minority Voices website with the MRG website coming in as second most significant. Twitter is also increasingly significant. This suggests the integration of all minority rights website and media is important and a strategy incorporating all of them will have most impact to promote the news stories, voices, information and awareness of their perspectives, experiences and rights.

Visitor behaviour and journalists use of Minority Voices

There is a distinct difference in the behaviour of returning visitors to the site who tend to stay on the site for longer - over 6 minutes on average versus less than 2 minutes for first time visits. This suggests returning visitors come back for more in-depth information.

Visitors to the site are from more than 177 countries. There is no trend of there being a higher representation of target countries in the spread of visitors beyond the UK. The target countries are shaded in the table below which shows numbers of visitors and the country ranking in terms of numbers of visits.

Visits to Minority Voices Newsroom 1.9.10-31.12.11

Country/Territory	Visits	Rank
United Kingdom	5,250	1
United States	3,660	2
India	1,015	3
Colombia	893	4
Australia	862	5
Canada	845	6
Kenya	763	7
Germany	729	8
France	512	11
Spain	424	14
Hungary	310	16
Netherlands	299	17
Sweden	260	21
Poland	142	30
Ireland	91	40
Czech Republic	78	45
Total	24,877	

A review of visitors by city rather than by country shows that the capitals of some of the target countries, where we can assume most of the media are located are less well-represented in the rankings of visitors. Though all target countries do fall in the top 50 their capital cities do not- Dublin, Stockholm and the Hague (nor Amsterdam) fall outside. Prague is 51st in the ranking (Annex 2 for full list). This suggests that media and policy-makers may not be making up the major users of the site. Details such as the high ranking of Norwich, well known for its development studies department in the university suggest it could be academic and research users, also useful.

The target group for Minority Voices website is journalists. The data available does not enable analysis of who are the viewers of the Minority Voices website and to what extent they are the journalists. However, interviews with journalists for the evaluation showed that only those who have been directly involved in the Minority Voices project ie those who travelled to training workshops were aware of it. These journalists made some though still quite limited use of it. They tended to produce a story from the site as a result of the MRG media team contacting them directly to alert them to the story. They reported that what they value most is case studies. They are grateful to have the links to the background of the story but would like to see less of that in the stories on the Minority Voices newsroom.

Other journalists interviewed, all from the MRG target list for journalists in the target countries had not heard of the site. Their interest was to have contacts for interviews from minority groups and for MRG to develop a relationship with them to know what stories they are interested in and so alert them to relevant stories when appropriate. They were grateful not to be bombarded with too many press releases and many said they did not tend to read these (from any organisation) but preferred to be contacted about something known to be in their interest area. Western European journalists

displayed less interest in using full features from Minority Voices and would tend to use it as background material for their own stories. They did report interest in being sent a taster of a story matched to their interest area.

Journalists from Eastern Europe has some criticisms of material on the site too. Talking of video material, one head of an International Desk at Czech TV said:

"...to put it bluntly while I did not doubt the sources, I was not afraid of them, but the footage was often of only one side. We need the other side too. Not just the story of how someone has been affected. But what the authorities say. I know it can be difficult to get authorities or the other side to talk but we need it".

Indeed this is a criticism that can also be laid at the Suarez Gold film. While it is extremely powerful in showing the breaking of the law and disregard by the authorities for their own regulations, it does not include any interviews with them. These contributed to journalists advising that the Minority Voices newsroom and its content be even more guided by journalistic, news principles rather than advocacy ones.

Films

The two films produced were well received in launch events, by the development community and did achieve some media interest notably through media involvement in the launches. Most significantly for the aim of this project the film, A Visit to Imja Lake was shown on Hungarian television. So far only trailers of the films are available online. This was the strategy for the first year of the first film whilst it was being shown at film festivals. Now it would be appropriate for it to be more readily available for the public and media.

Both film makers reported the working relationship with MRG to be very positive. They were pleased to be able to maintain editorial control of their films.

Publications

MRG produced nearly all the planned publications in the project - three each of the report State of the World Minorities and also People Under Threat plus five rapid response briefings. Just one planned briefing was not produced. A lot of work was put into a sixth briefing but due to irreconcilable differences between the author and MRG it could not be completed and published. The materials covered topics relevant to Millennium Development Goals. These publications were disseminated to policy-makers and journalists in hard copy and via email promotions and press releases. The publications are available as pdfs on Minority Rights Group own organisation's site. Videos promote the reports on the Minority Voices website which also links to a function to download the report.

The feedback from policy makers received by MRG showed them to be well received by respondents. Journalists interviewed for the evaluation noted the quality of MRG material and commented that they would use it as reference material. The media data shows also that the reports tend to be referred to regularly in the media, both at the time of their launch as well as

through the year. Only one interviewee criticised the outputs - this was from a Sudan specialist who felt some significant issues were excluded from the MRG briefing.

The regional launches in particular outside of the EU were well-attended by journalists including those linked to EU-based media who went on to include the MRG reports in their features. Holding a separate launch for People Under Threat, a chapter in the main report launched a few months before the main report worked well as a means to attract more attention to the issue of minorities and reduce the risk of launch dates clashing with unexpected external events which demand the media attention.

Some particular aspects of MRG publications and features individual journalists noted and valued was that MRG did not present minority or indigenous peoples as "exotic". Also they do not perpetuate victimhood.

"The programmes and documents of the Minority Voices provided me new dimensions in my career. It broadens my sphere of interest, gives new, unique and reliable information and improves my writings skills."
Journalist, Hungary.

The reports would seem to be used more as reference materials rather than stimulating stories in Western Europe. " *What is better is a brief, newsy briefing*" said one UK-based journalist. Another senior editor recommended also to make the Minority Voices website more "newsy" and less advocacy oriented. They wanted to see less news about MRG and its staff or conferences they said and find more case studies and direct voices of minority groups. This chimes with the a theme running through a number of the journalist interviews who had viewed and used Minority Voices features and MRG materials that they recommended more be done to make the content guided by journalistic principles eg both sides to a story be told, that the story be more up front and there be less background material and that there be more case studies and less news about MRG. They recommend responding more to key events to highlight the minority issues.

" If there is something huge going on eg in Syria and you have something from Syria that has been done in recent months, why not link it to headlines and make it easier for journalists to include MRG in their reports".

c) Conclusions

MRG has succeed in creating authoritative information on minorities of relevant to EU media and decision-makers through a user-friendly web hub.

The content of the hub is increasing with more stories being uploaded by civil society organisations who participated in MRG training.

Use of the hub remains low, due in part to delays in the project but also to a need for much more marketing of the hub to the target audiences .

Content on the hub is relevant to the target audiences. It can be further improved by:

- providing a database of minority and indigenous organisations which have spokespeople willing to be interviewed
- focus more on case studies and stories directly from minority and indigenous people with MRG stories kept to the MRG organisational website
- keeping MRG organisational stories on the organisational site rather than on Minority Voices (which may mean upgrading the organisational site).
- fixing ongoing glitches in the website eg the top stories function is not working.
- dissemination and marketing methods to drive people to the site to existing stories and other background materials available relevant to current external events.

3.2 Result 2 :

Greater awareness among journalists in EU member states of minority issues within the field of development leading to increased inclusion of minority voices/issues in their work.

a) Planned and actual activities and results

Planned activities and indicators	Outputs and progress towards targets
<p>6 high profile EU based journalists attend Southern training event:</p> <ul style="list-style-type: none"> ➤ 6 journalists from new member states report increased awareness and publish on minorities and MDG issues; 	<p>6 journalists attended workshops from new members states. Interviews for the evaluation found each reported increased awareness of minorities issues and have published on these.</p>
<p>Major conference on minorities and development/MDGs in new member state</p> <ul style="list-style-type: none"> ➤ 10 Journalists attend conference and subsequently publish materials on minorities and the MDGs: 	<p>Conference held in Budapest with relevant agenda and 33 participants including 6 journalists. Limited attendance by development offices - 14 in total with only 1 from the EU and 2 from government departments.</p>
<p>Young EU Journalists prize</p> <ul style="list-style-type: none"> ➤ At least 50 journalists enter media prize. ➤ Prize winners and entrants are more systematically informed on minority and MDG issues and include these in their output. 	<p>One prize awarded. But with two rounds of publicity and a relaunch only 25 applications were received.</p> <p>Informal and ad hoc contact with some entrants after the competition.</p>

b) Achievements and challenges

Journalist visits

The evaluation found that all six high profile journalists who attended Southern training events were extremely positive about the value of their visit. They cited benefits as the new contacts, experience and the improved quality of their outputs by being able to report from the ground rather than from a European-based office. They all produced features or programmes as a result of their trips which were published or broadcast. The journalists gave very positive feedback on their experience.

"Of course the stories are different because I was there. I could see with my own eyes and describe it. I could see how people react when I talk to them. People speak differently face to face. I think they are more honest".

EU Journalist who visited Mbororo people of Cameroon with MRG.

"It was very useful for me. We visited indigenous communities - bushmen. It was very interesting to see so closely. I wrote some articles on this. For example, on another tribe also forced from their land in Kenya to enable a new safari park [to be built]. They now live in Botswana. I made personal contacts ...My outputs were different. To see it with my own eyes sometimes I have different views and better understanding. I made personal contacts in Botswana. I did more later for example, I followed up with the Masai woman at the Budapest conference. What she said about their work was very interesting. She was critical of the large aid agencies. It was good to do an interview with her".

Journalist, Hungary.

However, even these journalists talked about how their visits to the Minority Voices website and contact with MRG generally had dropped off since the dedicated MRG staff member in Europe (who is currently on sabbatical from her post in Budapest and will return). To sustain their interest is likely to need sustained input particularly in the current media context of constrained finances when many face more challenges to get editorial support for this subject matter.

Also some of the journalists' role has now changed with less emphasis on development so new contacts with their replacements' interest and skills need to be kindled.

Conference

The people who attended the conference evaluated it highly finding it informative. Journalists reported learning more about development. But journalists particularly valued the possibility to interview representatives from the minority groups outside of the conference. CSO representatives reported finding it useful to learn more about EU policy for their own work. However, the overall attendance by media and particularly policy makers was low.. MRG did make much effort to secure more participation from Brussels-based officials but with limited success. This was disappointing.

Young journalist prize

The Young Journalist Prize was successful in terms of motivating the prize winner and enabling him to create features which would not have been possible without the prize funds. He said:

" It was a great opportunity. I had a really good experience. It was a great opportunity to return to Bangladesh and investigate deeper. The prize made it possible to pursue this project. Even just coming over to London was a great boost. I am mostly working alone as a freelancer. I hang out with other journalists. But mostly I'm working alone. This was a welcome boost. To be told that what I'm doing is good and to carry on."

He plans to visit again later this year so the impact is being sustained. The feature he produced appeared in Swedish Amnesty Press and Norwegian Refugee Council (forthcoming).

However, MRG faced problems in implementing the Young Journalists' Prize. Even with a lesson learning session and relaunch of the prize only 25 submissions were received. MRG has continued to have informal contact with some of these journalists which is likely to help sustain their interest in minority issues and mean they report these accurately .

c) Conclusions

Providing opportunities to develop more contacts between journalists and minority communities is most likely to produce more coverage with minority community perspectives in the EU media eg through journalists trips to the South and individual meetings with representatives of minority groups visiting the EU. The strategy was successful.

The journalists' visits were an effective way to promote more coverage in their media outlet, to promote their interest and expand their contacts and experience. The benefits are two way with participants in the training benefiting from the journalist too. However, this relationship needs to be sustained and new contacts made when the journalist shifts post.

The project's experience raises the question of the value of a conference as a means to reach policy makers and media. While it can be useful as a centre-piece it is necessary to have associated activities built in to maximise the effects on media and policy. MRG did arrange for CSO interviews with journalists while they were in the EU. More meetings with development officials in Brussels and EU member countries would have increased the effects of the presence of the CSO representatives. But this would have additional budgetary implications and possibly travel challenges due to visa restrictions.

A prize proved to be an effective way to promote and sustain an individual journalist's prize winners' interest in covering minority issues. A useful suggestion from the prize winner for any future rounds was to link the prize winner with a more experienced journalist for advice and guidance around the issues of reporting on minority issues. However, the extent of this impact is very limited and concentrated on one individual. More systematic interaction with all applicants could increase the impact of the process. In addition, more advice and input from young journalists on how to present and promote the prize would be useful to find ways to generate greater interest if this worthwhile prize is repeated.

3.3 Results 3 and 4

Result 3: Increased access to EU based journalists/media for staff from minority organizations as a result of increased skills, confidence and contacts.

Result 4: Increased and improved online presence of minority organisations and the information available to journalists.

a) Planned and actual activities and results

<p>Design and run 12 media training events in the South, including training on developing websites and training materials and with follow up support</p> <p>At least 300 minority activists attend training and report increased skills and understanding of how to achieve coverage of their issues in the EU media</p> <p>These activists represent at least 150 organisations; approx 6 months after the training at least 100 organizations report that their EU focused media work has improved or increased.</p> <p>At least 20 minority orgs create or improve a website or work with new media in new ways</p>	<p>11 training events run covering the relevant topics.</p> <p>170 trainees with 43% of participants women</p> <p>Well over 20 websites and online presence set up and/or improved as a result of the training.</p> <p>All those interviewed and/or responding to the MRG and/or evaluation surveys reported their media related work improved but response rates do not allow a 66% (target) rate to be verified.</p>
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b) Achievements and challenges

a) Trainees

MRG ran 11 of the planned 12 trainings . The shortfall in the number of training workshops was due to budget constraints and the number of trainees recruited. There was good attendance of women at the courses overall despite at 43% being below the ambitious 50% targets. But 43% is good given travel and time requirements of the course which makes it difficult often for some women. There are some views among interviewees that not all the trainees were the most appropriate people to participate eg because they left their role shortly after the training or they were not in a role to be able to influence the organisation's media strategy.

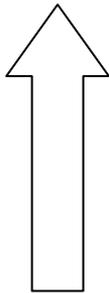
Longer time on the promotion of the workshops and for selection may ensure even better selection. Holding workshops closer to some of the organisations based outside of capital cities would possibly

increase the cost but enable more participation from smaller organisations and possibly then also more women.

b) Quality and benefits

Overall feedback from the training was very positive with MRG monitoring reports showing that nearly all, well over 90% of participants rated it as excellent or very good (the two highest ranking options).

The content of the workshops was highly relevant to participants. In the evaluation survey participants identified the areas they found most useful. This generates the list below which shows the ranking of content going from most frequently to least frequently identified as useful.



- Drafting press releases
- Video content production
- Developing website
- Interview techniques
- Holding press conferences
- Web-based communication
- Audio content production

However, it should be noted that all areas were valued by participants. There was a small preference in South America for more training in film and video and in Africa for press conferences.

Benefits of the training that participants identified were the opportunities to network with organisations from other countries and also those working on other issues or with different minority communities in the same country. A number of respondents had maintained contacts with people they met during the workshop although respondents were also keen for MRG to play a greater role in facilitating this type of networking.

c) Results of the training

All survey respondents and interviewees were able to cite ways that they had been able to use the skills gained in their training. Well over half of the participants taking part in the evaluation were able to describe how they had spread their learning with their colleagues and also with other community based organisations. This multiplier effect is a significant result. It also suggests the importance of maintaining contact and providing support to the original participants as a channel to a greater number of beneficiaries. This finding supports MRG's own monitoring 6 months after workshops.

Some examples from participants of how they have applied their training

Freddy Blanco, Fundacion Afroamerica, Venezuela.

Fundación Afroamerica Works in socio-cultural education of communities of African descent in Venezuela through community-based communication projects

With the creation of our AfroTV in Barlovento, Venezuela, I've put it [the training] into practice by creating a blog, editing videos, audio and photos, for example...we've been able to break with the daily approach of the media. For example, on the television, we see ourselves as we want to see ourselves, not how people want us to see ourselves. I say this because people of African descent are presented on television as delinquents, prostitutes, drivers etc

Dinesh Jung Khati, Nepal

The training has been helpful for me to draft press release. Before I didn't have much idea. My interest is in developing video materials. I have been using the skills and further I learnt myself about it and utilizing in my work. I have lead a professional media team to develop a documentary in Dalit women issues in far-west where the skills from the training supported in my work.

I have tried my best to share my learning with my colleagues through conducting short workshop. I have given information about minority cases in local media. I have made a good network with the print and electronic media specially who are focusing on minority issues.

I have sent reports and news to international organization. Those news are covered in their newsletters, website etc. I regularly send the E-bulletin of FEDO to IDSN, IMADR and MRG. My news is also covered in MRG newsroom.

Yvonne, Corporwa, Rwanda

I co-ordinate human right activities, provision of legal assistance to members of the Batwa community having legal cases, lobbying and advocacy in favor of Batwa community. The sharing of my experiences with my colleagues has been demonstrated through the initiation of our website and also the writing of press release when my organisation organised the round table for the result from research of living condition of our beneficiaries after demolition of tradition houses called bye bye Nyakatsi. Also when I interviewed our beneficiaries on the field about their living conditions for our media program passed to private radio every Saturday ...My organisation has the partnership with IWGIA (International Work Group for Indigenous Affairs. That partnership is focusing on media program which is the way of advocacy for our beneficiaries. Through this program the implementation of my knowledge are applicable in terms of interview techniques, drafting press releases.

The most significant results have been in organisations' subsequent engagement with local media. These have come from participants new skills as well as confidence gained from meeting the media in the workshops. The evaluation identified examples where participants felt that this local coverage had directly or indirectly contributed to positive change eg in policy, getting items on the agenda or attention to their issues .

Examples of participants media work achieving positive impact on policy and practice

Javier Diaz Espinoza, ASCUN, Uruguay

The tools I acquired during the training have helped with the development of the institutional blog. The way we relate at an institutional level with the press, and the way the press picks up our news from the institutional blog – they've worked with us to get interviews and to cover our issues better. We've shared the knowledge but it's difficult with a community that has barely been through primary level education, as is the case with people of African descent [here].

[Media coverage] helped us when the discrimination issue is on the agenda. One example was when aggression against young people of African descent in night clubs was denounced. Another was during protests on the situation of women of African descent on International Women's Day.

Sali Django, MBOSCUDA, Cameroon

Much effort was made to select information on MBOSCUDA development activities and this was provided to the person managing MBOSCUDA website to improve on the website. The work is being carried now to improve on our website. I had many interviews on local and national radio stations that were highly appreciated by the audience as they called to give feedback. MBOSCUDA as a member of the Civil Society organisations network in the NWR of Cameroon effectively participated on press release writing and our contribution was highly welcomed thanks to the learning from the MRG training in Yaounde

The government has engaged to revise the obsolete law governing the agro pastoral livestock sector and the media campaign carried out by MBOSCUDA thanks to the acquired skills from the training the government and other stakeholders had to ensure the Mbororo pastoralists participate in all the processes of the formulation of the law. The process is ongoing and MBOSCUDA and the pastoralists are effectively represented and this will continue right to end of the process when the law will be sent to parliament for endorsement.

Mohammed Shahid Reze, Nepal

The training helped us to increase the profile of Muslim minority people's issues in our local media. FFN had an interview with the Member of Parliament on the Muslim issues. That interview broadcasted from different FM station. As a result now government of Nepal committed to give separate identity for the Muslim in New constitution of Nepal after the long movement.

Tran Anh Tuyet, Fulture Identity and Resource Use Management Organisation, Vietnam

Land rights is a sensitive subject in Vietnam – journalists are hesitant to write about it. The political context is very sensitive. We have only one party. But we wanted to find a way to work with the media so the ethnic minorities have a voice.

The local government was not interested when we first approached it about land rights of this group. They were not helpful. We wanted to show that local people can manage the land and the local government should not give it to an international company. We did our advocacy but even after three years felt things were moving very slowly.

But then we made a documentary and organised a meeting bringing in the local government. We showed the film which took 30 minutes and then we took people to the field. At the end one officer from the Dept of Agriculture and Development asked for a copy of the film on DVD to show at a workshop. She said it was very good. This was beyond our expectation. By showing the film it made people want to learn more.

In the training it was good to get the involvement of the media. I learned about how to get issues into the media. Challenge of making an issue interesting to them especially if it is very local. So while our issue is local it is also part of a much wider issue across the country and region.

After the training we were in contact with Vietnam TV to cover another issue of an area where minority people were having problems. Vietnam TV said yes they would make a survey. They would find us. They did not want money which is surprising in work with media in Vietnam they just wanted one of our technical officers to work with them to get the facts right. Through that TV story we found opportunities to collaborate with other NGOs

Reaching EU audiences

Some participants in the workshops had gone on to upload stories onto the Minority Voices website but a high proportion, approximately half had either lost interest since putting up one or two at or following the initial workshop or had lost interest because of technical difficulties experienced by the website for considerable proportion of the project.

There were few examples cited by interviewees of contact with media which is high profile in the EU, though there were some examples. A significant proportion of interviewees did believe coverage in the EU and other international media was important both to influence EU-based donors but also as external pressure on their own governments. Interviewees cited coverage in the international media as more effective than local media in bringing about change. Furthermore, one participant cited the importance of such coverage as a means to influence EU-based actors who were the target of their advocacy for respect for minority rights.

CSO interviewees who had contact with EU media reported that they were surprised at the low levels of awareness of their issues among journalists from new EU member states.

In addition to the EU-media coverage enabled directly by MRG, participants cited the following examples.

The relevance of EU media

Vuthy Eang, New Bridge Across Cambodia

We are a legal awareness and education programme, teaching law to local minority and indigenous groups to be aware of land law. Advocacy also. Plus community development.

...Budapest was really useful for me. I learned about EU trade policy This help me with my current case which concerns the sugar company, Tate and Lyle. It is about access, ownership and use of land in Cambodia.... Tate and Lyle worked with a powerful tycoon and got access to our protected land, protected for minority groups. We filed a claim through the European parliament because this is a challenge to European policy. The policy is supposed to reduce poverty but they do not monitor its implementation. People have lost their land, their homes, become homeless.

When I was in Germany I was working on this issue. I took a member of the community with me to speak to them and give their testimony. This was televised live on German television. International media is important to us because European and other governments and institutions are targets for our advocacy.

Irfan Asgharali Engineer, Centre for the Study of Secularism and Society, India

International media is relevant because of our sectarian issues. Because there is little support at country or government level we need pressure to come from international. It was only the international and human rights groups put pressure after the pogrom in Gujarat in 2002.

Koech Evan, Endorois Welfare Council, Kenya

I use to film police harassment. I send it to local media. They use it sometimes. But Kenya is very political. Much of what you post will not be covered. If there is an independent way to post your views it would be good. We don't have an independent media here.

Esther Somoine, Centre of Indigenous Women and Children, Kenya

The international media is important for us because it influences the donors. They do not know that much about minorities and often we are in hard to reach or remote areas. It costs more for programmes to reach us. With the international media we can raise awareness of our situation. Donors can build us into their plans. I find they are getting a little bit better.

Participants recommendations

The most frequent recommendation from MRG training participants was for more follow-up. While some had received emails with some information from MRG regional information officers or encouraging them to upload stories to the Minority Voices website they had not received follow up support in media engagement. Participants' recommended:

- further focused training on specific media;
- refresher training;
- follow-up training as technology and access to it develops;
- hands-on support to guide and encourage the application of skills.

The frequency of these recommendations coming from over two-thirds of evaluation participants suggests that it might be more effective in the future to allocate a greater proportion of resources to follow-up even at the cost of reaching fewer participants. They commented that the training had provided a welcome overview of approaches to media but that more in-depth training was required.

Other recommendations included:

- more emphasis on reporting minority issues and particular challenges eg legal, dealing with danger, language issues.
- more time on how to link to international media -eg provide data and opportunities to meet the regional contacts for EU media, discuss how to approach them, arrange to meet them.

c) Conclusion

The training workshops were highly rated by participants. The content was relevant and style of training accessible. The participants were able to give practical examples of how they had applied their new skills and also shared these with colleagues. Some had examples of how their improved media engagement had resulted in policy and practice results. There had been much more limited engagement with the EU media though a significant number of interviewees viewed it as important. Most expected that either Minority Voices or MRG would fulfil this task or at help them with linking with EU media. Follow-up training and support to participants on the training would enable even greater application of skills from the training and engagement with media.

4. Overall and specific aims

4.1 Specific aim

Minority Voices aims "To provide a mechanism for EU based journalists to quickly and cheaply identify stories and contacts in the South (with a primary focus on Minorities and the MDGs) and to build the capacity of minority organisations in the South to engage EU based media."

The indicator of success was set for the specific aim was at 300 media reports each year in the EU, featuring programme partners/material gathered from improved websites/ web portal/ trainees.

MRG achieved this target and its monitoring service identified the following coverage which can be directly linked to the Minority Voices project.

2009	300
2010	288
2011	348
Total	936

Use of these figures for an indicator has its drawbacks in that it makes it difficult to distinguish between coverage stimulated by Minority Voices in particular rather than other media work of Minority Rights Group. However, these figures are most likely to under-estimate the actual coverage because monitoring was only able to pick up features which name MRG in their reports. In addition, quite a number, particularly in Eastern Europe were missed by the paid monitoring service

though picked up by MRG themselves. This suggests there was a substantially larger number of mentions of minority issues.

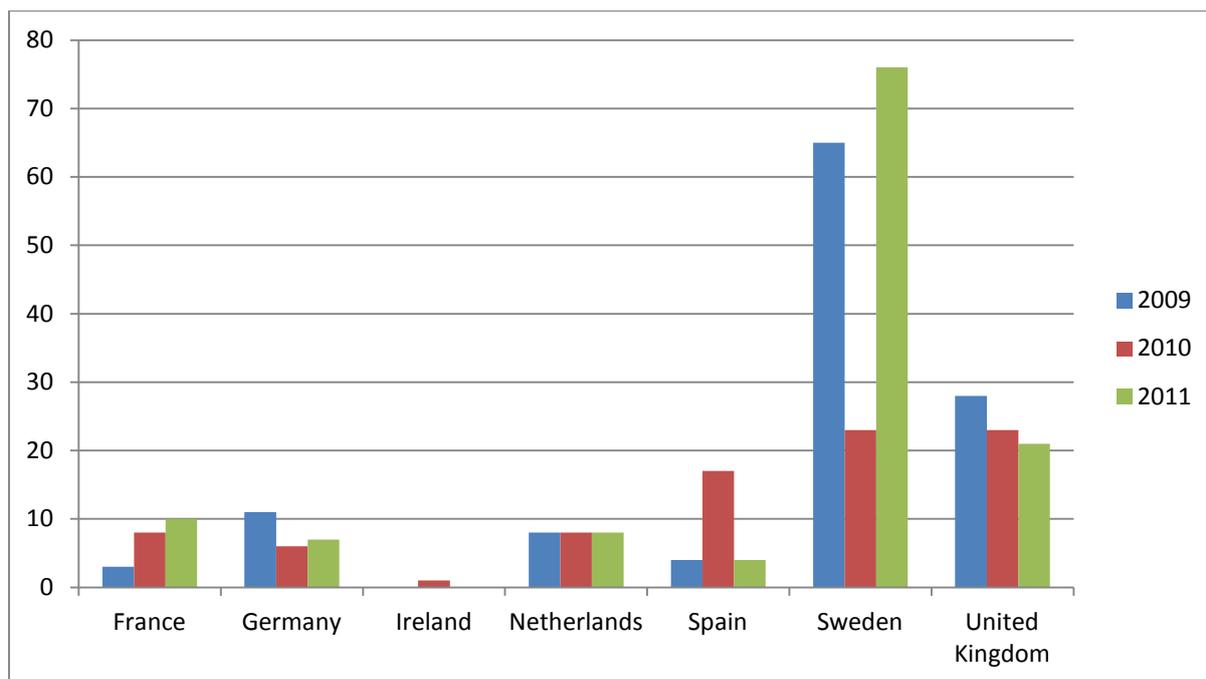
The launch of MRG reports (State of the World Minorities and People Under Threat) is the issue most covered in the media.

The tactic to hold launches outside of the EU certainly increased local media coverage in those locations, which given the online nature of many media outlets produces material available to global audiences. They also produced media content for international outlets such as Reuters and BBC. For instance, a BBC journalist based in Nairobi interviewed for the evaluation reported producing programmes following his attendance at the launches. The launches in these countries attracted a good number of media representatives for instance, 25 journalists at Nairobi launch in 2011. But launches in Europe were less well attended with for instance only three journalists at the Warsaw launch of People Under Threat in 2011.

The evaluation's analysis of MRG's media target lists for EU media show a good identification of the key outlets and journalists in the target EU countries producing content for outlets across the political spectrum. This included journalists based outside of the EU in developing countries but who report either for EU-based media or for global, online outlets frequently accessed in the EU eg Relief-web. These lists were particularly well-developed for East Africa where MRG has a permanent office in Kampala. However, the MRG lists within and outside of the EU had quite a number of errors with journalists now in new positions, moved on or not working in the identified outlet or even the media at all. Keeping such lists up-to-date is resource intensive but obviously important.

A further worrying trend is that while the project has had success in generating interest and coverage particularly from Eastern Europe and East Africa-based media there has been a decrease in hits from some of the high quality, mainstream EU western media. This may be due in part to the changing media context as well as focus of international news on the global and EU financial crises. It is exacerbated by increasing pressures on resources for international news reporting across all media.

The table below shows the MRG hits recorded by Meltwater in the named countries. It shows that that there is no upward trend which might have been expected as a result of the project. The new member states are not shown here because many of the media hits recorded by MRG for the new member states were not picked up by this monitoring system. This shows that overall hits in some West European media is actually decreasing and analysis of where the hits suggests a trend towards less coverage in quality, mainstream outputs than previously. However, while this results seems to be accurate for the project period MRG reports recent success and increase in MRG's media presence in Western European media following the latest launch of Peoples Under Threat 2012.



4.2 Overall aim

The overall aim of the Minority Voice project was to increase the inclusion of minority voices in media coverage of development issues in the EU especially in coverage relating to the Millennium Development Goals (MDGs) as well as to increase awareness among development policy makers of the specific needs of minority and indigenous communities in meeting the MDGs.

The indicator set was for "Ongoing higher attention to minority issues in the EU broadcast & print media. Key development decision makers report greater awareness of minorities and indigenous peoples and change policies to ensure that their needs are addressed."

To identify impact on this aim is very difficult. Some useful background material was put together by MRG on media coverage of development and minorities issues in the new members states at the beginning of the Minorities Voices project. But there is no baseline data for attention to minority issues in the EU broadcast and print media with which to compare. A much larger scale research project would be needed to identify such impact.

Furthermore it is difficult to know the extent to which MRG has contributed to the media coverage of minorities in EU media. But it is certain that the numbers of hits for the specific aim underestimate the coverage of minorities in the EU media. For instance, media analysis shows the following coverage in the target countries of some topics and communities key to MRG's work:

- Georgian minorities (which MRG issues a briefing report on) - received- 15 mentions in EU media in Sept-Oct 2011
- Masai - 990 mentions alone in September 2011
- Dalit communities received 167 in September 2011.

- Pastoralists received 4 mentions.

In terms of reaching policy makers and their attention to minority issues in policy making, again it is difficult to assess the impact to date of the Minority Voices project. This is made even more difficult by the scope of the project which does not focus on particular minority communities or particular issues. A more focused monitoring system for the project following a set of indicative issues and or minority groups coverage in the media would help more detailed analysis of media and policy areas to see if minorities were included or not in policy debate and development.

It is well established that media coverage of an issue facilitates attention to it in policy-making. The combination of powerful stories told through film, broadcast and print reaching policy makers as well as the public can both ensure that a subject is on the agenda of policy making as well as that policy can be approved due to public support¹. Certainly without media interest it is often difficult for policy makers to allocate funds to minority community issues.

For this evaluation questions for policy makers were included in a parallel evaluation. They did not provide conclusive evidence but they did highlight the need for support for and greater coverage of development issues to be in the media. For instance, feedback from interviewees in Hungary noted :

" International development does not get media coverage, only a few journalists are engaged and they are not good at alarming politicians. International development policy is not interesting. International development as exoticism is interesting, but this sort of coverage is not very questioning. Development departments' room for manoeuvre is quite limited, they cannot make a good case to those higher up for more money, so positive media coverage would help. The media is though focused on internal affairs"

In addition, information gathered for this evaluation shows that the project did succeed in reaching some key EU officials through the conference and also targeted key policy makers with its publications.

These have received positive feedback from some policy makers. These trends indicate the project's actions are going towards the intended overall aim but a larger study would be needed to explore this in more depth.

5. Discussion- six key issues

5.1 External environment -challenges and opportunities

In a project of three years duration, and indeed nearly five years from conception to completion, unexpected developments in the external environment are almost guaranteed. There were major events during the years' of the Minority Voices project implementation with the global financial

¹ see for instance Panos - Getting into the Kitchen which discusses the role of the media to link research and evidence to policy making processes. <http://panos.org.uk/resources/getting-into-the-kitchen/>. Also work by the Overseas Development Institute at <http://www.odi.org.uk/rapid/tools/Documents/Framework.pdf>. And for a discussion on links between public attitudes to action on poverty, policy and the media see <http://www.jrf.org.uk/publications/public-support-eradicating-poverty-uk>.

crisis and its repercussions for aid budgets, European financial crisis, scrutiny of aid and financial squeeze for the media already struggling to cope in some places with adapting to the rapid growth in the public's use of online sources for news. MRG coped well with these trends for instance incorporating unplanned use of social media including facebook and twitter to promote its news. This produced results with for instance facebook becoming the chief driver of traffic to the Minority Voices website and tweets leading to increased coverage of news stories eg MRG report spikes in interest in the launch of the documentary film on Colombia as well as considerable interest generated on Twitter concerning material posted on the Newsroom about Burma.

There is little the project could do about the financial crisis but the reports from journalists in the evaluation reveal a stark change in editorial priorities displayed in a reduction in space in terms of pages, air time and number of outlets covering development topics . This trend highlights the need for such a project. It suggests for MRG the need for even greater attention to the promotion of their stories and other resources eg contacts, case studies, potential interviewees and background briefing material to make reporting these stories more efficient for journalists.

It also suggests the need for an even clearer argument to media, public and policy-makers alike about why attention and resources for minority and indigenous communities issues matter when Europe faces its own crisis and being clear if this argument is based on moral, self-interest or other bases. This will help journalists argue the case to editors.

5.2 Marketing Minority Voices-balancing supply and demand

Given the delays in the development of the website the Minority Voices project has not progressed as far as planned in reaching audiences of journalists, public and policymakers. This is also partly due to limited marketing of the website. The evaluation found that most journalists interviewed were not aware of the site or what it could provide them. The journalists who were aware were those who had participated in the MRG's training workshops and who MRG press officers had followed up with stories and similar.

The budget reveals very limited resources for marketing of Minority Voices and there is not a corporate plan for its promotion with strategies for how to reach the different audiences. Furthermore, some of the contacts lists of key targets are now out of date. To achieve the maximum impact with this type of project more resources are needed for the promotion and support to the key audiences to take up the resources and materials MRG is making available be that stories on Minority Voices or other contacts and information materials.

The Minority Voices project has produced excellent materials and resources that are respected and viewed as authoritative. However, to some extent the production of materials, producing the outputs of films, reports, website and training workshops has taken precedence over the ongoing support and communication to ensure the application of skills by trainees and use of MRG resources by journalists. A greater emphasis to the demand end of the project to balance the attention to supply of materials, and associated resourcing of this could help achieve greater impact.

5.3 Value for money

MRG has achieved a great amount on a tight budget. This has been even further challenged as some costs went up fast during the project time eg fuel and transport costs. The level of outputs produced with the resources available is impressive. This is in part due to the commitment of the MRG team many of whom often contribute over and above the resourced time for outputs. It is also due to running complementary programmes alongside each other eg the MRG advocacy programme is now resulting in increased numbers of people producing materials for the newsroom, the UN Forum for Minority Issues provided an opportunity to promote Minority Voice materials.

However, at times a larger budget eg for marketing, maintenance of website, more follow up on trainees and resourcing of time to meet and maintain relationships with a greater number of journalists would be likely to enable the project to jump to another higher level of impact.

5.4 Scope, scale and focus

The project includes all minority and indigenous communities and themes they find relevant to them, particularly those relating to the Millennium Development Goals. This is very good in terms of producing a globally relevant product/newsroom and empowering minority organisations by not dictating to subjects to cover. The identification of ten focus countries went some way towards trying to limit the very wide parameters of the project. But the limited impact of it in some target countries eg Ireland indicate the scope was still too wide for the available resources.

However, a more focused approach could have greater impact. Having focus themes for each year's workshops, materials and MRG outputs (which does not mean that only this theme is in stories which feature on the newsroom, it is more about where MRG staff concentrate their time, rather than the CSOs who upload stories) would be likely to enable greater impact at policy level particularly if it is linked to policy making opportunities coming up that year at the global level. Encouraging (but not dictating) outputs for the newsroom on the key themes for the year (or longer) would help build this body of information and media coverage on particular themes. This does risk turning the newsroom into something that could be perceived to be more of a campaign on certain issues and so care would be needed to ensure any focus did not exclude other stories that respond to issues and news of the day. An alternative is to have more focus for the monitoring of the coverage of certain issues combined with a larger budget for the project to enable more attention to marketing and promotion.

5.5 Impact

More baseline data and research is needed to be able to determine the broader and longer term impact of Minority Voices. Funding for such research would produce important material in itself eg on the extent that minority voices are reporting in media in EU countries as well as in important baseline from which to judge success.

However, it will also be important to build in allowance for the increasingly difficult context that MRG and similar organisations face to get minority issues onto the media in the EU. The evaluation heard many times about the cuts being made in the media and decreasing space being given to development issues in general.

We are really under pressure now. We used to have four people around the clock on this desk. Now we have one.

BBC, World Service, Africa Desk

It's difficult to publish these issues these days. The financial crisis has even literally reduced the space for them - the magazine used to be 100-120 pages - now it's only 80. We used to have 6 foreign affairs articles. Now we have 4. With the Chinese economic slump, Arab Spring, European financial crisis it's difficult to get space for minority groups issues and stories. It's more difficult too to convince the editor. The arguments that work are that we have not covered this country for many years, people should be informed of it and I can write a colourful article. But this situation is not only Hungary.

Journalist, Hungary

Even to maintain the current coverage is an achievement in this climate but a greater level of coverage should remain an ambition, recognising the resourcing this will need.

5.6 Sustainability

Through Minority Voices and other projects MRG has built an excellent network of minority and indigenous organisations around the world with skills and interest to speak to international audiences. While some may be able to do this independently most will need an intermediary in the EU to reach EU media. Many organisations expressed their interest to contribute to Minority Voices but also commented on how this task will often drop down their to-do list as more urgent local day-to-day demands come first. They value MRG's role in encouraging them to create stories to upload.

MRG similarly has built good links with many in the media in the EU. They value the role MRG plays particularly in identifying stories, minority angles and providing contacts for them to interview. Journalists thought MRG can go further play a role in raising awareness of minority issues in development and providing access and contacts with minority organisations particularly through a customised approach to individual journalists which has worked well in new members states.

With these trends it seems likely that the role of an EU-based organisation to provide a link between some media and minority organisations will be needed for some time. MRG needs to develop a plan for how to sustain this through Minority Voices and its other work. For sustainability of results there will need to be refresher and follow up training for workshop trainees, maintaining contact lists up to date, circulation of materials and information and getting to know and keeping contacts with media targets across Europe and their links the South.

6. Conclusions

MRG has effectively established the Minority Voices newsroom. A steady stream of stories are now being uploaded from minority and indigenous peoples around the world.

MRG has produced authoritative and respected materials on minority and indigenous issues relevant to the Millennium Development Goals.

MRG has effectively trained a network of representatives from minority and indigenous organisations who have improved their use of media to engage people locally and are interested to do so internationally.

Delays and over-ambitious targets mean some targets and higher aims of the project were not reached. There is an ongoing need for MRG to maintain the Minority Voices website, to promote material and to keep the networks of CSOs and media "warm" for the initiative to reach its full potential impact.

There was a need for greater attention to the "demand" side of the project, promoting the materials and helping create the demand in the media for MRG's stories. Journalists request the news element, the human story, be more accessible in reports and outputs be more tailored to be easy-to-use by the media to support their reporting. More follow-up training and support to CSO trainees would have helped build even more engagement with the local and international media.

The Minority Voices project funding has now finished. Plans for its future are still in development. It has clearly established it can fill a role to promote minority and indigenous people's stories in the media through a combined strategy of training, running a newsroom and engaging with individual journalists. Attention to the areas outlined above will enable it to do this with more impact.

A major issue is the sustainability of such a mechanism as Minority Voices website and other activities. Feedback from the CSOs around the world indicates that many will benefit from ongoing technical support to engage with the international media. Journalists in the EU are working under increasing time and resource pressures and also reported that they appreciate MRG's work to bring these stories to their attention with extra information resources and contacts. MRG's role, carried out in this project through Minority Voices as an intermediary with the media as well as capacity builder of minority and indigenous people's organisations should continue.

Given the challenges in the current financial and media environments it is likely that support for sustaining such a mechanism as Minority Voices will need to continue to be through grants, sponsorship or similar sources. To gain funding :

- a) **MRG** should develop ways to quantify the results of more attention to the "demand" side of the project to be able to justify the request of funds for people's time on marketing and communication rather than for materials and other outputs. Donors are more likely to fund these outputs if a case is put in terms of results;
- b) **Donors** need to be willing to fund the real-people costs of producing such results allowing for risk-taking, innovation and learning along the way

- c) **MRG** will need to develop ways to be able to demonstrate effectiveness of its projects such as Minority Voices at the outcome and impact levels of influencing media coverage and policy. A monitoring system that includes the following elements may go some way towards that:
- collects data on media coverage of specific issues or regions for a set time period as indicators of overall impact
 - support minority groups to monitor their own success in stimulating local and international media coverage and then aggregate this
 - focus monitoring on specific policy areas or themes that are at crucial development or decision-making time to identify if minority and indigenous people's issues are considered in that time.

The Minority Voices project has gone a long way to establish an effective mechanism and means to achieve the overall aims . The strategies of training, production of information resources, provision of contacts and creating links between media and minority and indigenous organisations and an accessible newshub are effective. A future phase is needed to maximise the impact of the project and in particular this needs the scaling up the marketing of Minority Voices. MRG will also need to continue its role as an intermediary for some CSOs and journalists, highlighting stories, minority angles on current issues, resources and contacts.

At this time of financial difficulties for the EU aid and development spending is coming under increasing pressure and scrutiny. There is an accompanying focus on value for money. Media coverage which shows the situation of minority communities, often more difficult to reach and thus more expensive, can build understanding of their situation. Such coverage will both help to build interest to shape policy making to be responsive to minority interests and also build public support for such aid and development policy.

Annex 1 Visits to Minority Voices Newsroom 1.9.10-31.12.11

Visits to Minority Voices Newsroom 1.9.10-31.12.11

Country/Territory	Visits	Rank	Pages/Visit	Avg. Visit Duration	% New Visits	% of total
United Kingdom	5,250	1	4.11	00:05:54	49.16%	21.10
United States	3,660	2	1.7	00:01:10	88.11%	14.71
India	1,015	3	2.85	00:02:28	85.22%	4.08
Colombia	893	4	1.52	00:01:27	90.26%	3.59
Australia	862	5	1.49	00:00:58	50.81%	3.47
Canada	845	6	1.81	00:01:31	81.54%	3.40
Kenya	763	7	2.43	00:03:22	59.37%	3.07
Germany	729	8	2.49	00:02:51	63.37%	2.93
France	512	11	1.74	00:01:11	86.13%	2.06
Spain	424	14	1.84	00:03:12	83.25%	1.70
Hungary	310	16	3.92	00:04:17	50.65%	1.25
Netherlands	299	17	2.47	00:02:11	79.60%	1.20
Sweden	260	21	1.93	00:01:49	78.08%	1.05
Poland	142	30	2.82	00:03:14	79.58%	0.57
Ireland	91	40	1.74	00:01:19	89.01%	0.37
Czech Republic	78	45	2.82	00:02:00	80.77%	0.31
Total	24,877		2.48	00:03:00	70.95%	100.00

Annex 2 Minority Voices visit by City

Minority Voices visits by City - 1.9.10-31.12.11

City	Visits	Pages/Visit
1 London	1,682	5.08
2 Norwich	631	6.19
3 Nairobi	576	2.53
4 Phnum Penh	524	2.18
5 (not set)	505	1.73
6 Melbourne	494	1.18
7 Bogota	364	1.33
8 Kensington	311	2.66
10 Budapest	255	4.43
11 Bangkok	243	2.19
12 New York	209	2
13 Kathmandu	183	3.78
14 New Delhi	173	2.1
15 Kampala	169	2.06
16 Colombo	162	2.51
17 Madrid	152	1.54
18 Washington	151	1.7
19 Berlin	142	3.11
20 Kuala Lumpur	134	1.82
21 Manila	131	1.96
22 Paris	122	1.68
23 Birmingham	114	3.12
24 Lambeth	113	2.62
25 Harare	113	1.34
26 Copenhagen	111	3.56
27 Chiang Mai	111	1.89
28 Sydney	107	1.97
29 Brussels	103	2.46
30 Poplar	100	2.81
31 Medellin	98	1.31
32 Cali	96	2.69
33 Gaborone	91	2.74
34 Vancouver	91	2.05
35 Singapore	89	1.53
36 Mumbai	88	2.83
37 Bangalore	85	1.94
38 Dhaka	81	2.48
39 Toronto	78	1.82
40 Geneva	78	2.4
41 Yaounde	78	4.85
42 Warsaw	77	3.6
43 Rome	66	2.38

44	Quezon City	66	2.39
45	Pescara	64	5.69
46	Santa Barbara	64	3.94
47	Buenos Aires	63	4.41
48	Montreal	54	1.65
49	Tbilisi	53	1.74
50	Jakarta	53	1.75
51	Prague	52	3.25
		18,602	2.54

Annex 3. Most viewed pages 1.9.10-31.12.11

Page Title	Page views	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
Minority Voices Newsroom: Upload / download / share: untold stories of the world's minorities and indigenous peoples	7,289	5,244	00:01:46	41.87%	32.69%
News - Minority Voices Newsroom	4,424	2,259	00:01:11	41.10%	15.35%
Login - Minority Voices Newsroom	3,286	2,254	00:01:17	33.09%	17.99%
Upload - Minority Voices Newsroom	2,952	1,694	00:02:12	19.70%	8.47%
Search News - Minority Voices Newsroom	1,567	1,229	00:00:58	50.24%	25.78%
- News - Minority Voices Newsroom	1,512	1,024	00:02:26	62.20%	24.27%
Nuevo documental de MRG y Hollman Morris: El Oro para Suarez - Minority Voices Newsroom	1,285	1,183	00:07:10	85.66%	82.65%
About - Minority Voices Newsroom	922	717	00:01:39	54.60%	31.02%
Contact - Minority Voices Newsroom	627	503	00:01:44	52.63%	29.35%
Laos: Minority Hmong may be held at abusive detention centre, - Minority Voices Newsroom	547	472	00:02:37	81.67%	77.88%
Religious minority activists in Malaysia discuss problems facing - Minority Voices Newsroom	479	463	00:02:20	96.85%	92.48%
State of the World's Minorities and Indigenous Peoples 2011 - News - Minority Voices Newsroom	439	367	00:02:02	55.86%	52.39%
Photo story by Eric Lafforgue: Stick fighting day in Suri tribe, - Minority Voices Newsroom	415	349	00:02:21	70.07%	66.51%
The Tonga People in Zimbabwe: A forgotten people. - News - Minority Voices Newsroom	376	338	00:03:04	85.49%	80.59%
Himalayan glacier melt will affect 1.3 billion people: scientists - News - Minority Voices Newsroom	363	330	00:03:00	86.57%	77.69%
"There is nothing like a Zimbabwean culture. There are Zimbabwean - Minority Voices Newsroom	353	304	00:02:55	81.67%	71.95%

Interview with Akli Bessadah: an Amazigh who escaped Libya Â· News Â· Minority Voices Newsroom	348	263	00:02:23	61.27%	46.26%
Iran: Stop Ethnic Cleansings In Ahwaz Â· News Â· Minority Voices Newsroom	331	290	00:02:48	83.86%	76.13%
La Esgrima de Machete y BordÃ³n SÃmbolo Cultural de Puerto Tejadaâ€¦ Â· News Â· Minority Voices Newsroom	330	219	00:01:29	49.47%	50.61%
MRG Visit a Dalit community in the southern Indian state of Tamilâ€¦ Â· News Â· Minority Voices Newsroom	283	242	00:01:17	73.91%	37.10%
Al-Ahwaz: Iran's best-kept dirty secret Â· News Â· Minority Voices Newsroom	279	218	00:03:12	61.11%	53.41%
Traditional methods a useful tool for conflict resolution inâ€¦ Â· News Â· Minority Voices Newsroom	275	250	00:06:08	86.61%	86.18%
Thailand: Education desperately needed for migrant and statelessâ€¦ Â· News Â· Minority Voices Newsroom	265	230	00:03:57	77.40%	67.17%
Recherche actualitÃ©s Â· Minority Voices Newsroom	235	179	00:01:01	45.21%	31.91%
Recover password Â· Minority Voices Newsroom	219	73	00:01:06	61.54%	8.68%
Noticias Â· Minority Voices Newsroom	204	96	00:00:28	83.33%	12.25%
An ancient language, and a people, face extinction in Cambodia Â· News Â· Minority Voices Newsroom	203	167	00:02:17	71.54%	59.61%
The situation in the Syrian Kurdish areas worsens Â· News Â· Minority Voices Newsroom	200	166	00:05:20	69.09%	55.00%
Deforestation, corruption and evictions: the Ogiek of the Mauâ€¦ Â· News Â· Minority Voices Newsroom	199	183	00:03:55	88.46%	79.40%
Maasai Pastoralists of Soitsambu Village, Tanzania assert theirâ€¦ Â· News Â· Minority Voices Newsroom	197	166	00:02:56	76.00%	65.48%

Annex 4 Interviewees

a) Civil Society Organisation - trainees

Abia kavei, Mbanderu Youth Association, Botswana

Anita Bishankha - Nepal National Dalit

Cherono Rorian, Ogiek People's Development Programme, Kenya

Claudia Parra, journalist and secretary of the Confraternidad de Agrupaciones y Familias Afroariqueñas, Chile

Adeline Vargas, director general of the Fundación Etnia Verde, Tumaco, Colombia

Dev Kumar, Ethnic media Foundation, Nepal

Durga Soba, FEDO, Nepal

Esther Simoine, Founder, Centre for Indigenous Women and Children (CIWOCH)

Hozefa Aman, Aman Samuday, India

Irfan Asgharali Engineer, Centre for the Study of Secularism and Society, India

Javier Diaz Espinoza, Asociacion Cultural y Social Uruguay Negro (ASCUN)

Koech Evan, Endorois Welfare Council, Kenya

Maryann Ntasian Lekisemon, Rural Women Development Network, Kenya

Miriam Iglesias, Coordinadora Nacional de Mujeres Negras (CONAMUNE), Ecuador

Miriam Kedoki, Enaitoti Community Base Organisation, Kenya

Neth Prak ,Local activist, Bunong people in Mondulkiri, Cambodia

Oswaldo Bilbao, Centro de Desarrollo Etnico (Cedet), Peru

Stella Kasura, Narok Youth Coalition Organisation , Kenya

Tran Anh Tuyet, Future Identify and Resource Use Management Organisation, Vietnam

Vuthy Eang, New Bridge Across Cambodia

b) Media

Anna Colman - Film-maker - A Journey to Imja Lake: Climate change in the land of the Sherpa, UK

Anita Komuves, Népszabadság, Poland

Bertil Lintner, Svenska Dagbladet, Sweden based in Bangkok

David Koubek, Foreign desk reporter, Czesky Rozhlas, Czech Republic

Hana Scharfova , *Czech television* Ceska televise.

Imre Keresztes, HVG, Hungary

Jedrzej Winiiecki , Foreign Desk, Polityka Weekly, Poland

Juan Pablo Morris, Morris Producciones, Columbia

Katy Migiro, Reuters, East Africa Correspondent

Martin Řezníček, Head of International Desk, Czech TV News

Mary Harper, BBC Africa Editor for World Service (Radio)

Mohamed Ali, BBC, Nairobi

Monika Rebala, Polish-language edition of *Newsweek* magazine

Olly Baratto, Deutsche Welle, London main correspondent

Paddy Smyth, Foreign editor, Irish Times

Per Liljas, freelance journalist, winner of MRG EU young journalist prize

Peter Moszynski, Sudan specialist- freelance but writes for Guardian, produces films for Ch 4, BBC, Al Jazeera, etc

Samira Ahmed freelance provider for Channel 4

Wojciech Cegielski, foreign news correspondent, Information Agencja Radio (IAR) - Radio News Agency, Poland

c) Minority Rights Group

Bernadett	Sebaly	Budapest MRG media officer
Beth	Walker	Commissioning editor
Carl	Soderbergh	Director of Policy and Communications

Claire	Thomas	Deputy Director
Emma	Eastwood	Media and events officer
Farah	Mihlar	Former media officer
Irwin	Loy	Asia RIO (since Sept '11)
Jasmin	Quereshi	Current web and production coordinator
Jolly	Kemigabo	Head of office Kampala
Maurice	Bryan	Honduras_Amerocas RIO
Mohamed	Motavu	Kampala_Africa RIO
Ex-staff		
Jared	Ferrie	Former Asia RIO
Joanna	Hoare	previous commissioning editor
Kristen	Harrison	previous web and production until 6.11
Preti	Taneja	commissioning editor pre Joanna

Annex 5 Survey and interview checklists

Minority Voices Evaluation

You attended a media training course run by the Minority Rights Group. We would like to hear about your experience since then. This is part of an evaluation for the EU of the Minority Voices project. We would very much appreciate it if you could take 10 minutes to respond to the following questions by email. Please send you replies by **Wednesday the 25th May**.

- Please give details of your role in your organisation and 1-2 sentences on its aims.
- Which training course did you attend? Training sessions were held in
 - Kathmandu, Nepal October 2009
 - Pnom Penh, Cambodia, May 2010
 - Mumbai, India December 2011
- What were the most useful parts of the training for you? The 5- day training included sessions in :
 - drafting press releases
 - interview techniques
 - holding press conferences

- d) developing website
- e) web-based communication
- f) Audio content production
- g) Video content production
- g) other (please give details) .

4. What follow-up support did you receive from MRG, after the training course?

5. **How** have you used what you learned on the training? Please provide specific examples.

6. How have you been able to share what you learned with colleagues?

7. Has the training helped you to increase the profile of minority or indigenous people's issues in your local media? Please give specific examples.

8. Have you had contact or coverage in the EU-based media? Please give specific examples.

9. Have you tried to up-load a story to the MRG website Minority Voices? If so what was the result?

10. Please give any other reflections or recommendations on how the training and support could be improved in a future programme?

11. Would you be willing to be contacted for a short telephone interview to discuss your experience?

Yes No

12. Would you be happy to be quoted by name in the evaluation report or do you prefer to be anonymous?

Quote by name Be anonymous

Do please share any further comments or let us know if you have any questions. I look forward to hearing from you soon.

Thank-you!

Interview checklists

Civil Society Organisations and others who have uploaded info on Minority Voices

1. Please give details of your role in your organisation and 1-2 sentences on its aims.
2. What contact have you had with Minority Rights Group over the past three years.
3. Relevance of and experience with the media
 - is coverage in the media important to your organisation. Please explain why.
 - Is coverage in the EU media important to your organisation. Why.
 - please describe how you engaged with the media before the MRG training.

3. Trainees

- Please describe the skills you have gained as a result of the training and how you have used these.
- Have there been other benefits in the training (Eg confidence)
- What contacts do you have with journalists- in country, region and those in or with links to EU?
- Have you had success in gaining media coverage since the training. Please give specific examples.
- How do you think the training helped in this process (if at all).
- What developments have you made to your website and/or other use of social media /online.
- What have been the results of these introductions
- What have you changed in how you engage with the media since the training?
- How have you used the training and/or resources provided by MRG? (specific examples)
- How do you monitor if the media covers your issues?
- Has the training helped you to increase the profile of minority or indigenous people's issues in other ways.
- Have you had contact or coverage in the EU-based media? Please give specific examples.
- What do you think is the best way to access EU media?

4. Use of Minority Voices

- How did you hear about Minority Voices
- please describe your experience of using/up-loading a story to the MRG website Minority Voices?
- What was difficult and what was easy
- Do you think there are changes to make to the site
- Please describe any feedback you have received from your article being on the site.

5. MRG resources

Are you familiar with the resources MRG produce - State of the World's Media annual report and occasional briefings on minority issues.

6. Please give any **other reflections or recommendations** on how MRG can support you to raise awareness of your issues with European audiences in the future through the media (and maybe in other ways)?

7. Would you be happy to be **quoted** by name in the evaluation report or do you prefer to be anonymous?

Journalists/editors eg who receive MRG outputs (have not made MRG sponsored visit)

1. Development in the media

- Could you describe how your newspaper/media outlet approach to international news and stories from developing countries in particular?
- Can you estimate how many stories there have been in that area over the past month?
- To what extent do the perspectives and issues of minority and indigenous people's feature?
- What are the issues people are interested in?
- Is there any evidence that coverage in your outlet influences policy makers or public opinion.

2. Relationship with MRG

Please describe the contact you have had with Minority Rights Group and its Minority Voices project eg prompts

- receive the reports- rapid response briefings
- receive annual State of the World's Media and People Under Threat reports
- receive press releases
- use Minority Voices.
- attended conferences and press conferences

3. MRG materials

Could you give your feedback on the materials you receive from MRG:

- are they authoritative;
- how have you used them (if at all)? Please give a specific example if possible eg a feature/programme based on one of the rapid responses.
- how could they be improved?
- What have been most useful? Least useful?

4. Minority Voices website - Are you familiar with the Minority Voices website?

- When did you last look at it? And before that?
- How do/could you use it?
- What are its strengths?
- How can it be improved eg what additional features/types of information would you like;
- How should it be promoted?
- Can you comment separately on the value of MRG providing print features, podcasts/audio and video.
- What else could it provide?

6. Have the outputs from the Minority Voices Project/MRG resulted in more coverage on minority issues on your paper/programme. Please give specific examples.

7. What recommendations do you have for MRG for how they can support you to produce more content on minority issues in developing countries.

You are supportive to this area, do you have other recommendations about how coverage in other less interested outlets can be promoted?

8. Any final comments, reflections or recommendations?

Journalists who made visits

1. The journalist and outlet

a) Please tell me a little about your paper and role in it

- circulation
- usual approach to international, development and minority issues

b) Before your visit to Kenya with MRG how much experience did you have reporting on development issues.

2. Feedback on the visit :

- the paper - their interest or resistance to this visit eg editor views- any difficulty with getting permission to travel, etc, interest, appreciation
- MRG preparation
- your role in the training
- impressions of the training - strengths and how to improve it.

3. Results of the visit

- What did you produce as a result of the visit?
- Was this in any way different from your usual coverage/features
- How frequently or unusual was it to produce this type of output in your paper
- Did you get feedback on it?

4. Longer term impact

- Has the visit and other contact with MRG had longer term impact on what you have produced and/or on your newspaper/radio programme etc.?
- Have you maintained contact with any of the organisations you met in Kenya?
- Have you maintained contact with MRG/Did it affect how you treat their material.
- Any other longer term contacts

5. Broader involvement

- are you aware of the reports MRG produce eg State of the World's Minorities. Do you find them authoritative? Do you use them - how?
- Are you aware of the website Minority Voices- do you visit it?
- were you involved in other MRG activities eg press conferences to launch reports etc.

5. Future recommendations

- What do you need to be able to produce more stories on minority issues in development.
- What are the obstacle you face
- What can an organisation like MRG do to assist.

Any other reflections or recommendations?

Annex 6 Terms of Reference

Minority Voices Project 2009-2011 Final Evaluation – Terms of Reference and call for Expressions of Interest

This project aimed to link minority activists in the South directly with journalists writing for EU media outlets via a webhub and other media related tools and outputs. It also offered training on targeting EC media outlets to minority activists in the south. The programme is due to end in December 2011 and we would like the evaluation to begin in December (if possible) and the report would be due to reach MRG by the end of May 2012. We would expect that the evaluator selected would have extensive experience of media work on development and human rights issues, in particular experience of using new media outlets and a very good knowledge of media outlets in the EU. S/he would also have a good knowledge of minority rights, capacity building in small organisations, experience of website management and development and of publications.

In the Logframe for the project the purpose/specific objective was:

“To provide a mechanism for EU based journalists to quickly and cheaply identify stories and contacts in the South (with a primary focus on Minorities and the MDGs) and to build the capacity of minority organisations in the South to engage EU based media.

The expected results were:

1. Authoritative information on minorities and the MDGs, of relevance to the EU media and decision-makers is available through a user- friendly attractive webhub.
2. Greater awareness among journalists in EU member states of minority issues within the field of development leading to increased inclusion of minority voices/issues in their work.
3. Increased access to EU based journalists/media for staff from minority organizations as a result of increased skills, confidence and contacts.

Output level

Referring to the logical framework, did we complete all of the **activities** as planned to a reasonably high quality? What problems were encountered at this level? How did they affect the activities and to what extent were they overcome?

Outcome level

Where completed as planned, did the activities contribute to the planned **results**? Where this was so, refer to evidence. Where not so, what factors intervened and explain how they impacted. Suggest ways that MRG tried to overcome any problems and how successful this was (or not). Document any changes in the external environment that may have helped or hindered the project. If there were any unplanned results (positive or negative) explain what these were and how they came about.

Impact level

If at all possible, make an assessment as to whether the results achieved are likely, over the longer term to achieve or contribute to the achievement of the **purpose** of the project:

If it is unlikely that all or part of the purpose will be achieved, why is this and is this something that could have been foreseen or overcome?

Specific tasks of the evaluator

- Read all project materials, review media coverage, review analysis of media coverage to report against project targets, review webhub design and content, review trainees' evaluation forms, review publications, films, e-bulletins, podcasts, dissemination lists, and notes of advocacy meetings /records relating to conference.
- Speak to MRG project staff: Carl Soderberg, Farah Mihlar, Emma Eastwood, Jasmin Quereshi, Beth Walker, Bernadett Sebály, Maurice Bryan, Mohamed Matovu, and where possible ex-staff Jared Ferrie, Joanna Hoare, and Kristen Harrison. If possible, visit MRG's London office twice to meet staff and discuss the programme with them or hold two conversations via skype.
- Travel to Budapest, Hungary and to either or both Nairobi and Kampala to meet with project staff and interview media, decision maker or training beneficiaries.
- Interview at least 20 potential media or advocacy targets in EC media outlets known to have been targeted by the project (10 from a list supplied by MRG, 10 selected independently) to assess the impact of the project on them (include variations in impact by gender, age, and other subgroups). Also check for positive or negative unintended consequences.
- Interview at least 20 trainees (10 from a list supplied by MRG, 10 selected independently).
- Report with an assessment of the effectiveness and impact of the programme and on lessons that MRG and others can learn for the future in similar initiatives. This should include an executive summary of around 2 pages.

There is no preset format for this evaluation although MRG is particularly interested to learn from it, lessons that we can apply in designing and running work with similar objectives in the future. It is essential that the evaluation also assesses how well gender has been mainstreamed in the work throughout. The evaluation would start in January 2012 and would need to be complete by or in May 2012. The evaluator will need to be independent of MRG, its donors, the

project targets and will need to demonstrate that no perceived or actual conflict of interests would arise during the evaluation.

The budget for this piece of work including the evaluators' fee, all travel, communication and other costs is between €5,000 and €7,000.

If you are interested in being considered for this opportunity, please send your CV and a covering letter setting out your relevant experience and your suggested methodology of tackling this evaluation to .thomas@mrgmail.org to arrive by 12.00 midday on Monday 12th December. MRG will endeavour to shortlist potentially strong candidates by Weds 14th December.