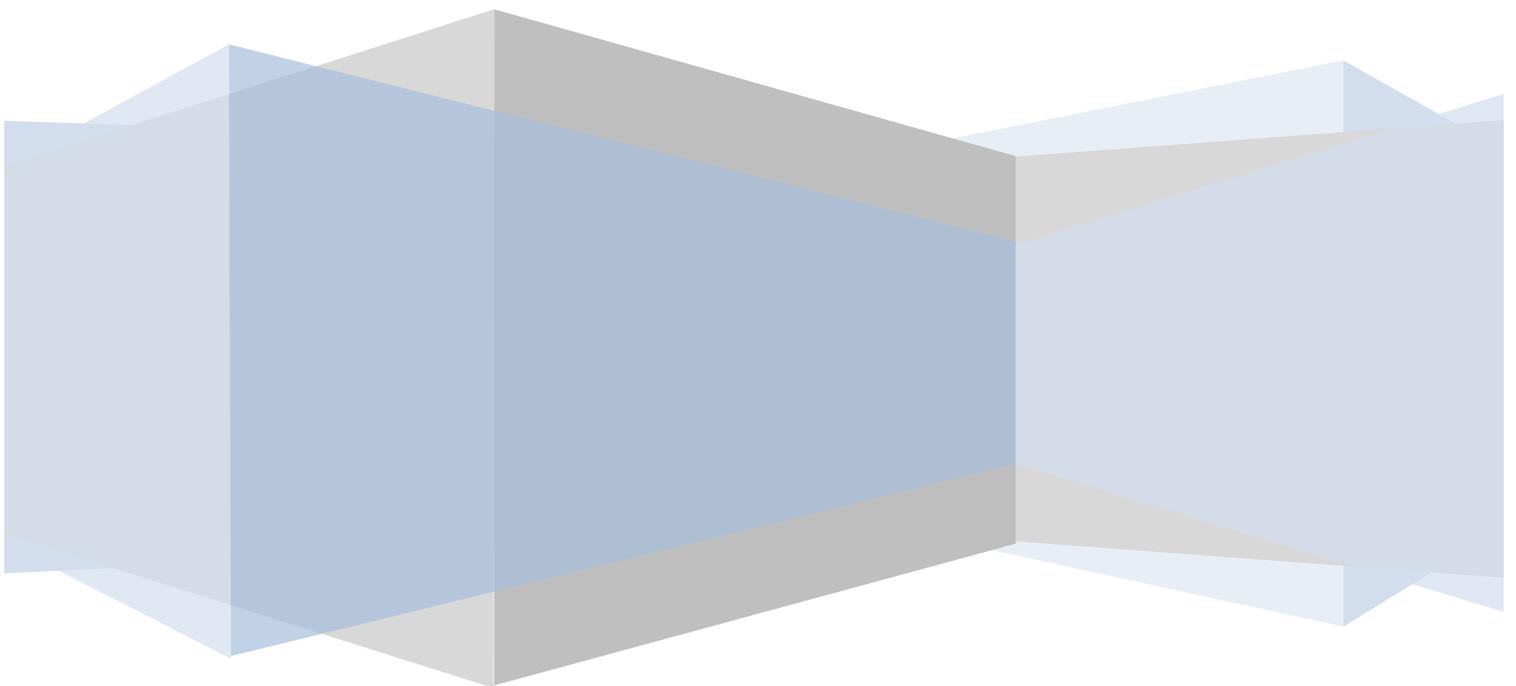


Minority Realities in the News

Final Evaluation

Teresa Hanley, July 2016



Contents

Executive Summary	iv
Acknowledgements.....	vii
Acronyms	vii
1. Introduction	1
1.1 Background to the project.....	1
1.2 Aims of the evaluation	1
1.3 The context.....	1
2. Methodology.....	2
3. Activities against the plan	3
4. Results	6
4.1 Result 1.....	6
4.1.1 Targets and results	6
4.1.2 Achievements and learning.....	6
4.1.3 Conclusion	10
4.2 Result 2.....	10
4.2.1 Targets and results	10
4.2.2 Achievements and learning.....	11
4.2.3 Conclusion	15
4.3 Result 3.....	15
4.3.1 Targets and results	15
4.3.2 Achievements and learning.....	15
4.3.3 Conclusion	17
5. Impact level.....	17
6. Themes and cross-cutting issues.....	18
6.1 Community benefits.....	18
6.2 Gender.....	19
6.3 Value for money.....	19
6.4 Partnership model.....	20
6.5 Sustainability.....	21
7. Conclusion and recommendations.....	22

Annexes.....	25
Annex 1 Terms of reference	25
Annex 2 Evaluation participants in interviews and group discussions	29
Annex 3 Documents reviewed.....	31
Annex 4 Summary analysis of Outputs for Minority Realities in the News	32
Annex 5 Evaluation Tools	40

Executive Summary

Minority Realities in the News is a primarily EU- funded project aiming to build the capacity of journalists in selected EU member states to report on and engage with minority communities in the Global South. It aims to increase reporting on development issues and that journalist stories include minority elements. The project was implemented by three partners: Minority Rights Group International (MRGI), Minority Rights Group Europe (MRGE) and Gender Project for Bulgaria Foundation (GPF). Target states for the project were EU-wide but with a particular focus on Bulgaria, Czech Republic, Greece, Hungary, Latvia, Lithuania, Poland and Slovakia. The project began on the 18th of March 2013 and ran for three years. Its total budget for three years was 1,299,172 Euros.

The evaluation aims to fulfil an accountability and also a learning function. It assesses project's effectiveness in relation to the expected results as well as its broader impact. It considers efficiency in relation to use of resources and implementation against plans. It also presents learning about factors which contributed to successes and lessons from dealing with challenges.

The evaluation employed a range of methods. These include document review, analysis of media coverage and media resources produced, two country visits to Hungary and Bulgaria, 45 interviews with journalists, course tutors, project team and external stakeholders. Constraints faced by the evaluation included low levels of some monitoring data such as feedback from course participants and details of film screening audiences and responses. There was good monitoring of media coverage though this is likely to under-represent media coverage stimulated by the project given the diversity and fragmentation of the media which makes identification of all media mentions a challenge for all monitoring systems.

The main project activities were:

- The development of an online training course and recruitment of 277 journalists to undertake the course
- Facilitated visits of 92 journalists to minority communities in Africa and Asia
- Bursaries for extended visits to minority communities
- Participants' production of over 300 articles, radio and TV programmes for publication and broadcast
- Production by MRGI of a range of resources including films, briefings, podcasts.

Results

The project has created an excellent online training course which has achieved significant results. It successfully recruited a wide range of journalists from across project countries and different media. A high proportion of 60% of participants achieved course completion. In particular the course built journalist awareness and skills in reporting on development and minority issues. The learning and flexible approach taken by the project team enabled them to act on journalist feedback and build on the particularly successful parts of the course such as webinars and tutor engagement with participants. The opportunity for journalist to apply their new learning and skills varied significantly depending on journalists' control over their workload with senior journalists in established media houses and freelance journalists active online and in social media showing more chance to continue to cover minority stories after they completed training.

The project achieved increased media coverage of development and minority issues with supported-country visits for journalists most effective in generating new stories that were printed and broadcast.

These stories were appreciated by editors of media outlets for their original content and generated audience feedback. MRG produced all of their planned outputs including briefings, information resources, e-bulletins and podcasts to a high quality which in turn stimulated some media coverage in the EU when they were actively promoted. Evidence suggests that promotion is most successful through targeted marketing, in-country events and inclusion of content which helps journalist make a link back to the EU country such as ranking tables. The provision of interviewees and active promotion including on social media in response to current events and news opportunities to show the relevance of these stories and resources have also increased coverage. More integration of the MRGI-produced resources with the training course e.g. through more in-country events, more content linked to the EU countries and more promotion to course participants and support to them in their use would be beneficial. In particular greater resourcing of the promotion of resources generally could increase the effectiveness of these resources in raising media coverage and thus public and policy maker awareness.

The project has produced high quality films and television content which reached a range of audiences in and outside of the EU .

National television journalists who were sponsored on country visits produced content quickly for home audiences. International film makers produced high quality films which in some instances promoted recognition and debate on minorities internationally. The production of high quality documentary films is a slower process but potentially reaches a wider audience if there is active promotion and follow up. The films are used also by advocacy and education groups in and particularly outside of the EU. However, sponsorship of television journalists to produce stories is a cost effective and efficient way to ensure coverage on national television outlets in people's own language and also may influence editors' views of what is attractive to viewers when they achieve good ratings and feedback.

MRG and partners have created an extremely strong model for building capacity and media coverage. It provides good value for money and is appreciated by civil society organisations working with minority communities in the Global South as well as by journalists and editors in Europe. It considered gender issues well though sometimes reduced these to women's issues and experiences of discrimination but there are good examples of promoting awareness also of women's agency particularly in the films and State of the World's Minorities' reports. The project has achieved some impact on public and policy maker awareness of development and minority issues in turn generating discussion and contributing to MRG advocacy at the international level. The successful model and foundation should now be further expanded and build upon for sustained media coverage.

It is recommended future activities consider the following:

- ⇒ Increase the proportion of resourcing allocated to the promotion of information resources and media products
- ⇒ Consider follow-up awards for course participants who have shown an ongoing commitment to report on minority issues
- ⇒ Build on current relationships and engage further with editors across Europe
- ⇒ Explore ways to show the commercial viability of international coverage and consider media formats additional to news
- ⇒ Work more closely with national Platforms for Development where they are active

- ⇒ Integrate more closely the production of resources by MRG with the course such as by promoting their use by course participants (past and future)
- ⇒ Build ways to collect data on film screenings and the numbers reached through journalist outputs.

Acknowledgements

I would like to thank the participants in this evaluation for their time, interest and openness in discussing their reflections on the project. In particular Bernadette Sebaly, Mira Hadjimitova, Carl Soderburgh, Emma Eastwood and Jasmin Qureshi were extremely helpful and efficient in organising country visits, responding to queries and providing all data requested as well as providing interesting insights on the project and broader context in which it is working. Furthermore I very much appreciated the time made by busy journalists for interviews particularly during country visits. I hope the findings of this evaluation can help contribute to the project and partners' planning for future work in the valuable endeavour to build awareness and commitment to minority rights in development.

Acronyms

CAR	Central Africa Republic
EC	European Commission
EU	European Union
GPF	Gender Project for Bulgaria Foundation
MRGE	Minority Rights Group Europe
MRGI	Minority Rights Group International
PUT	People Under Threat
SDG	Sustainable Development Goal
SWM	State of the Worlds' Minorities and Indigenous Peoples

1. Introduction

1.1 Background to the project

Minority Realities in the News is a primarily EU- funded project aiming to build the capacity of journalists in new EU member states to report on and engage with minority communities in the global south. It aims to increase reporting on development issues and that journalist stories include minority elements. Its expected results are that:

- Journalists report having and using new tools, skills, methods and contacts that enable them to report more effectively on minority or indigenous development issues
- Journalists/media professionals/MRG and partners staff generate additional stories about development/minorities
- Increased visibility of development and minority issues in TV and film outputs in target countries

The project was implemented by three partners: Minority Rights Group International (MRGI) operating from London, Thailand and Uganda, Minority Rights Group Europe (MRGE) operating from Hungary and Gender Project for Bulgaria Foundation (GPF). Target states for the project were EU-wide but with a particular focus on Bulgaria, Czech Republic, Greece, Hungary, Latvia, Lithuania, Poland and Slovakia. The project began on the 18th of March 2013 and ran for three years. Its total budget for three years was 1,299,172 Euros.

1.2 Aims of the evaluation

The evaluation aims to fulfil both an accountability and also a learning function. It assesses the project's effectiveness in relation to the expected results listed above as well as its broader impact. It considers efficiency in relation to use of resources and implementation against plans. It also presents learning about factors which contributed to successes and lessons from dealing with challenges. Gender was a core consideration of the evaluation.

1.3 The context

The project took place during a period of important change in Europe due to the rapid increase in the scale of conflict in the Middle East and related refugee and migration crises in the region and in Europe. These crises have stimulated contradictory responses in Europe with public opinion towards minorities including sympathy, solidarity, and support for refugees from Syria but at the same time hostility and prejudice towards the same refugees arriving in Europe as well as to pre-existing minority communities in Europe. These attitudes are still in a state of flux and the longer-term impact on public attitudes to and understanding of development is still emerging but the trends highlight the importance of this project.

In Greece, a focus country for the project the migration crisis exacerbated the economic crisis . The EU and international financial institutions provided Greece with debt relief but it was accompanied by severe conditions which hit the Greek public and many institutions hard. These impacted on the ability of the media to function and also on the project to recruit journalists from Greece.

The project coincided with the final stages of processes to develop international development governance frameworks to 2030. In 2015 the Millennium Development Goals were succeeded by the Sustainable Development Goals. Also the Sendai Framework for Disaster Risk Reduction 2030 and the 2015 Paris Climate Change Agreement were established during project's implementation. These were processes where the EC

and EU member states played important roles and so were potential targets for advocacy and public pressure.

The growth of social media has been a challenge for the mainstream media but also provides new opportunities for sourcing media content and reaching new audiences. International news budgets have experienced significant budget cuts as the media struggles to find models for financing news in the age of social and online media. But at the same time, rates of participation in social media from across the EU and also from development contexts have continued to increase, even in the face of extreme danger e.g. for people living inside Daesh-controlled areas. Social media can provide potential media content though there are obvious challenges to validate sources. In addition, social media use is widespread across central and eastern Europe partly in some countries in response to a lack of trust in the mainstream media which has faced political pressure and interference in a number of contexts. The evaluation takes account of these contextual factors in its analysis.

2. Methodology

The evaluation employed a range of methods. It included:

- Review of relevant documentation including project reports and monitoring data, online training participant feedback, budgets, project financial reports and project outputs i.e. briefings, information resources, reports, films, e-bulletins, and podcasts.. Full list attached in Annex 3.
- Analysis of media coverage using data provided by media monitoring service Meltwater and additional data gathered directly by MRG.
- Analysis of online training resources and journalists' participation.
- Participation in a project team event with MRGI and partners to gather end of project learning.
- 45 interviews which included project core staff in the UK, Hungary, Bulgaria, Uganda and Thailand well as some contracted team members e.g. for website development and online course tutors. Interviews included journalists who participated on the course, editors (who were not participants but managing participants), partner organisations working with communities visited by journalists, film-makers and some external stakeholders and associates working on development in target countries or with minorities in countries reported on by the project participants. Full list attached in Annex 2.
- The selection of 21 journalists (13 female and 8 male) for interviews aimed to achieve a broad range of experiences and included: a) participants from different rounds of the online training programme b) different nationalities c) different levels of seniority and experience in journalism d) different types of experience in the programme i.e. people who completed and did not complete the course, those who participated in country visits and those who did not and also those who received bursaries e) both male and female f) different types of media (television, radio, print, online) and g) freelance and those based and employed in a specific media outlet.
- Two country visits to project locations to Sofia, Bulgaria and Budapest, Hungary for face-to-face meetings and group discussions with journalists, editors and project partners (MRGE and GPF).
- Gender was considered throughout the evaluation including in the identification of interviewees, in project output content and also in discussions with project staff to identify how gender had been considered in the project design as well as learning from implementation.

Some of the constraints faced by the evaluation methodology are detailed below along with how they were addressed.

a) Low levels of participation in project monitoring by journalists participating on the course- only 42 out of 267 participants on the online course completed the feedback form at the end of the course though a slightly higher number of 49 completed the feedback form sent out for follow-up six months after completion. These numbers are too low to make quantitative analyses of feedback but do present some trends and identified useful areas to probe in interviews.

b) Journalist feedback collected by MRG and in the independent evaluation potentially favours positive feedback because participation is voluntary. The evaluation tried to address this by including a wide range of course participants and other stakeholders including journalists who did not complete the course and ones who were not selected for immersion visits in Africa or Asia. Also the methodology which sought to learn what contributed to success as well as identifying challenges means this potential bias does not detract from the validity of the findings.

c) There is limited monitoring data from intended users of resources produced by the project though media mentions based on them are collected. MRG distributes a survey to the 700 recipients of the annual State of the World's Minorities and Indigenous Peoples (SWM) Report (hard copy) is but the response level is low, usually fewer than 40 and only 12 responses one year. There was limited data available regarding participants at the film screenings. Other monitoring concentrates on media mentions generated by resources. But there is not regular collection of feedback or consultation with intended users of the resources (outside of this evaluation). It was beyond the scale of this evaluation to undertake an in-depth study of the large number of resources produced though interviews did explore journalist views of them but an additional market research process would be useful for MRG to undertake separately, probably best through direct contact to selected journalists for feedback on what they find useful and why.

d) Media monitoring data that was available to the evaluation is likely to under-represent media coverage stimulated by the project. This is because some of the local media and social media coverage that journalists produce is not picked up by monitoring systems and so was dependent on MRG’s own monitoring of individual journalists and their notification of publications to MRG.

3. Activities against the plan

All planned project activities were undertaken within the time schedule as summarised below and discussed in the next section.

Activity planned	Activities undertaken
1. Recruitment	<ul style="list-style-type: none"> • The full quota of staff and contractors needed for the project were recruited in a timely manner including good recruitment of tutors for the online training course .
2. Online training course	<ul style="list-style-type: none"> • A specially designed online training course was developed. • 5 rounds of training run. • 277 journalists recruited to participate on the course. • 167 completed the course.
3. Face to face training in regional media centres in global south	<ul style="list-style-type: none"> • 10 sessions in Uganda, Thailand, Kenya, Tanzania, Nepal, Cambodia • 92 participants in total

4. Journalist immersion visits	<ul style="list-style-type: none"> As above- these visits to communities took place alongside the face-to-face training in Africa and Asia.
5. Online forum	<ul style="list-style-type: none"> Forum established as part of each round of online training with participation in it a criteria for selection for country visits.
6. Support to those who have completed their training to identify, research, produce and place relevant stories	<ul style="list-style-type: none"> Journalists are encouraged to approach MRG for any help needed to identify interviewees e.g. from civil society organisations working with minority communities. Participants were also invited to any MRG events held in their country and have received regular contact from the MRGE office. Project partner GPF created and supported a Facebook group for ongoing contact with journalists in Bulgaria which the evaluation found was appreciated.
7. Documentary films	<ul style="list-style-type: none"> 4 produced - the fourth not yet launched due to a legal issue.
8. Inter-active map of People Under Threat online	<ul style="list-style-type: none"> Launched October 2014 and updated annually
9. Media information sources	<ul style="list-style-type: none"> MRG produced¹: <ul style="list-style-type: none"> 5 Briefings 3 information packs 3 annual SWM reports 11 Podcasts 29 E-bulletins which are distributed to nearly 5000 subscribers (below planned 10,000) MRG increased its social media activity on Facebook and Twitter which complements the press releases and events.
10. Monitoring and evaluation	<ul style="list-style-type: none"> Immediate feedback gathered from journalists and another survey carried out after 6 months though with low response rates. Media monitoring of coverage of minority issues in EU media through MRGE and MRGI own tracking and contracted out monitoring service provided by Meltwater . Some tracking of social media Survey of readers of the SWM annually. Learning meetings held among the team and also some in-house learning/reflection following resource launches. Evaluation commissioned on time.

It should be noted there were a few unexpected challenges and some project delays. The key ones in terms of scale and impact on the project are below along with details of how the team responded.

a) Websites and online course

The planned website with data for People Under Threat (PUT) and also for the online course took longer to create than expected. The online course content created by a contracted consultant was considerably revised by MRG staff with the learning that course developer needs to have online course development expertise as well as subject knowledge. Part of the delay was also that uploading the material was very time-consuming using the moodle software (an open source software used by many institutions for online

¹ Full listing and details in annex 4

training courses). While the course was launched on time the delays in its creation had an effect on the time available for recruitment of the first round participants.

In relation to the PUT website, the hosts of the MRG bespoke website announced unexpectedly it would be going out of business meaning that MRG had to create a new website. This has a knock-on effect on some resources created as part of the project hosted on that website notably the Peoples Under Threat site as well as on the budget (for which the EC agreed the use of the contingency budget). The online course was not affected.

b) Natural disasters and country visits

The earthquake in Nepal in April 2015 delayed one of the face-to-face trainings scheduled to be held there but alternative arrangements were made quickly. The trip was rescheduled and relocated to Thailand though later one trip did go to Nepal.

c) Briefing and information packs

The completion and launch dates for some MRG resources were delayed due to external conditions particularly in insecure or politically sensitive environments. The briefing on *Central African Republic (CAR) on the Eve of Elections: From Crisis to Reconciliation* was launched on 9 December 2015, later than originally planned. It had been intended to be based on participatory research but the deterioration of the security situation in CAR meant this was not feasible. The Vietnam film took longer than anticipated because the film-maker found it would be necessary to sub-contract local film makers because the costs for an international film-maker and costs they must pay for a "government minder" were higher than budgeted. The release of the Tanzanian film was also delayed following legal advice received by MRG which warned of potential risks of litigation if it was released in its original form. The film is complete and will be released but outside of the project schedule. The Iraq film faced considerable difficulties filming in the security zone but the film-maker overcame these to produce the film on time aided by MRG's flexibility in its support.

The launches of some outputs were also delayed in anticipation of potential news hooks with the aim to increase media coverage. This included the CAR resource held until the country's referendum and the Saudi briefing, *Still invisible – the stigmatization of Shi'a and other religious minorities in Saudi Arabia* which was released when the country was high profile in the news with debate over the impending execution of a prominent Shia cleric.

Overall, MRG dealt very well with unexpected circumstances . MRG completed all activities and outputs within the project time schedule despite an ambitious project and difficult conditions. But there is also learning regarding the ambitious schedule of outputs production, importantly to allow a more flexible schedule for data collection in insecure environments, also for identifying stories for films as well for dissemination to allow flexibility to respond to external opportunities and ensure wide circulation.

4. Results

The following section discusses each result in turn, its targets and results and factors contributing to achievements as well as challenges and learning.

4.1 Result 1

The first planned result is that journalists report that they and use new tools, skills, methods and contacts that enable them to report more effectively on minority or indigenous development issues.

4.1.1 Targets and results

Achievements against targets are shown below and then discussed.

Result 1: Journalists report having and using new tools, skills, methods and contacts that enable them to report more effectively on minority or indigenous development issues	
Indicators and target	Achieved
<ul style="list-style-type: none"> • A1. Number of journalists/media professionals complete course and report gaining skills, tools, methods, contacts (target 250) • A2. Number Journalists report having and using new tools, skills, methods and contacts that enable them to report more effectively on minority or indigenous development issues- (target 200) • A3. Number of journalists who participate at least 3 time each in online forum (target 200) • A4. Number of unique visits to online interactive map (60000) 	<ul style="list-style-type: none"> • A1. 277 registered; 167 certified. 167 successfully completed the courses though monitoring did not gather feedback from all journalists but certification indicates some improvement. Monitoring data shows journalists' self-assessment of their improved knowledge and skills. • A2. 167 journalist successfully completed the course which is under target but evaluation interviews also found some journalists who did not complete the course believed they had gained skills from partial participation. • A3. Total posts 1491 from 177 participants- lower number of participants but higher number of posts than target. • A4. Visits - 16, 379 users; 19,031 sessions. with page views- much lower than target. [discussed later in relation to result 2]

4.1.2 Achievements and learning

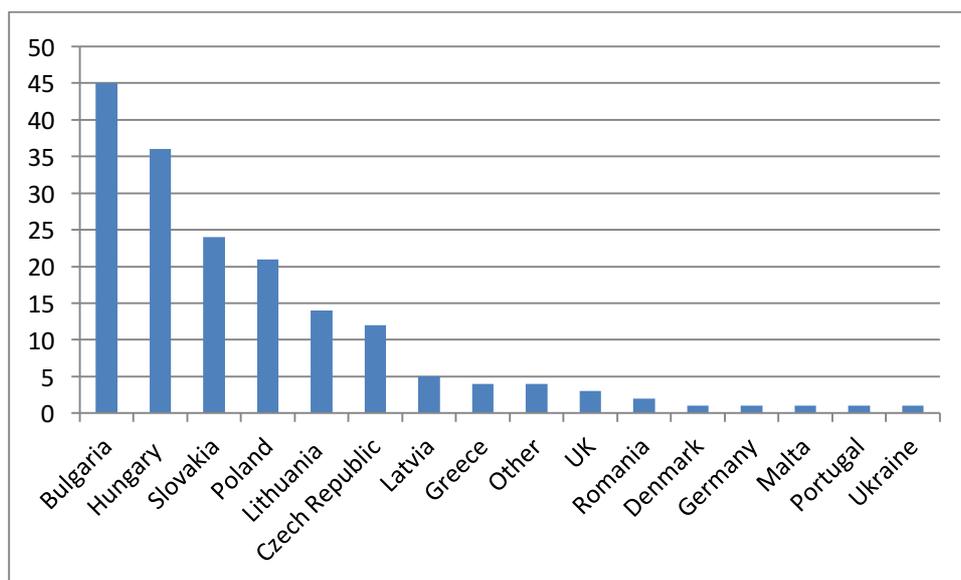
Online course and participants

An excellent online training course was created covering four components. The course covered minority rights, introduction to international development, minorities and indigenous peoples in the media, and lastly covering the story. The course covered an ambitious range of content but was well pitched. Evaluation interviewees were able to point to areas where they learned something new which for some people was about international development and for others they gained more on the journalism skills relevant to

reporting on minorities. Adaptations and developments were added with each of the five rounds of the course for instance introducing webinars. A learning approach was adopted by the team with reviews by teleconference at the end of each round involving the partners and tutors.

The project achieved good results in relation to recruitment of journalists to participate on the course. A total of 277 journalists were accepted onto the course of which nearly two-thirds were women. Of these 167 (60%) were awarded certificates for completion of the course. 110 (65%) out of 167 successful participants were women. The project recruited journalists from all the project focus countries though with markedly higher participation from Bulgaria and Hungary where project partners were located. Lithuania, Poland and Slovakia were also well represented. Recruitment from Greece faced difficulties due to the suspension of some media during the economic crisis. The participants also represent a good range of types of media, levels of experience and employment status i.e. freelance or based and employed by a specific media outlet. Over time the partners learned that to achieve the wider objectives of the project it was important for journalists to have experience in journalism and so be more likely to use their learning. The student journalists absorbed significant tutor time in covering some of the basics of journalism. In addition two of the participants who had been students on the course and who were interviewed in the evaluation had left journalism for other careers. As a result MRG reduced places for students who formed a significant proportion of places in the early rounds.

Table 1: Course participants by country ²



Active promotion, participant referrals and the direct meetings with editors were most effective in promoting applications to the course. Project partner met with editors to explain potential benefits of the course. In particular making the case of the economic relevance of development to Europe proved successful in discussions with editors as did referrals from earlier course participants to colleagues. In particular the potential of a sponsored visit to Africa or Asia was an incentive both for journalists and also for

² "Other" includes four participants who were from and based in Bangladesh, Kenya, New Zealand and Switzerland. They were accepted on rounds when there were still places after all suitable EU-nationals applicants had been considered.

editors because it would produce content they would not secure elsewhere. Some adaptations were made during the course which helped support participants to complete it. In particular the number of assignments that were required for certification was reduced to one.

Participation rates

The overall success rate on the course was judged to be very high. The overall completion rate of the course (and thus those receiving certificates) at 60% is extremely high for an online course. It is noticeable that a number of journalists who were not able to complete the course in one round undertook it again indicating a positive view of the course. Tutors and journalists commented that the potential country visit was a major incentive for course participation (including in the online forum) and completion. The flexible nature and also for some, the interactive nature of the course was also an attraction. The selection of tutors was also good. Participants noted their accessibility and support. While MRG had pondered the viability of the course being in English only with tutors who did not speak local languages, it seems the experience of the tutors was the more important factor for journalists rather than local languages though this would have been a bonus and have helped some participants.

Participation in the online forum was relatively good with practical questions and issues close to home provoking highest levels of participation. The online course tutors took on a constructive role to promote discussion on the forum with opening questions and comments to keep discussion going. Certain subjects provoked particularly high numbers of posts particularly those relating to minorities in Europe including the Roma who are a shared minority community across many of the project countries. Discussions about minority women in the media and those with a focus on practical subjects such as how to pitch a development story to an editor or naming of minorities also generated high levels of interest (27 or more posts per round in some cases). However, MRG monitoring data shows a general tailing off of posts with much more activity in weeks 1 and 2 than later in the course and intended targets for proportion of participants taking part in the forum were not reached.

It is noticeable that participation rates varied between modules and aspects of the course. A significant proportion of students in all rounds did not complete any assignments (between 40-50% of each round). This number does not seem to adjust in line with the change made on the course to reduce the total number of assignments required. The final assignment caused particular difficulties which required interviews with organisations working with minority communities in Africa and Asia. MRG provided contact details but journalists and tutors reported that these were often extremely difficult to contact. This is an area that needs attention particularly given MRG's interest to be the "go-to" place for journalists as a source of contacts. It may be that more preparation is needed with the local organisations to increase their responsiveness to requests from journalists or that MRG needs to taken on a more pro-active role in setting up the contacts but also would need to be ready to respond fast often on the same the day that journalists need to complete the story.

Some more variety to formats could be introduced. For example, each component of the course included a quiz designed to reinforce learning. Completion of the quizzes had a slightly higher participation rate than assignments (around 45-55%). MRG programme staff and tutors indicated that they were very easy. It was also reflected that a more varied approach to the quiz could have been beneficial in sustaining interest in completing them. A higher budget for content creation would have helped.

Webinars were undoubtedly the most successful interactive aspect of the course as well as direct tutor engagement. These were an addition to the course and covered subjects such as reporting on aid and development and also covering minorities and development. Experienced journalists shared their own experience with the course participants and interacted with them in response to questions. The model of the course tutor acting as a moderator or chairperson worked well. Participation rates tended to be over 50%. Evaluation interviews confirmed MRG team own observations that participants rated these highly. Participants valued two aspects in particular: firstly, that webinars gave more contact with journalists who were making a viable living from reporting development issues which is not the case for many if any journalist in focus countries and b) they provided an opportunity to discuss practical questions such as whether to charge for articles when they are supported by MRG or others and how to manage relationships with local NGOs who can be helpful in making contacts with communities but may also have an agenda.

Skills and contacts development

The most significant achievement has been the successful building of journalist awareness of development and minority issues as well as skills to report them. A typical quote is this from a Slovak female journalist who said *" I am far more critical and careful about what I say or write - I consider different angles and try and include the point of view of minorities whenever it feels relevant at all, and possible. I'm not saying I always get it perfectly right but it's a work in progress, and I feel that this course, and especially the immersion visit, have provided an initial nudge in the right direction"*. Interviews with tutors indicated that they saw journalists develop during the course particularly those who both had some solid journalism experience and were also committed to the subject and to learning. Journalists repeatedly mentioned the value of the support of the tutors and in particular found their feedback on assignments highly valuable. The tutors struck a good balance between providing a critique of work with practical suggestions of how to improve articles. They also provided appropriate flexibility to the journalists who were working in their second language so it was their approach to a story, journalistic skills and way of dealing with minority issues rather than fluidity in English that were assessed. The tutors tried to make allowance for the fact that journalists came from a range of media including radio, TV and online as well as print and a number were multi-media. However, on the whole all journalists tended to complete assignments during the course in written form rather than broadcast or video.

The tutors noted the difference in skills and standards of participating journalists from Eastern Europe particularly in relation to the distinction they make, or do not make between opinion piece and journalism. Participants, particularly those at earlier stages in their career noted their appreciation of this being discussed.

The immersion visits were a significant opportunity for journalist skills development. The journalists very much valued their time in communities, the freedom they had to ask questions and good preparation by MRG and local partners in setting these up. Many felt that the face-to-face training in Africa and Asia tended to be a repeat of learning they had already done online and in response MRG reduced this to give more time at community level. However, tutors judged some of the training to be still needed e.g. regarding cultural issues of interviews at community level which were incorporated into more informal sessions discussing cultural dos and don'ts which was valued by participants. Journalists valued meeting their counterparts in local media as well as the community visits. Some participants have maintained contacts with other journalists and sometimes the local partner for future stories.

Evaluation interviews with journalists confirmed MRG own monitoring which consistently shows journalists judge their own skills in reporting on minority issues to have developed.. MRGE gathered feedback from journalists six months after of their course completion and also at the end of their immersion visits (only Asia data was available for visits). There was no baseline data to be able to validate this self-assessment but tutor comments were also positive about the majority of participants' progress. In addition, external stakeholders such as those running national platforms for development commented on the depth to the questioning of "MRG journalists" who had completed the course compared to other journalists in their country.

The evaluation found that course participants' ability to apply the new knowledge and skills has varied depending largely on their position in the media and editorial priorities of the outlets in which they work . Many have been using their new skills in reporting on minority issues in Europe particularly as the migration crisis has continued across Europe. Evidence suggests a trend with more senior staff able to apply the skills more effectively and they continue to write about minority issues more than junior staff. Freelancers or others writing in online resources also have more power over the stories they choose to produce and have continued to use the new skills. There was a small number of journalists of those interviewed who reported they had not had opportunity to use the new skills or contacts because of their role and media outlet's priorities. The role of editors and their support, or lack of was key in this. One of the key impediments has been editors' views that readers are not interested in these stories particularly when they do not have the added attraction of stories gathered directly from the ground which is the case once the immersion visit is over.

A key benefit of the course that participants reported was their ability to pitch stories to editors more effectively as well as sustained benefits such as new contacts. Most journalists have maintained the resources, are using tips about sources of data and contacts made particularly during country visits are being sustained. Furthermore, journalists who had travelled were often in contact with each other and appreciated this expansion of their network within Europe.

4.1.3 Conclusion

The project created an impressive interactive, online training resource which achieved very good results in terms of journalist recruitment, successful course completion and in particular in building journalist awareness and skills in reporting on development and minority issues. The ability of journalist to apply their new learning and skills varied significantly though was consistently used by most in reporting on minorities in Europe. Those who were in more senior positions or freelance and with more control on what they choose to report had higher levels of use.

4.2 Result 2

The second intended result of the project is that journalists, media professionals, MRG and partners staff generate additional stories about development/minorities in the media. Results against targets are shown below and then discussed.

4.2.1 Targets and results

Journalists/media professionals/MRG and partners staff generate additional stories about development/minorities	
Indicators and target	Achieved

Journalists/media professionals/MRG and partners staff generate additional stories about development/minorities.	Journalists participating on the course generated at least 316 stories printed or broadcast in the media
Target 900 accurate and sensitive mentions on minority and development issues arising from this project in media reaching EU	The total number of mentions of minority or minorities in the EU media linked to trainees' and MRG staff efforts each year is : Year 1 212 Year 2 380 Year 3 335 Total of 927- exceeding target Analysis of a selection of articles produced by course participants show them to be sensitive.

4.2.2 Achievements and learning

The project achieved its target which was to generate 900 accurate and sensitive mentions on minority and development issues in media reaching the EU. MRGI's own monitoring identified 927 EU mentions of minorities in the EU media linked to trainees' and MRG staff efforts in the project time period. MRGE's monitoring of the course participants identified at least 316 articles, interviews or broadcasts by the course participants in the media in this time period. As the table below shows, country visits by journalists who had completed the course, which had a requirement to produce and publish or broadcast three outputs, was a major catalyst for new output. The online course alone by contrast generated only 47 articles. However, it should be noted that the course participant numbers may well under-estimate the overall output of journalists given that there are also some social media outputs not covered and also not all journalists or monitoring mechanisms report 100% of media coverage.

Table 2: Articles published/broadcast by course participants

Year	Training	Bulgaria	Czech Republic	Greece	Hungary	Latvia	Lithuania	Poland	Slovakia	SUM
2016	Face-to-face 2016	10	3	1	6	2	8	6	2	38
	Online training									0
2015	Face-to-face 2015	19	9	6	12	6	37	18	30	137
	Online training	8								8
2014	Face-to-face 2014	37	3	0	19	0	23	14	3	99
	Online training	5		1	9	1	6	2	10	34
		79	15	8	46	9	74	40	45	316

Evaluation analysis of the media outlets that published the outputs show that some reach high numbers of readers and viewers and span a range of political perspectives. Media outlets including coverage include Pravda in Slovakia, Trud in Bulgaria, Bulgarian National Television, Lithuanian National Radio and HírTV in Hungary. Interestingly, some journalists and MRGE pointed to a tactic to overcome some news editors' resistance to include development and news coverage by approaching other types of outlet such as women and travel pages which had some success. While the journalists were linked with some of the media outlets with larger reach it must be noted that reader numbers for print outlets have been significantly hit in the past decade with for instance the newspaper Nepszabasag in Hungary dropping to 40,000 readers from a high of 70,000 in earlier years. Many of the journalists interviewed did not have a clear idea of the reach or readership of their online outlets. For any future programme it would be useful to gather this type of data from journalists. Furthermore, given the more fragmented nature of the media now it is important to reach a high number of outlets to reach high numbers of audience. This project did engage with a large number and wide range of outlets from across the media particularly in the countries with high numbers of participants.

The most successful catalysts for additional media content were the immersion visits including the bursaries. It was a requirement of the sponsored country trip that each journalist produce three outputs upon their return. All those who were interviewed had achieved publication and broadcast of at least two. MRG's own monitoring showed that the majority of journalists did produce the required output though there were exceptions. Some journalists were very active on their return and in addition to their own articles and programmes participated in radio and television interviews, gave talks at events and there was one example of a journalist fund-raising for the community she visited indicating the impact the visit had on her. The occurrence of EU Year of International Development in 2015 helped to support these activities with other NGOs and the Platforms for International Development being active in promoting awareness of development notably in Lithuania and Slovakia.

The content produced has often been very high quality. This is illustrated by the awards won by journalists for their content such a Bulgarian TV award and also by feedback generated by the articles and broadcasts. A Bulgarian male journalist commented " *I have written several articles regarding the general political developments in Thailand while highlighting the minority rights angle but not as much as I would like. They were successful in the sense that they gathered significant viewership over the internet and did raise a small debate in the comment section below. This happens rarely.*" A Lithuanian radio journalist commented " *It was excellent to be able to record the sounds of life in the jungle, birds, children playing, pigs running across road! It made the stories very rich. We also interviewed on the Friday show another Lithuanian journalist who travelled with MRG on a trip.*"The bursaries provided to selected journalists proved particularly beneficial here with journalists commenting that the extra time provided enabled them to produce the needed content. Some journalists also commented on the value of the bursary to enable them to experience finding stories themselves without MRG support.

Key elements to success included the journalist's own commitment to the subject, their links to media outlets whether as a staff member or freelancer and their ability to create stories that could be linked somehow to their home country. One female Czech journalist, following the visit to Kenya commented " *I can say I have been more active concerning searching topics about minorities – you learn how to attractively bring the issue to the audience as well as to the editorial office. The articles got very good feedback and were considered an exclusive material. It has also proved to the editorial office that it is possible to bring attractive stories even about minorities from a different continent*". A Lithuanian journalist also commented "It

increased my understanding and it means I can look at topics better but also better equipped when talking with my boss to convince them to cover these. Now I am stronger in what I can say".

Some journalists faced challenges in getting their articles published and also in covering a minorities angle.

Despite some attention to the subject of pitching stories to editors, a common challenge journalists faced was in convincing editors to include international news. One participant said, reflecting points a number of journalists made, "*I am still in the process of selling articles from the immersion visit. It is not always easy, because some editors insist on finding a Lithuanian perspective when there is none. The ODA perspective doesn't help in this case because Lithuanian bilateral ODA is concentrated in Caucasus and Eastern Europe.*" Also difficult for some was to find a minority angle to a development community, particularly considering their readers often limited knowledge of the countries they were writing on. A Polish journalist commented that "*Africa is generally under reported. We need to be able to show a connection and in particular what are the consequences of the story for us - Europeans are quite selfish. I did that with [a story covering] LGBT rights using stats and comments on trends here but it's more difficult with Batwa-I just put in something to compare what we think we need and their problems i.e. clean water etc. People have not heard of Batwa before.*"

In line with the funded plans, MRG produced a number of high quality resources to support media coverage on minority rights in development. Resources include five briefings, three information packs (a new format of an online resource), three annual State of the World's Minority's Reports, 11 podcasts, 29 E-bulletins and a website People Under Threat updated annually with the statistics from the SWM. Four films have also been produced and are dealt with in the following section. The products are all produced to an extremely high quality with good quality assurance systems including peer review by external reviewers and rigorous internal processes to check for accuracy of content

The MRG resources had mixed results in directly catalysing media coverage with reports accompanied by launch events, those with statistics and country tables achieving higher numbers of media hits. Analysis show the highest figures were for the launch of the annual State of the World's Minority reports. A combination of launch events in Europe, the availability of interviewees and targeted mailing of hard copies were combined to good effect. In particular, a focus on the project countries' interests in the reports supported European coverage e.g. the SWM focus on Hate Crime which was informed by the experience of Bulgaria and other EU countries which were first confronted with the migration crisis, also the inclusion of chapters focused on EU countries helped generate coverage. MRGI, which leads the production of the SWM reported that the partners were increasingly brought into the editorial process for the SWM. The evidence suggests this was beneficial to increasing media coverage in the focus countries. Journalists and MRGE interviewees reported that the inclusion of tables and ranking made it easier to make a direct link to their own country, something which some of their editors insist on and readers often want.

The People under Threat website though delayed and significantly missing its target number of visitors has seen significant interest in it when it is promoted and there has been good media coverage of its messages³. The project aimed to establish an annually updated website based on MRG's regular SWM report. Since the PUT website launch on 29 April 2014 usage for the site has spiked each year on the release of the new annual data. MRG also actively promotes the site at this time. Pages which attracted most visits were the home page, pages with overall data and country pages on Russia Federation, Syria, Somalia and Pakistan. There have been on average 55 media mentions of the site each year which is more than other

³ The People Under Threat website is discussed here though it is cited as an indicator for result 1.

resources. Other citations e.g. by academics have not been tracked. However, the website has had far fewer users and visits than anticipated. Even taking the delayed launch date into account the number of visits was much lower than anticipated with just under 20,000 visits rather than 60,000 planned. This was from just over 16,000 users indicating that only 13% of users returned to the site. Of the project focus countries in Eastern Europe only Hungary, Slovakia and Poland do register in the top 30 countries generating users at 25,25 and 27th ranking respectively. Experience to date indicates that more activity is needed to drive people to the site on a regular basis. MRG is starting to link to it now in other press releases and social media promotion which may be of benefit. This should be monitored.

The inclusion of individual stories within MRG resources seems to have limited impact on media coverage.

Staff reflected that they try to include individual stories in briefings which does work well to communicate the human experience of the minority group being covered. However, the stories within resources are often quite dated by the time of publication so rarely picked up by journalists. Journalists interviewed by the evaluation said that they would rarely use a publication as a source for a story preferring to find their own. This suggests that a useful role for MRG is to be even more active in providing interviewees from the minority communities for interview in different countries when promoting the resources.

Participants on the course had made very limited use of the range of resources MRG had produced during the course.

Some were aware of and referred to MRG resources. They were aware of being sent updates regularly by the MRG offices which promote these. However, there was a surprisingly low level of use of MRG resources by journalists since they completed the course or country visit. This maybe partly due to a number of the resources not being produced until after the online course ended. For some, English is off-putting particularly for long reports or briefings. But some said they did not really think of looking at the MRG site when covering an international story. Some who had looked said they found that resources were not relevant to them or maybe dated and also that they when did a search on a particular country or community MRG did not come up in the search results. There may be learning here for MRG regarding the promotion online of their resources to ensure they have a high ranking for google and other searches. On the other hand, MRG staff reported that when they comment via twitter and Facebook in response to current events and referring to existing publications in these communications seems to have had more results. Blogs such as that on the Hazaras in Pakistan seem to achieve high rankings at least on Google. It would be useful to track these more closely to see who picks up blogs and tweets and with what result.

There were different views within the team regarding the purpose of some of the resources and whether they are intended for immediate uptake by the media. The evidence to date suggests they are more useful as background resources.

A number of promotional approaches seemed to have more success or were suggested by journalists and potentially beneficial. These include:

- promotion via social media in response to current events
- in-country events with speakers available for interview from the community in-country
- support to journalists to make the link to show the relevance of the story to their home environment
- provision of interviewees from the country that is subject of the report

The new information resources have the advantage of being more flexible than the old-style briefings which were a set document. The online resource can be updated regularly but this needs resourcing too.

4.2.3 Conclusion

A significant increase in media content of minority issues has been achieved through the production of stories by journalists participating on the course and to some extent supported by the high quality MRG resources produced. The country visits generated excellent media coverage in the EU media. The MRG products produced some coverage when there was a plan to link them to EU countries in their content and promotion. But, the two strands of the course and production of resources to promote media coverage of minority issues have run somewhat in parallel at times. They would benefit from a more integrated plan. More could be done to promote these resources to journalists who have completed the online course and to support their coverage if more resources and time are allocated to promotion even if that is at a cost to the number of products produced.

4.3 Result 3

The third intended result of the project is it achieves increased visibility of development and minority issues in television and film outputs in target countries.

4.3.1 Targets and results

Results against targets are shown below and then discussed.

Increased visibility of development and minority issues in TV and film outputs in target countries	
Indicators and target	Achieved
Increased visibility of development and minority issues in TV and film outputs in target countries - target 20 national television broadcasts	<p>Four films produced by MRG and three launched:</p> <ul style="list-style-type: none"> • Up the Hills, Down the Valley - HIV affected women in ethnic minority area of Thailand. 3 screenings including 1 in Ukraine and 2 in Asia. • Shaheeda Tun Kahan Ho - Experience of discrimination of Hazara people in Pakistan. 9 screenings including 4 on Hungarian TV. • Noun- details the experience of Christian Iraqis including under ISIS. Over 14 festivals and 15 screenings. Awards. • Sukenya- Maasai struggles for conservation in face of corporate tourism. Not yet released for screenings. <p>Course participants from TV produced significant additional television broadcasts (over 19) through their output.</p>

4.3.2 Achievements and learning

The project successfully produced the four planned high quality films on minority issues and experiences in Vietnam, Iraq, Pakistan and Tanzania. Three have been launched. MRG recruited established film-makers

with a solid track record which has proved to be a successful strategy though it was at the expense of recruiting Eastern European film-makers who applied but whose proposals were of a lower standard. The subjects of the films were selected with some consideration of the target EU audiences. For example issues based in Tanzania and Vietnam were anticipated by the project team to be of interest due to European tourism to them and also their socialist past. Interviewees in central and eastern Europe suggested that a more explicit link to focus countries maybe needed, particularly if the issue is outside of the current news agenda and for instance could include interviewees from Central and Eastern Europe in the films. The four films used a variety of methods to create the film to ensure access and voice is given to minority communities e.g. by working with community film makers in Tanzania and partnering with a local film maker in Vietnam. The four films are of high quality though the styles are noticeably different with the Iraq film in particular being very hard-hitting. Other films show the minority community taking more control or fighting against discrimination as well as their experience of discrimination and in some cases violence e.g. the Hazara in Pakistan. Film-makers commented on the challenges presented by not having a development budget within their funding to identify a story in response to the MRG brief.

Success in promotion of films has been variable. MRG promoted the films at festivals and also their uptake by television channels in the EU. Each film also had a short trailer. MRGE reported it was extremely difficult to secure TV interest in screening the programmes. A good MRGE contact led to the screening of the Pakistan film at four different times on Hungarian TV. Where the film-maker has been active there has been a noticeably higher level of success in entries to film festivals and screenings. There is limited data available on audience numbers at screenings and feedback from them. Screenings held in Europe directly organised by MRG partners have been relatively well attended. Journalists attending them appreciated the opportunity to interview the film-maker or the presence of others with direct experience of the country being discussed. Social and online media have been key channels for viewers to access the films. For example the film Noun detailing persecution of Christians in Iraq has a trailer on YouTube which had 4759 plays in addition to those via Minority Rights Group which registered 7534 playings. On the film-maker's Facebook page the trailer reached 57619 clicks.

There was some confusion regarding responsibilities for promotion. A film-maker reported that MRGI had said they would take on the role of promoting the films and had a budget for this but entered films to a disappointing number of festivals. In one case the film director now has taken back the initiative to promote the film himself with his own resources and submitted to 25 festivals. Another film-maker commented on the range of people in MRG they had to cooperate with, rather than a single focal point which could waste time on occasion. The evidence suggests that film-makers active involvement in films' promotion is most effective.

The films concerned with Pakistan and particularly Iraq have achieved noticeably more coverage on TV and at film festivals and through screenings than the Vietnam film. This interest is likely to be linked to the current news agenda with conflict in the Middle East and Pakistan high profile as well as impacting more directly on the EU with the migration crisis. The Iraqi film, Noun has been awarded prizes including at the Muscat Film Festival which generated a lot of media coverage. "Noun" was originally excluded in 2015 by the Locarno Film Festival in Switzerland, sparking controversy. The film was then screened in Locarno and was a hit with the public which led to its screening at Muscat. What is clear is that the Iraqi film director activity has helped increase the extent to which the film has generated interest and public awareness. She has actively promoted it and been available for interviews attending all film festivals where the film has been

screened with her own resources. Others have sought to promote their films at least in their home countries but have more limited resources for this.

Analysis of the budget shows a very low level of resources allocated to promotion of the films. Given that there is a two year life span for most films of this nature then more resourcing and monitoring of films promotion and audience response would be beneficial. Some costs have been taken on by the film-makers.

The project has produced other television outputs notably from the online course participants' immersion visits which have resulted in at least 19 television broadcasts in the project focus countries. Some course participants produced 6-8 products if interviews with them on TV about their experience e.g. of film-making the Maasai in Kenya are included. These products had a relatively swift journey to being broadcast to national audiences with editors pleased to have unique content.

4.3.3 Conclusion

The project has produced high quality films reaching a range of audiences in and outside of the EU. The documentary films commissioned by MRGI are of high quality and in some instances promoted recognition and debate on minorities internationally. Given the difficulty of securing screenings in focus countries television channels greater clarity and focus on these audiences maybe beneficial if they are the intended primary audience. Alternatively, more funding for a much larger number of in-country screenings hosted by partners and others may be productive. When there are resources, active promotion and a committed film-maker available, and resourced, to promote the films this has effect particularly when relevant to current high profile news events. The full impact of the films is not yet known given that there tends to be a two year life span for their promotion and they are still being entered to new festivals by the film-makers.

Television content produced by TV journalists participating on the course produced features which had a direct and quick route to being broadcast nationally. The success of the sponsored visits suggested that more contact with European broadcasters before commissioning is beneficial to ensure broadcast.

5. Impact level

The overall intended aims of the project focus on the EU public and on policy makers. It is intended the project contributes to:

- a) Improved and increased EU public's understanding of the complexity of development interventions and outcomes by improving and increasing the portrayal of minority communities development progress and problems in media coverage and
- b) Increased awareness among development policy-makers of the specific needs of minority and indigenous communities in development countries via increased and improved media coverage in the context of discussions on a successor framework to 2015 MDGs in the midst of ongoing European economic crisis.

The timeframe is too short to see and/or attribute any significant change in public attitudes based on primary data of social attitude surveys or similar and but there is anecdotal evidence that the project has contributed to public and policy-makers understanding. This is particularly significant during a time when some attitudes are hardening against minorities and the international role of the EU. There is some evidence of debate being stimulated by the coverage. For example, the film on the persecution of Christians in Iraq

promoted wide coverage in the film-maker's home country of Switzerland when it was not shown in a local film festival and later internationally when it won awards. Journalists who participated on the course reported that they received positive feedback from the public on their articles and particularly on TV broadcasts and radio shows covering these subjects. Furthermore one interviewee cited an example of a local NGO receiving 50 new subscriptions from the public as a result of the output they produced. These examples support the accuracy of the assumptions underlying the project that coverage in media outlets commonly accessed can promote public understanding. The range of outlets reached by the project is a positive result and increases the chances of reaching new audiences.

In terms of reaching policy makers MRG complementary advocacy activity had some impact at the international level. The key resource was the annual State of the World's Minorities' report. It is distributed in hard copy to around 700 people each year including targeted development officials, diplomats, UN human rights mechanisms and NGO partners identified due to their linkage with the subject of the year's theme as well as potential to influence international legislation and action for minorities. In 2014 EU officials were invited to the launch event in Sofia held in the EU office. The 2015 report which was on cities was also used by MRG staff in advocacy including with the Austrian Ministry for Foreign Affairs' human rights unit important because the Austrian mission is the lead mission on the UN Human Rights Council annual resolution on minority issues. The resources helped MRG advocacy efforts which secured MRG a place at the the UN Open Working Group on Sustainable Development at which the issue of effective minority participation in development planning was raised with the UN High Commissioner for Human Rights. This is believed by MRG to have contributed to the inclusion of some consideration of minority issues in the SDGs which make direct reference to indigenous people in Goal 10 of the SDGs which is concerned with reducing inequality.

A key for the project to contribute further to influencing public and policy-makers views will be the sustainability of journalists' capacities to report on development issues and minority concerns. This is discussed in the following section.

6. Themes and cross-cutting issues

6.1 Community benefits

Representatives of local partner community organisations who facilitated MRG journalist visits to minority community visits were very positive about their experience particularly when they could identify some direct benefit. Interviewees commented on MRG's efficient organisation of the visits, good communication with them and good preparation of the journalists. The community organisations appreciated the opportunity to share their experiences with European media. One local organisation particularly appreciated that one journalist made a short film that they could use for promotional reasons. Given that there is no direct or immediate benefit for the communities of hosting these visits such a gesture was particularly appreciated. However, community organisations had often not seen the articles produced by the journalists and if they had been shared with them, they could not access them because they were in the local language of the journalist. Articles were not shared with the communities themselves by the partners. It would be good practice to share articles, translated where necessary for access. There is potential also for continued work with the partners, particularly those that are new partners of MRG to promote their links

with the journalists they hosted for more media coverage e.g. to support them in sending press releases, preparing interviewees.

6.2 Gender

Gender elements of the project were well covered in the online course with it being a factor considered in relation to participants, course content and partner selection. Gender dynamics in the media in the focus countries are interesting with, at least in Bulgaria the media dominated by female journalists though not at senior levels. Interviewees explained that reporting on development is also gendered; where it is seen to be a social issue then women tend to have the brief but in relation to economic issues a man is more likely to focus on it. An argument used by MRGE to persuade editors to support their media outlet's participation in the project was the economic importance of Africa and particularly Asia for Europe. MRG made good efforts to address gender issues in many parts of the project for instance working with a partner with specific gender expertise, the Gender Project for Bulgaria Foundation. Also some local partners for country visits focused on women's issues. The composition of course participants was heavily dominated by women (over 60%) but the more senior participants tended to be male, reflecting trends in the media in project countries. Women's issues were highlighted in country visits e.g. with visits to women's groups (one working on shelter in Thailand; a FGM campaign group in Uganda/Kenya). On the online course there were discussions regarding minority women in the media and gender was a subject raised by the tutors occasionally.

Analysis of the resources produced as part of the project found a strong approach to gender in some resources but a tendency in some to focus only on women's issues and in particular their experience of discrimination rather than also their agency. The films and the SWM reports in particular highlight women's issues with a balance in the photographs used, some chapters with specific focus on women's issues and a focus in the films' stories. The films and photographs in the SWM generally had a strong approach including content showing the agency of women in addressing some of their challenges as well as the multiple difficulties they face e.g. in the Vietnam films where women with HIV set up self help groups. However, some of the specific briefings do not really touch on gender issues in any depth. Furthermore, the approach to gender tended to be reduced to women's issues rather than the differential experiences of women and girls from men and boys who may also face particular issues. In addition women in the briefings were often referred to only in relation to some of the challenges they face including multiple discrimination rather than their proactive roles.

6.3 Value for money

The project produced an impressive number of number of high quality outputs within the agreed budget and timeframe which demonstrates a good level of efficiency and economy. Delays that were experienced were largely outside of the control of the project though the scale of outputs was ambitious for a three year project. Analysis of actual expenditure against the budget shows very few significant deviations from the budget with the main issue being an under-budgeting of costs in Africa and for web development. The outputs budget which totals around 240,000 Euros gives a very high number of outputs (partly achieved through additional funding) for the total programme budget.

An area which suffered due to low resource allocation in the budget was resourcing of promotion of resources which seems to have been at the expense of producing a higher number of outputs. There was a small budget for events, for submission of films to festivals, for promotion of MRG high quality resources also for promotional activities by authors or film-makers. This is likely to have limited the extent of media uptake for MRG resources in Europe though it should be noted that the small team working on

communication does this very actively in the time available. While the project performs well in terms of economy by producing a large number of outputs for a small budget, its overall effectiveness is constrained by the limited funding for activities which make more of those outputs.

On the other hand, the budget for the training of journalists gives extremely good value for money on all aspects of economy, efficiency and effectiveness. Taking the overall budget then the cost per journalist trained is 4,690 Euros per participating journalist (277) or 7780 Euros for each journalist who successfully completed the course (167). When the costs for MRG outputs is removed, given that much of the sustainable capacity could have been achieved without these, it is even better value for money as 3600 euro per participating journalist.

6.4 Partnership model

There was a clear division of labour between MRG offices but some other roles and relationships were less clear and could have achieved more. The planned associate partners were not active with the exception of the University of Sofia journalism school which promoted the project to their students. These associate partners received no funding from the project and their role was not formalised through any agreement.

The key partner with a funded role was the Gender Project for Bulgaria Foundation which worked well though shared aims and interests of MRG and GPF to build their individual media networks could be better approached. GPF took on a role in promoting the course, helping to recruit journalists and promote MRG outputs in Bulgaria. In the earlier rounds of the project, GPF took on a much more active role for instance, bringing together journalists in Bulgaria participating in the project, arranging briefings for those visiting Vietnam at the Vietnamese embassy and setting up a Facebook group to enable ongoing communication to and within the group. GPF has continued to share information on development issues with the group. However, the partner reported that it would have appreciated a more equal role in the project and more measures to support a sustained relationship with the Bulgarian participants on the course. For example, the partner found that the direct relationship between MRGE and the journalists e.g. in their selection, in terms of awarding certificates, in sending out MRG resources and in their selection for country visits made it more difficult for GPF to create a dynamic network of journalists within Bulgaria connected to GPF. Indeed the partner did not have information on who had successfully completed the course.

The central role taken by MRGE in these activities did achieve tight project management and the completion of all activities to a tight schedule but possibly at some cost to longer- term benefits at a national level. There is room for improvement in communication between the partners and in particular for clarifying roles and planning for the ongoing connections between the different partners and the media. A more active role for the national level partner would allow it build a strong national network for the future. This view was also echoed by organisations that were not formal partners but sought to work closely with the trained journalists, notably the Platforms for Development in some countries. It is clear that both MRG and national partners have distinct and complementary interests in building media networks . A dialogue between partners to work out how to work together to support the aims of both will be important in the future.

6.5 Sustainability

The key factor for the project to have longer term influence on the public and policy-makers is the sustainability of journalist skills in reporting minority rights and development issues and ability to apply these in media reaching the EU audiences.

Strong early indications are that the online course and particularly the country visits established sustainable capacity in the media. The course increased journalists awareness, contacts, interest and journalism skills in reporting these issues. A significant proportion of the journalists interviewed intended to continue to report on these issues. However, monitoring by the Lithuania Platform found the media coverage of development had rapidly decreased in 2016 after the end of the 2015 EU Year of International Development. It seems journalists will need support to sustain their coverage. To have impact on public opinion, sustained coverage is needed.

There are a number of challenges to sustainability. These include:

- Editors ongoing lack of understanding about international development and view that their readers and viewers are not interested in it making in commercial unviable and so their reluctance to provide space and resources for such articles
- Lack of resources for journalists to travel or for media to employ foreign correspondents to gather first hand stories
- Ever increasing pressure on journalists' ability to make a living from journalism and increased riskiness to allocate time to developing stories that may not be published (and thus they are not paid). A small number (3) of interviewees had or were about to move from journalism to more lucrative careers, one of which was cleaning in the UK
- Increasing public hostility in some countries to minorities in their own countries as well as migrants and refugees.

However, there are some key aspects of the project which help to sustain the capacity and its impact.

These include:

- Increased capacity of journalists to pitch a story on minorities. This was not an explicit aim of the project but is one that interviewed journalists referred to as very important. This can be further supported by MRG too to sustain pressure on the media to cover international development and minority issues.
- The approach taken in the project made was that it did NOT pay for paper or television space or airtime. Journalists had to argue for their inclusion on the merit of the article or programme. This provides a more solid foundation for the future than a pay-to-play approach taken by some NGOs.
- Journalists made contacts with new colleagues particularly during the country visits which has created a strong network of informed and committed journalists for MRG and other organisations to work within and outside of Europe.
- A key contribution made by the project has been to increase journalists' knowledge of their own state's contribution to aid. Many did not know about this before participating on the course and so were not in a position to questions how the funding is used. This raised awareness can be built on to increase accountability and public awareness.

Some external factors also contribute to a positive environment for sustainable change. These include:

- The continued impact on Europe of crises in other parts of the world makes it easier to argue the relevance of these stories to home communities
- The interest of some editors to cover international stories as part of fulfilling their role and responsibilities. These are potential allies for MRG future activities. This is illustrated by two editors interviewed quoted below.

"We have only foreign correspondents in Europe and one in the US. We want to show stories from other areas and life from other areas – we have a duty to do this but no budget. His [MRG course participant] film showed there are refugees in other places- an issue we are coping with here. People in Bulgaria want to help – we had some queries on Facebook page after the broadcast asking how they could help these refugees..... Other foreign news we get through exchange agreements and some stringers- Bulgarians working abroad...but not really about everyday life" Bulgarian National Television news editor

" It keeps us, a media outlet in touch with international processes in media because otherwise we become just a provincial paper, out of touch and would be left in the dark" a Hungarian national newspaper editor

- The interest of the NGO Platforms for Development in a number of the focus countries to cooperate with the journalists. These platforms which provide a forum for NGOs in- country working on development issues were valuable allies during the project and have an interest in maintaining links with the journalists.
- The SDGs place a stronger emphasis on equality within and between countries which may be supportive to attention to minority groups as well as the specific reference to minorities.

7. Conclusion and recommendations

The project created an excellent online training course which has achieved significant results. It achieved very good results in terms of journalist recruitment, successful course completion rates and in particular in building journalist awareness and skills in reporting on development and minority issues. The ability of journalists to apply their new learning and skills varied significantly though was consistently used in reporting on minorities in Europe. A significant number of those interviewed continue to write about international issues and consider minority angles more frequently but journalists' opportunities for this was limited by lack of opportunity for direct contact with minority communities to source a story and editorial constraints. More senior journalists in established media houses and freelance journalists active online had most potential to pursue production of development stories.

The project achieved the media coverage it aimed for with supported country visits for journalists most effective at catalysing new content. Journalists produced high quality articles and programmes on their return stimulating responses from audiences and interest from their editors in some cases. MRG resources

stimulated media coverage in the EU when they were actively promoted e.g. through in-country events, had relevant content to EU countries such as ranking tables and particularly when they were relevant to current events such as the conflict in the Middle East and migration crisis. More integration of the resources with the training course e.g. through more in-country events and content linked to the EU countries, by ensuring they all reach former course participants and in particular greater resourcing of the promotion of outputs could increase the effectiveness of these resources in generating media content.

The project has produced high quality films reaching a range of audiences in and outside of the EU. The sponsored country visits for national TV journalists who participated on the online course produced outputs more quickly for home audiences. International film makers produced high quality films for broader distribution which in some instances promoted recognition and debate on minorities internationally. The success of the sponsored visits suggests that more contact with European broadcasters before commissioning is beneficial if they are the target to screen them and also more content with specific links to the target audiences. Furthermore, more time and resourcing of promotion of the films, primarily by the film makers with MRG support appears to be most successful. The full impact of the films is not yet known given that there tends to be a two year life span for their promotion.

MRG and partners have created an extremely strong model for building capacity and media coverage. The project has achieved some impact on public and policy maker awareness of development and minority issues. With some additional support the increased journalist capacity and interest established by the project can be sustained for ongoing media coverage of minority rights and international development in the EU media. MRG has established a successful model which should now be further expanded and build upon.

It is recommended future activities consider the following:

- ⇒ Increase the proportion of resourcing allocated to the promotion of information resources and media products to enable sustained marketing, ability to be responsive to unfolding events and that products are kept up to date and relevant.
- ⇒ Increase the resourcing of films to include a development budget, more funds for promotion and adaptation of the films into multiple formats.
- ⇒ Consider follow-up awards for journalists who have shown an ongoing commitment to report on minority issues in development following completion of the course. Ensure journalists are aware of this future opportunity to provide an incentive to sustain their commitment and reporting.
- ⇒ Build on current relationships and engage further with editors in project focus countries. Work with those who are supportive and committed to the media's responsibility to build understanding of international issues in the EU to promote this agenda to their peers. Consider involvement with the National Platforms for Development in these relationships.
- ⇒ Explore ways to show the commercial viability of international coverage e.g. consider alternatives to news coverage e.g. build on MRG's other success in street theatre and in this project in working with arts, women's and travel sections and outlets. Consider outputs that link to the current trends in the media for celebrity news and European links. Experiences in the UK and other countries where reality shows such as Africa School⁴ and Blood Sweat and T-shirts⁵ engaged successfully with youth audiences maybe useful models to consider. Follow up over the medium term with journalists

⁴ <http://www.bbc.co.uk/programmes/b00s8zsj>

⁵ <http://www.bbc.co.uk/programmes/b00b0xsh>

producing content online to establish the number of readers and viewers they reach with their ongoing content.

- ⇒ Clarify with partners in future projects how the interests of both/all partners such as in building sustainable links with media contacts can be built into the project design.
- ⇒ In future projects build in ways to collect data on film screenings e.g. MRG monitor to attend and interview viewers and on the reach of media content e.g. ask journalists to report the circulation and viewer/listener numbers for the outlets they are successful in accessing.

Annexes

Annex 1 Terms of reference

Minority Realities in the News - March 2013 to March 2016

Final Evaluation – Terms of Reference and call for Expressions of Interest

1. Background on the project

This primarily EU funded programme built the capacity of journalists in new EU member states to engage with minority communities in the global south and report on development issues in their stories including minority elements of development stories. The project used an online training methodology supported by physical facilitated visits of journalists to minority communities in the global south, bursaries, online materials and publications. The project was implemented by three partners: Minority Rights Group International, (operating from London, Thailand and Uganda), MRG Europe (operating from Hungary) and Gender Project for Bulgaria Foundation (operating from Bulgaria). Target states for the project were EU wide but with a particular focus on Bulgaria, Czech Republic, Greece, Hungary, Latvia, Lithuania, Poland & Slovakia. Media coverage will also be actively sought in France, Spain & the UK in order to generate coverage in new member states also.

Project goals/objectives/strategies

The results originally foreseen for the project were as follows (in each case followed by relevant indicators):

1) Journalists report having and using new tools, skills, methods and contacts that enable them to report more effectively on minority, or indigenous development issues	1.1 250 Journalists/media professionals complete online course and report gaining skills, tools, methods and/or contacts
	1.2 200 Journalists/ media professionals report six months later that they are using skills
	1.3 200 Journalists/media professionals participate at least 3 times each in online forum
	1.4 60,000 unique visits to online interactive map of concern website
2. Journalists/media professionals/MRG and partners staff generate additional stories about development/minorities	2.1 At least 900 accurate and sensitive media mentions on minority and development issues arising from this project in media reaching EU audiences. (At least 450 of these are accessed by audiences in EC12 states)
3) Increased visibility of development and minority issues in TV and film output in target countries	3.1 20 EU national television broadcasts/film festival screenings of films.

See also logframe available on request. The project documentation also includes a detailed list of foreseen outputs.

2. Evaluation Objectives

The evaluation should focus on learning, efficiency, effectiveness and where possible impact.

There is no pre-set format for this evaluation although MRG and partners are particularly interested to learn from it lessons that we can apply in designing and running work with similar objectives in the future. The evaluator will need to be independent of MRG and project partners, its donors, the project targets and participants and will need to demonstrate that no perceived or actual conflict of interests would arise during the evaluation. The evaluator will need to work within the time frames outlined below. The evaluation will need to satisfy all the requirements of the European Union and evaluation guidelines issued by them.

Key evaluation questions

Referring to the project documentation, did we complete all of the **activities** as planned to a reasonably high quality? What problems were encountered at this level? How did any problems 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 and partners 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 **specific objective** of the project: **Journalists/media professionals serving EU audiences (mainly in 8 target states) are better equipped with the necessary tools and skills to shape public & decision maker opinions in new ways through achieving high quality, well informed, analytical & sensitive stories concerning the specific development needs, progress & problems of minority & indigenous communities in the global South.**

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

The evaluation should review and comment on the mainstreaming of gender in the project and its outcomes and impacts as well as other cross cutting and intersectional discrimination issues.

Additional evaluation questions:

1. Was the journalists' training course suitable for the target audience envisioned? What more could have been done to achieve higher completion rates among participants?
2. Was the online map a useful additional resource for journalists? What more could we have done to drive visitors to this site?
3. Were the films produced in this project timely and relevant? Were they of an appropriate quality? Were

they appropriate for intended audiences?

3. Evaluation Methodology/key deliverables.

The evaluator/evaluation team should specify the range of methods they plan to use in their work in a short proposal.

As a minimum, MRG and partners will expect the evaluator or evaluation team to:

- Seek the views of project partners, beneficiaries, media targets and independent experts on the project and its outcomes and impacts. (MRG will supply a contact list of those who participated in or who were reached by the project but will expect the evaluator/evaluation team to also contact others not suggested by MRG.)
- Seek out opinions on the project, attribution and impact.
- Report in English with an assessment of the effectiveness and impact of the programme and on lessons that MRG, partners and others can learn for the future in similar initiatives. This should include an executive summary of around 2 pages.
- MRG will expect the evaluator to be available to be interviewed and recorded for publication on our website about the evaluation process and outcomes and the result will be uploaded to make the evaluation findings more accessible to a wider audience.

4. Experience and Expertise required

We expect that the evaluator or evaluation team selected will have extensive knowledge and experience of working on minority rights, media, influencing, publications and films, (including in our target states) and should be familiar with and able to comply with all EU requirements. The person or team selected would also be expected to have a track record of evaluations carried out on similar or analogous projects.

5. Report submission, timetable and budget

The evaluation should be carried out between March 14th and 30th July 2016. The project team will hold a final review meeting in London in the week commencing 14th March (probably 15th March) and the evaluator should be available to attend and should include costs in the budget to join that meeting.

A draft evaluation report including a 2 page executive summary should be submitted to MRG no later than 30th June 2016. MRG and partners will submit comments in response within 10 working days and a final report that takes into account the comments should be submitted no later than 25th July 2016.

The budget for this piece of work including the evaluators' fee, all travel, communication and other costs is in the region of €5,000-€8,000 (partially depending on the level of international travel anticipated by the evaluator/evaluation team.)

6. How to apply

If you are interested in being considered for this opportunity, please send the following to Claire.thomas@mrgmail.org to arrive by 23.00hrs (London time) on Monday 22nd February 2016.

- Cover letter – indicating relevant experience and knowledge and how you or the team meet the candidate requirements
- Suggested methodology, schedule, budget for the evaluation including brief assessment of security context and plans for country visit. (This does not need to exceed 2-3 pages)
- Brief CV(s) of key personnel

MRG will endeavour to shortlist potentially strong candidates and teams on or by Thursday 25th 2016 and hopes to have made an appointment by Monday 29th February 2016.

Annex 2 Evaluation participants in interviews and group discussions

Project partners staff

- Bernadette Sebaly Media Communications and Outreach officer, MRGE
- Carl Soderburgh Director of Policy and Communications, MRGI
- Dimitar Sotirov Media coordinator, Gender Project for Bulgaria Foundation
- Emma Eastwood Press office , MRGI
- Jasmin Qureshi Communications officer, MRGI
- Mohamed Matovu Africa programme coordinator, MRGI
- Nicole Girard Thai programme coordinator, MRGI
- Stanmira Hadjimitova Director, Gender Project for Bulgaria Foundation
- Zsofia Farkas Director, MRGE

Course tutors and web design (contracted)

- Brent Gregston Online course tutor
- Martin Atkins Online course tutor
- Tomaz Trplan Independent consultant- website designer

Local partners hosted visits

- Anne Mayonne Local partner, Enatitoti Women's Coalition
- Kittisak Rattankrajansri Indigenous Peoples Foundation for Education and Environment
- Penninah Zaninka United Organisations for Batwa, Uganda

Film makers

- Gigi Beradi Film maker
- Aida Schlaepfer Film maker
- Mohammed Waseem Film maker

Course participants

Bulgaria

- Vesselina Foteva Ex "Dnevnik" newspaper, freelancer now;
- Ruslan Trad Blogger
- Mrs. Irina Veleva, Ex "Standard" newspaper, freelancer now
- Mrs. Velina Barova, Blulink, visited Uganda
- Mr. Asen Georgiev BTA-Bulgarian Telegraph Agency

Czech Republic

- Ivana Milenkovicova Head of foreign News desk at iDENES, Czech republic

Lithuania

- Daiva Repeckaite Lithuania freelance journalist
- Vita Lia Licyte Lithuania National Radio
- Zivile Kropaite Radio reporter

Slovakia

- Alexandra Demetrianova Freelance journalist
- Lucia Hraskova Freelance journalist
- Peter Ivanic Slovak NGDO platform and course participant

Hungary

- Barbara Majsa Hungarian journalist
- Benedict Nagy HirTV
- Deatte Belicza Hungarian journalist
- Dóra Veres World section of Népszabadság
- Imre Keresztes World section of HVG
- Robert Nemeth TV2
- Vera Kiss Hungary journalist
- Zoltán Hujder RTL Klub

Poland

- Ewelina Kawczynska Freelance journalist

Media and development NGO stakeholders-external

- Mariela Dragolova, Bulgarian National TV Executive producer in News Department
- Horvath Gabor Foreign Editor, Nepszbasag, Hungary
- Jose Maria Arraiza Norwegian Refugee Council, Myanmar
- Marta Cubajevaite Executive Director, National NGO Development Cooperation
- Petranka Fileva Sofia University, Faculty of Journalism, Associate partner

Annex 3 Documents reviewed

General project proposal and reports

- Project proposal to EU and annexes
- Interim reports to EU
- Report to CAFOD on State of the World's Minority 2013 and 2015 final report
- Financial reports to EU and internal

Africa face to face training and immersion visits:

- Selected applications and workplans of journalists for face-to-face training and immersion visit - Tomas Linder; Benedek Nagy; Ivana Melenkovicove; Velianna; Peter Ivanic; Berta Tlmantaite, Veera Dora
- Planning documents- schedule; profile of trainer; workplan for training; timeline

Project materials

- Press conference
- Launch events details and press releases
- Project plans
- Coordination meeting minutes

Asia face to face training and immersion visits:

- Collated evaluations of all participants
- Narrative reports (5)
- Sample workplans (8)
- Training agendas (5)
- Participants profiles (5 profiles of all participants)

Other course documentation

- Application forms
- Awards
- Tutors comments on participants' assessment (2 tutors; 8 participants each)
- Tutors CVs

Monitoring data

- 6 month follow up forms (completed)
- Journalist feedback
- Media mentions- EU- collected by Budapest office
- Films - Festival data- applications, film screenings;
- Media data - meltwater data; additional data collected by London and Budapest offices of media mentions
- Participating journalist details

Annex 4 Summary analysis of Outputs for Minority Realities in the News

Output and type and launch date	Data on update	Gender considered	Other comments incl hooks aimed at; partner.
<p>1. Life at the Margins: The Challenges of Multiple Discrimination (infopack) – launched on 8 March 2016</p> <p>Information Pack</p> <p>http://stories.minorityrights.org/lifeatthemargins/home/</p> <p>Press release 8.3.16</p>	<p>Total web stats for infopack and press release from launch date until present: 3,657 page views</p> <p>Media hits:</p> <p>http://oneworld.org/2016/03/07/challenges-for-minorities-within-minorities/</p> <p>Social media:</p> <p><u>Twitter</u> 11 Retweets</p> <p><u>Facebook</u> Reach – 1.3K Post clicks: 41 Post engagement: 14</p>	<p>Whole focus is looking at multiple factors/discrimination including ability, age, gender. Special section on women.</p> <p>Focus on gender in press release.</p>	<p>Press release - picture of a woman.</p> <p>Hook- Launch on Int Women's Day. Interviews offered from MRG's partners in Philippines, Mexico, India, New Zealand or Kenya.</p> <p>[potential to have from countries in CE where focus]</p>
<p>2. Still invisible – the stigmatization of Shi'a and other religious minorities in Saudi Arabia</p> <p>http://minorityrights.org/publications/still-invisible-the-stigmatization-of-shia-and-other-religious-minorities-in-saudi-arabia/</p> <p>Briefing</p> <p>Press release 1.12.15</p>	<p>Total web stats for report and press release from launch date until present: 1,628 page views</p> <p>Media hits: 0</p> <p>Social media:</p> <p><u>Twitter</u> 0.7% Engagement rate 40 Retweets 32 link clicks</p> <p><u>Facebook (4 posts in all)</u> Reach – 738 +573 + 628 + 714</p>	<p>Photo for press release of Shia women.</p> <p>No gender angle but women in press release photo</p>	<p>Hook - Press release to high profile potential beheadings in the news upcoming - "This repression includes death sentences against Shi'a activists, including the prominent Shi'a cleric, Sheikh Nimr Baqir Al-Nimr, and his nephew, Ali Mohammed Baqir Al-Nimr, who faces beheading and crucifixion, despite being only 17 years old at the time of his alleged offences."</p> <p>Interview contact via Emma</p>

	<p>Post clicks: 60 + 30 + 14 + 13 Post engagement: 9 + 10 + 9 + 5</p>		
<p>3. Central African Republic on the Eve of Elections: From Crisis to Reconciliation (briefing) – launched 9 December 2015</p> <p>http://minorityrights.org/wp-content/uploads/2015/12/MRG_Brief_CAR_Dec15-2.pdf</p> <p>8.12.15</p>	<p>Total web stats for briefing and press release from launch date until present: 2,328 page views</p> <p>Media hits: http://oneworld.org/2015/12/08/fair-election-needed-in-car-to-prevent-more-conflict-says-report/</p> <p>Social media:</p> <p><u>Twitter</u> 0.9% Engagement rate 40 Retweets 21 link clicks</p> <p><u>Facebook</u> Reach – 167 Post clicks: 0 Post engagement: 2</p>	<p>Some reference to gender based violence but limited analysis. Most figures not disaggregated by men/women or issues to particular to men/women/girls/boys considered.</p> <p>PR pic - man and woman</p>	<p>Interviews possible via:</p> <p>Agnes Kabajuni, Minority Rights Group International’s Manager Africa Office, Kampala, Uganda (English).</p> <p>Joseph Bindoumi, Président de la LIGUE CENTRAFRICAINE DES DROITS DE L’HOMME, Central African Republic (French)</p> <p>Specific story- heading into referendum on draft constitution 13 dec</p>
<p>4. Afro-Descendants: A Global Picture (infopack) – launched 3 November 2015</p>	<p>Total web stats for infopack and press release from launch date until present: 2,884 page views</p> <p>Media hits: 0</p> <p>Social media:</p> <p><u>Twitter</u> 1% Engagement rate 10 Retweets 26 link clicks</p> <p><u>Facebook</u></p>	<p>Good mix of pictures. Little [any?] analysis of any differences between men and women's experiences.</p>	<p>Timed to coincide with international decade for people of African Descent. Quotes in PR from chair of MRG int'l advisory committee who will speak at the event and also from man in Netherlands- Jerry x</p> <p>Interviews via London</p>

	<p>Reach – 314 Post clicks: 10 Post engagement: 9</p>		
<p>5. Minorities, indigenous peoples and the post-2015 framework (info pack) – launched 23 September 2015</p> <p>http://minorityrights.org/publications/minorities-indigenous-peoples-and-the-post-2015-framework/</p> <p>Press release 23.9.15</p>	<p>Total web stats for infopack and press release from launch date until present: 918 page views</p> <p>Media hits: 0</p> <p>Social media:</p> <p><u>Twitter</u> 0.5% Engagement rate 6 Retweets 6 link clicks</p> <p><u>Facebook (2 posts)</u> Reach – 702+2.1K Post clicks: 66 +11 Post engagement: 8+70</p>	<p>Photo of women. One section on gender - Dalit women in Ahmedabad and also a chapter on improving menstrual hygiene.</p> <p>Also considered in text and analysis throughout- albeit seeing the SDGs have taken on board gender and had specific indicators for that but not minorities. But does also highlight throughout that women are more badly affected in many ways by being part of a minority e.g. in terms of wages.</p>	<p>Interviews via London</p> <p>Press release refer to Dalit women and also education in Kenya.</p> <p>Timed to respond to new SDGs [not supposed to be before?]</p> <p>Pic of report</p>
<p>6. The leaves of one tree: Religious minorities in Lebanon (briefing) – launched 10 December 2014</p> <p>http://minorityrights.org/publications/the-leaves-of-one-tree-religious-minorities-in-lebanon-december-2014/</p> <p>10.12.14</p>	<p>Total web stats for infopack and press release from launch date until present: 918 page views</p> <p>Media hits: 0</p> <p>Social media:</p> <p><u>Twitter</u> 0.5% Engagement rate 6 Retweets 6 link clicks</p>	<p>Men and women interviewees-quotes though some quotes do not specify sex or age of person - would be good to do so.</p>	<p>Heavy press page-shows briefing -heavy text</p> <p>No pic - Interview with Mark L offered- CEO MRG No particular hook</p>

	<p><u>Facebook (2 posts)</u> Reach – 702+2.1K Post clicks: 66 +11 Post engagement: 8+70</p>		
<p>7. Everything has shattered’ – rising levels of violence against Shi’a in Pakistan (briefing) – launched 12 June 2014</p> <p>Link: http://minorityrights.org/publications/everything-has-shattered-rising-levels-of-violence-against-shia-in-pakistan/</p> <p>12.6.14</p>	<p>Total web stats for briefing and press release from launch date until present: 807 page views</p> <p>Media hits: 6</p> <p>Social media:</p> <p><u>Twitter</u> Figures not available</p> <p><u>Facebook</u> Reach – 466 Post clicks: 17 Post engagement: 13</p>	<p>Some focus on women's experience in text.</p> <p>Not clear if any of the activists or indeed all are women- no difference in their experience of being an activist?</p> <p>No gender angle</p> <p>Strange given the situation that no recommendations specifically for women - though they would be included in the text but its not explicit.</p>	<p>Heavy page also -page of text is the picture.</p> <p>Hook- refers to attack killing 30 pilgrim in Baluchastan and attack at Karachi airport previous Sunday- had been in the headlines</p> <p>More outspoken criticism of Pakistan govt "woefully inadequate"</p> <p>Interview offers- Carl and via MRG Asia office</p>
<p>8. Suddenly we have no more power’: Oil drilling on Maya and Garifuna land in Belize (briefing) – launched 11 September 2013</p> <p>Link: http://minorityrights.org/publications/suddenly-we-have-no-more-power-oil-drilling-on-maya-and-garifuna-land-in-belize-</p>	<p>Total web stats for briefing and press release from launch date until present: 444 page views</p> <p>Media hits:</p> <p>http://news.trust.org//item/20130912105945-vc65a http://www.plustvbelize.com/news/satiim-boosted-by-report-demanding-stop-to-oil-exploration/ Krem TV/Radio (no link) http://kitekinto.hu/latin-</p>	<p>Some inclusion of women being more discriminated against. and barriers to justice when victims of violence.</p> <p>Discussion /reference to inter-american court of human rights which highlight need for women to be included in decision making,.</p>	<p>Includes a photostory.</p> <p>More attractive web page with pictures.</p> <p>Named organisations</p> <p>Interviews offered with MRG, with author of report and with NGO activist quoted in PR .</p> <p>Private company named and its failures. Also clear calls to govt in Belize.</p>

<p>september-2013/ 11.9.13</p>	<p>amerika/2013/09/22/belize_olajfuras_az_si_maja_foldeken/#.UkHBu2dbySp</p> <p>Social media:</p> <p><u>Twitter</u> Figures not available</p> <p><u>Facebook</u> Figures not available</p>		
<p>SWM 2013 – Focus on Health Link: http://minorityrights.org/publications/state-of-the-worlds-minorities-and-indigenous-peoples-2013-september-2013/ Press release: http://minorityrights.org/2013/09/25/minorities-and-indigenous-peoples-suffer-more-ill-health-and-poorer-quality-of-care-new-global-report-launched-as-un-meets-to-follow-up-on-mdgs/ 25.9.13</p>	<p>Total web stats for publication and press release from launch date until present: 7,338 page views</p> <p>Distributed 741 paper copies.</p> <p>Media hits: 38 hits – see file Q:\Shared\MEDIA\news coverage\SWM</p> <p>Social media:</p> <p>Significant Twitter retweets/mentions etc from (see file Q:\Shared\MEDIA\news coverage\SWM):</p> <p><u>Facebook</u> Figures not available</p>		<p>Carl quote sounds similar to other ones used in other launches. Gender issues highlight- maternal mortality in Baluchistan, HIV in Kenya</p> <p>Children Reference to Roma children in Europe Good mix pix- video- ref to Greece; moe positive stories incl street theatre pix Interviews offered</p> <p>Interview opportunities- MRG London, Authors, NGOS- Kenya, Hungary, South Asia:</p> <p>Podcast (Carl and author) and video (Emma voiceover - incl clips of Carl and also author for Asia section)</p> <p>Launch event</p>
<p>SWM 2014 – Freedom from Hate Link: http://minorityrights.org/</p>	<p>Total web stats for publication and press release from launch date until present: 12,199 page views</p>		<p>Interview opps- MRG London and Africa, NGOS in South Sudan , DRC, CAR, Kenya.</p> <p>Video- good mix pix</p>

<p>publications/state-of-the-worlds-minorities-and-indigenous-peoples-2014-july-2014/ Press release: http://minorityrights.org/2014/07/03/annual-survey-warns-of-serious-consequences-of-ignoring-hate-crime-towards-minorities-and-indigenous-peoples-in-africa/</p> <p>3.7.14</p>	<p>Media hits: 93 hits - see file Q:\Shared\MEDIA\news coverage\SWM</p> <p>Social media:</p> <p>Significant <u>Twitter</u> retweets/mentions etc from (see file Q:\Shared\MEDIA\news coverage\SWM):</p> <p><u>Facebook (3 posts in total)</u> Reach – 4.3K + 417 +273 Post clicks: 398 +21 + 17 Post engagement: 151 +9 + 5</p>		<p>Quote lengthy</p> <p>Launch event:</p>
<p>SWM 2015 – Focus on Cities Link: http://minorityrights.org/publications/state-of-the-worlds-minorities-and-indigenous-peoples-2015/ Press release: http://minorityrights.org/2015/07/02/cities-can-provide-opportunities-for-many-but-minorities-and-migrants-in-europe-often-left-out-mrg-annual-report/</p> <p>2.7.15</p>	<p>Total web stats for publication and press release from launch date until present: 2,619page views</p> <p>Distributed 619 paper copies.</p> <p>Media hits: 54 see file Q:\Shared\MEDIA\news coverage\SWM</p> <p>Social media:</p> <p>Significant <u>Twitter</u> retweets/mentions etc from (see file Q:\Shared\MEDIA\news coverage\SWM):</p> <p><u>Facebook (7 posts in total)</u> Reach – 367 + 446 + 309 + 2.4K + 1.9K + 2K + 953 Post clicks: 1 + 3 + 1 +162 + 49 + 52 + 95</p>		<ul style="list-style-type: none"> ○ Carl Soderbergh, MRG’s Director of Policy and Communication ○ Minority rights activists from Russia, Syria, Iraq, Ukraine, Bulgaria, Hungary, Georgia, South Sudan, Kenya, DRC, Pakistan, Indonesia, Philippines, China <p>Press release focus on Europe - Case study/chapters from Europein it.</p> <p>Launch event:</p>

	Post engagement: 4 + 13 + 10 + 72 + 57 + 52 + 29		
<p>People Under Threat website Y2, in October 2014 and 6 months after launch =</p> <p>Launch date 24.4.14</p>	<p>Oct 2014After 6 months 7,700 views/3,200 users.</p> <p>After 1 year</p> <p>Media hits: 55 Hits – see Q:\Shared\MEDIA\news coverage\Peoples Under Threat</p> <p>Social media:</p> <p>Significant <u>Twitter</u> retweets and mentions</p> <p><u>Facebook (9 posts in total)</u> Reach –7.8K Post clicks: 713 Post engagement: 1212</p>		
<p>People Under Threat Press release for 2015 8.5.15</p>	<p>Total web stats for publication, online map and press release from launch date until present: = 24,313 views/12,499users</p> <p>Media hits:</p> <p>56 hits - see Q:\Shared\MEDIA\news coverage\Peoples Under Threat</p> <p>Social media:</p> <p>Significant <u>Twitter</u> retweets and mentions</p> <p><u>Facebook (6 posts in total)</u></p>		<p>PR focus on ISIS. Highlight also Ukraine as significant riser as well as Syria- lot of interest in these too.</p>

	Reach –3K Post clicks: 95 Post engagement: 30		
Podcasts - 11 in total	Download data not available from itunes.		
MRG twitter	6975 followers (23.5.16-MRG is following 2297)		

Annex 5 Evaluation Tools

Annex 5.1 Evaluation matrix

Evaluation question	Evaluation criteria	Method
<p>Purpose level</p> <ul style="list-style-type: none"> • Were all activities carried out as planned to a reasonably high quality? • What problems were encountered? • How did they affect activities; were they overcome 	<ul style="list-style-type: none"> • Number of outputs achieved • Implementation v plan • Expenditure v budget [cost per journalist; cost of outputs - seem v cheap] • Journalist satisfaction with training • Extent of media coverage • Community satisfaction with coverage • Extent to which obstacles foreseen, planned for and how well dealt with 	<ul style="list-style-type: none"> • Analysis of logical framework and project reports and other documentation • Interviews with staff in project partners • Construct project timeline with plan, actual activities and outputs and contextual key events and trends (both inhibitors and enabling events)
<p>Outcome level</p> <p>Did activities contribute to the planned results? What evidence is there? What factors intervened? Identify unplanned results and also changes in the external environment</p> <p>The review will consider the intended results:</p> <ol style="list-style-type: none"> a) Journalists report having and using new tools, skills, methods and contacts that enable them to report more effectively on minority or indigenous development issues b) Journalists/media professionals/MRG and partners staff generate additional stories about development/minorities c) Increased visibility of development and minority issues in TV and film outputs in target countries 	<ul style="list-style-type: none"> • A1. Number of journalists/media professionals complete course AND report gaining skills, tools, methods, contacts (target 250) • A2. Number Journalists report having and using new tools, skills, methods and contacts that enable them to report more effectively on minority or indigenous development issues- (target 200) • A3-Number of journalists who participate at least 3 x each in online forum (target 200) • A4-Number of unique visits to online interactive map (60000) • b1-Journalists/media professionals/MRG and 	<ul style="list-style-type: none"> • Analysis of monitoring data including Google analytics data on website, meltwater stats, project data • Online survey of all journalists who participated in the online training course • Follow up interviews with a sample of up to 15 journalists and film makers including those who produced articles, ones who dropped out (if possible). There is potential to use Most Significant Change structure to interviews with those who have sustained skills and reporting on minority and development issues. • Interview media managers of outlets where (some) journalists employed • Viewing of sample of films (5 minimum out of 20) • Interviews with a sample of

	<p>partners staff generate additional stories about development/minorities- target 900 accurate and sensitive mentions on minority and development issues arising from this project in media reaching EU</p> <ul style="list-style-type: none"> • C3 -Increased visibility of development and minority issues in TV and film outputs in target countries - target 20 national television broadcasts 	<p>representatives of communities visited by journalists on bursaries (approx. 5)</p> <ul style="list-style-type: none"> • Interviews with project staff of MRGI, partners and possibly associated partners • Potential focus group discussion with journalists in Budapest/Bulgaria
<p>Impact level Assess whether the results were achieved or likely to contribute over the longer term to project <u>specific objective</u> “Journalists/media professionals serving audiences (mainly in the target 8 states) are better equipped with the necessary tools and skills to shape public and decision-makers opinions in new ways through achieving high quality, well informed, analytical and sensitive stores concerning the specific development needs, progress and problems of minority and indigenous communities in the global South”.</p>	<ul style="list-style-type: none"> • Journalist confidence to use skills and contacts and also to overcome obstacles they report. • Journalist reported ability to get content into media and overcome obstacles. • Extent to which content broad enough. • Editor feedback on whether content of type they would include. • Extent to which media reached also reached decision-makers. • Quality of media content generated i.e. high quality, well informed, analytical and sensitive. 	<p>Interviews with journalists and editors</p>
<p>Not requested in ToR but in the logframe - overall objectives are:</p> <p>1. Improve and increased EU public's understanding of the complexity of development interventions and outcomes by improving and increasing the portrayal of minority communities development progress and problems in media coverage.</p> <p>2. Increased awareness among development policy-makers of the specific needs of minority</p>	<ul style="list-style-type: none"> • Editor/journalist knowledge of whether content generated any social media mention, letters, blog. • Evidence of public attitudes. i.e. awareness of human rights and communities at risk. • Key development decision makers report greater awareness of minorities and indigenous peoples and change politics to ensure that their needs are addressed. EU proposals on a successor framework to the MDS makes mentions of particular needs of minorities and indigenous peoples. • MRG anecdotal feedback back 	<p>As above with addition of interviews with up to 5 policy makers and/or advisers to explore any impact of media coverage on recent decisions; also review of surveys such as the Euro barometer and studies such as ODI 2012 review and any updates on public attitudes to international development and minorities⁶ and Pew Centre research on global attitudes⁷.</p>

⁶ www.ippr.org/files/images/media/files/publication/2012/06/public-attitudes-aid-development_June2012_9297.pdf?noredirect=1

⁷ <http://www.pewglobal.org/>

and indigenous communities in development countries via increased and improved media coverage in the context of discussions on a successor framework to 2015 MDGs in the midst of ongoing European economic crisis.	<ul style="list-style-type: none">• Texts of EIU proposals and negotiations.	
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Annex 5.2 Interview checklists

Community partners- Discussion checklist

1. Please tell me about your organisation and its work on minority issues.
2. What are your views on media coverage of development and of minority issues in particular? (in region/Europe)
3. What previous contact have you had with a) Minority Rights Group and b) media (European).
4. What was your role in the project minority realities in the news?
5. What went well - experience of hosting the journalists?
6. What were the challenges? How were these managed? What learning is there for the future?
7. Did you get any feedback from the communities of their experience?
8. Have you seen the media content/articles journalists produced as a result of their figure? Reflections on them?
9. Have you had any further contact with the journalists since they completed the course?
10. Is there anything additional that would have helped to prepare you, the journalist or communities for the visit?
11. Do you have any recommendations for any similar programme in the future.

Interview checklists- Media outputs

- Media coverage in EU of development and minority issues - what trends have you observed over the past few years? how do these vary by country?
- What have been MRG's main strategies to increase coverage (beyond this project)? Who else is working on this?
- Please describe your role in the Minority realities in the news project? How were you connected to the journalists involved in the training programme?
- What have been the key achievements in the areas you were involved with?
- Were all projects activities carried out as planned to a reasonably high quality?
- What problems were encountered?
- How did they affect activities; were they overcome
- Can you talk me through the various outputs - films, media briefings, podcasts, PUT report and website. How have they been promoted? What has worked well? What has not?
- Do you have a view on where coverage has been most prominent? Any unexpected places?
- What have contributed to main differences e.g. seem to be more mentions in 2015 coming from face-to-face training than other years?
- How does the project and its outputs link with other MRG activities? Any synergies? What linkage with Newsroom?
- How has the project been reactive to the news agenda? What learning is there for getting a balance between trying to set and reacting to the agenda?
- Stats- please talk me through what is available. Is there any analysis of the non-meltwater stats? What about meltwater stats? Please talk me through the spreadsheets shared - festivals screenings TV; Festivals spreadsheet; Pakistan screenings and festival.
- Overall in the project, what has worked well? What has not?

- What recommendations would you make if MRG repeats or builds on this project on what to include /exclude to increase its effectiveness?
- Any recommendations on who to interview?

Tutors

1. How did you become involved in the programme? Please describe your role? What appealed to you about the role? What was new to you?
2. How did your role evolve over time? Did you or MRG make changes?
3. How did you link with the programme coordinator (Carl/Bernadette/other?).
4. What went well with the training?
5. What were the difficulties?
6. What are your comments on the course content? What was the balance between subject content i.e. on international development and minorities v journalism and how to create a story on the subject?
7. Can you comment on students' progress. What seemed to make most difference? What were difficulties beyond the reach of the course?
8. What did you find were common challenges that the journalists' faced in producing coverage on international development and minorities? What are some ways to overcome this?
9. How was gender addressed in the course (subject matter and students)?
10. How did you link with other aspects of the course and programme i.e. webinars? MRG products- media guides, films, other? Face to face training and immersion visits? What are your comments on their relevance?
11. What recommendations would you make to MRG to consider to make the process more effective if they repeat the programme? Is there any additional support that would have been useful for you e.g. in subject matter; online tutoring; other

I will be interviewing a number of the journalists who took part in the programme. Do you have any recommendations on who to contact?

Interview checklist - MRG

Media

1. Changes and developments in Issues affecting media especially in past three years.
2. Gender - men and women in the media, changes, trends, other
3. International coverage- trends, development, minorities in EU and outside.

The project

1. **Recruitment and selection** - What were the most effective recruitment methods? What are your views on whether to target students, early career or more advanced journalists to course. Martin and Brent had views.

Numbers on course- below target which had 275 register and 250 certify. Actual achievements are 277 registered; 167 certified (though 14 from outside target country). Reflections - over ambitious target or now with experience is it sufficient? What are the challenges to such numbers? Reflections on quantity v quality.

Any gender difference in numbers completing/certified. of those certified 157 are women. Why so high? Is it important to do more to recruit men?

2. **Linkages in MRG activities-** Did the journalists come to screenings and other events. Why not? Is there any links between the journalists/outlets picking up on launch of PUT and SWM? Or with MRG more generally? What trends do you notice. What about the e-bulletin?

What trends have you seen about MRG publications generating coverage? How have these linked with the "students"? Any link to briefings and info resources? Hard to see a pattern in what gets coverage - not even that much correlation with in-country events (some). But e.g. Slovakia did a lot on 2014 SWM even though no event but little on 2015. Subject matter.

3. **Country and partners** - How did the experience vary between countries - looks like more difficult in Greece, Romania. What activities does MRG have in these countries? Perspective on activities in Bulgaria i.e. to develop network of journalists. Reflections on partners/associates. What could make them more effective/active.
4. **West Europe links-** There is an assumption in the programme that media coverage in France, Spain and UK results in stories picked up on Eastern Europe. Is there any evidence to support this?
5. **Media content generation** - your reflections; To what extent did the coverage consider minorities rather than broader development (both of interest to EU)

Pakistan film was broadcast for three days running following the screening (check correct understanding)- what motivation; should I speak to person responsible. What type of coverage does this outlet get?

6. **Online training** participants- generates much less coverage- unsurprisingly. Does it have a different aim do you think? Given the limited data from evaluations from this crowd what is your experience of their involvement in development issues since they finished? Can the online course generate success on its own?
7. Larger impact- Any evidence that this increased media coverage makes any difference?
8. What are the broader challenges that the project cannot address e.g. o non coverage- anything additional that could be done in future?

Benefits for MRG

- Please describe MRG's current network with the media - strenghts, trend, challenges

- How has the network developed - what difference has the course made.
- What is necessary to sustain it.

Data availability

Do you have data that is accessible on:

- Collect data on all participants - not just certified.
- Do you have a table with detail of who went on F2F and who got bursary.
- Journalists report increased skills- is there data on this now?
- Six month follow up evaluations - more from immersion visit people (not surprisingly). Any more to come. All in 2015 but six month follow up should be 2014?
- Is there any analysis of applications?

16. Recommendations for a) if do again or b) how to build on this.

Journalists

1. Tell me about how your media outlet covers international news usually? How much space?
2. Please tell me about your experience of covering international development before the MRG training? What type of stories have you covered?
3. What have been the benefits for you of the training? What was new? What was useful? What were valuable features of the course e.g. webinars, tutor contact, other?
4. What were the challenges? What was not useful? How could these be improved?
5. Did you produce articles/other content as a result of the course. What were the stories? How did the course help?
6. What was the response of your editors?
7. Are you familiar with the MRG a) films b) PUT website c) Report d) Briefings e) MRG podcasts f) MRG e-bulletin g) MRG newsroom h) other outputs. Have you used them - please give examples. If not, why not? What would encourage you to use them?
8. Do you read France, Spain and UK media as source?
9. Tell me about how you find a story.

10. Tell me about writing about minorities in Europe (as opposed to developing countries). What is of interest and what is not?
11. What about international development. What would make it of interest? And of stories of minorities?
12. What has been the most significant change for you as a result of your participation in the project.
13. Any other overall reflections on the course?
14. If MRG was running a similar programme in the future what would you recommend they do differently to increase media coverage of minority issues? What should they keep?

Editors

1. What have been the major changes in the past five years for your paper? How has this affected news coverage?
2. What are your circulation numbers? How are these changing?
3. What is your outlets approach to covering international news?
4. How did you hear about the MRG programme? What are your reflections on it?
5. What have been the benefits for the paper of journalists participating on it?
6. Were there any challenges for you?
7. What is the outlook for how international news will be covered in the next 5 years? What are the new opportunities/constraints?
8. How do other outlets cover international news - which are best?
9. What recommendations would you make to MRG for how it can best support coverage of international development issues and of minorities? Are there any practical steps you recommend they take?