

ФОНД
РАЗВИТИЯ
ИНФОРМАЦИОННОЙ
ПОЛИТИКИ



FOUNDATION
FOR INFORMATION
POLICY
DEVELOPMENT

Москва, ул. Сивцев Вражек, д.29/16
Для писем: 119002, Москва, а/я 13 ФРИП

Адрес в Интернете: www.frip.ru frip@frip.ru
Тел.: 8-495-510-1776, 8-901-542-3246, 8-901-539-68-38

QUALITY REPORT

FOUNDATION FOR INFORMATION POLICY DEVELOPMENT (FIPD)
June 26, 2004 – September 30, 2012

Grantor: USAID/Russia

Recipient:

Foundation for Information Policy Development (FIPD)
Address: 29/16, Sivtsev Vrazhek Pereulok, Moscow, Russia
For correspondence: 119002 Moscow, P.O. Box #13, FIPD
Tel. / fax: (495) 510-1776; tel.: 8901-542-3246, 8901-539-68-39
E-mail: frip@frip.ru
President: Svetlana Kolesnik

OBJECTIVES OF REPORT

1. Description of implementation of the FIPD Program “Regional Media and Politics: Dialogue as a Basis of the Society Democratization” (a.k.a. “Media and Politics”).
2. Evaluation of the implementation of the FIPD Program.

GENERAL CONTENT OF REPORT

- I. **General information about implementation of the “Media and Politics” Program. General evaluation**
- II. **Description and evaluation of implementation of the FIPD Program components during reported period:**

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I. GENERAL INFORMATION ABOUT IMPLEMENTATION OF THE “MEDIA AND POLITICS” PROGRAM. GENERAL EVALUATION

The main **goal** of the “Media & Politics Program” and activities in its framework - establishment of horizontal communication and exchange of opinions among regional journalists and media experts, focusing on development of a dialogue between all participants of good-governance process - contributes to the overall so goal “A more Open, Participatory and Democratic Russian Society”.

The main **objectives** of the Program are to:

- develop work of a council of regional media experts that provide analytical expertise of regional media activities and local media market situations for dissemination of the best media practices and effective media models to the Russian regions;
- continue educational work among journalists and representatives of authorities, aimed at explanation of basic principles of the democratic society formation and mass media role in effective functioning of a democratic society;
- keep providing journalists with professional training necessary for efficient coverage of the problems of regional politics, elections and significantly social topics;
- spread out among editorial bodies importance of traditional media in launching new digital initiatives and teach journalists necessary toolkit on Internet technologies as a way of increase of effectiveness of editions in contemporary market conditions and as a resource of raising of the Russian citizens’ public awareness and activeness;
- attract attention of authority of all levels to constructive relationship between them and media, especially during local election campaigns, which hold twice a year;
- involve youth in developing individual and group strategies oriented at community agenda-setting, especially during election times;
- replicate the best components, practices and experience of the program in additional regions of Russia wherever possible.

During reported period Foundation for Information Policy Development has continued its work on:

1. realization of the Program components;
2. expansion of places for the FIPD activities on new regions of the Russian Federation;

3. improvement of former partnership with federal, regional and municipal partners and attraction of the new ones;
4. raise of demand and popularity of FIPD among public institutions and authorities.

General Evaluation

Here is presented summary data, showing progress and effectiveness of realization of the FIPD Program in **general** through a number of general benchmarks. Detailed evaluation is given also in separated blocks of Part II, which is devoted to description of implementation of each of the Program components.

Though be described and proved by a number of **benchmarks**:

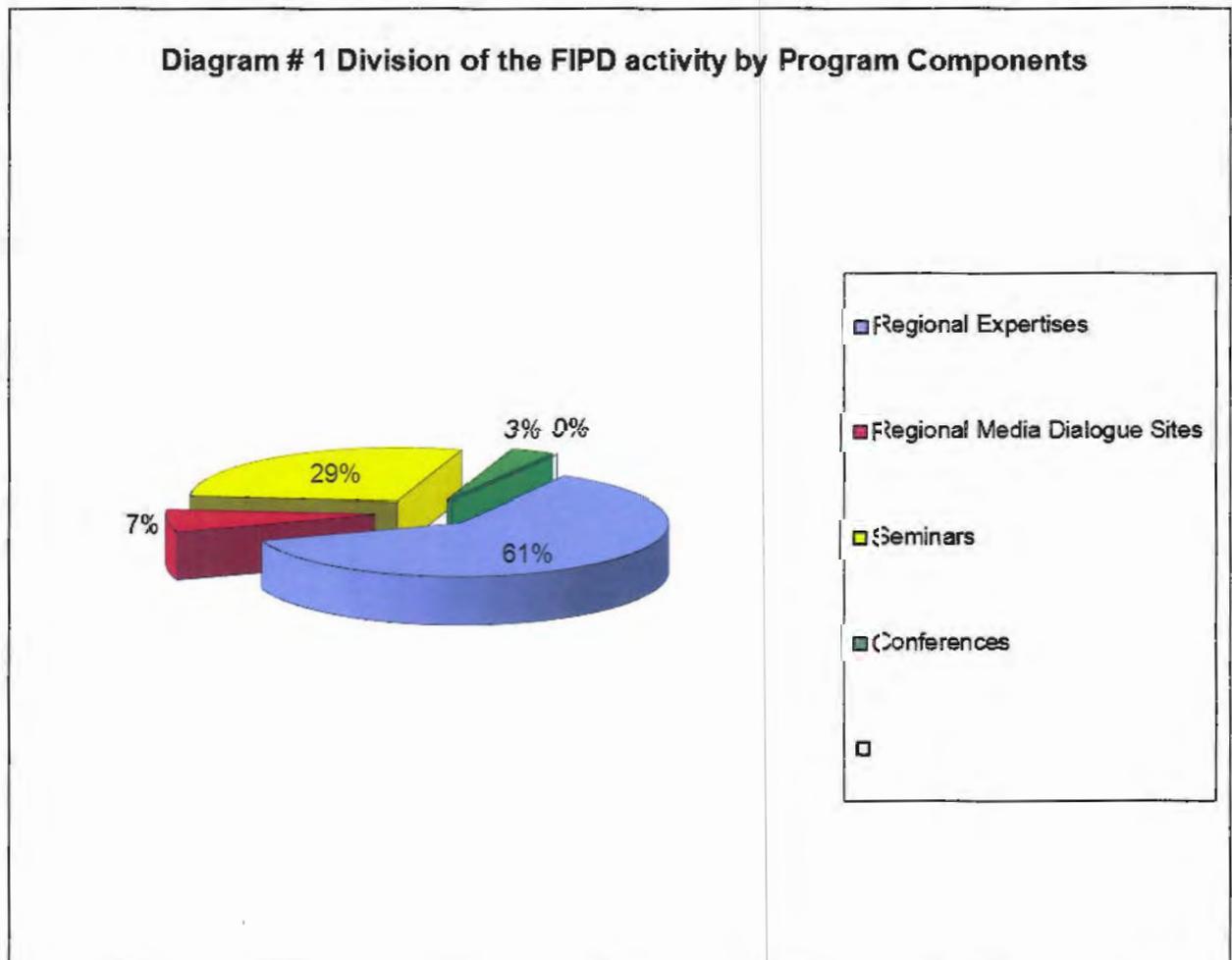
1. Number of activities carried out with USG assistance – accordance with the Workplan
2. Number of groups and people trained in inclusive consensus building techniques with USG assistance
3. Expansion of geography of the FIPD activity
4. Incorporation of the FIPD activities into significant national media events
5. Continuation of cooperation of FIPD with old partners and attraction of new ones
6. Attraction of new experts into the FIPD Program
7. Involvement of officials of different levels, public and media figures into the FIPD events
8. Publications of participants about the FIPD activities in mass media
9. Development of the FIPD projects on consultation and informing of journalists and population through IT-means; increase of subscribers of the FIPD e-mail newsletter
10. Positive evaluations of participants of the FIPD Program.

1) Number of activities carried out with USG assistance for all period of time

During all period of time the all programs from # 1 “The Network of Regional Media Experts” to program # 9 “Consulting Program - Pilot Project” were completed according to Workplan of 2011 – 2012 and the previous plans. During USAID program FIPD organized more than **530 activities** (most of them were carried out with USG assistance):

Program components	Number of activities / issues
The Network of Regional Media Experts	- 329 regional expertizes (old and new format)
Regional Media Dialogue Sites	- 36 Dialog Sits and round tables
Seminars “Educational Program for Journalists”	- 153 (including Educational Program for Journalists, Educational Program for Press Secretaries of Local Administrations, Siberia and Far East Program, The Youth and Regional Social Policy Agenda Program and Consulting Program - Pilot Project
Conferences	- 18 (including round tables of a conference format and Annual All-Russia Media Conferences
Total amount of all activities:	536

Division of the Program Components activities in percentage rating



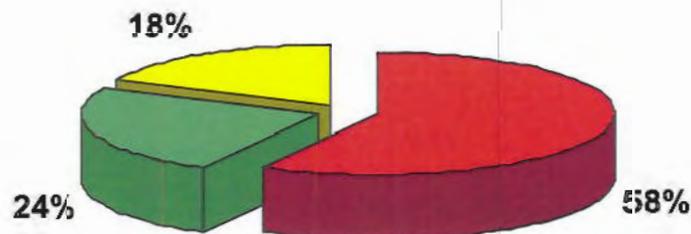
2) Number of groups and people trained in inclusive consensus building techniques with USG assistance

In total during the all period of time **12861** people participated in activities within the Program components ## 2, 3, 4, 5, 6, 8, 9.

They can be divided into **3 main groups** by people's occupations:

Kinds of Groups	Number of participants of activities, carried out with USG assistance
1. Group of journalists	7457
2. Group of experts from media related spheres, representatives of civil society institutions, NGOs, political parties, media students (including FIPD experts)	3109
3. Group of representatives of authorities of state and municipal levels	2295
Total:	12861

Division of participants as for occupations in percentage rating



■ Journalists
■ Media experts, representatives of civil society institutions, political parties
■ Representatives of authorities of federal, regional and local levels

3) Expansion of geography of the FIPD activity

As usual the FIPD activities were held primarily at regional level and were oriented at regional mass media, regional and local administrations, regional Press Secretaries of Local Administrations and public organizations. During reported period the geography of the FIPD events (within the Program components ## 2, 3, 4, 5, 6, 8, 9) was the following:

Over 70 regions of RF of all 8 federal districts

4) Cooperation of FIPD with partners

All FIPD activities were carried out in cooperation with 12 partners from federal/regional/municipal authorities and with support of public or media institutions. As usual the co-partners' support was expressed in invitation of participants, provision with the conference-rooms, organization of transfers for the FIPD experts and their accommodation, etc.

Among 12 co-partner organizations, at different times acted:

- **2 administrations of federal level:**
 - The Council of Federation of the Federal Assembly of the Russian Federation, Press-Service;
 - Federal Agency of Press and Mass Communications;
- **4 administrations of regional level:**
 - Administration of Vladimir region;
 - Administration of Kirov region;
 - Administration of Nizhniy Novgorod region;
 - Administration of Kaliningrad region;
- **5 media and public organizations:**
 - the Union of Journalists of Moscow region;
 - the Union of Journalists of Russian Federation;
 - the Union of Journalists of Kirov region;
 - the Union of Journalists of Vladimir region;
 - the Association of Regional Newspapers of Kaliningrad Region;
- **1 printing news media:**
 - the magazine “Journalism and Media-Market”;

5) Preserving of core experts

During reported period as lecturers and trainers at the FIPD activities (*Program components* ## 2, 4, 6, 9) **29** experts acted, including **22** constant and **7** new experts from Moscow and regions of RF:

- 1) **Kolesnik Svetlana**, president of FIPD,
- 2) **Vyatkin Mikhail**, vice-president of FIPD,
- 3) **Panasyuk Aleksey**, deputy head of Committee of the State Duma of the Federal Assembly of the Russian Federation on Local Self-Governance, leading lawyer of the FIPD Project “Legal Consultation”,
- 4) **Kasyutin Vladimir**, secretary of the Union of Journalists of the Russian Federation, editor-in-chief of the magazine “Journalism and Media-Market”,
- 5) **Skorobogatko Vladimir**, editor of the newspaper “Moskovskaya Pravda”,
- 6) **Kolesnichenko Alexander**, editor of department «Society» of the newspaper “Novye Izvestiya”,
- 7) **Grekov Eugenie**, director of projects “Regional Expertise” and “Experts for Civil Society”,
- 8) **Kynev Alexander**, head of the FIPD Regional Program,
- 9) **Zhilyakova Yekaterina**, editor-in-chief of the Magazine “Municipal Authority”,
- 10) **Dymarskaya Olga**, director of Design-Research Bureau “Social Action”,
- 11) **Stechkin Ilya**, head of Incorporated Editorial Staff of Internet Projects of Faculty of Journalism of the Moscow State University,
- 12) **Vendina Olga**, researcher of Center for Geopolitical Researches of Institute of Geography of the Russian Academy of Science,
- 13) **Zubarevich Natalia**, director of regional program of Independent Institute of Social Policy,
- 14) **Rimskiy Vladimir**, head of Sociological Department of the INDEM Foundation,
- 15) **Maksimov Andrew**, project director of Institute of Contemporary Development (INSOR),
- 16) **Pegova Olga**, head of Information Service of WWF – Russia,
- 17) **Sergeyev Vladimir**, general director of Publishing House “Knizhnoye Obozrenije”,
- 18) **Silanteva Oksana**, the Higher school journalism at the state university of the higher school of economy,
- 19) **Sinelnikov Alexey**, the Publishing house "Arguments and the facts",
- 20) **Agafonova Valentina**, projects «a help card», "Nastenka", etc.,
- 21) **Mozolin Andrey**, the director of the Center of modern communications of the Ural state university in name of A.M.Gorkiy (Ekaterinburg, Sverdlovsk region),

- 22) **Serebryaniy Roman** – the adviser of the Chairman of the Union of journalists of the Russian Federation,
- 23) **Safronov Rustem** – the producer of Television Channel “Russia Today”,
- 24) **Volodina Nataliya** - the deputy director of «Republican center of regenerative medicine and rehabilitation» in Chuvash Republic,
- 25) **Amzin Alexander** - the teacher of faculty of journalism of the Moscow State University,
- 26) **Zadorin Igor** - the general director of research group ZIRCON,
- 27) **Vdovina Olga** – the assistant to the general director of an Internet portal “Mediaguide.ru”,
- 28) **Trushina Evgeniya** - the editor-in-chief of an Internet portal “the Planet of mass-media”,
- 29) **Konovalov Igor** - head of IT-projects of FIPD.

6) Publications of participants about the FIPD activities in Mass Media

The fact of presence of articles about the FIPD activities in Mass Media is considered as an effective instrument of promotion of Foundation into media community and authority structures. The articles are also regarded as means of promotion of professional topics raised by FIPD at activities.

Around **644** articles about the FIPD activities were published in newspapers and Internet-resources during the all period of time from June 26, 2004 to September 30, 2012 (end of program).

7) On-Line Distant Learning Program “How to Create a Web Site of Edition” in the frameworks of Component # 9 “Consulting Program - Pilot Project”.

During reported period the FIPD vice-president Michael Vyatkin and head of IT-projects Igor Baturin and after him Igor Konovalov kept consulting concrete media about use of Internet opportunities, creation of a web site or Internet version of newspaper, promotion of media and public Web-projects.

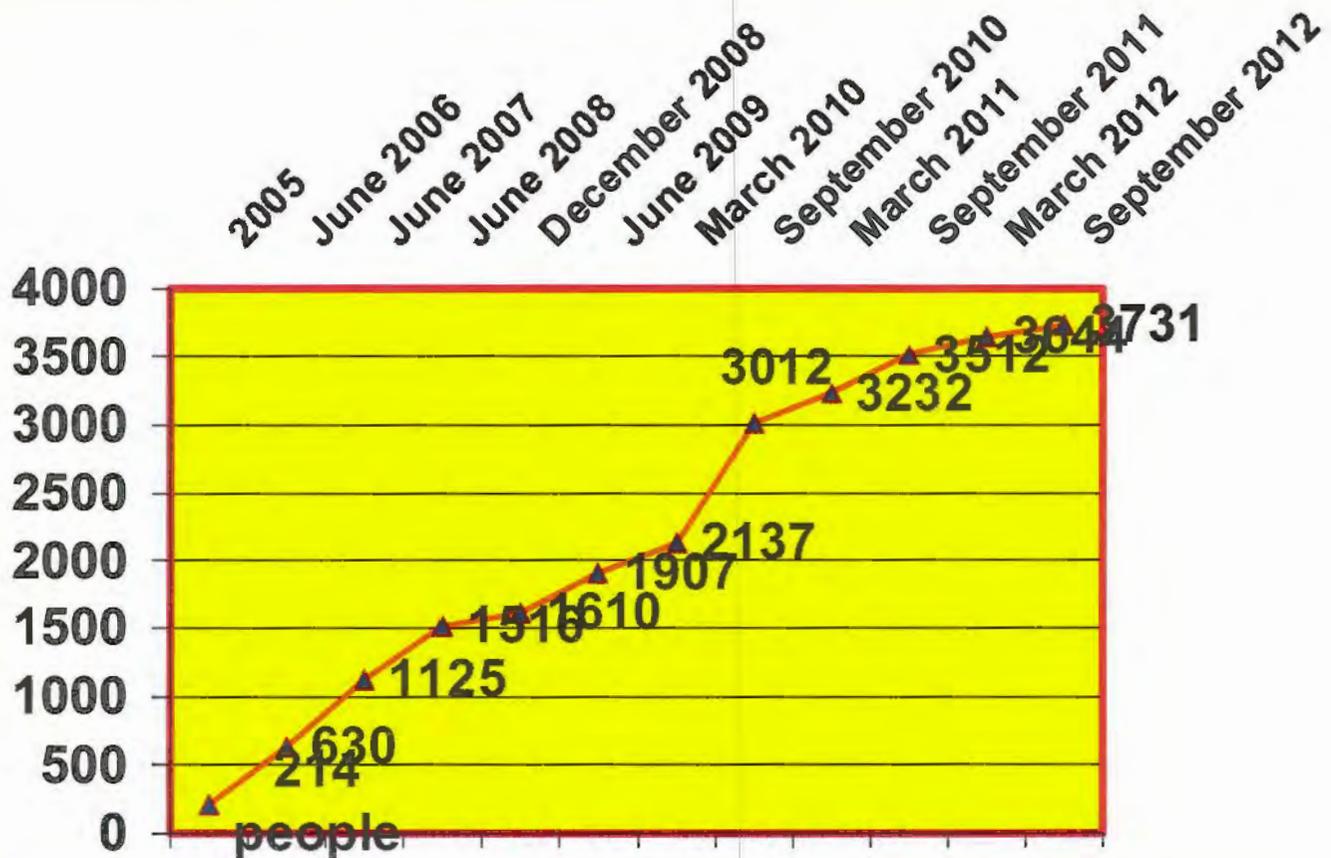
8) Mail out of the FIPD weekly newsletter with the last update information and articles at the FIPD website

The FIPD weekly newsletters include the last update information and articles of the FIPD web-site: materials posted during a week in all sections of the FIPD website («The FIPD Activities», «Regional Expertise», «Legal Consultation», «Comments and Analysis», «Library», «News», «Over the Map of Homeland », etc). Through subscription FIPD keeps communicating with its partners, experts

and participants and inform them about topical issues of politics, elections, socio-political aspects and its coverage in Mass Media, problems of media sector.

During last half of year the number of subscribers of the FIPD weekly e-mail newsletter has increased on **more than 85** people in comparison with the previous reported period. Nowadays the number of subscribers is **3731** people.

Positive dynamics of the FIPD subscription by e-mail



FIPD were always paid special attention to expansion of ways of distant informing and consultation of regional and municipal mass media and population through its web site and weekly e-mail newsletter.

9) Program Component #1 “Regional Expertise”.

During all period of time the Foundation and its Moscow and regional experts initiated **329 discussions** over essential and topical problems in the Russian society. These 329 expertizes exposed at the FIPD web-site and at the Information-

Analytical Portal «Experts for Civil Society» (<http://4cs.ru/materials/frip>) caused over **35 000** reviews and more than **300** comments.

Project “Over the Map of Homeland”

In a special sector of the FIPD web-site the FIPD there were changes. Expert **Vladimir Rimskiy**, head of Sociological Department of the INDEM Foundation, makes weekly comments on modern problems of social spheres of the Russian society. The author helps local journalists to evaluate events of federal scale and to realize their influence and reflection on life of regions. The author in his articles puts also sharp social problems of all Russian society. Another expert **Alexander Kynev**, head of the FIPD Regional Program, develops a direction on illumination of modern political life of the country, directing attention especially on problems of election campaigns: elections in the State Duma of the Russian Federation and presidential election. Student **Anna Kovtun** analyzes perception young generation of modern Russian problems of a society.

Among **60 topics**, raised by Rimskiy, Kynev and Kovtun during reported period. All of them are very important, but some of them most interesting:

Project “The Interesting projects on the Internet” (New program)

To realize the interesting Internet project, it is not obligatory to live in a big city. Determinatives become original idea of the author, his energy, level of internal culture and desire to understand interests of surrounding people, ability to carry away them. FIPD employees were convinced of it looking through hundreds sites during preparation for regional seminars. Then there was an idea to create library of such projects on FIPD site as the new project. So, on FIPD site the new heading "The Interesting projects on the Internet" has been got: <http://www.old.frip.ru/newfrip/cnt/library/>. Some interesting, not the best. The most interesting projects FIPD places on the site and includes in weekly mailing by e-mail. Thus, we allow to get acquainted with these projects to thousands interested on it people in all regions of the Russian Federation. There are **12** such projects placed already on FIPD site.

2) Number of articles in Mass Media, published after activities – 5 (was expected 6).

The articles are given in the Appendix.

3) Number of participants' positive evaluations about the FIPD activities – 5.

10) COMPONENT # 7 “PUBLICATION PROGRAM”

According to Proposals, FIPD should prepare and publish **14** books.

For all period of time FIPD has created **15** books:

- 1) **“Mass-media in information interaction of the power and mass-media”**. The collection contains materials of participants reports of the conference with the same name, spent in Moscow on March, 17-18th, 2005
- 2) **“Authority, Society and Mass Media”**. The collection contains materials of FIPD expert polls on key problems of the Russian policy in 2004-2005.
- 3) Book **“Authorities, Citizens & Mass Media”**.
- 4) Book **“Atlas of Municipal Press of the Russian Federation”**.
- 5) Book **“Municipal Press, Local Self-Governance Reform and National Projects”**.
- 6) **Practical Guidance on improvement of mass media work with an audience.**
- 7) **“Regional Expertise”** materials.
- 8) Practical Guidance **“Social Journalism and Social Advertising: Formation of the Agenda of Region”** for youth, journalists, representatives of authorities, electoral commissions, and press-services is prepare for printing.
- 9) V. Kasutin **“Alive Newspaper”**, a practical guidance on journalism and management of editions (1000 copies).
- 10) The manual **“The Effective Models of Regional and Local Press”**.
- 11) The second edition of **“Atlas of Socio-Political Media Resources of the Russian Federation”**.
- 12) The manual **“The Internet version of newspaper as the tool of market promotion of edition and receptions of a feedback with an audience”**.
- 13) The manual **“Designing and re-start of the regional political newspaper”**.
- 14) **“Atlas of Municipal Press of the Russian Federation - 2010”**.

15) The manual **“The collection of recommendations for editorial collectives”**
The analysis of the questions arriving in Legal consultation on FIPD site (about 100 questions for 2010-2011) allows to draw a conclusion that as among heads of mass media (editors-in-chief), and officials of local governments, public authorities of subjects of the Russian Federation the error concerning an essence of this or that organizational-legal form is extremely extended.

11) Number of articles in Mass Media, published after activities – 653 all-in-all
(was expected about 500 for this program).

12) Number of participants’ positive evaluations about the FIPD activities – over 400.

Reporting period: October 1, 2011 – September 30, 2012

Number of participants of all activities – **829**:

Group of journalists – **594**

Group of experts from media related spheres, representatives of civil society institutions, NGOs, political parties, media students (including FIPD experts) – **172**

Group of representatives of authorities of state and municipal levels – **74**

Number of articles in Mass Media, published after activities – **83**

Number of participants’ positive evaluations about the FIPD activities - **19**