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## Executive Summary

The Central Asia Media Program (*MediaCAMP*) aims to improve content quality and audience engagement, strengthen media outlet financial sustainability, increase media literacy, and strengthen the enabling environment in Central Asia. The overarching program goal is to develop a more balanced information environment in Central Asia to increase openness among youth and adults for differing ideas, opinions and perspectives and in turn increase their engagement in civic participation. The program will run from October 1, 2018 through September 30, 2023.

*MediaCAMP*'s activities are implemented toward meeting three objectives:

- Objective One: Improve media capacity to provide balanced, informed and unbiased reporting on key policy and public interest issues
- Objective Two: Increase media and information literacy among youth and adults to become critical consumers and producers of information
- Objective Three: Improved legal enabling environment for media

## Project Achievements Years 1-3: Highlights

In the first three years of the project, *MediaCAMP* and its partners trained over 2,000 journalists and media professionals from Kazakhstan, Tajikistan, and Uzbekistan, contributing to increased professionalism and the opening of new, modern genres of journalism in the region. The project provided assistance to 126 non-state news outlets and 121 civil society organizations to support content production and citizen engagement projects; organizational capacity building and financial sustainability efforts; advocacy on behalf of the media community; strengthened self-regulatory measures; and ensuring media representatives have a seat at the table in debating and developing legislative decisions affecting the media, freedom of speech and expression, and access to information.

*MediaCAMP*-supported journalists, citizen reporters, media outlets, civil society organizations, and other content producers have produced and published or broadcast over 5,000 pieces of local content in diverse and engaging formats which provided timely, socially-important information in Russian, Kazakh, Tajik, and Uzbek, filling the local media markets with fact-based, balanced information on locally-relevant topics. Many *MediaCAMP* projects have actively engaged citizens in resolving local and regional issues and assisting their neighbors in need, showing how quality, engaging journalism—often in combination with civil society activism—can lift the audience out of their seats and tilt them over the edge: rather than just consuming information, they act on that information when given the right tools.

Over 6,500 youth, adults, and the elderly from the three target countries have improved their ability to evaluate information critically and increased their resilience against mis- and disinformation by participating in media literacy activities, including media literacy schools, festivals, and trainings at Media and Digital Literacy (MDL) Houses which reached more residents of remote regions, sometimes introducing MDL as a concept for the first time. Additionally, use of [Internews' Media Literacy Manual](#) in Russian, Kazakh, and Tajik has increased each year; in the 2020-2021 academic year, 29 universities in Kazakhstan and seven in Tajikistan used modules from the manual to instruct over 1,500 students in media literacy and

journalism courses, and a new Uzbek adaptation was completed to spread media literacy education further in the region.

The Central Asia Media Program's direct support for local partners in Years 1-3 included:

- **183 content production projects** which produced nearly 4,000 pieces of content on socially important and under-covered issues such as gender-based violence, poverty, education, the environment, youth, and people with disabilities.
  - Including **37 rapid response projects** for media and journalists to produce vital news content about the public health situation and continue operating during the COVID-19 pandemic and economic crisis, with approximately 25.4 million total views across all projects.
- **Major events** that served as educational and networking platforms for hundreds of media practitioners, CSO representatives, journalism teachers, media literacy educators, trainers, and civic activists, including Regional Media Literacy Eduthons, Inclusive Content and Business Labs, and the annual region-wide Central Asian Media Festival and Journalism Award.
- Creation of a **network of more than 115 citizen reporters in 35 cities, towns, and districts across Kazakhstan and Tajikistan**, who produced over 1,300 pieces of content on local issues for 24 media outlet partners. In several cases, the reports triggered actions by the local authorities.
- 26 collaborative projects between media outlets and CSOs in Kazakhstan and Tajikistan which **stimulated involvement in and raised awareness about socially important community activities** such as participation in local governance, volunteering, mentoring children from disadvantaged families, and consumers' rights.
- Promoting **13 positive changes to legislation in Kazakhstan and Tajikistan** and **improving the capacity of four major media associations to serve as support networks for the media community**, leading to a more transparent system for media attendees at government COVID-19 press briefings in Kazakhstan, and in Tajikistan the establishment of a network of 11 Ethics Commissioners (Ombudsmen) within 16 media outlets and the adoption of a revised [Ethical Code of Journalistic Activities](#).
- Preparation of **18 analyses of changes to media legislation in Uzbekistan**, increasing government transparency and citizens' awareness of the actual situation during a time of major reform promises.

Overall, the MediaCAMP project managed to meet its objectives and even exceed some of them despite certain challenges related to the COVID-19 pandemic and the specificities of local contexts. It proved to be adaptive and able to adjust to the changing circumstances while staying on target. With stronger partners, more skilled journalists and content producers, and ongoing engagement with state institutions, it has a strong potential to achieve further results towards the goal and make them sustainable in the long term.

## Highlights/Impact (Year 3 Summary of Achievements)

### Objective One:

- In Year 3, MediaCAMP supported **105 Content Production projects** (53 in Kazakhstan, 27 in Tajikistan, and 25 in Uzbekistan) that generated the production and publication of **1,067 pieces of content** (723 in Kazakhstan, 190 in Tajikistan, and 154 in Uzbekistan) in diverse and engaging formats such as multimedia materials, web series, podcasts, YouTube shows, caption videos, documentaries, caricatures and more in Russian, Kazakh, Tajik, and Uzbek. **This represents 83% more projects than in Year 2 in Kazakhstan; 4% more in Tajikistan; and 140% more in Uzbekistan.** With such levels and MediaCAMP's concentration on professional quality standards, even more balanced, unbiased information produced locally was made available to the population in Year 3. Reporting based on facts covered a number of critical social issues, such as migrants, minorities, women's empowerment, domestic violence, corruption, unskilled workers, rural life, elderly people, and the impact of the pandemic. The content produced has **reached over 22.7 million people (10.2 million in Kazakhstan, 6.4 million in Tajikistan, and 6.1million in Uzbekistan), which is equivalent to 36% of the population of the three countries** taken together. Many of the materials produced led to reactions and active engagement from the audience through comments, likes, and concrete help. In several cases they also triggered reactions from the authorities.
  - For example, in Kazakhstan, after a ProTenge.kz [investigation](#) revealing that a state-owned company planned to spend 27 million tenge (\$64,000 US) on luxury fitness club memberships for its employees, and had made similar such expenditures in the past, there was a public outcry and the Ministry of Labor and Social Protection [announced](#) the **cancelation of the membership procurement plans**. The investigation was part of ProTenge.kz's [investigative journalism project](#), which was launched 1.5 years ago with MediaCAMP's support and **gained peer recognition** in June 2021, when it won the best project of the year award from the Facebook group "[Journalists of Kazakhstan](#)," representing almost all media in the country.
  - In Tajikistan, following the publication of four videos and articles about the difficult life of elderly people in Dushanbe, which were viewed around 135,600 times, [Vechniy Dushanbe](#) media outlet gathered 22,000 somoni (around 2,000 USD) in donations which were used to **provide support to the elderly**, and medical clinics provided medicine and free treatment for subjects of the stories.
- Despite the fact that most training activities had to take place online due to the ongoing pandemic, **MediaCAMP and 11 local partners trained 714 media professionals in 3 countries**. In addition to four regional schools spanning over several weeks with multiple trainers, interpretation in all three national languages, work in groups, and a mentoring period, eight trainings were organized in the three countries (one in Kazakhstan, three in Tajikistan, and four in Uzbekistan). Participants gained knowledge on innovative topics not often on offer in the region; for example, social media marketing, documentary filmmaking, explanatory journalism, and health and science journalism—a particularly important field during the pandemic. Other topics, such as online and multimedia journalism, were more classical but remain very much in-demand. Many partners shared links to popular and quality materials produced after the trainings, including during the important mentoring period. Local partners were offered a key role in the national

component of all regional trainings, which contributed to **building their capacity and creating links for future possible collaboration**, including in Uzbekistan. As a separate and new MediaCAMP activity, 19 media outlets from the three countries benefitted from targeted consultations/residencies of three to ten days on monetization and editorial management support by eight international experts. Such a format allowed to make a precise diagnosis of the outlets' problems and strengths, followed by the development and implementation of concrete individual action plans which led to **improved financial results for several media**.

- The **third annual MediaCAMP Fest**, titled “[Made in Asia](#),” was attended by **243 media practitioners**, a strong achievement considering the general lower interest in online events in the region after over a year of pandemic. The three-day event was held in a creative hybrid format, with three interconnected studios in Almaty, Dushanbe, and Bishkek, as well as a virtual one in Tashkent, which hosted moderators and local speakers, while international speakers and the audience attended online. To be as inclusive as possible all sessions of regional interest had simultaneous interpretation in four languages and were broadcast on social networks, where the outreach was 18,000 views. **88% of the 50 speakers and experts were from Central Asia**, which inspired the local participants. At the end of the Festival, Internews organized the ceremony for the yearly MediaCAMP Award, for which MediaCAMP had received 690 applications, more than twice the Year 2 figure. Such an increase for Uzbekistan and Turkmenistan in particular shows how **interest and recognition from media communities there is growing** despite the absence of Internews offices. Seventeen prizes were awarded in six categories, with an additional eight special prizes focused on supporting efforts and commitments. MediaCAMP provided the audience of journalists and bloggers, as well as press officers, marketing professionals, university professors, civic activists, and representatives of civil society organization with new useful knowledge and information, and also the needed inspiration, motivation, and support in a period still troubled by the heavy impact of the pandemic on professional and personal lives. MediaCAMP Award applicants who were not familiar with Internews before might also become participants in trainings and other support activities in the future, expanding the pool of potential project beneficiaries.
- Seven out of eight projects supported as a result of the Year 2 Inclusive Content Labs in Kazakhstan and Tajikistan were completed in Year 3:
  - An information campaign by [Aynalayin SOS project](#) in Kazakhstan contributed to **increase awareness about the issue of bullying of schoolchildren, with an online audience reach of 7 million people**. The project prepared an Anti-Bullying Code that schools can use to help them identify and prevent cases of bullying and cyberbullying in time, as well as to effectively respond to prevent reoccurrence.
  - In Tajikistan, MediaCAMP's partner organization Ranginkamon in Sughd region **raised awareness on challenges in access to education for children with disabilities** through a series of [materials](#), which were viewed 11,000 times. The project contributed to resolving an issue of hearing-impaired shoemakers at a marketplace being illegally charged by the market administration.
- Two Financial Future Grants financed after MediaCAMP's 2020 Business Lab and which were completed in early Year 3 were able to attract **advertisement and sponsorship**



**funding.** In Year 3, 17 media outlets and initiatives joined the Regional Online Business Lab, which was combined with the New/Youth Media Accelerator. After seven days of lessons in theory from high-level experts, they shifted to practical work and benefitted from almost two months of personalized online mentoring. Six partners achieved their expected results in terms of their product and its sale. After the training, MediaCAMP also received nine project proposals from partners to invest in systematic content, strategic plans, audience, staff, tools, and systems to **help them build a more financially secure base for their business.** Implementation will start in October 2021.

## Objective Two:

- MediaCAMP helped to build 10 collaborative projects between media outlets and civil society organizations which **encouraged citizen involvement and increased awareness about socially important community activities** such as mentoring of children with disabilities, defending stray animals, preserving and improving the environment, providing essential information to labor migrants, transferring books to low-income families and nursing homes, and defending social rights of mothers of large families. In Kazakhstan, media outlet Vera.kz and CSO Shanyrak Ortalygy through their “Kindness Basket” project **built a local community of 60 caring citizens who help people in difficult life situations** in Shymkent. The project has already helped at least 10 residents of Shymkent change their lives. In Tajikistan, media outlet Vecherka and CSO Peshsaf’s project “We can share our love! In defense of homeless animals” has achieved a significant result: **the adoption of amendments to the Code of Administrative Offenses which toughen up the penalties for cruelty to animals.**
- MediaCAMP continued developing its citizen reporter networks with **11 media outlets** and **79 citizen reporters** from various regions of Kazakhstan and Tajikistan who received training and produced a total of **760 pieces of content** reaching more than **10.4 million people** across the two countries. Some publications resulted in **solving local community problems**, such as providing a school bus for village children in Kazakhstan. Further, some citizen reporters from past years of the project have decided to fully commit to journalism in Tajikistan, **injecting new people and energy into the country’s media protection sphere.**
- In February, MediaCAMP conducted the **Media Literacy Eduthon 2021 - an innovative methodological seminar** where 48 university professors, media professionals, civic activists, and media trainers gathered together to collaboratively develop effective tools, projects, and campaigns to promote media and digital literacy (MDL) among local populations across Kazakhstan, Tajikistan, and Uzbekistan. As a result, MediaCAMP **supported 24 MDL projects** (10 from Kazakhstan, 10 from Tajikistan, and four from Uzbekistan) for further development and implementation. Eduthon finalists increased the region’s media and digital literacy by reaching new segments of the population with their original media literacy projects (quizzes, comics, vines, debates) tailored to local communities. Eduthon finalists conducted **29 trainings** reaching more than **1,800 participants** from different regions of Kazakhstan, Tajikistan and Uzbekistan. Finally, as a follow-up to the Eduthon, all participants organized at least one short MDL presentation or training in their respective countries pro-bono without



financial support from MediaCAMP, for an additional **32 trainings** attended by a total of **723 participants**.

- The Media Critics section of NewReporter.org published **361 original articles, 31% more than in Year 2**. In Year 3 MediaCAMP added **seven new media critics** to the roster and the number of yearly unique visitors to NewReporter.org **increased by 20%**. Some of the articles triggered reactions from the media community:
  - Media Critic Nazira Darimbet’s critical review of Channel 31’s talk show “Kel, tatulasayyk!” entitled “How to make peace with a rapist” in [Russian](#) and [Kazakh](#) caused a huge resonance in society, as the show asked participants to make peace with the men who raped them. The material was reposted on social media more than 4,500 times and was quoted by major Kazakhstani and Russian media, including [Tengrinews](#) and [esquire.ru](#). In September 2021, all three criminal suspects were convicted and [sentenced to real prison terms](#). This is largely the merit of the author of the material, who was the first to tell a wide audience what exactly is happening in this show; only after the publication did numerous lawyers and human rights activists kick into gear.
  - Soon after media critic Mikhail Petrushkov’s [publication](#) criticizing the morning show “*Don't Sleep The Show*” on radio Europa Plus Tajikistan for its poor content, it was removed from the air. This case along with others shows how constructive criticism can encourage media outlets to live up to higher standards.
  - Two new media critics, from Tashkent and Nukus, started preparing articles about media content in Uzbekistan for New Reporter, increasing the pool of authors and the regularity of publications in Uzbek, which can attract more attention towards media criticism and standards in the country.
- **Four Media Literacy Houses started their work in Kazakhstan and Tajikistan in Year 3**. MDL Houses provide a permanent link between the MediaCAMP team and residents of the regions of Kazakhstan and Tajikistan, enabling the project to spread its media literacy activities further and reach more diverse populations. MDL Houses regularly hold various activities such as trainings, festivals, theatrical performances, and English media literacy clubs for different groups in close cooperation with local administrations, NGOs, and civic activists. Special attention is given to vulnerable groups: disabled people, the elderly, children, women, or mothers with many children.
- **36 universities** in Kazakhstan and Tajikistan (29 in Kazakhstan, 7 in Tajikistan) **used modules from Internews’ Media Literacy Manual for university professors** in media literacy or journalism courses in the 2020-2021 academic year. **This represents a 38 % increase from Year 2 in Kazakhstan and a 133% increase in Tajikistan**. During Year 3, MediaCAMP adapted Internews’ Media Literacy Manual into the Uzbek context and made it available online in [Russian](#) and [Uzbek](#) for all interested stakeholders. The Tajik-language adaptation of the Manual was also prepared and distributed among universities with journalism departments to raise their awareness about the manual and secure their interest in introducing it into their curricula. MediaCAMP distributed all 100 printed copies of the Kazakh-language **MDL Textbook for university students** to universities with Kazakh-language journalism departments to encourage professors to use it as an original source on media literacy. Finally, the Uchebnik Center under the Ministry of Education in Kazakhstan **approved the MediaNet MDL textbooks as elective course**

**for high school students and teachers' guidance** in Kazakh and Russian. The greater availability of educational materials and involvement of universities and schools will allow increased understanding of media literacy and critical thinking principles from a young age.

### Objective Three:

- In Kazakhstan, MediaCAMP and its partner the Legal Media Center (LMC) contributed to the introduction of new provisions into the Rules of Accreditation of Journalists, which simplify the procedure and represent a **significant improvement in access to information for journalists**. LMC also worked with the Supreme Court of Kazakhstan to update two normative resolutions on the hearing of defamation cases in courts and the openness and publicity of court hearings, which will **align them with international standards and thus strengthen the rights of journalists and media**. Another partner, the Central Asian Advertising Association (CAAA), successfully advocated for the **adoption of amendments to two regulatory acts on advertisements, opening new financial opportunities for media**. Further, thanks to MediaCAMP support in advance of parliamentary elections in Kazakhstan in January 2021, Kazakh journalists were better able to **cover the elections**, providing essential information to the public while protecting themselves from running afoul of elections coverage regulations. In Tajikistan, following recommendations by MediaCAMP partner Khoma, the **delay for journalists to obtain judicial information was reduced** from 30 to three days through the adoption of the Law on Access to Information on the Activities of Courts in the Republic of Tajikistan. Despite the challenging environment, Khoma also managed to **develop and get support for a roadmap for changing norms in legal documents regulating media** which contradict the Constitution and international legal acts ratified by Tajikistan.
- MediaCAMP started providing **ad hoc legal consultations for media outlets, journalists, and bloggers for the first time in Uzbekistan** under MediaCAMP. In total, over the course of Year 3, Internews and its partners in the region **provided 452 consultations (270 Uzbekistan, 138 in Tajikistan, and 44 in Kazakhstan)** on a broad range of topics, including journalists' rights, access to judicial and other information, copyright issues, media registration, advertisement legislation, circulation and language requirements, protection of sources, use of personal data, image rights, legal audits, and legal assessment of publications. **With 158 more consultations than in Year 2, including numerous ones that helped resolve difficult situations or avoid prosecution**, MediaCAMP made a significant **contribution to the ability of media and journalists to fulfill their mission**. Partners also organized over 20 trainings and webinars on legal issues and, together with NewReporter.org, published 15 practical articles aimed at Uzbek media professionals, which **improved legal literacy and built up capacity to protect the media**.
- At MediaCAMP's Data Journalism School in Tajikistan and Investigative Journalism School in Kazakhstan during Year 3, **30 journalists gained unique skills not commonly in practice in these countries, to produce materials that will help promote government transparency and accountability**. MediaCAMP partner MediaNet also took steps towards introducing the subject of investigative journalism at universities in

Kazakhstan by organizing the first training of trainers (TOT) for professors on this topic. To support the work of journalists and **facilitate access to information, fact-checking, and investigations**, MediaCAMP launched in June 2021 the [Open Base](#) open data portal, a user-friendly aggregator of open data from various state bodies in Kazakhstan.

- MediaCAMP continued working with governments in Kazakhstan and Tajikistan to **improve the operating environments for media and make the work of journalists easier** through various initiatives, including an [online summer school](#) by partner KazPressClub, a series of webinars by partner Court Reporters League (CRL) that **improved the communication skills of over 600 representatives of press services of state agencies and journalists in Kazakhstan**, and a roundtable by partner Advertising Association of Tajikistan that brought to the attention of government officials the challenges media outlets face due to issues with advertising legislation in Tajikistan

MediaCAMP continued actively supporting self-regulation initiatives and some long-term projects achieved concrete results. **For example, 16 prominent media and 476 journalists signed onto the project-supported [Basic principles of media in Kazakhstan](#) developed by the Kazakhstan Media Alliance (KMA), and the Media Council of Tajikistan's 50 members unanimously adopted the unanimously adopted the revised [Ethical Code of Journalistic Activities](#), developed under the project: both of these actions will raise the level of professional ethics among journalists in Kazakhstan and Tajikistan and lead to better protection of media freedom.**

## Background/Context

### Kazakhstan

In spite of the “Hearing Government” concept [announced](#) by the President of Kazakhstan in September 2020, whereby the government intended to be open to ordinary people and responsive to their needs, and other announced liberalization initiatives, in reality freedom of expression and access to information in the past year remained restricted. Moreover, in late 2020 and early 2021, the government, through the tax authorities, exerted pressure on Kazakhstani human rights and freedom of expression CSOs, including some MediaCAMP partners, in some cases resulting in temporary suspension of the CSOs’ activities. The continuing COVID-19 pandemic also presented an opportunity to the government and courts to limit access to information by [severely moderating](#) journalists’ questions to officials during online briefings or ignoring them altogether, or claiming that [technical issues](#) prevented their participation in court hearings. Official offline briefings only restarted at the end of September 2021 but were also accompanied by some technical issues the government promised to solve. Overall, [obstruction](#) of journalists’ activities, various official forms of [pressure](#) on the media, as well as some legislative [initiatives](#) largely kept the operating environment for journalists in Year 3 restricted, compelling MediaCAMP local partners to publish open letters and public appeals calling on the government to uphold freedom of expression and access to information, with no substantive response.

Below is a summary of the main developments:

### *Freedom of expression*

- During the past year, the Kazakh government continued to strengthen its control over and pressure on human rights and freedom of expression CSOs without providing clear reasons. At the end of November 2020, seven freedom of expression and human rights CSOs, including three MediaCAMP partners, were subjected to pressure from the tax authorities over alleged irregularities that could result in heavy fines and suspension of their activities. In January 2021, tax authorities suspended the activities of two of the CSOs. However, in February 2021, the tax authorities canceled administrative proceedings against all the CSOs, which is widely [believed](#) to have come as a result of criticism from international organizations.
- Amnesty International's [Annual Human Rights Report](#), released in April 2021, stated that “the rights to freedom of peaceful assembly and expression remained severely limited,” and that “critics of the authorities faced politically motivated prosecution” in Kazakhstan. The government traditionally [denies](#) such charges.
- In March 2021, the UN Human Rights Committee ruled in favor of media and journalists on two cases in Kazakhstan which began seven years ago. The UN [recognized](#) that the Kazakh authorities violated the rights of journalist Dmitry Tikhonov, who was detained at a peaceful protest in 2014 and received an administrative punishment; and that the Kazakh court decision to close the opposition newspaper “Pravdivaya Gazeta” in 2014 was [illegal](#). Based on previous experience, the Kazakh government failed to respond to these verdicts.
- According to Freedom House's “[Freedom on the Net 2021](#)” report, Kazakhstan remains in the “not free” category of countries, scoring 33 points on a 100-point scale, where 39 or below indicates lack of freedom of the internet.

### *Legal developments*

- In September 2021, the parliament approved in the first reading [legal amendments](#) which would provide for the blocking access to social media and instant messenger platforms that refuse to open local offices, arguing the need to protect children from bullying. The media community of Kazakhstan saw it as an excuse to control access to information and launched a [petition](#) against the initiative.
- The beginning of 2021 marked several significant [changes](#) in the area of trademark rights protection in Kazakhstan, as well as wine trademark and wine name advertisement, which opened up new possibilities for advertising revenue for media outlets. The Government adopted new amendments to the laws “On Advertising” and “On Mass Media” and removed restrictions on advertising of a trademark and names of locally-produced wine in the media.

### *Effects of the COVID-19 pandemic*

- The second wave of the COVID-19 pandemic and the introduction of a new strict quarantine in some regions of the country was a real challenge at the end of 2020. The GDP experienced a [2.6% reduction](#) in 2020 as reported by the Ministry of the National Economy

– a large drop, though still overshadowed by the fall in the advertising market, which decreased by [5.2%](#) in 2020 compared to 2019. For media this meant a further drop in advertising and other sources of monetization. However, the advertising market is showing signs of recovery: in the first half of 2021 it has [increased by 27%](#) compared to the first half of 2020.

- Throughout much of Year 3, as quarantine restrictions were less severe, content producers were able to travel, conduct interviews, and take pictures more freely. However, Kazakhstan regions kept moving from the “red zone” to “yellow zone” and back based on the level of spread of coronavirus infection, requiring reintroduction of quarantine, and problems with access to information continued.

## **Tajikistan**

### *Restriction of press freedoms and access to information*

- In the 2021 Reporters Without Borders (RSF) [World Press Freedom Index](#), Tajikistan dropped one place, and is now ranked 162nd out of 180 countries, in large part due to increasingly authoritarian policies and tightened restrictions on access to information. Under the guise of combatting disinformation about COVID-19, the government of Tajikistan imposed harsh penalties for distributing “false” or “inaccurate” information about issues of public health, leading journalists to self-censor and avoid reporting such critical information in order to avoid fines or prison time.
- In February 2021, the Television and Radio Committee, the state-run media regulator, introduced [new licensing rules](#) which give the state an incredible amount of control over independent TV and Radio broadcast companies. In particular, the new rules require that independent media outlets get approval from the Television and Radio Committee for content produced in foreign languages, including Russian; work within the framework of the country’s unified policy in the information sphere” and “unquestioningly comply” with the Television and Radio Committee’s orders; contribute 1 percent of their annual profits to the committee; and forbid independent media from concluding cooperation agreements with foreign media and publishing their materials. International organizations such as the [Committee to Protect Journalists](#) have protested the new regulations, as they essentially remove independent media’s ability to operate freely and could force some outlets to close for financial or other reasons. Another new requirement is a 13,000 somoni (US \$1,140) fee for a five-year broadcasting license, a cost that many independent media are not able to pay.
- On September 7, 2021, the Parliament of the Republic of Tajikistan [published the Draft Information Code](#) of the Republic of Tajikistan. This Draft Code is designed to consolidate all information-related provisions contained in laws and other regulatory acts in the country. It is likely to contain both the positive and negative aspects of those laws and regulatory acts, but at this stage it is unclear which ones will outweigh the other. Media support organizations, including MediaCAMP partners, will closely follow the developments of this Draft Code and advocate to ensure the pros are included and the cons are excluded. Project partner CSO Khoma is a member of the Parliamentary working group which is reviewing the Draft Code and will be particularly involved in this process.

## *Effects of world events*

- With the Taliban takeover of Afghanistan following the U.S. withdrawal of troops at the end of August 2021, fear among local citizens, especially groups such as women, members of the LGBT community, journalists, etc., led many to flee the country. As Tajikistan shares a border with Afghanistan, an [influx of refugees](#) has become a major issue for the country, with the coronavirus pandemic and worries about the spread of radicalization looming overhead. On September 8, more [than 200 journalists and civic activists living in Tajikistan](#) applied to international leaders to protect the Afghan people and accept refugees.
- Restrictions related to the COVID-19 pandemic relaxed in Tajikistan in spring 2021, as from the middle of January through the end of March, no cases of COVID-19 were [officially registered](#) in the country. During his annual address to the Parliament of Tajikistan on January 26, President Rahmon declared that Tajikistan is free of coronavirus, despite the Ministry of Health's earlier statement that there were several cases in the beginning of January. Despite assurances from the Government of Tajikistan, [another wave of COVID-19](#) surged in the country in May 2021. With few vaccines available and authorities' continued denial of the crisis, hospitalizations and deaths from the virus rose. The local authorities dropped their denials only [in the end of June](#), though they continued to give only partial information about the real situation.
- On April 31, 2021, more than [30 people died as a result of a conflict on the Tajik-Kyrgyz border](#) over water resources, and many more people were injured and/or forced to [flee their homes](#). This was the deadliest event in the history of Tajikistan and Kyrgyzstan's relations since independence in 1991. This eruption of conflict showed how vulnerable the media in Tajikistan is, as it had almost no access to information during the conflict, and state media published next to no information. As a result, the population was severely underinformed, leaving fertile ground for rumors, disinformation, and hatred to spread on both sides of the border, further inflaming tensions. The [Kyrgyz media](#) had more access to information from their government agencies, creating a further imbalance in coverage of the conflict. Despite a [meeting](#) between the two countries' presidents at the end of June to discuss cooperation on border security, [violence](#) broke out on the border again in July, though to a lesser extent.

## **Uzbekistan**

The past year saw a deterioration of the media situation in Uzbekistan. As in Year 2, regular statements by the President and other officials in support of the key role of media, journalists and bloggers were contradicted by a number of attacks, pressures and lawsuits against them, as well as legislative changes affecting their operating environment in a mainly negative manner. Concerns from the authorities about the risk of public discontent in relation to the pandemic and before the October 24 Presidential election probably contributed to this trend. Below is a summary of the main developments:

### *Legal developments*

- In December 2020, among other amendments to the country's penal and administrative codes, Uzbekistan's Senate [approved](#) the abolition of imprisonment for libel and defamation, replacing the existing penalty with a fine or compulsory community service. However, this



positive development was counterbalanced by other amendments approved at the same time, establishing fines of up to 22,000,000 soms (approx. US \$2,130) and prison terms of up to five years for those convicted of disseminating “false information.” Additionally, on March 31, 2021, President Mirziyoyev signed a [law](#) containing amendments to the Criminal and Administrative Codes, as well as to the law “On Informatization,” which introduce criminal responsibility with jail terms of up to five years for publication and distribution on the internet of public calls for mass disturbances, disobedience to the authorities and violence against citizens, as well as public insult or slander against the president. The amendments also introduce fines for website owners and bloggers who publish false information threatening public order and security, demonstrating disrespect for society or the state, and aimed at inducing or otherwise involving citizens in committing illegal actions.

- In May 2021, the Uzbek parliament [approved](#) a draft law on advertising in its first reading without stakeholder input. It could lead to a sharp reduction in advertising revenues for the media, especially for TV companies. Media outlets openly shared their [concerns](#) about some planned changes in the document, such as a limitation on the types of programs that can include sponsorship and advertisement, a ban on repeated broadcast advertising of the same goods in one block, a reduction in the total volume of advertising per hour of airtime, a ban on advertising of certain medical and personal hygiene products, a ban of advertisement on mobile devices without consumers’ consent, and an increase in fines for violation of the law. As of this writing, the draft law was still being revised and [prepared](#) for its second reading at the Legislative Chamber.
- On June 16, 2021, President Mirziyoyev signed a [Decree](#) to increase the openness and transparency of the activities of state bodies and organizations. The main concrete measures include the publication of details of public procurements and the live broadcasting on TV channels and the internet of meetings of the Parliament, as well as regional, district, and city councils. Upon agreement of the parties, court sessions of a broad range of cases will also be broadcast. It remains unclear whether the decree will improve access to state statistics, which is an important problem that bloggers and journalists from Uzbekistan often mention..
- In July 2021, Uzbekistan’s communications regulator Uzkomnazorat restricted access to several social media websites for violating personal data laws. Uzkomnazorat [indicated](#) that the social media websites had violated a new personal data law in effect since April 2021 which requires internet companies to store the personal data of Uzbek users on servers inside the country. The regulator did not specify which social networks’ operation had been restricted but users [noted](#) a slowdown or inaccessibility of Twitter, TikTok, VKontakte, and Skype. Following these restrictions, the use of mobile VPN applications in Uzbekistan dramatically [increased](#), becoming the most downloaded apps for mobile phones in July 2021.

#### *Attacks and pressure on media, journalists, and bloggers*

- On June 21, 2021, the Chilonzor District Court in Tashkent [fined](#) several editorial and management team members of independent news websites Kun.uz and Azon.uz up to \$1,200 US each for the publication of materials with content related to religion without approval from the state Committee for Religious Affairs, as required by a 2014 government [decree](#). The sites had to remove all the materials concerned. The chief editor



of Azon.uz is planning to appeal the decision. As a sign of protest against the ruling, Kun.uz management stopped publishing content in Uzbek for one day on June 21 and issued a [statement](#) calling for the reconsideration of obsolete legal norms that may contradict the principles of freedom of the press. In April, the outlet also published an [article](#) explaining that it is regularly under pressure and receives threats from security services in relation to their choice of topics to cover or not.

- In August 2021, after Feruza Nazhmiddinova, deputy editor-in-chief of online media outlet Qalampir.uz, produced a report about restaurants and cafes working after 20:00 in violation of lockdown restrictions, unknown individuals circulated an amateur video allegedly featuring her in an intimate scene on social networks. After this [attempt to discredit](#) her, many colleagues publicly expressed their support for the editor. In August, a spokesman for the Interior Ministry [said](#) that a criminal case had been initiated, and the perpetrators would be accused of libel and violation of legislation on personal data; there has been no progress since. Against the backdrop of this case, journalists and bloggers have been subjected to frequent defamatory attacks on the internet by unknown persons. For example, popular online media Kun.uz [reported](#) that social media channels such as Black Sniper and Sniper Blogger have been regularly slandering them and bloggers since February 2021. In August 2021, Kun.uz asked law enforcement authorities to look into the matter. At a press conference on August 10, a representative of the Interior Ministry's Criminal Investigation Department said that every message circulating on social networks is monitored as much as possible by the Ministry's cybersecurity department and passed on to the appropriate units. However, there were no concrete actions beyond these statements.
- Several bloggers were attacked and/or prosecuted over the course of the year, showing the scrutiny with which authorities view online content and treat it as a serious potential threat. On May 10, 2021, blogger Otabek Sattoriy, who had been investigating alleged corruption by local authorities, was sentenced to 6.5 years in prison on charges of extortion and libel. Sattoriy appealed the ruling but, on July 15, the previous sentence was [upheld](#). On March 28, 2021, blogger Miraziz Bazarov, who had been posting about alleged corruption and other public interest issues, and had criticized the government's refusal to decriminalize same-sex relations, was severely [beaten](#) by three unknown men outside his home in Tashkent; he was later placed under house arrest [until the end of September](#) on criminal charges of slander. On July 1, 33-year-old blogger Mirsaid Haidarov was beaten in front of his home in Tashkent. [According to him](#), the attack may relate to his critical social media post against Komil Allamjonov, the Chairman of the Board of Trustees of the Public Foundation for Support and Development of the National Mass Media in Uzbekistan. Finally, on August 18, Eurasianet.org [reported](#) that another Uzbek blogger, Valijon Kalonov, was arrested by anti-terrorism police for allegedly insulting President Shavkat Mirziyoyev. In [posts](#) on Facebook, Kalonov urged Mirziyoyev to refrain from running in the Presidential election and claimed that the elections would be “fake and fraudulent.” According to Uzbek law, insulting the head of state is a criminal offense punishable by up to five years in prison.

#### *Other developments*

- On September 18, 2021, the Ministry of Justice of Uzbekistan [registered](#) the first non-governmental non-profit organization focused on the study of corruption and transparency.

Transparency Uzbekistan will promote public intolerance of corruption and improving mechanisms of transparency and accountability in public administration.

- The Presidential [election campaign](#) officially kicked off in Uzbekistan on September 20, 2021. Campaigning takes place in the media and social networks in the form of public debates, discussions, articles, interviews, speeches, as well as audio and video clips, and will conclude on October 23, the day before the election. The Election Code legal framework for campaigning provides for the allocation of free time only in state-owned print and broadcast media. The CEC allotted 3.5 hours to each candidate on each of five national state TV channels as well as 140 minutes on each of 13 regional broadcasters, and provided space in six national and 26 regional newspapers. The CEC has also reserved time for debates among the candidates every Saturday during the campaign period on five national state television stations. Both state and private media are allowed to sell time and space to candidates under equal conditions and equal coverage.

## Project Activities

### Objective 1: Improve media capacity to provide balanced, informed and unbiased reporting on key policy and public interest issues

MediaCAMP's financial and technical support to media, journalists, and other content producers in Year 3 has **increased local media capacity to provide high-quality, accurate information** on socially important topics in Kazakhstan, Tajikistan, and Uzbekistan, and has greatly **increased the amount of such quality content** in the local media markets. The professionalism of journalists and content producers trained under MediaCAMP has increased, both in the **upgrading of preexisting skills and in developing new skills**, which will contribute to **strengthening the impact of the content produced by professionals and the capacity of media in general to provide relevant and trusted information.**

In Year 3, MediaCAMP awarded **105 grants and fellowships** (53 in Kazakhstan, 27 in Tajikistan, and 25 in Uzbekistan) to independent media outlets, journalists, documentary filmmakers, bloggers, citizen reporters, and other content producers to produce high-quality content. Despite difficulties and delays caused by the ongoing COVID-19 pandemic, 1,066 pieces of content were produced as part of the projects supported. They covered crucial and locally relevant societal issues and used innovative formats, which led to **high levels of audience reach and engagement** – at least 22.7 million people in the three countries have consumed high-quality, project-supported content informing them about problems as well as inspiring stories. They brought into the spotlight important, under-covered issues, such as gender-based violence, children with special needs, the environment, corruption, health and science, the elderly, and the impact of the pandemic. In multiple cases they **drew support from the audience, challenged the authorities and contributed to resolving issues, improving situations, or increasing civic engagement.**

As in Year 2, most training activities had to be organized online due to the pandemic conditions, but MediaCAMP turned this challenge into an opportunity to organize four large-scale regional Schools, in addition to eight trainings at the national level. Overall, **714 journalists of all levels, editors, social media specialists, bloggers, and documentary film producers learned new**

**practical skills.** Most trainings offered interpretation into national languages to maximize participation as well as mentorship to amplify the effects of the lessons. MediaCAMP involved 18 local experts and partners from the three countries in the organization of the regional Schools, which contributed to **growing local partners' expertise and building their capacity to manage training activities on their own.** In Uzbekistan, **two online trainings were conducted upon requests from media outlets,** showing that Internews' role is growing there. In Kazakhstan and Tajikistan, MediaCAMP also offered on-demand targeted online consultations/residencies that helped media outlets **develop their strategic planning and strengthen the financial base in a difficult economic period.**

Four Financial Future Grant projects wrapped up at the beginning of Year 3 with the development of strategies and implementation of business plans, and two of the four managed to **attract new advertisers,** demonstrating **steps towards strengthening media viability** and therefore increasing media's capacity to continue to produce fact-based and balanced content while maintaining independence.

The **third annual regional MediaCAMP Fest** was held in an innovative offline-online hybrid format and honored media "Made in Asia." A total of 243 media practitioners from the whole region joined by local and international experts gathered for three days of presentations, discussions, and master classes—available in all local languages—on modern journalism, current content trends and formats, professional challenges, and media literacy. Central Asian media successes and achievements were celebrated during the **MediaCAMP Award ceremony** that concluded the Festival, with 25 journalists and content producers awarded prizes out of 690 applications submitted, the highest level of interest so far for that competition. Public recognition of excellence in journalism among peers has established benefits of **inspiring the media community, encouraging journalists to stay in the profession,** and will further **stimulate competition and the production of better quality journalism in the region.**

Despite the absence of an office in the country and limitations resulting from the pandemic, MediaCAMP continued organizing online trainings and supporting content producers in Uzbekistan with a specific approach adapted to the local environment and constraints. MediaCAMP used fellowships to support content production, with a focus on short-term small format projects aimed at responding to the urgent interests and needs of society, use of modern formats, and capturing important social topics.

MediaCAMP met and exceeded most targets set under Objective 1 for Year 2 in Kazakhstan and Tajikistan. For example, 99% of all content produced by grantees met Internews quality standards (target was 75%) and 66% of partner media reached sustainability levels to continue MediaCAMP content production projects following the end of grant support (target was 35%). Only targets on which the COVID-19 pandemic had a direct effect were not met; for example, some grant projects were delayed, and many trainings were postponed and/or shifted online, where they sometimes drew fewer participants than originally anticipated. Participation in the MediaCAMP Fest and certain training activities was lower than expected due to the fact that they had to be shifted to an online format at a time when media professionals were growing increasingly tired of online events; participation in the MediaCAMP Award competition exceeded expectations overall, though participation from different countries remained unbalanced. Projects to strengthen financial sustainability were also delayed as a consequence of

the very difficult economic context due to the fact that the advertisement market shrank drastically.

### *1.1. Increase supply of fact-based, balanced information through local content*

In Year 3, MediaCAMP supported the local production of 1,066 pieces of high-quality, reliable journalistic content on public interest issues, including materials with vital information about the COVID-19 pandemic and its impacts which otherwise would not have been available to the public, as well as other issues of social importance, such as domestic violence, challenges faced by stateless people, life in remote villages, and women entrepreneurs. MediaCAMP's content production support has enriched the media market of Kazakhstan, Tajikistan, and Uzbekistan with locally produced, engaging, and important content, increasing the supply of fact-based, balanced information.

#### **1.1.1. Grants and technical support for quality content production**

In Year 3, MediaCAMP issued a total of 105 grants and fellowships for the production of quality content under this component (53 in Kazakhstan, 27 in Tajikistan, and 25 in Uzbekistan). A content analysis of a sample of content produced under this activity resulted in an average score of 4.37 out of 5 points. It is also notable that the percentage of quotes attributed to women in project-supported content was 60 percent on average (50 percent in Kazakhstan, 54 percent in Tajikistan, and 78 percent in Uzbekistan); this is well in excess of expectations and significantly outperforms the standard for content in the region (as measured previously, without project support, a random selection of content only has around 20 percent of quotes attributed to women). This shows that MediaCAMP is contributing to a more balanced information environment when it comes to gender of sources as well.

The quality of content and its presentation are evaluated based on five criteria: focus of the material; quality of the heading; structure and format; amount of effort of the author/s; and visual presentation and multimedia. Additionally, the evaluation of general professional standards is based on the following criteria: ethical standards; reliability and completeness; accessibility; and social responsibility and leadership.

The average of all evaluated content, 4.37 out of 5, shows a generally high level of professional and ethical standards. Broken down by country, the averages were: Kazakhstan: 4.75; Tajikistan: 4.01; Uzbekistan: 3.89. On average, MediaCAMP-supported content in each country has greatly exceeded the minimum acceptable score.

The content scores are in line with the component goal to increase the supply of fact-based, balanced information through local content production, and the objective to improve media capacity to provide balanced, informed and unbiased reporting on key policy and public interest issues.

On the occasion of Journalism Day on June 28, the Facebook group "Journalists of Kazakhstan," which is led by independent journalists and includes about 3,500 members, held a vote for the best media project of the year. It is notable that the top three winners identified by this large

group of journalists in Kazakhstan were all MediaCAMP partners: 1<sup>st</sup> place went to Jamilya Maricheva (ProTenge), 2<sup>nd</sup> place to Ainur Qoskina (QosLive), and 3<sup>rd</sup> place to Vadim Boreiko, the author of the Hyperborey project. This shows that MediaCAMP support has led to production of quality content that is respected and recognized by the professional media community.

## **Kazakhstan**

### ***Year 1 Content Production Project***

#### **Chronicle of a Year (Tikhiy Svet) – Ongoing**

The Year 1 content production project “Tikhiy Svet” is in the final stages of editing its film, a reflection and expression of the country’s younger generation and a leap in its civic engagement after the murder of the famous young athlete Denis Ten. The team expects to finish it in December 2021 and will begin to submit it for consideration in film festivals in spring 2022. The Kazakhstan premiere is scheduled for the fall of 2022.

### ***Year 2 Content Production Projects***

In Kazakhstan, 12 Year 2 projects were extended and completed in Year 3. They included a documentary project on the [complex and taboo topic of suicide](#) (129,974 total views); a multimedia project about the [consequences of the consolidation and optimization of villages in Kostanay](#) (324,582 total views); and an animated longread project [about violence against women in southern Kazakhstan](#) (43,800 total views). More details can be found in **Annex 5**.

### ***Year 3 Content Production Projects***

In Year 3, MediaCAMP supported 53 content production projects in Kazakhstan: eight long-term grants, 25 short-term grants, and 20 fellowships. Of those, 29 projects were completed in the reporting period, and the remaining 24 projects will be completed in Year 4. More details can be found in **Annex 5**. Highlights from the Year 3 Content Production Projects can be found below:

#### **“EcoEcho” (Hyperborey YouTube channel) – Complete**

##### ***Long-term content production project***

The Hyperborey team released seven [special video reports on environmental topics](#), reaching 82,921 views on YouTube. One of their investigations, [“Saryagash: wind with garbage.”](#) published in April 2021, covered the confrontation between a local businessman and the district akimat (mayor’s office) as two companies affiliated with this state body monopolized the waste removal market. At the same time, in Saryagash (a city in the south of Kazakhstan, Turkestan region), the team filmed a lot of material in support of the “Saryagash: wind with garbage” through travel made possible under this project. One of the additional videos showed that the residents had been waiting for gasification for eight years: in 2013, local officials signed an act of acceptance of an automated gas distribution station which had yet to materialize. On April 20, after the Hyperborey YouTube channel released this investigation, residents received a personal response to their problem from the President of Kazakhstan. He drew attention to the problems of Saryagash district and instructed his administration: *“Investigate. The guilty employees must be fired. Report on execution.”*

As a result, the deputy mayor of the Saryagash district Marat Seytimbetov and the subcontractor who signed off on an inactive gas distribution station were detained on June 23 and on June 25 arrested for two months by court order. Finally, after eight years of waiting, the automated gas distribution station was put into operation, and 9,000 houses (80,000 inhabitants) of the Saryagash and Keles districts were connected to gas. In personal messages to the author and comments under the posts, people associated these changes with the Hyperborey publications. The hero of the main video report about garbage, Dimash Artykbaev, also thanked the authors, as a large-scale audit of the local state bodies' activities began in Saryagash and a trial began in connection with the findings.

### **“On the streets” – Ongoing**

*Short-term content production project – summer flow*

With this project, the Generation Z Youth Public Association of the city of Rudny aims to increase the level of civic engagement and public control over important social issues in and around Rudny, a small Kazakhstani town of about 115,000 residents in Kostanay region. The author of the project, a member of the association, is Gennady Ipatov, a well-known local blogger and content maker. To date, the team has published six videos ([1](#), [2](#), [3](#), [4](#), [5](#), and [6](#)) and 12 social media posts (Examples: [1](#), [2](#)) on topics including the possibilities to develop tourism in small towns of Kazakhstan, and life in Zhitikara, a single-industry town at the very north part of Kazakhstan, which can be reached by a dead-end road. Local media rarely talk about such small settlements. Overall, the project's content has reached 164,463 views on YouTube and Instagram.

In at least one case, the “On the Streets” project has led to the resolution of local issues that it covers. In an [episode](#) about Denisovka village, they showed the deplorable state of a monument to heroes of the Second World War, while officials are spending money to name alleys in their own honor nearby. In the video, the authors directly addressed the authorities with a request: “Renovate the monument – this is a real time capsule.” The video was viewed 30,000 times, which, for a village of 4,500 people, was quite notable. Such small settlements in the country do not have their own media, so when there is negative media coverage of a local issue like this, officials fear for their seats and tend to respond; following the release of the video, the monument was repaired.

The team actively urges their audience to engage in civic issues, presenting the problems in their videos as well as possible ways to solve them. One example is [this post](#), in which the team calls on city residents to take care of public property—comments on the post support the authors:



*“Under the city improvement program, new benches and litter bins will be placed in the city in the next two weeks. The Rudny residents were expecting this, but not all of them, as we can see. On August 13, the first batch of benches was installed. And they have already tried to steal one, or just spoil it. I urge state bodies to find these people. There are cameras, lighting along this street, and it won’t be a problem to watch the recordings in two days. I urge the townspeople to have zero tolerance for such behavior. I feel ashamed of our city. We secured this bench by hammering in new pins.”*

On September 1, the “On the Streets” team was invited to talk to 9<sup>th</sup>-graders at School #21 in Rudny. Gennady Ipatov talked about the project and how to create alternative media. The fact that he was invited to the school shows that the project has been noticed by the public and has some amount of pull in the Kostanay region.

Gennady was also invited to speak at a Snap Talk session at the MediaCAMP Fest 2021, where he spoke about how to create a successful independent project on YouTube.



*Gennady Ipatov gives a lecture on alternative media for 9th-graders at School No. 21 in Rudny, September 1, 2021. Photo credit: Gennady Ipatov.*

### **Til Kespek Joq – Complete**

*Long-term content production project*

The goal of the *Til kespek joq* project was to give Kazakh-speaking audiences, and especially Kazakh-speaking youth, access to important public and political information on the platforms where they already are looking for information: Instagram, Telegram, Facebook, YouTube, and TikTok. Through the production of 340 pieces of content over the course of their project, on topics such as [elections](#) of rural akims and the number of [millionaires](#) in Kazakhstan, the team had a total audience reach of 3,992,728 – for this project it is important to note that most content is quickly and easily consumed by users as they scroll on social media, and following links are not necessary. Views included 735,141 on TikTok, 586,371 on Telegram, 2,461,605 on Instagram, and 209,611 on Facebook. They have turned the project’s accounts into a full-fledged media, with thousands of subscribers on multiple social networks who regularly consume their content.

### **Nege? (Why?) – Complete**

*Long-term content production project*

*Nege?* is a Kazakh-language socio-political talk show produced and broadcast by 31 TV Channel. The show covers relevant and sensitive topics which are rarely discussed in Kazakh media, especially in the Kazakh language. Since producing political talk shows is expensive and it is difficult to find advertisers for such content in Kazakhstan, the owners had planned to end the show, which would have left a passionate media team without work and the Kazakh-speaking



audience without an important source of information in this area. The project was able to continue in 2021 only thanks to support from MediaCAMP. They produced 20 episodes, reaching an audience of 3,761,340 over the course of their MediaCAMP grant. This includes an estimated audience of 1,719,000 for the TV broadcasts according to Kantar ratings, plus 612,178 views on YouTube and 1,430,162 views and reach on Instagram. The fact that “*Nege?*” was supported by Internews became evidence for the TV channel management that the project is really important. MediaCAMP also invited the talk show producers to participate in the residency program (see Activity 1.2.1), where MediaCAMP mentors helped them develop a commercial strategy and a presentation to stakeholders and sponsors. For example, adding Russian subtitles increased the audience on YouTube. As a result, the owners saved the talk show and are currently producing a third season independently.

*“Our project continues. Management has provided additional funding and agreed on a third season. The main argument is our success in the second one. This would not have been possible without the support of Internews! Many thanks from the whole team.”*  
**Zhanna Rakhimzhanova, Producer of the “Nege?” talk show.**

### **Ras Aitamyn – Complete**

*Short-term content production project – winter flow*

“Ras Aitamyn” is the first Kazakh-language media based on Telegram that focuses on budget transparency issues. The team, led by prominent journalists Yelnur Alimova and Baghdad Assylbek, published 48 posts (24 in Kazakh and 24 in Russian) analyzing around 100 government procurements over the course of their project, reaching 170,000 views and increasing their number of subscribers from 1,200 to 1,975. The project focused on how much local government budgetary funds were spent by officials in order to buy positive coverage of certain issues in nine regions of Kazakhstan. For example, [Zhambyl region’s authorities signed a \\$65,000 US contract with Zakon.kz to publish PR materials](#) about peace and development in that region after ethnic clashes in Korday village. The scenario was similar in other regions where local authorities signed contracts with web-resources to praise the officials' work and promote them in a positive way.

Ras Aitamyn’s posts about wasting budget funds have attracted attention and may have in some cases led to consequences for those implicated in the schemes. After an [investigation about the Mangystau regional governor’s procurement](#), the governor was replaced. Though it is difficult to prove that Ras Aitamyn’s investigation was the sole or biggest contributor to this outcome, it was evident that this local official’s strategy of spending money for self-PR didn't work. Kazakhstan’s Minister of Information Aida Balaeva stated at a press briefing that local governments are not allowed to use budget funds to purchase PR on local media.

Local media have [published](#) Ras Aitamyn’s materials, and in addition, some volunteers joined the Ras Aitamyn team and helped with investigating procurement in their regions, while others helped with resharing the content. The team also proved that Kazakh-language media can develop and survive on the Telegram channel without government funding.

## **Uyat and Men (Shame and I) – Complete**

*Short-term content production project – winter flow*

Sharipa Urazbaeva produced a Kazakh-language documentary to share a true story and stand against violence against women in Kazakhstan. The [film](#) “Shame and I” argues with traditional Kazakh stereotypes of guilt that are mainly used to cover up violence against women and not let them speak up. Though the film was viewed more than 56,000 times on YouTube, it was used as a starting point to initiate discussion in Kazakh-speaking society about sexual violence. After the film was released, the Union of Crisis Center in Kazakhstan called Sharipa to offer financial and mental support to the film’s hero. Further, the film was accepted and will be shown at the “Russia” open documentary film festival from October 1-6, 2021, in Yekaterinburg, Russia. After the project, Sharipa said she had gained valuable experience in creating documentaries, including understanding of the ethical aspects of covering true stories. She is already planning her next project and will use the skills gained through this experience.

## **Tajikistan**

### ***Completion of Year 2 Content Production Projects***

Six Year 2 content production projects in Tajikistan were completed in Year 3. Grants supported production of multiplatform content, innovative story formats, and coverage of political, economic, and social issues, that promote accountability and civic participation. They included a [documentary film](#) about the life of the first head of the educational commissariat, Nissor Muhammad (the film was shown in Dushanbe cinema house and will be available online next quarter); [Iron King YouTube interview show](#) with prominent cultural, television, business, internet, and political figures (500,000 views); [Sunrise after Sunset](#) inspirational video stories (460,000 views); [Three Bears audio and video podcast](#) devoted to people and businesses in Tajikistan during the pandemic (170,000 views); [Accessible Environment](#) mini-series about the lives of people with disabilities (78,800 views); and [ZewarshoW](#) podcast for the Persian-speaking world with people representing different spheres of life (40,000 views). For more details, please see **Annex 6**.

### ***Year 3 Content Production Projects***

In Year 3, MediaCAMP supported a total of 24 content production grants (6 long-term; 18 short-term) and four fellowships. Of these, 15 were completed in Year 3, one short-term grant was cancelled (see Challenges section), and the remaining 12 projects will be complete in Year 4. For more details please see **Annex 6**. Some highlights can be found below.

## **City of My Memory – (Ongoing)**

### *Long-term content production project*

A series of [documentaries](#) in which demolished Dushanbe buildings come alive thanks to 3D projections. The construction boom that began in Dushanbe several years ago has changed the capital so that even local residents do not always recognize their city. This process caused a lot of controversy, as some city-dwellers strongly opposed the demolition of the old city, while others supported the changes initiated by the city administration. The production studio Art Vision team decided to document the changes happening to the city in a cycle of five video episodes. The author tells the stories of the most iconic buildings in the center of Dushanbe, which have recently been demolished: the Vladimir Mayakovsky Theater, the presidential palace, the main post office, the Barakat market, and mosaics on the facades of buildings that are gradually disappearing from the capital. By the end of Year 3, the team had already published three stories (5,380 views across platforms). The project has many viewers, both among those who live Dushanbe and those who left the city long ago.



*Screenshot of the City of My Memory episode “Mosaic” on YouTube*

*“I tried to tell stories not only about the buildings and architecture, but also about that time, to make the audience plunge into the atmosphere of that Dushanbe. I didn't want the episodes to be too dramatic, but I had heroes who started crying when they talked about the city. They shared their sincere pain and I saw that this was no longer an interview – these were confessions. And you start thinking – maybe something else needs to be done? I began to feel some kind of responsibility, because for people it is not just a city and buildings – this is their life.”*

*Akmal Khasanov, documentary filmmaker, MediaCAMP content production grantee*

## **The Red Line – (Complete)**

*Short-term content production grant, winter flow*



*Artist Daler Mikhtojov and his work. Source: Internews*

The first [online exhibition](#) in Tajikistan where visitors can see 52 works of famous Tajik artist Daler Mikhtojov. Most of these works have never been seen by the public before. During the pandemic, it was unsafe to hold exhibitions, so Daler came up with an idea to conduct it in online format. In March the team started working on developing a virtual platform, and after almost four months the virtual space with two halls was ready. There, visitors can see the artist's paintings and read the descriptions in three languages: Tajik, Russian, and English. The navigation of the exhibition is similar to a computer game: visitors can intuitively move around the hall and see individual paintings up close or get a full view from further away. The one drawback is that users need to have a little patience while loading the site. In the near future, the team plans to expand the space and open two more halls on the platform.

*“I think that a contemporary artist should be able to promote his works on the internet, show them to the public from different countries, and talk about his art. Some of my colleagues have good websites, some promote their work on social networks, I want to spread more information about Tajik painting.”*

***Daler Mikhtojov, artist, MediaCAMP content production grantee***

## **Pulse of Life (Nabzi Zindagi) – (Ongoing)**

*Long-term content production grant*

Sughd region TV SM1, together with nine other independent TV channels, launched an updated version of “Nabzi Zindagi,” a TV show in which journalists from Sughd and Khatlon regions and Tursunzoda city discuss socio-economic topics in the context of the COVID-19 pandemic and its consequences with experts. The first “Nabzi Zindagi” TV program was launched in the early 2000s; back then it was a news digest from the regions of the country. z, an experienced journalist and correspondent of “Sibir.Realii,” provides mentorship support to the team. One of



*Filming of “Nabzi Zindagi” TV show. Source: TV SM-1*

the most talked about was the [program](#) about vaccination. On March 29, 2021 a vaccination campaign against Covid-19 began in Tajikistan, but on state TV channels all questions related to this topic were not covered in any way, and there were many questions of concern. TV channels "Mavji Ozod" in Vose, TV5 in Kanibadam and TV ASIA in Khujand prepared information and analytical reports for the program, and SM-1 held a conversation with experts in the studio, during which viewers received answers to such pressing questions as: Is it possible to use different vaccines for the first and second doses? Is the vaccinated person at risk of re-infection? If mass immunity has been formed in the country, will this society be able to get back to normal life? and many others.

So far, the network of 10 channels has produced 13 episodes of this TV program and will produce another seven by the end of the project in December. The stations collaborated on each episode in small groups. For example, TV Regar and TV Gulyakandoz prepared the first program, and TV Asia, TV Mavji Ozod, and TV 5 prepared the second. SM-1TV uploads each episode onto the Content Sharing Hub (created under USAID's Access to Information Project) and all 10 channels air the program twice a month in prime time, for a combined estimated potential reach of 1.55 million (900,000 in Sughd region; 300,000 in Khatlon region, and 350,000 in the Districts of Republican Subordination).

In July-September 2021, the project involved an independent appraiser, journalist, Farrukh Ataev, who conducted structured interviews with 240 viewers of SM-1 channel and 10 in-depth interviews with representatives of TV channels participating in this project to assess the relevance of the programs. The results of this research showed that the "Nabzi Zindagi" program is in demand by the audience, and most of the respondents had watched at least three episodes. Thanks to the program, most of the respondents had learned why vaccination is important and received new information about quarantine measures, and 40% of the respondents learned about social protection of the population. In addition, the assessment showed that the project raised the audience's level of awareness about the opportunities provided by the internet during the pandemic (e-commerce).

*"At the beginning of the 2000s, we worked with almost the same membership [network of outlets], now our students are continuing this project. We are back to our old ways, but with new approaches. Everyone responded with joy, for a long time we hadn't done something big together."*

***Ilkhom Khoshimov, editor-in-chief of SM-1, MediaCAMP content production grantee***



## **Destiny (Sarnavisht) – Complete**

*Short-term content production grant, winter flow*



*Afsona Akobirshoeva (left) helps Rano (right) to set the table where she sells sweets. Source: Afsona Akobirshoeva, journalist*

Afsona Akobirshoeva, an independent journalist, released 10 video stories about unskilled workers: cleaners, service personnel, etc. With her stories, Afsona enhanced respect for unskilled workers, who are often underestimated in Tajik society; the videos received hundreds of positive comments on social media, with viewers thanking her for the stories and sharing their respect for the featured women. One of the videos produced in July-September 2021 is the [story](#) of Savrigul (206,000 views; 7,700 reactions; and 164 comments on Facebook). For 36 years, Savrigul has woken up at 4:00 a.m. every day to go to work as a trolleybus driver. Despite the prejudice against female drivers

and being subjected to ridicule sometimes, she loves her job very much and wouldn't trade it for anything. To better understand her heroes, Afsona spent a full day with each one and helped them do their job. For Afsona the Destiny Project was her debut as an independent journalist; she launched her AFS Media on social media and her publications under the project accumulated more than 1 million views on Facebook and YouTube – so far the best result for content production grants in Tajikistan Year 3.

## **Uzbekistan**

In Year 3, MediaCAMP organized Winter and Summer Flows of short-term content production fellowships of up to \$3,000 for journalists and bloggers from Uzbekistan. The open call for Winter Flow applications was announced in November 2020 and Summer Flow in March 2021. In total, 24 content production projects out of 50 applications were selected for support. In addition, MediaCAMP provided fellowships to two alumni and the local trainer of the Regional Online School of Health and Science Journalism that took place on January 18-29, 2021, bringing the total number of content production projects supported to 27 in Year 3. As of September 30, 2021, eight projects have been completed, two were canceled due to lack of availability, and 17 are ongoing. Half a dozen projects had to be scaled down or slightly reformatted due to difficulties related to quality, outreach, or selected topics, and despite the assistance provided by MediaCAMP.

In total the fellowship recipients produced more than 300 pieces of multimedia content, including text, photo, video, and longreads that were viewed over 2.7 million times.

### 1.1.2. Inclusive Content Labs

The Year 2 Inclusive Content Labs in Kazakhstan and Tajikistan were both devoted to education, with the goal of raising media organizations' level of understanding of education issues, and to forge links between media and grassroots-level civic and social initiatives related to education. MediaCAMP supported three projects as a result of the Lab in Kazakhstan and five in Tajikistan. All but one were completed in Year 3 (the final project in Tajikistan launched in June 2021 and will wrap up next quarter). See descriptions of some of the projects below:

#### **Aynalayin SOS, Bullying It Hurts information and education campaign (Kazakhstan) -- Complete**

The Aynalayin SOS project, whose mission was to fight bullying and create a safe environment for schoolchildren across the country, successfully initiated an open discussion of bullying at schools in the media and local state education departments in the fall of 2020.

#### **#BullyingItHurts Campaign by the numbers**

- More than 7 million people reached
- 1,754 comments on various platforms (tracked by the #BullyingItHurts hashtag)
- More than 62,000 views and over 400 comments on TikTok
- 137 posts under the #BullyingItHurts hashtag on Instagram, Facebook, Tik Tok, V Kontakte, Telegram
- Over 100 bullying stories shared by users

Through the hashtag #BullyingItHurts, the project team demonstrated the scale of the problem of bullying in schools and the public's reaction to it. The authors of the project admit that they did not expect such a wave of interest in this problem. The reaction to the materials, however, showed that bullying touched almost everyone and left its mark. People often talked about their experiences 10-20 years ago as if it happened yesterday.

As an experiment, the project entered the stage on TikTok, “gluing” their “Bullying It Hurts” posters into one short video. Within two days, these posters were viewed 25,000 times on the platform, and the video was immediately added to TikTok’s global recommendations. An avalanche of shocking comments and confessions fell on the project team, and it became clear that no one had ever spoken so honestly about bullying with young people. Many children wrote: “Such advertising is sorely lacking.”





In addition, the information campaign attracted the media’s attention to the project experts, who began to give comments in the press, scaling up the reach of their expertise and making their efforts more visible. In particular, this group of experts created the Anti-Bullying Code: a set of rules of conduct for schools, the purpose of which is to help to identify and prevent cases of bullying and cyberbullying in time, as well as to effectively respond to prevent reoccurrence. The Committee for Children’s Rights under the Ministry of Education supports the Code and the adoption of an anti-bullying policy. However, for the moment they are only able to recommend the documents to school administrations, and most schools have not taken to the initiative. Amendments to the Law on Education are currently being discussed in the Parliament, including a proposal to

empower the Committee to develop anti-bullying programs at schools.

After completion of the project, the team continued to follow the topic of child bullying and cyberbullying, as well as other topics and the rights of the child. The team took an active part in the discussion on the draft law on combating domestic violence, published more than 20 materials about the rights of girls, [how children cope with quarantine and post-covid risks](#), the epidemic of violence among children, [the risks of armed violence in schools](#).

On April 24, 2021 “Khabar” state TV channel released a 40-minute documentary film about [“How children are bullied, driving some to suicide.”](#) The team helped the TV channel to produce this film and took part as an experts. Additionally, on April 21, 2021, the WHO published a short documentary about [mental health and instructions on how to deal with anxiety](#) (28,000 views). Some of the children who were featured on the #BullyingItHurts posters took part in the filming of the documentary, and members of the project team were asked to consult in its preparation.

## **The Place Where There Are No Dreams (Tajikistan) – Ongoing**

CSO IRODA and Your.tj launched this project to share stories about challenges of children who grow up in orphanages. Many of these children are left without a house, education, or necessary social skills and become social outcasts. Through this project, the authors aim to pay more attention to this problem and launch a discussion about the need to transform the system of orphans' care. The team interviewed 10 orphanage residents who shared their stories and experience - a unique chance to listen to those whose voices are rarely heard. All interviews were processed in the form of letters from the children and read in front of the camera by opinion leaders – famous actors, sportsmen, journalists. This approach was chosen for two reasons: firstly, the children are reluctant to speak publicly; secondly, the invited celebrities can attract a large audience to the project. The team has recorded all 10 interviews and will start publishing them every week starting from mid-October.



*Working process. Well-known journalist Orzu Isoev reads a letter from a child in an orphanage. Photo credit: Your.tj*

## **School Experiment (Tajikistan) – Complete**

This was one of the most interesting Inclusive Content Labs' projects with a unique approach for Tajikistan. In close cooperation with the Ministry of Education and Science and its regional departments, CSO MIR and TV Diyor produced and published a reality show called "[School Experiment](#)," in which a girl from a city swapped families and schools with a boy from a rural area for 10 days. The project team created 10 special reports about the process and results, and the teens made 10 video blogs talking about their personal experiences. The videos, posted on MIR's YouTube channel and Facebook page, were widely discussed in social media and got positive reviews. The project accumulated more than 30,000 views in social media and its potential TV reach is around 300,000 people.



*Working process in Devastich school: the main character comes to a new school, October 2020, Sughd region, Tajikistan. Photo credit: CSO MIR*

The project was a good example of public-private partnerships: the team got permission for filming video in schools, informed the principals, and representatives of the Ministry of

Education and Science even came to meet the kids when they first arrived at the schools, and appeared in the videos. The reality show went into issues of the differences between educational opportunities in urban and rural areas, including available equipment, variety of subjects offered, and girls' education and the lack of conditions for their development in rural life—the latter was a main focus of the project.

It was exciting to see how the students shared their impressions in their video blogs, and how the project changed students' views. For example, the boy saw from his experience in the city school that his village school had many gaps, and planned to start some clubs when he got home; the girl, returning to her city school, was more determined than ever to actively learn about her rights, attend clubs, and continue her education in order to broaden her opportunities. Children in the rural school shared that, while first the city girl seemed strange and intimidating to them, with her short red hair and expectations of being active and going to extra educational activities, when they got to know her they started to realize that it's possible for girls to want to get more education.

TV Diyor was inspired by the success of this project and created a plot for another TV show in which a woman from the city and a woman from a rural area swap homes and jobs.

### 1.1.3. Recognizing outstanding journalism

From May to July 2021, Internews held the third independent Central Asian Journalism Competition, the *MediaCAMP Award*. The competition marks the best works of the region's media from the past year and inspires journalists to strive to produce higher-quality journalistic content. Additionally, the competition allows local journalists to compare their materials and media with the way colleagues from the rest of the region work, learn from each other's experience, get to know each other, and establish contacts and cooperation. This year, journalists and the media eagerly awaited the Award, sending questions about when it would start and how they could participate, showing that it has become an important event for regional media.

Despite being held in a hybrid offline/online format due to the COVID-19 pandemic, the award ceremony on the last day of [the Third Annual Central Asian MediaCAMP Fest](#) (see Activity 1.2.2. below) was a major celebration, with emotional reactions from the winners – a much-needed moment of recognition in the midst of another challenging year for journalists.



*Nargiza Anarbay kyzy, T-media.kg, Kyrgyzstan, First Prize winner in the “Time of the Young” category, poses with her MediaCAMP Award. Photo by Internews.*

The competition was [announced](#) on May 31, 2021 on Internews' websites and social media in Russian and all local languages. Internews accepted works, regardless of their format and genre, published in the media of all five Central Asian countries. All local journalists and content creators working full-time or freelance in the media were eligible to take part in the competition. This year, Internews adjusted some of the award categories from previous years based on feedback from the juries in Year 2:

### ***1. Time to Understand.***

For materials in which authors seek solutions to social issues. Illustrative topics include the relationship between society and government; the search for national identity and nation-building; interethnic harmony and ethnic intolerance; civil society and conservatism (or social apathy and traditional views); personal freedoms and state control; corruption; economy and living standards; ecology; etc.

### ***2. Time to Win.***

For materials about people who overcome challenging circumstances or help others. Submitted materials could cover: heroes who overcame physical challenges; heroes who overcame the fear of being misunderstood by their community; the overcoming of gender, national, racial issues; or help for those in need (volunteers, animal rights activists, etc.).

### ***3. Time to Build.***

For stories about successful people. The heroes of the materials could be people with the following characteristics: active, entrepreneurial, caring, people who produce public goods, services, jobs; and those who develop science, art, or new technologies.

### ***4. Time of the Young.***

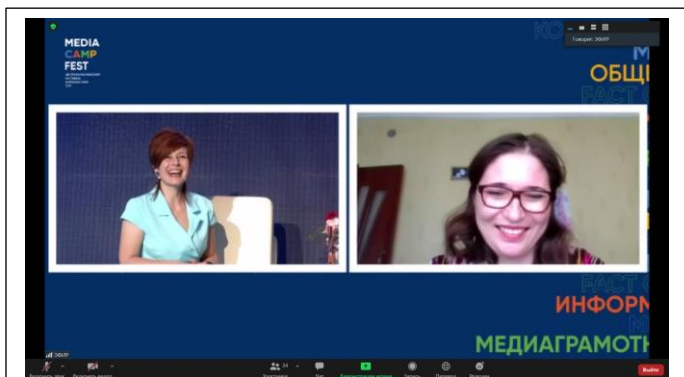
A special category for journalists who are just starting their career and have worked in media for less than two years. This nomination accepts any topic, format, and genre of materials.

### ***5. Topic of the Year. Time of the Pandemic.***

For materials covering the topic of the year, which may change from year to year. In 2021, the topic was everything related to COVID-19 and those who worked to reduce its spread and impact.

### ***6. Close-Up Time: photos, caricatures, illustrations***

The previous “Lens” category has been broadened by allowing submission of not only photos but also images for media in other formats. For this special category, voting is open to the public.



*Gulnora Amirshoeva (right), editor-in-chief of vecherka.tj (Tajikistan), First Place winner, "Time to Win" category, speaking during the MediaCAMP Award Ceremony, September 12, 2021.*

Internews received a total of 690 applications, a record compared to Year 2 (314) and Year 1 (470), broken down as follows: Kazakhstan – 243; Uzbekistan – 182; Turkmenistan – 95; Tajikistan – 88; Kyrgyzstan – 82. The number of applications from Kazakhstan and Uzbekistan more than doubled from Year 2 (from 84 to 243 and 77 to 182, respectively), the number from Tajikistan nearly doubled (from 48 to 88), and applications from Turkmenistan more than doubled (from 42 to 95) despite Internews not having a representative office in that country. This shows that the

Award is becoming increasingly popular and recognized among local media communities and in Central Asia in general.



MediaCAMP also enhanced promotion of the competition this year, creating [explanatory videos](#) with subtitles for potential applicants which reached an audience of more than 10,000 on [Facebook](#). The contest coordinators also answered questions via email, social media, and messengers. The increase in applications from Uzbekistan can be attributed to increased promotional efforts in that country, including the engagement of a new consultant who promoted the Award and translated the competition materials to Uzbek, as well as helped with answering questions from applicants and identifying four local media experts to be members of the national jury commission.

However, the team encountered an unexpected challenge with the “Close-up Time” category: only 22 applications were received from all five countries. As this category is much more visual in nature, we have learned that we should promote it actively in the future not only through traditional platforms (websites, Facebook) but also Instagram, Telegram, and other social media popular among youth and thematic groups and communities in the Central Asian countries.

Jury members and participants of the MediaCAMP Award 2021 noted that the changes to the categories were positive, which was also reflected in the number of applications received. The decision to establish a special category for young journalists was also important because they often produce good materials but have much lower chances of winning a prize in any of the regular categories where more experienced journalists compete—giving them a separate category allowed them to compete on a more even playing field and be recognized among their peers.

The competition’s modus operandi was the same as in previous years: following a technical elimination round to ensure submitted materials’ compliance with the contest requirements. Then, selection of finalists in five categories was held in two stages: first, national selection committees determined the best applications in each country, then a regional jury selected the winners among the finalists. The “Close-up Time: Photos, Cartoons, Illustrations” category winner as usual was determined by a popular vote open to MediaCAMP Fest participants as well as the public on the MediaCAMP Fest’s [landing page](#). A total of 1,238 votes were cast, with the winning photo receiving 156.

In Year 3 the award also included prizes for second and third place as well as special prizes in each category, following a positive experience with this practice in Year 2. These additional, lower-tier awards are important for the mindset of the media community, allowing MediaCAMP to encourage more journalists as well as providing a greater opportunity for each country’s journalists to receive recognition. For example, materials from Turkmenistan (and even Uzbekistan) are usually of a weaker quality than those from other Central Asian countries due to the underdeveloped media markets there, and therefore Turkmen journalists have very few chances to get first place. However, even in such conditions it is important to recognize Turkmen journalists’ effort and commitment through special prizes.

The award ceremony took place on the final day of the MediaCAMP Fest, September 12, 2021, and was held in a mixed offline and online format with a live broadcast on [Facebook](#) and [YouTube](#). All 17 winners received prizes and certificates, which were mailed out following the festival, and first-prize winners received statuettes. The breakdown of the winners per each country is provided in **Tables 1 and 2** below:

**Table 1: Number of MediaCAMP Award Winners – Year 3**

	Across the six main categories (including 1st, 2nd and 3rd places)	Special Prizes
<b>Kazakhstan</b>	9	1
<b>Kyrgyzstan</b>	4	2
<b>Tajikistan</b>	3	1
<b>Turkmenistan</b>	0	1
<b>Uzbekistan</b>	1	3
<b>Total</b>	17	8

**Table 2: Number of MediaCAMP Award Winners Per Country Per Place – Year 3**

	First Place	Second Place	Third Place	Total
<b>Kazakhstan</b>	2	4	3	9
<b>Kyrgyzstan</b>	2	1	1	4
<b>Tajikistan</b>	2	0	1	3
<b>Turkmenistan</b>	0	0	0	0
<b>Uzbekistan</b>	0	0	1	1

Information about the First Place winners under each category is provided in the table in **Annex 8**. The full results of the competition can be found [here](#).

*“Congratulations to everyone! Such great materials. I am proud of my colleagues in Central Asia!”*

*Nurzhamal Dzhanibekova, one of the co-authors of the material “Coronavirus in Kyrgyzstan,” 2<sup>nd</sup> place in the “Topic of the Year. Pandemic Time” category.*

#### **1.1.4. MediaCAMP Rapid Response Content Production Grants**

This activity was conducted in Year 2 in response to the onset of the COVID-19 pandemic and media outlets’ dramatic revenue losses as a result of the global crisis. In Year 3, the last two of 10 journalists who had been awarded fellowships for COVID-19-related content creation for Uzbekistan completed their projects in the third quarter, producing 40 pieces of content in total which were viewed over 600,000 times altogether.

#### **1.1.5. Raising Awareness of Trafficking in Persons through Media and CSOs (New)**

##### **Tajikistan**

At USAID’s request, Internews added this new activity under MediaCAMP in Tajikistan in Year 3 to raise awareness of Trafficking in Persons (TIP) among audiences including the local population and Tajik labor migrants in Kazakhstan and Russia. Work under this activity will include supporting public information and education campaigns and programs that promote behavior change and positively inform cultural and social norms related to TIP in source, transit and destination countries. The activity launch was originally planned for spring 2021 but was postponed due to the Tajir-Kyrgyz border conflict in April-May, illness of Internews staff, and consideration of other ongoing activities. Priority was given to maintaining quality and timelines of currently active projects. Internews announced [a call for expressions of interest](#) from relevant specialists for implementation of this activity and will make the first competition announcements

for production grants and an information campaign in early October. The active phase of this activity is planned for the beginning of Year 4.

## *1.2. Strengthen professional development of media practitioners across traditional and “new” media platforms*

MediaCAMP provided 13 trainings and a number of ad hoc webinars for 714 media practitioners in Year 3, increasing their professional skills in both traditional journalism methods as well as innovative, contemporary formats. Nineteen media outlets received targeted consultations/residencies to resolve issues with management, monetization, and content development and distribution, which served to boost their organizational and financial sustainability. The Third Annual MediaCAMP Fest brought together hundreds of journalists from across the region who learned from regional and international experts – though largely local experts – as well as from each other, building professional connections, exchanging knowledge, recognizing exceptional work of their peers, and developing a mutual understanding of professional journalism standards they are striving to meet.

### 1.2.1. Thematic and skills-based training for media practitioners

#### Media Trainings

##### **Regional**

In Year 3, MediaCAMP held four regional trainings for a total of 189 journalists (101W, 88M; 88 KZ, 60 TJ, 41 UZ). All regional trainings were conducted in cooperation with local partner organizations (four from Kazakhstan, four from Tajikistan, and three from Uzbekistan) in each target country and were followed by in-country trainings and mentorship to help participants apply their new skills.

**Table 3: Year 3 Regional Journalism Trainings**

<b>Topic</b>	<b>Partners</b>	<b>Dates</b>	<b>Number of participants</b>
Regional Online School of Health and Science Journalism	Altyn Orken Public Foundation (KZ) Lochvar (TJ) Asanov Formati (UZ)	January 18 – 29, 2021	59 (38W, 21M; 26 KZ, 16 TJ, 17 UZ)
Regional Online School of Documentary Film	Project HUB (KZ) Zibai production (TJ) Elyor Nematov (UZ)	March 10 – June 25, 2021	27 (9W, 18M; 12 KZ, 8 TJ, 7 UZ)
Regional Online Journalism School	T.B.D Company (KZ) Khoma (TJ) Development Strategy Center (UZ)	May 26 – June 4, 2021	69 (38W, 31M; 30 KZ, 22 TJ, 17 UZ)
Regional Social Media Marketing School (KZ and TJ only – see below.)	Strategic Communications (KZ) Livo.tj (TJ)	September 13 – October 27, 2021	34 (16W, 4M; 20 KZ, 14 TJ)
<b>Total</b>			<b>189 (101W, 88M; 88 KZ, 60 TJ, 41 UZ)</b>



## **Regional Online School of Health and Science Journalism**

From January 18 - 29, MediaCAMP conducted the first Central Asian School of Health and Science Journalism in cooperation with three local partner organizations: the “Altyn Orken” Foundation for Peace and Reconciliation (Kazakhstan), “Lojvar” PO (Tajikistan), and “Asanov formati” Telegram [channel](#), a media resource on scientific topics (Uzbekistan). The school, conducted in Russian with Kazakh, Tajik, and Uzbek interpretation, was attended by 59 participants (38W and 21M; 26 KZ, 16 TJ, and 17 UZ), 70% of whom were journalists and bloggers, and 30% of whom were employees of scientific organizations and NGOs who are engaged in public relations. MediaCAMP received 286 applications (130 from Kazakhstan, 65 from Tajikistan, and 91 from Uzbekistan), showing a high degree of interest in the topic. This is an area that has become increasingly important for audiences in the wake of COVID-19, and where local journalists’ lack of skills had become increasingly apparent.



The School, led by head trainer Nikolay Voronin, science journalist for BBC Global News, taught journalists, bloggers, and researchers to produce accurate and high-quality content on scientific and health issues. Twelve guest speakers – including science journalists, popularizers of science, and scientists themselves – also shared their knowledge and experience.

For one month following the School, local mentors worked directly with the participants to help them choose topics, structure, and prepare articles on

scientific and health-related topics. Examples include:

- School participants launched a scientific Telegram channel [“A special case of chaos”](#) which shares materials on scientific topics from all over Central Asia. The channel was still active at the end of Year 3, with 185 subscribers.
- Participants from Tajikistan reviewed a global survey on HIV/AIDS awareness among young women in the medical journal [JAMA Network Open](#) and found that their country was ranked at the bottom. As taught during the School, the authors translated the study not only from English into Russian, but also from technical scientific terms to easily-understandable language, and [explained](#) what such low awareness can lead to.
- Kanatkyzi Zhazira, **a high schooler from Shardara**, Turkestan region, South Kazakhstan, published [an article in Kazakh about COVID-19 vaccination](#). In her feedback following the School, Zhazira wrote that the School of Health and Science Journalism gave her an understanding and certainty about what exactly she wants to do in the future: to become a health and science journalist.
- 13 of the 17 participants from Uzbekistan chose to benefit from the month-long mentorship offered by the School’s trainer and mentor for Uzbekistan. As a result, each participant prepared and published 1-3 articles, which the trainer considered a good result considering the difficulty to access scientific information and find experts in Uzbekistan. Below are examples of the articles:

- about the basic facts of blood pressure, [published](#) in Uzbek in the Health section of daryo.uz news website and viewed over 24,410 times;
- about the discovery by scientists from Samarkand that chronic obstructive pulmonary disease occurs mainly in men, [published](#) in Uzbek in the Science section of daryo.uz news website and viewed over 13,000 times;
- about the dangers for children of new strains of the coronavirus, [published](#) in Uzbek on human.uz news portal and viewed over 3,230 times.
- The relatively high viewership of materials shows that there is interest in scientific and medical topics in the country. Internews suggested that the trainees monitor opportunities offered by MediaCAMP to support their possible future content production projects.

*“I am a scientist, and I have often mistrusted journalists before. This course became a real revelation for me, first of all, because I saw brilliant journalists, professionals who sincerely want to understand scientists. Special thanks for the amazing speakers who shared a lot of valuable practical advice in such a short time. I also liked that each participant could train during and after the course, getting feedback from participants and teachers! I consider the main result of the School not only as knowledge, but also networking with like-minded people, creation of our active and friendly community of authors who are in love with science.”*

***Asel Musabekova, School of Health and Science Journalism participant, Kazakhstan***

Two participants of the school, Asel Musabekova (Gylym Faces) and Oksana Akulova (Waiting List) received content production grants under Activity 1.1.1 in Year 3 and worked closely with school mentors on promoting their projects, which were both on health and science themes.

In July, on GoViral Festival Olga Kaplina and Aliya Sandybayeva, school coordinators, held a master class on the preparation of scientific presentations and school mentor Aizhan Madikhodzhayeva talked about the visualization of scientific information for media representatives and scientists; this shows that there are lasting conversations around this genre of journalism in which MediaCAMP participants are taking part.

### **Regional Online School of Documentary Film**

From March 10 to June 25, MediaCAMP conducted the Regional Online School of Documentary Film for 27 participants (9W and 18M; 12 KZ, 8 TJ, and 7 UZ) including TV journalists, aspiring producers, documentary filmmakers, and independent video producers. The School improved the participants’, particularly journalists’, video storytelling skills to produce new quality content for their media outlets’ TV and/or YouTube channels, specifically short documentaries (15-30 minutes).

The School was conducted in cooperation with three local partner organizations: “Project HUB” creative company from Kazakhstan, “Zibai production” production studio from Tajikistan, and



*Uzbekistan participants watching documentary film.  
Source: Elyor Nematov*

Elyor Nematov, a photo and documentary filmmaker from Uzbekistan. The head trainer, Shahida Tulaganova, is an award-winning film director and producer, and taught participants about the types of documentaries, what is required to make a film, how to work with multiple characters, etc. The head mentor, Elena Demidova, is a documentary director, screenwriter, and producer, who worked with the participants to develop their own short documentaries.

The theoretical part of the School was held from March 10 to April 15. In addition to theoretical lessons, the local

partners conducted offline and online meetings (3 in Kazakhstan, 6 in Tajikistan, 3 in Uzbekistan) at which they watched and discussed documentaries. Additionally, on April 14, 2021, the School held a meeting with award-winning American documentary filmmaker Jon Alpert. With the students of the School and guests of the live broadcast on [Facebook](#) (1,107 views), Jon shared a recipe for his documentary projects and talked about how his passion for his work helps him not only to film documentaries, but to be friends with the heroes.

At least once every two weeks, country groups gathered to view and analyze documentaries by international and local filmmakers together with the mentors. Local directors, cameramen, and editing masters provided consultations to the students to guide them in the filming and editing process. Additionally, senior mentor Elena Demidova conducted four online sessions for all participants.



*Jon Alpert, famous journalist and documentary filmmaker, talking about his experience. Regional school of Documentary Film, April 14, 2021*

On April 15, School participants pitched 15 short film ideas to the school's expert jury, who gave recommendations for improvements. Then, from April to July, participants worked with the mentors to finalize their documentaries. Four documentaries (two from Kazakhstan and two from Uzbekistan) were completed by the end of Year 3, while three (one from each country) are at a rough-cut stage and four more from Tajikistan are in draft stages. Most of them were shown at MediaCAMP Fest 2021. Descriptions of the films can be found in **Table 4** below.

**Table 4. Short documentary films produced by trainees**

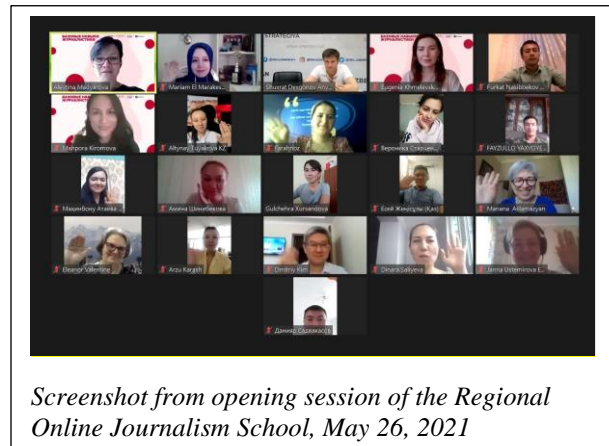
<b>№</b>	<b>Documentary film</b>	<b>Country</b>	<b>Story</b>	<b>Stage</b>
1	<i>Almas</i> Daniyar Musirov	Kazakhstan	An actor with Down syndrome becomes one of the stars of an inclusive theater company, finds success with women, and makes big plans for a beautiful life full of love	Complete
2	<i>Freedom to which not everyone will agree</i> Laura Maukenova	Kazakhstan	The story of a Kazakh artist who lost his sight	Complete
4	<i>Equilibrium</i> Ilkhom Ibraev	Uzbekistan	The story of a woman who, having lost her eyesight, has not lost her inner balance and faith in herself. She found an opportunity to get a profession (there is no training for blind adults in Uzbekistan) and is now preparing a training center for people like her	Complete
5	<i>Mother</i> Irina Savon	Uzbekistan	A mother of many children with a difficult fate is looking for her lost eldest son	Complete
3	<i>Little hopes</i> Valeria Kim	Kazakhstan	The history of the resettlement of Koreans to Kazakhstan through the personal story of a hero living alone near Balkhash	Draft
6	<i>The wind blows us</i> Fayez Tashturgunov	Uzbekistan	A young man finds his calling to become a sign language interpreter and translate sermons for the deaf	Draft
7	<i>Too Big</i> Abdullo Gurbati	Tajikistan	The fate of a young boy from a dysfunctional family who was forced to earn his own living	Draft
8	Navraz Ramazanov	Tajikistan	The history of an ethnic Kyrgyz from the highlands of Tajikistan who, due to unemployment, decided to start building tractors	Draft
9	Nisso Mansurova	Tajikistan	Tajik journalism through the prism of the lives of three Tajik journalists. One of the main characters of the film is Nisso's mother, who devoted her life to journalism and coverage of her country's problems.	Draft
10	Zainitdin Orifi	Tajikistan	An ancient craft, pottery, pottery, which is dying in the country, without a chance for salvation.	Draft
11	Amonjon Makhkamov	Tajikistan	A positive story of a resident of Jirgatal, who, despite all the stereotypes about the weakness of a single woman, created an agricultural business on her own.	Draft

At the moment, the work of the School in Uzbekistan and Kazakhstan has been fully completed. In Tajikistan mentorship support was provided during the period of the third wave of COVID-19 in the country (June-August), which affected the timing, and work with the group has been extended until the end of October 2021. Zibai Production Studio is helping the remaining participants with filming and rough cuts of their films.

## **Regional Online Journalism School**

From May 26 to June 4, 2021, MediaCAMP and its three partner organizations, Almaty-based T.B.D Company (Kazakhstan), Public Organization Khoma (Tajikistan), and Development Strategy Center (Uzbekistan) conducted the theoretical part of the online training on Basic Journalism Skills. The training was [conducted](#) for 69 (38W, 31M; 30 from Kazakhstan, 22 from Tajikistan, and 17 from Uzbekistan) early-career journalists, students, and graduates of journalism faculties from different regions selected from 388 applicants (188 from Kazakhstan, 71 from Tajikistan, and 129 from Uzbekistan). The participants gained fundamental knowledge on fact-checking, creation of interactive content, methods and tools for working with open data databases, as well as working on social media to produce quality, objective content.

During the intensive course, the participants completed tasks on four main topics: structure of news material, work with sources of information, fact-checking, and twists and turns of topics in news stories.



*Screenshot from opening session of the Regional Online Journalism School, May 26, 2021*

On average, participants' scores on a basic journalism test increased by 15 percent after attending the training events, showing a good amount of knowledge acquisition.

Following the theoretical portion, in June 40 participants received mentorship support from experienced local journalists in each country to help them produce at least two of their own materials each. As a result, 81 articles were prepared and published:

- Some of the participants prepared materials on the topic of the pandemic, for example, Daniyar Sadvakasov from the Atbasar region in Kazakhstan [prepared](#) a voluminous material on the situation in his region.
- Anna Miftakhova from Tajikistan prepared a [material](#) about the performance of her compatriot Manizha at the Eurovision Song Contest.
- Among the topics raised by the participants from Uzbekistan: [the youth festival in Navoi](#), the [problem of falsifying data](#) on the composition of food products, and others.
- A participant from Nur-Sultan, Naila Abdukhalikova, has been offered a position as a freelance correspondent with NewTimes.kz as a result of the training.

Additionally, MediaCAMP conducted two local trainings on Basic Journalism Skills (one in Kazakhstan and one in Tajikistan), which were a continuation of the regional training and offered participants a more thorough training program. In contrast to the regional training, in-country trainings focused more on working with local trainers and mentors, but also attracted stars of the profession to conduct sessions on key topics. Descriptions of these local trainings can be found in the Kazakhstan and Tajikistan country sections below.



## **Regional Online Social Media Marketing School**

September 13 – 17, 2021, MediaCAMP together with two partner organizations (livo.tj from Tajikistan and “Strategic communications” from Kazakhstan) conducted a Regional Social Media Marketing (SMM) School for 34 journalists (20 from Kazakhstan and 14 from Tajikistan) in hybrid mode: participants from Tajikistan, due to slow internet connections, gathered together in Dushanbe to connect to the training, while participants from Kazakhstan joined online individually. It was decided not to include Uzbekistan in this training as the topic is too specialized for the level of development of Uzbek media. The trainers also worked remotely, including head coach Svetlana Margolis (based in Bishkek). The agenda for the SMM School can be found in **Annex 9**.

The School taught participants about SMM, a key skill for media in the digital age, in order to help independent media outlets develop effective SMM strategies according to the mission, target audience, and capacity of their organization. The prime trainer, Svetlana Margolis, is the founder of [SvetlanaStudios](#) and a certified trainer on new media; she is also writing a book about SMM promotion in developing markets and SMM for leaders.

The participants attended lectures for 3 hours a day and worked offline for another 2 hours with local specialists with a great emphasis on practical work. The training program was focused on the implementation of practical tasks, the solution of which helped each participant learn what search engine optimization (SEO) and SMM are, what kind of promotion tools for media products are available on the internet, what are the features of the presence of media outlets in popular social networks, how to draw up a content plan taking into account the company's image, as well as how to communicate in networks. In addition to the main program provided by the prime trainer, the training participants attended sessions led by local experts on copywriting, targeted advertising, methods of creativity, and the basics of visual and graphic design for SMM specialists.

In Kazakhstan, the partner formed two groups based on language: Kazakh (6 participants), Russian (20 participants). Twenty out of 26 participants completed all necessary tasks. In Tajikistan, all 14 selected participants worked in Russian and successfully finished the school.

MediaCAMP is providing mentorship support to the participants through the end of October. During this period, each participant will develop a detailed promotion strategy for media products—either for their media outlets, if they worked at an outlet, or an individual project—and implement it in their daily activities. This strategy will also include a content plan, headings, and developed design layouts.

*“For me personally, as a young specialist, the training was very informative, because we were taught a lot, including how to work with the algorithms of Facebook, Instagram, YouTube, and TikTok. I especially liked the session about working with advertising in social networks. I am in a hurry to apply the knowledge I have gained,”*

***Faridun Kholboyev, journalist at ZiraMedia (Tajikistan)***

*“From the first lecture, all the recommendations for social networks were implemented on the pages of Vera.kz on Instagram, the results are good for us, new 70 subscribers appeared.”*

***Anna Curkanova, journalist at vera.kz (Kazakhstan)***



## Kazakhstan

### Online School of Storytelling



*Screenshot of one of the practical sessions on Online School of Storytelling in Kazakh, October 2020.*

From September 21-30 and October 5-9, 2020, MediaCAMP conducted **an online school of storytelling in Kazakh for 66 journalists (40W; 26M) selected from 174 applications** received from various regions of Kazakhstan including Almaty, Nur-Sultan, Taldykorgan, Aktau, Atyrau, Aktobe, Petropavlovsk, Uralsk, Shymkent, Taraz, Turkestan, Ust-Kamenogorsk, Kostanay. The training was based on the repackaged and modified first-ever journalistic [storytelling course in Kazakh](#) developed by Nazgul Kozhabekova under MediaCAMP in Year 1. The school consisted of two parts, theoretical

introductions and practical exercises. The goal of the school was to train the participants to correctly compose stories, engage the reader, choose the appropriate format, and present the main findings in a story.

For the second phase of the course, the mentors selected **16 (12W;4M)** journalists from the first phase based on their homework performance. The second phase consisted of group work with mentors to develop ideas for and prepare specific materials in teams. By the end of the school, the participants created and published eight quality multimedia longread stories, all of which concern topics rarely covered in Kazakh media such as the life of a [female refugee](#) from Syria; an ethnic Kazakh man struggling to obtain Kazakh [citizenship](#); the failures and successes of [artificial insemination](#); and more.



*Bakhtygul Burbayeva conducting media training.*  
*Source: Astana TV*

In February 2021, Bakhtygul Burbayeva, the organizer of the Online Storytelling School, sent a letter of gratitude to Internews for inviting her to lead the school. Bakhtygul received good responses and reviews from school participants and partners, and both Internews and the participants began to recommend Bakhtygul as an expert. As a result, following the School, she [conducted media trainings](#) for the district Akimats of Almaty. She also took advantage of two other opportunities: the Faculty of Journalism at the National Economic University invited her to become a co-author and trainer of an online module for its students, and she was invited as a trainer to a

media literacy training in Bishkek, conducted by Alexander Gorokhovskiy, a fact-checking specialist from Ukraine with whom she prepared a media literacy module. Bakhtygul also started studying English in order to conduct trainings at the international level, and credits her work with

MediaCAMP for the rapid development of her journalism training career. See the Local Basic Skills Training below for further training experience she gained.

### **Local Basic Skills Training**

On September 6-11, 2021, MediaCAMP partner “Minber” Public Fund conducted a local basic skills training for 14 journalists (13W, 1M), divided into two groups by language: Russian (8 participants) and Kazakh (6 participants). In the selection, preference was given to applicants in national languages and students under 30 years old, including both working journalists with little experience and students of journalism faculties, in an effort to upgrade beginner journalists’ skills and motivate them to stay in the profession.

The training itself, as well as the post-training mentorship support, was led by well-known Kazakhstani trainers and "stars" of the industry such as Olga Nastyukova (editor, journalist), Larisa Noda (Lecturer of the Faculty of Journalism of Al-Farabi Kazakh National University), Baktygul Burbayeva (executive director, "Kazakhstan Media Network" PA), Zhuldyz Abdilda (Chairman of the Public Committee for Media Self-Regulation in Kazakhstan), and Duman Smakov (chief editor, factcheck.kz).

Over the course of six days, participants learned about genres in journalism, multimedia for modern journalism, reportage journalism, access to information and work with open sources, fact checking tools, media ethics, headlines, and more. Participants also completed five homework assignments in order to fix the new material in their minds.

The mentorship stage of the training started on September 15 and will last for one month. Mentors worked with the participants and assisted them in: defining and choosing a topic, defining and choosing visualization, drawing up a plan for preparing or writing material, working with texts, searching for additional information, and choosing possible places for publication.

By the end of the reporting period, 13 materials were prepared and published by the training participants, for example:

- Elina Ivanova published a multimedia longread about the digital divide;
- Ekaterina Ofan prepared a material with infographics about the [Covid-19 situation in Kazakhstan](#);
- Nurgul Konakbayeva used open data and prepared a material about [the lives of employees of oil companies in Aktobe](#); and
- Rollan Mashpiyev talked about [problems with heating in his hometown Semey](#).

*“I couldn't even imagine that six days of learning basic journalism skills could provide so much new information! Of course, I already knew something, as I study journalism at the university. However, the way the information was presented to us, and how we, based on the knowledge gained, performed practical tasks, gave me the opportunity to see my mistakes more clearly and improve my previously acquired skills.”*

***Elina Ivanova, participant***

## Tajikistan

### Basic Skills for Beginner Journalists



*Zebo Tajibaeva (left), Tajik journalist, with a training participant (right) at the Basic Skills for Beginner Journalists Graduation Ceremony. Source: Your.tj*

From December 14, 2020, to February 16, 2021, MediaCAMP's partner LLC "Alomat" (Your.tj) conducted an online Basic Skills for Beginner Journalists training in Tajik for 52 beginner journalists and bloggers (17F; 35M) from various regions of Tajikistan. The participants, reporters who were just starting their careers, learned modern journalism skills and tools such as how to correctly compose stories, engage the reader, make caption videos, shoot and edit videos, and make simple infographics. The training consisted of theoretical lessons and practical homework assignments. Following the training, the partner provided mentorship support to reinforce the new knowledge and aid graduates in producing content; as a result, the

participants published more than 60 materials on your.tj, jom.tj, and halva.tj.

Some of the training participants already show early success. Ismoiljon Malikov and Naima Rajabova were both hired by Your.tj as a result of the training, applying their new knowledge in materials covering pressing social topics such as [female beggars](#) (3,600 views) and [children with autism](#) (1,601 views). Four more alumni of the training work with Your.tj as freelancers and two of them regularly publish their materials there; other alumni work for media outlets such as Halva.tj, Jom.tj, and Farazh. The training organizers at Your.tj were inspired by the results of their students and express hope that the media community of Tajikistan will soon be replenished with promising new journalists who can prepare quality, objective Tajik-language content; to this end, Your.tj has started to conduct similar trainings independent of MediaCAMP support.

### Explanatory Journalism Training

A survey among media professionals in Tajikistan revealed that journalists lack skills to write on complex topics in a clear and simple way that their target audiences can understand. In response, on July 29-31, 2021, MediaCAMP and its partners Your.tj and TV and Radio Company Tyroz conducted *an intensive 3-day hybrid format Training on Explanatory Journalism* for 22 (9W;13M) experienced journalists from 14 media outlets: Your.tj, Asia-Plus, Halva, TV Jahonnamo, TV Bahoriston, TV Isfara, newspaper Gulistoni Donish, magazine Nabzi Zindagi, newspaper Sogdiyskaya Pravda, TRC Asia, TRC SM-1, TV Sughd, TV5 and Information Agency SughdNews. The training was held in Tajik and Russian, with participants divided in two groups depending on their language.

Journalist Dmitry Kartsev, a foreign policy columnist with *Meduza* and author of articles in leading Russian magazines and popular websites, led the online training. Local experts included Zebo Tajibaeva, Manizha Kurbanova, Ilhom Jamoliyon, Ilhom Hoshimov, Khurshed Ulmasov

and Jamshed Marupov, who worked with the training participants offline and shared new methodological approaches to adapt journalistic practices to the realities of Tajikistan.

The participants learned effective techniques for presenting ongoing news stories in a more accessible manner. In particular they learned how to: draw up explanatory cards; correctly compose questions and answers for explanatory cards; choose topics for explanatory articles; work with experts and open databases; and structure text for the cards.

Following the training, participants were mentored for two weeks by the local trainers. As a result, the participants published 22 works which in total collected more than 20,000 views on different platforms. Some of the materials were viewed much more than the average number of times the outlet's pieces are viewed (for example, articles on Your.tj usually receive about 1,000-1,500 views, but some of the explanatory articles were viewed over 3,000 times). Among the best works are:

- [\*Army for \\$ 2,200. The Government of Tajikistan approved the cost of alternative service\*](#) - (3,304 views)
- [\*The second coming of the Taliban. How will the change of power in Afghanistan affect Tajikistan?\*](#) (3,478 views)
- [\*How people get married in the north of Tajikistan. We explain it step by step\*](#) (1,792 views)
- [\*Alternative service in Tajikistan: whom to pay, how much and can it be done in parts?\*](#) (2,527 views)

### **Local Basic Skills Training and Stars Masterclasses**

In August MediaCAMP jointly with its long-time partner, CSO *Khoma*, held ***a ten-day offline Training on Basic Journalism Skills*** for young journalists and students of the country's journalism departments. Out of 12 participants (4W; 8M) of the training, three participants were from Dushanbe and nine from the country's regions (five from Khatlon, three from Sughd, and one from Rasht).

The training, which took place from August 16-25, 2021, followed the Regional Online Journalism School conducted in May-June 2021. Despite the fact that the regional training had an intense and interesting program, the participants from Tajikistan experienced some language barrier issues, so the local training was conducted fully in Tajik with many hours of hands-on training to ensure full comprehension of the concepts. The training covered a wide range of topics including journalistic genres, interviewing, podcasting and video work, multimedia tools, etc.





Hands-on training on video filming. Photo credit: Khoma

The program included five **master classes with stars of Tajik journalism**, namely Sukhrobi Ziyov, correspondent for BBC Persian television; Subkhon Jalilov, director of Vatan radio; Asomiddin Atoev, expert in the field of information technology; Irshod Sulaimoni, editor of the Tajik version of the Asia-Plus website; and Jovid Mukim, journalism professor at the Tajik National University.

In addition, the program included two working trips to the studios of TV Safina and Radio Vatan, where the participants had the opportunity to get directly acquainted

with the organization of the work process in the largest Tajik television and radio companies.

Following the training, school participants were mentored for two weeks by three well-known independent journalists: Izzatman Salomiyon, Rajabi Mirzo, and Alisher Primkulov. As a result, the 12 participants published a total of 15 materials on socially important topics on [www.jom.tj](http://www.jom.tj), [www.halva.tj](http://www.halva.tj), and [www.asiaplustj.info](http://www.asiaplustj.info).

Some of the participants' works attracted special attention. For example, young journalist Halima Shobekova published the story, [\*Who benefits from 1,400 somoni every day?\*](#) (4,000 views), dedicated to the problems of urban transport, i.e. how public transport drivers illegally and arbitrarily increase the cost of transport. The material was immediately noticed by the Dushanbe Transport Service and Dushanbe Mayor's office. Firdavsi Saidzoda, the Deputy Mayor of Dushanbe promised the journalist to resolve this issue without delay, and he also promised to invite her to observe an unplanned raid around the city to assess the situation. As of the writing of this report, we have learned that the officials ended up deciding to legalize the new costs because of the increased cost of oil in the country, so these promises did not materialize. However, the initial reaction could be considered a victory in and of itself.

Among the best works of the school participants are the following ones:

[\*Why is the Taliban taking revenge on artist Umar?\*](#) (709 views);

[\*How woodcarving is taught in the military unit of the country.\*](#) (video) (375 views);

[\*Do not write us a request for nothing! Why was the only participant from Tajikistan not successful at the Paralympic Games in Tokyo?\*](#) (1,014 views).

*“The school was useful in every sense. We personally met with eminent journalists of the country, learned how to work with photo and video materials, tried ourselves in podcasting, learned how to correctly build competent texts and, most importantly, made new friends among the participants.”*

**Shoira Madaliev, participant of the school**

## Uzbekistan

In Year 3 of the project, MediaCAMP organized four online trainings for 44 media practitioners (W22, M22) from Uzbekistan, increasing their professional skills in online journalism, news production by mobile devices, mobile photography, and mobile journalism. Journalists and bloggers who attended these trainings represented several regions, including Samarkand, Jizzakh, Andijan, Karakalpakstan, and Tashkent. Two of these trainings were conducted at the request of media outlets: Jaslar TV station in Nukus and Kun.uz national online media. In addition, 41 journalists, bloggers, editors, producers, and students of journalism faculties from Uzbekistan attended the Regional Online School of Health and Science Journalism, Regional Online School of Documentary Film Production, and Regional Online Journalism School.

**Table 5: Year 3 Trainings for Uzbekistan**

<b>Topic</b>	<b>Dates</b>	<b>Learning Objective</b>	<b>Participants</b>
<i><b>Basics of Online Journalism</b></i>	October 9–26, 2020	Training participants learned modern methods and tools of online journalists to prepare quality online articles and engage the audience. The agenda covered the following topics: media consumption, audience preferences, writing for new media, new journalism formats and genres, social media marketing (SMM), news sources and thematic planning, search engine optimization (SEO), content distribution.	13 (7W, 6M) journalists, editors, reporters, and correspondents from Tashkent (6), Samarkand (1), Nukus (3), Jizzakh (1), and Andijan (2).
<i><b>Production of News Reports on Mobile Devices</b></i>	November 4–23, 2020	The training was organized at the request of the management of Jaslar TV station in Nukus to provide journalists from Jaslar TV station in Nukus with skills to produce video reports with their mobile phones for a new information program at the station. The training covered the following topics: introduction to mobile journalism (MOJO), news reports production, image, composition, video editing, interview, live standup, storyboard, sound on your smartphone, voice-over text, and working with titles.	7 (4W, 3M) young journalists from Nukus (3), Kegeli (2), Shomanai (1) and Takhiatash (1) in Autonomous Republic of Karakalpakstan
<i><b>Mobile Photography</b></i>	November 27 - December 4, 2020	The training served to strengthen the technical skills of online journalists who use photos to illustrate their text articles and prepare multimedia materials, thus improving the quality of the images and attracting more viewers. Training covered the following topics: color, light, brightness, composition, movement and editing in photography with mobile devices.	13 (10W, 3M) journalists, editors, and correspondents from Tashkent (8), Samarkand (1), To‘rtko‘l (1), Nukus (1), Jizzakh (1) and Andijan (1)



<b>Mobile Journalism</b>	February 10–22, 2021	The training followed a request from leading news website Kun.uz after it launched a network of 22 regional reporters to increase the coverage of local news through dedicated regional Telegram channels. During six 2-hour sessions, participants learned about producing video reports with a mobile device, including the basics of filming, interviewing, editing, and working with titles. The training combined theory and practical work.	11 (1W; 10M) local correspondents of leading independent online media outlet <a href="http://Kun.uz">Kun.uz</a> from Andizhan, Fergana, Namangan, Urgench, Nukus, Navoiy, Termez, and Qarshi
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In September 2021, Internews signed a grant agreement with the In-Service Training Center for Journalists ([STCJ](#)) from Uzbekistan for a 10-month project that will increase journalists’ capacity for analytical journalism and contribute to the preparation of professional political, social, and economic commentators. STJC will organize three 3-day trainings for 30 journalists and three 2-day trainings for 90 journalism faculty students, arrange meetings with civil society actors, and provide training participants with mentoring during their practical work. In addition, STJC will prepare a training manual on commentary writing, analytical journalism, and writing columns. As of the end of the reporting period the grant was still pending validation from the Uzbek Ministry of Justice.

**Targeted online consultations/residencies for TV and online media.**

In Year 3, MediaCAMP conducted 19 targeted online consultations/residencies for media outlets: 10 for Kazakhstan, eight for Tajikistan, and one for Uzbekistan. Each consultation/residency lasted from 3-10 days (depending on the goals and size of the media company), conducted by one from a pool of eight consultants selected by MediaCAMP. Two news outlets (Asia-Plus, Tajikistan, and Nasha Gazeta, Kazakhstan) asked to participate in the selection of their consultant, and approached this process with consideration. All residencies (except for one, TV and Radio Company Regar in Tajikistan) were held online. One residency (Central Asian Vibes, Uzbekistan) ended ahead of schedule due to personal circumstances of the participants.

The main topics, as identified and requested by the media outlets, were management, monetization, and content. These topics are naturally interconnected, so MediaCAMP included work on at least two of them for each residency in order to provide a greater base of support to sustain the residency’s results. Most of the completed residencies achieved results, though in some cases they were unexpected. This occurred as some media teams almost completely changed during the residency, for example as many team members or the leader went on long-term sick leave, or the leader radically changed his plans. The consultants had to be flexible and adaptive.

Results for various outlets included: revenue growth from advertising (despite the pandemic and a difficult economic situation), and improved quality and variety of content and/or better alignment of content towards target audience interests. Results are less easy to discern in the younger news outlets, whose teams have not yet been established and whose managers are not 100 percent focused on the outlet due to other commitments.

Both the consultants and outlets believe that the residency format led to positive results, as individual consulting with a longer timeframe allows greater understanding of the problems and strengths of the media, development of a tailored individual action plan, and persistent implementation of it under the supervision of a mentor. Thus, the team's habits and approach to work changed, which would be impossible to achieve within a 1-2 day training. However, while the results were better than those of a brief training, sustainability of those results is not certain; longer-term support would be necessary to ensure more comprehensive change and growth.

*“Every session was very insightful. Before the consultancy, we thought that we knew everything about the news, and it turned out that it's not the case,”*

***Zhanar Mukanova, editor-in-chief of NewTimes.kz, Kazakhstan***

*“We started to respect our readers. Also, we changed the approach to the news agenda and social media and started to see gains (in Telegram, first of all).”*

***Kirill Pavlov, editor-in-chief of Press.kz, Kazakhstan***

*“Everything was very practical and helpful. I used to have chaos in my head, but now I understand how and what to do. Before, I looked at our website and did not understand what to do with it, but now we have a clear plan,”*

***Shahlo Akobirova, Managing Director of Khoma, Tajikistan, which has launched a new media project: jom.tj***

Descriptions of work with two sample media outlets can be found below; a full list of residencies can be found in **Annex 10**.

### **Asia-Plus, Tajikistan**

In the reporting period, experienced specialists left the company and “Asia Plus” completely revamped their advertising department. Therefore, the first task was to train the new staff in advertising sales techniques. The second problem was that Asia-Plus advertising managers were not actively selling; they waited for advertisers to contact them; therefore, the second task was to change this habit and motivate managers to make active sales. Other tasks were to audit the functioning of all business processes and provide recommendations for improvements and to find new areas for potential financial growth.

Executive director of ~~the~~ a publishing house worked with Asia-Plus for a total of 10 working days from May to August 2021. Svetlana has versatile expertise in management, sales, and technology, and was well-suited to the needs of Asia-Plus.

During the residency, the consultant:

- Conducted an audit of business processes and financial flow
- Held a series of sales trainings
- Developed documents/processes to correctly recognize advertising revenues and segment them
- Developed a system for increasing managers' motivation
- Updated the customer database

- Developed advertising offers for small and medium-sized businesses
- Developed a system of bonuses and discounts
- Developed packaged offers
- Developed a working procedure for the sales department, and
- Implemented a quality control system for the advertising campaign

The main financial results of the residency were:

- From May to August 2021, active sales in the company increased by 14.2% in general; the growth of advertising on the radio was + 9.2%, while sales of services to produce audio advertising increased by 52.7%.
- The newspaper's circulation grew by 7% due to an increase in points of sale and a new distribution partner.

Furthermore, in the near future, the news outlet plans to launch email newsletters and online subscriptions, make reviews with the participation of advertisers, put the CRM system into process, and start hosting events.

### **Nasha Gazeta, Kazakhstan**

Nasha Gazeta has been operating in the Kazakhstan media market for a long time, but the commercial director took his position only recently; earlier he worked in the editorial department. Svetlana Lebedeva, executive director of the publishing house Chastnik (Russia), worked with “Nasha Gazeta” for a total of 10 working days from June through August, including training the new commercial director in modern and effective sales tools, management, and financial accounting, and audited all business processes to find potential for financial growth.

During the residency, the consultant:

- Conducted an analysis of the advertising market of Kostanay city and Kazakhstan as a whole. Based on the data, the media outlet selected priority areas for the development of special projects and niche proposals
- Developed a program for the development of distribution and subscriptions for 2021-2022
- Developed niche and anti-crisis proposals
- Launched niche education offers were launched, several of which sold
- Held a series of trainings on advertising sales techniques
- Updated special projects
- Launched work to transfer the customer database to a modern CRM system
- Developed package offers
- Increased the number of cold calls to advertisers by 1.5 times
- Implemented the acceptance of micropayments online

The main financial results of the residency were:

- Sales result in August-September: 6 clients paid a total amount of 107,750 tenge (approx. 250 USD)

*“We can definitely say that advertising fees have grown. But since the consulting project ended recently, a more accurate number can be revealed in 2-3 months. The sales team cheered up, began to generate new ideas, from which some were successfully implemented (packaged placement, special offer). In the near future we will automate the sales processes, finalize and implement the case ‘Real estate in Chelyabinsk and Yekaterinburg.’”*

***Sergei Mirolyubov, publisher of “Nasha Gazeta”***

Furthermore, the news outlet plans to release calendars with the involvement of advertising budgets in November-December 2021.

## **New/Youth Media Accelerator**

### ***Year 2 projects***

From June – December 2020, two media start-ups received further MediaCAMP support after participating in the Year 2 New/Youth Media Accelerator: AriApp from Kazakhstan and Slivki.tj from Tajikistan. Mentors advised the editorial staffs on how to apply the knowledge gained at the seminars in practice: how to create a development and monetization strategy, how to draw up a content plan, how to study and engage your audience, how to develop product distribution channels and launch commercial revenue after the end of the grant period.

From September to December 2020, MediaCAMP’s three mentors held a total of 16 meetings with each team:

1. Media Expert Evgeniy Kulakov covered content and editorial work, website development, content formats, content adaptation for different formats, work with the target audience, content visualization, etc.
2. Business Coach Zamira Samadova covered project strategy, business processes, value proposition development, responsibility matrix, customer acquisition channels, income and expense streams, human resources, team building
3. Business Coach Anna Viktorova covered legal issues, teamwork, team building, leadership, delegation, presentation preparation.

Through working with the mentors, the teams further developed their projects, completing practical tasks with real applications for their start-ups and asking for additional consultations as needed.

### **Ariapp/Ariadna media (Kazakhstan)**

The Ariapp team has created a unique media for Kazakhstan and Central Asia, writing about art simply and clearly. The team launched their website, [ariadna.media](http://ariadna.media), in January 2021. The project publishes five unique materials and four videos per month on the website and its social networks. The website’s monthly audience is currently over 1,000 unique users per month, and this number is growing. On [Instagram](https://www.instagram.com) they currently have over 1,800 followers (up from 200 before the Accelerator). In addition, the project’s social network pages are becoming a platform for discussions and reflection on Kazakhstani artists.



The site is becoming a desirable platform for expert publications: authors writing about art have gotten in contact with the team to offer materials for publication. A publication about [Kazakh artist Kuanysh Bazargaliev](#) and his works reached 28,700 views. Galleries are also cooperating with the project, and together with Kasteyev Museum, the team created [audio guides](#) for their collection in Russian and Kazakh. In August 2021, the media outlet took part in the Garage Meeting, a (meeting of institutions developing contemporary art in Samara, where they shared their experience and met like-minded people.

### **Slivki media (Tajikistan)**

The Slivki Media (Slivki.tj) team has created a youth media that motivates, educates the audience, talks about technology, social life and significant events in the world to create financial independence, increase literacy, strengthen family and spiritual values of generation Z and increase the socio-economic indicators of development of generation Z and Y. From January – April 2021, the team prepared and published several articles, however, despite their participation in the MediaCAMP residencies activity (see above) and outreach from the MediaCAMP team, they have not produced any further materials since April.

### ***Year 3 Accelerator***

On April 2, 2021, MediaCAMP [announced](#) a joint call for the New/Youth Media Accelerator and Regional Online Business Lab (Activity 1.3.1) and local independent juries for each country selected six media outlets (two from Kazakhstan, two from Tajikistan, and two from Uzbekistan) for the Youth Accelerator from 23 applications received.

Each selected outlet was invited to participate as a team, including the manager, chief editor, and commercial director or sales manager. From May 10-17 all selected teams participated in the first module of the Business Lab, which consisted of a series of lectures by experts in the field of content monetization.

At the end of the first theoretical module, it became clear that five participants of the Youth Accelerator (all except The Village (Kazakhstan) team) were not at the level of development to start the practice of monetization together with experienced media outlets. Therefore, these five teams separated into the Youth Accelerator program, while The Village remained at the Business Lab.

The five Youth Media Accelerator teams for Year 3 were: Vestikuz (Uzbekistan), “Central Asian Vibes” (Uzbekistan), YISK (Kazakhstan), Jom.tj (Tajikistan), and Kadriyat (Tajikistan). Unfortunately, the Vestikuz (Uzbekistan) team did not complete the program due to lack of participation.

From May 31 to June 25 Youth Media Accelerator participants completed four tracks. Each track lasted one week and included daily classes, theoretical lectures, practical tasks, and homework:

1. “Team” – Ludmila Lukina (Kazakhstan), business consultant, HR specialist, talked about HR strategy and motivation of the team.
2. “Audience” – an expert talked about how to know your audience, segmentation, audience value
3. “Content creation” – an chief editor talked about unique proposition, content plan, website design, and popular content formats
4. “Monetization” – a commercial director talked about how to build a financial forecast and how to attract and work with clients

After completing all four tracks, two of the four teams applied for a grant to develop their media outlets. In July 2021, an independent jury selected two projects for funding—both from Tajikistan. Before receiving the grant funding, both were required to fulfill recommendations of the jury, and they did, through work under the residency program (see above and in **Annex 10**). Both projects will start implementation of their projects in the next quarter:

### **Qadriyat newspaper (Tajikistan)**

The newspaper operates in the Sughd region of Tajikistan and is an information channel for the ethnic Uzbek minority. The media outlet joined Accelerator with the aim of launching a web version and content for young people, thereby increasing its audience.

MediaCAMP decided to strengthen work with the editorial staff through the residency program (see above), and extend individual mentoring. During the consultations, the team, using its own funds, launched the [online version](#) of the newspaper on the Word Press platform and also developed a content plan and monetization strategy.

Since August, the team has been strengthening their content. Over the next four months, the media outlet will produce daily news in various formats: news stories, news digest throughout the country, as well as translations from Tajik into Uzbek. In 2022, after the website gains an audience and positions itself for partners as a stable editorial office, the outlet will start monetization work and aims to attract three permanent advertisers.

### **Jom.tj (Tajikistan)**

The youth portal Jom.tj is a project of the “Khoma” Public Educational Organization. The team came to the Accelerator to learn basic skills of how to work with a youth audience, the principles of content formation, and the rules of sustainability. After training at the Accelerator, it was also decided to strengthen the work of the team via a residency, where the mentor spent two months on individual consultations. See more details in **Annex 10**. At the new site, the team intends to work more in video format.

For three months, the media outlet will build an audience on its YouTube channel and the newly launched [www.jom.tj](#) website. The team aims to create a content production system, produce and broadcast up to six exclusive materials in multimedia formats on a weekly basis, including podcasts and caption video, as well as produce and broadcast two episodes of a youth YouTube



program. In addition, the team is equipping a small studio of its own for recording video programs, which will help reduce production costs.

### 1.2.2. Annual Central Asia Festival “MediaCAMP Fest”

Over the course of three days, from September 10 - 12, 2021, 243 media specialists from countries across Central Asia (Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, and Turkmenistan), gathered for [the Third Annual Central Asian Media Festival](#) (see the link for the full agenda). The event was conducted in a mixed format: the MediaCAMP team organized studios for live video broadcasting from Almaty, Bishkek, and Dushanbe, as well as a virtual studio from Tashkent, where Internews invited local speakers, while participants and international speakers attended online.



*Peter Young, Acting Regional Mission Director for USAID Central Asia, opening the MediaCAMP Fest, September 10, 2021.*

This year’s festival was entitled “Made in Asia,” and it highlighted media projects from Central Asia and emphasized the value of the work of journalists from the region. The festival’s agenda included one facilitation session on developing creative thinking for journalists, six discussions, four country-focused side events in Kazakh, Kyrgyz, Uzbek, and Russian (with Tajik translation), snap-talks, nine master classes, and two film screenings on a range of media topics hosted by 50 speakers and experts, with 88% of them being natives of Central Asia, and showcased some of 2021’s most impressive media projects and media literacy initiatives. The experts included renowned local journalists who hosted practical workshops on data journalism, podcasts, engaging audiences, and YouTube production. Additionally, a parallel series of workshops was devoted to media literacy.

The festival’s most visited event was the [“Artificial Intelligence and Creative Industries: From Methumans to Deepfakes”](#) session featuring special guest Aleksey Neznanov, a Russian researcher, analyst, programmer, and lecturer at the Higher School of Economics. Alexey spoke about the “creeping penetration” of recognition technologies into our life, fake news as an integral part of today’s agenda, the ease of producing deepfakes, and dehumanization – the most important influence of AI on journalism.

*“I watched and listened with great interest. Competently and useful structured material itself and the answers of the speaker were interesting both. I will wait for the presentation with many useful links”*

*Margarita Grigoryeva, Kazakhstan*



*Inga Sikorskaya (top left), Lola Alimova (bottom left) Zarina Akhmatova (top right), and Beruniy Alimov (bottom right), “A frank conversation about the difficulties and opportunities for journalists from Central Asia in covering the situation in Afghanistan” MediaCAMP Fest session, September 10, 2021.*

Another interesting session, “A frank conversation about the difficulties and opportunities for journalists from Central Asia in covering the situation in Afghanistan” was conducted on the second day of the festival. The meeting was moderated by Beruniy Alimov, a teacher of the Uzbek State Institute of World Languages. The speakers were Inga Sikorskaya (Kyrgyzstan), program director of the School of Peacemaking and Media Technologies in Central Asia; Lola Alimova, journalist, IWPR editor for Tajikistan; and Zarina Akhmatova (Kazakhstan), editor-in-chief of the Kazakh portal HOLA

News. The experts shared their experiences and impressions from their trips to Afghanistan, noted the pluralism of opinions in Afghan media, and also called for major events to be covered first and foremost through the lens of real people affected by them.

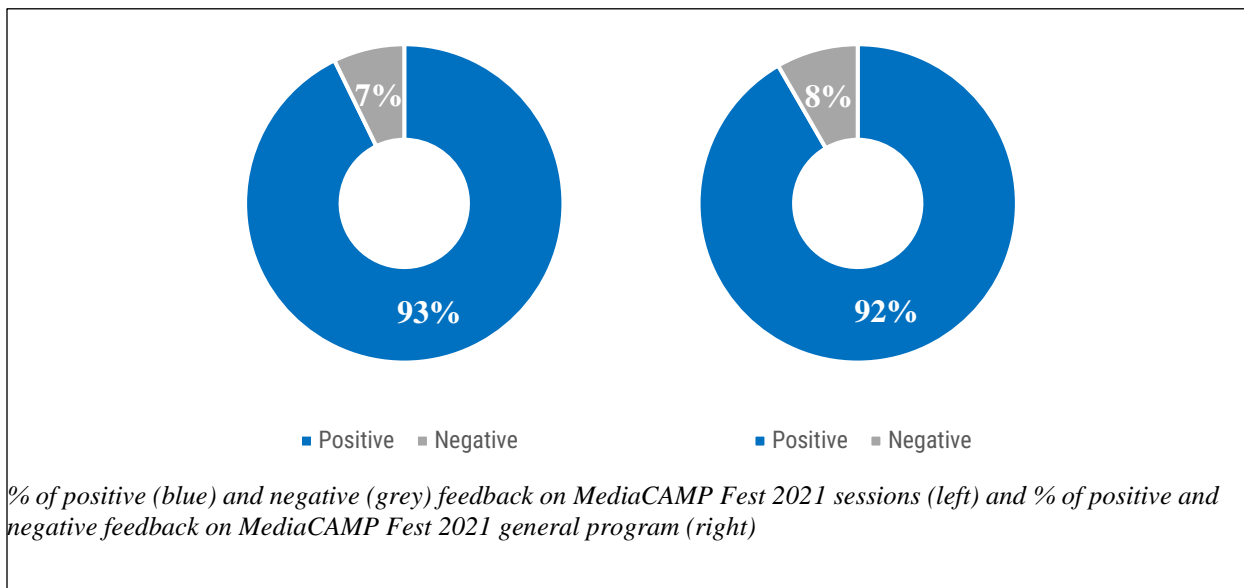
To address the challenge of a nearly full transition to the online format due to the COVID-19 pandemic, MediaCAMP arranged live broadcasting sessions from Zoom on social media for the broader public, so far reaching 18,000 views and over 1,000 likes, reposts, and comments, as well as provided live interpretation of sessions into multiple languages. The festival was concluded with an award ceremony for the winners of the MediaCAMP Award journalism competition in six categories (see Activity 1.1.3).

The bulk of the festival participants were journalists (from private and state media) and bloggers. The event was also attended by press officers of private companies, marketing professionals, professors from specialized universities, civic activists, and civil society organization staff.

The attendance by country, unfortunately, was very unbalanced: 169 from Kazakhstan, 13 from Tajikistan, 28 from Uzbekistan, 32 from Kyrgyzstan, and 1 from Turkmenistan. We are working closely with partners especially in Tajikistan and Uzbekistan to improve the balance of attendance for next year.

[The three-day festival](#) was split into four to five Zoom sessions per day, with video streaming on Facebook and YouTube, where participants had the opportunity to ask questions on either platform. The festival’s format combined more information-heavy sessions with engaging and entertaining sessions including workshops, documentaries, and musical performances. The main sessions were broadcast via [Facebook](#) and [YouTube](#), while all trainings and master classes were conducted in a closed format only for registered participants.

MediaCAMP gathered 83 feedback responses (77 positive, 6 negative) from various sessions and 24 (22 positive, 2 negative) reviews of the general program, format, and logistics. The majority of responses were very positive – see charts below. Based on the feedback, we can say that we managed to provide the audience not only with knowledge and information, but also inspiration, motivation, and support.



Some criticism in the feedback included that it was difficult to participate online actively on weekend, while others regretted the time limits. Based on this feedback, Internews is considering conducting the next MediaCAMP Fest on weekdays, with consideration for whether the festival will be online or offline in Year 4.

*It was great to see a huge platform for journalists, where they exchanged skills and shared their experience with colleagues from neighboring countries. Wonderful contests, excellent speakers and topics that are relevant today made this festival grandiose. I took a lot for myself from the block of media literacy and journalistic investigations.*

**Daniyar Sadvokasov, independent journalist, Kazakhstan**

*I will think about more active use of Telegram. Now I have an interesting knowledge of creating and attracting readers to the project. I learned about different ways on teaching media techniques.*

**Parvina Abdulhamidova, SMM specialist, Tajikistan**

*A creatively organized festival, the sessions “Creating content on media literacy,” “How to develop a successful thematic Telegram channel,” “How to create a YouTube channel from scratch,” and “Will fact-checking save democracy?” were very useful for me”*

**Nargis Kosimova, independent journalist, Uzbekistan**

### **1.3. Strengthen management and financial viability skills of independent media**

Financial sustainability of independent media is under more strain than ever following COVID-19 and the economic crisis of 2020. The Business Labs conducted under this activity have increased media managers’ understanding of the depth and breadth of the problem, as well as given them ideas and skills for how to better address it. Financial Future Grants provided at the

end of Year 2 have led to improvements at several outlets, with two of four gaining new advertisers and increasing their revenue streams; Year 3 grants were awarded at the end of the year and will begin in Year 4.

### 1.3.1. Professional development opportunities for media managers and sales teams

#### **Online MediaCAMP Business Lab**

On April 2, MediaCAMP [announced](#) a call for applications for the Regional Online Business Lab and the local independent juries in each country selected 14 media outlets with strong motivation and potential for monetization (seven from Kazakhstan, seven from Tajikistan) out of a total of 29 applications received. Three teams did not complete the full Lab curriculum for various reasons, including lack of time. The six outlets selected for the New/Youth Media Accelerator (Activity 1.2.1) attended the first part of the Business Lab, and one (The Village - Kazakhstan) participated in the full Lab.

The prime trainer, Evgeny Kulakov, prepared the training program with international speakers and mentors as well as one local mentor in each country. From May 10 to May 17, experts in the field of content monetization conducted a series of lectures for the participants, such as:

- “Models of monetization and choice of a business model” y
- “How to attract a business partner. How to Conduct a Client Interview”
- “Product, platform, and audience approaches in the creation and promotion of media”

The theoretical block ended with an individual analysis of the strategy and value proposition of each participant’s media project, after which the teams moved on to practical work. Each team was assigned a mentor, with the help of whom the participants developed a content product for monetization, chose a business partner, and held a test presentation of the product with the aim to sell content to business partners.

From May 20 to July 15, the participants of the Business Laboratory worked in pairs with mentors on their product and its sale. Six partners achieved their expected results. For example, in July 2021, “Manshuk Media” signed two contracts: one with [Chevron](#), for production of two episodes of a podcast, and one with telecom operator Kcell, for preparation of the concept and a pilot episode of a new comedy show. If the pilot is successful, the company will extend the cooperation for the season.

In August 2021, teams submitted nine applications for the Financial Future Grants (FFG) competition. For details on the Financial Future Grants, please see *Activity 1.3.2* below.

## **Regional Online School of Transmedia Production**

This training was postponed and then canceled; its goal will be addressed in Year 4. For more information please see the Challenges/Lessons learned section.

### **1.3.2. Financial Future grants**

The goal of MediaCAMP’s Financial Future Grants (FFG) is to provide small funding opportunities to assist outlets in Kazakhstan and Tajikistan to develop and implement new monetization and income generation strategies to improve their financial sustainability.

## **Year 2 FFGs**

### **Kazakhstan**

In Year 2 Internews financed four projects for FFGs following the Kazakhstan MediaCAMP Business Lab in March 2020. All four FFGs were completed in early Year 3, with two of the projects (“You&City” and “Life 13/19”) attracting a small amount of advertisement and sponsorship money. See a description of one of the projects below:

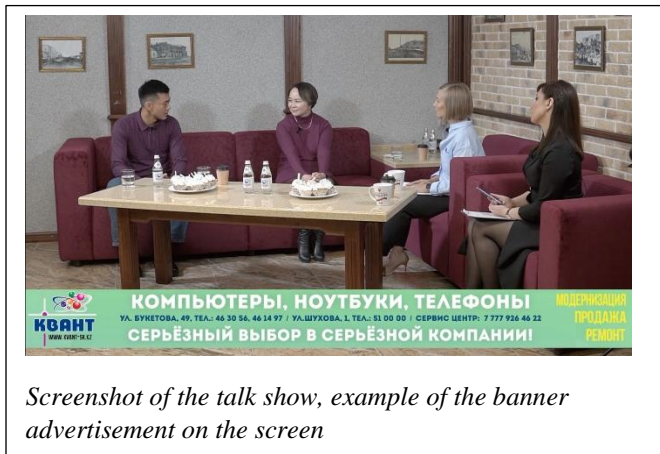
**“You&City,” Petropavlovsk.news:** *The first YouTube talk show on urban life in Petropavlovsk. Implementation period: August – December 2020*

As part of their project, Petropavlovsk.news produced nine YouTube talk shows about different aspects of life in Petropavlovsk, the northernmost city of Kazakhstan. The hosts spoke about the challenges faced by many Petropavlovsk residents due to the COVID-19 quarantine, including loss of income, unemployment, and psychological issues.

The talk show resonated with audiences right from the first episode, which shared the plight of a young woman who was renting an apartment and struggling to raise two small daughters on her own. The story became the one of the most talked about stories in the whole city, and following the talk show, a local businessman [bought an apartment](#) for the woman and her children. The grantee produced follow-up stories as the woman [received the keys to the apartment](#) and planned to pick up her daughter, as she [moved to the new apartment](#) (over 27,000 views), and [when she picked up her daughter from the boarding school](#) (over 14,000 views on IG TV, 10,000 views [on the website](#)). A large portion of the city followed this story, and the show became well-known. People began to actively contact the editorial office with their problems, which helped the grantee widen and deeper their interactions with the audience.

The talk show series received more than 40,000 views in total (including materials published on the grantee’s website). The first four videos were produced with grant support, and five more were produced with the help of advertisers and sponsors. After the grant was completed, the team solicited offers from approx. 15 advertisers to support the program, and almost all agreed to place at least a banner ad. Some of these advertisers placed ads multiple times. A firm that sells





Screenshot of the talk show, example of the banner advertisement on the screen

Tassai water has also become a regular advertiser, paying for product placement, placing a commercial within the program, and also purchasing banner ads. In total, the grantee raised, more than expected, which helped cover some production costs.

[After completion of the project the team produced two additional episodes of the talk show, including Business under quarantine](#) (1,060 views). The team has been looking for a general sponsor for the show since January 2021, but business

partners have announced a crisis and budget cuts, postponing partnership decisions until fall 2021.

The team decided to participate in the Year 3 Regional Business Lab (Activity 1.3.1) to learn how they can further develop this program. They won a Year 3 FFG (see below) and included in the grant the production of another season of the program and the second round of its business development. The talk show will continue in October 2021.

## **Tajikistan**

Four out of five Year 2 FFG grant recipients in Tajikistan began their projects in Year 3 after some administrative delays e. The fifth partner, LLC Colibri, has postponed the launch of their project; the project will launch in October 2021. One out of five projects was completed in July-September 2021, and the four remaining projects have been extended to Year 4. See details of the completed project below.

**Online Javoni TV:** *Online streaming of interactive, educational TV shows for younger audiences. Implementation period: April – September 2021*

As part of the project, Tirozi Javoni produced 33 entertaining and educational TV [programs](#) from three to 40 minutes long, for younger audiences: news, lifehacks, interviews. The team gathered specialists with TV production experience, as well as newcomers: journalists, TV presenters, cameramen, and editors, and held 60 hours master class for new Tirozi Javoni staff members on camera skills and video editing in Adobe Premier. To achieve higher viewership, the team created an SEO-optimized page on the Tirozi Javoni [website](#), which has its own stable and loyal audience. A separate site for Online Javoni TV is in the final stage of development. Moreover, the materials were aired on local TV Somon-HD with a potential audience reach of 1,600,000 people, and the number of views on the website and YouTube reached 3,214. At this stage, the project has not achieved monetization from the released content as the production phase only began in August



Screenshot of the Online Javoni TV publication

2021. The team decided to participate in the Year 3 Regional Business Lab (Activity 1.3.1) to learn how they can further develop the project and won a Year 3 FFG (further details below).

The full list and description of Year 2 FFGs in Tajikistan can be found in **Annex 11**.

### **Year 3 FFGs**

In Year 3 MediaCAMP received nine project proposals (six from Kazakhstan, three from Tajikistan) for FFGs. The applicants proposed various projects to invest in systematic content, strategic plans, audience, staff, tools, and systems to help them build a more financially secure base for their business. On August 6, an independent jury including Vyacheslav Abramov, editor, Vlast.kz (Kazakhstan); Evgeny Kulakov, founder of Media Tool Box, prime trainer of MediaCAMP Regional Business Laboratory (Russia); Umed Babakhanov, CEO, Asia Plus (Tajikistan); and Manana Aslamazyan, Internews Senior Media and Development Advisor, selected six projects for funding: five in Kazakhstan—Manshuk Media, Petropavl News, Uralsk Week, My Business, and Shapalaque—and one in Tajikistan—Javoni. From August to September 2021, partners together with mentors edited their project proposals towards development and monetization.

While working within the Business Lab, in addition to monetization issues, trainers found problems with content consistency, positioning in the market, unqualified teams, and a lack of programs and tools; therefore, within grant agreements, partners were set individual tasks/indicators that will bring them closer to successful monetization. All sub-partners will start implementing their projects in early Year 4 (October 2021). The full list and descriptions of Year 3 FFGs can be found in **Annex 12**.

## Objective 2: Increase media and information literacy among youth and adults to become critical consumers and producers of information

In Year 3 MediaCAMP expanded its media literacy activities to new regions and previously unreached population groups through establishing MDL houses in Kazakhstan and Tajikistan and conducting workshops, festivals, trainings, competitions, and more in the three target countries. Altogether, these activities reached **5,847 people in the three countries (4,355 in Kazakhstan, 1,197 in Tajikistan, and 295 in Uzbekistan)**. Many participants of MediaCAMP's media literacy events this year learned about media literacy and the principles of critical thinking for the very first time.

MediaCAMP's team of media critics grew by seven this year following a workshop on **ethical and effective media criticism** that trained 22 media specialists from across Central Asia, including five from Uzbekistan, giving rise to more **critical analysis and self-regulation of quality** within media communities of the region, especially in local languages. The audience of MediaCAMP's media literacy and analysis resource NewReporter.org, where 361 media criticism articles were published in Year 3, grew by 20% percent from the previous year, with a particularly significant increase of 40% in the viewership of the Uzbek language version. The critics' recommendations on content improvement have ignited a **new dialogue with state and private channels in all three target countries**, with outlets pulling programming or changing approaches in response.

**Internews' Media Literacy Manual for university professors was used in 29 universities in Kazakhstan and seven in Tajikistan in the 2020-2021 academic year;** adaptation of the Manual into the Uzbek context was also completed and Internews made it available online in Russian and Uzbek for all interested stakeholders. Other MediaCAMP-supported, locally-developed media literacy resources for high school and university students and teachers also made steps forward this year, especially in Kazakhstan, where the Uchebnik Center under the Ministry of Education and Science **approved MediaNet's high school media literacy textbook, paving the way for greater critical thinking and media literacy from a younger age.**

MediaCAMP's **major annual media and digital literacy (MDL) event, the regional [Eduthon 2021](#)**, was attended by 48 university professors, media trainers, civic activists, and media professionals from the three countries who learned about new media trends and development of MDL as well as interactive methods, games, and visualizations for teaching media literacy online. MediaCAMP supported 24 projects developed by participants (10 from Kazakhstan, 10 from Tajikistan, and four from Uzbekistan) which allowed them to apply their newly gained skills, share their knowledge, and **raise the level of MDL among local communities through a wide range of activities.**

Under the Citizen Reporter Network initiative, six media outlets in Kazakhstan and five in Tajikistan worked with 79 citizen journalists representing 12 regions to provide socially-important reporting from locations where outlets don't normally have the resources to station a correspondent, **increasing citizen engagement in the news and broadening coverage of more remote areas, which increases access to information about lesser-known locales as well as puts pressure on local authorities that otherwise may feel that the public eye is not on them.** The citizen reporters produced **760 publications (165 in TJ and 595 in KZ), reaching more than 10.4 million people across multiple platforms** with local news from underrepresented

regions. Finally, 10 joint media-CSO audience engagement projects in Kazakhstan and Tajikistan have galvanized audiences to action to help their fellow countrymen, in one case even resulting in a **national policy change** regarding the treatment of stray animals in Tajikistan.

MediaCAMP has reached most of the targets set for Year 3 under Objective 2 and exceeded some of them, in particular regarding numbers of participants of project-supported media literacy events, which was vastly greater than planned due to the expansion of activities in multiple directions. Activities related to digital literacy and media literacy in national languages, though still less than Russian-language, have greatly increased from last year. We met our expectations of the number of universities using the Media Literacy Manual this year and hope to keep increasing its use in the future. For Uzbekistan, results were strongly limited due to Internews' lack of registration in the country; however, we were able to support several local media literacy projects through fellowships and we believe that we will be able to further expand our work there in the next year.

### *2.1. Strengthen media literacy skills to improve citizens' ability to evaluate information, critically and competently*

Media literacy as a topic and discipline is gaining ground in the region thanks in large part to MediaCAMP's multi-pronged, expanding work in this area. Ministries of Education are coming to the table, acknowledging that it should be a subject in schools and/or universities, at least at an elective level; journalists and media outlets are gaining an understanding of and respect for the practice of media criticism, realizing the hard truth that even they are not as media literate as they should be; and more diverse, geographically dispersed portions of the general public have been exposed to media literacy teachings and principles for the first time, thanks to MediaCAMP partners, training alumni, and grant and fellowship initiatives.

#### **2.1.1. Develop online media literacy and analysis resource**

##### ***Media Critics Online Workshops***

From March 9 to April 30, 2021 MediaCAMP conducted a closed Media Critics Online Workshops for 17 (9W; 8M) media specialists and philologists from Kazakhstan (8), Tajikistan (4), and Uzbekistan (5). Additionally, five participants from Kyrgyzstan attended the sessions, further expanding the potential for growth of media criticism in Central Asia. The workshop trained media specialists in ethical and effective media criticism, building up a cadre of potential authors to write media critique materials in national languages, including on NewReporter.org. The workshops consisted of a mix of theoretical lessons, case studies, and practical homework designed to provide the participants with a thorough understanding of the media criticism genre and its formats, journalism ethics, peculiarities of writing media critique materials in national languages, as well as methods for evaluating journalistic materials.

In the wake of an armed conflict at the border of Tajikistan and Kyrgyzstan in late April-early May 2021, the New Reporter team conducted a special online meeting for the workshop participants. The conflict led to information battles and aggressive comments on social media between ordinary users as well as between journalists from both countries. Journalists from

independent media were often excessively emotional when covering the conflict, while state media did not cover the issue at all (MediaCAMP [wrote](#) about the silence of the state media on New Reporter). At the meeting, journalists from Tajikistan and Kyrgyzstan jointly decided to prepare a comparative analysis of the conflict coverage by the media of both countries. The resulting [publication](#) was viewed about 7,000 times.

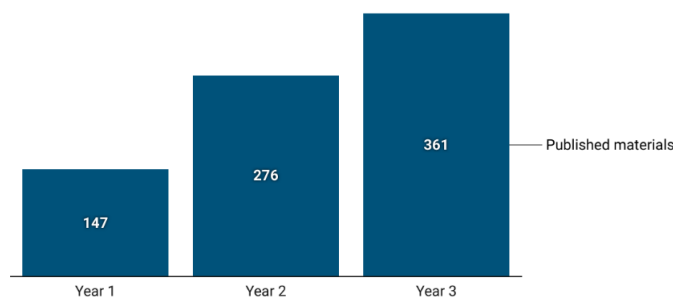
Seven participants decided to join MediaCAMP’s team of media critics and started actively contributing. They published more than 10 original articles by the end of September 2021. For example:

- Bolatbek Mukhtarov about [how the Kazakh media violate ethical principles](#) (2,629 views on the website)
- Iftikhor Mirshakar about [coverage of religion in the Tajik media](#) (820 views), the [second wave of Covid](#) (3,286 views), how Tajik television talked about the [anniversary of the country's independence](#) (601 views), [the Pamirs that appeared in the Tajik media for his piece](#) (3,334 views)
- Khurmet Atajanov, in September in [Uzbek](#), about a program on the ATV channel of the Republic of Karakalpakstan showing pop stars and well-known actors and actresses who playing bowling games, with the question of what this program really brings to viewers.

### NewReporter.org Statistics

In Year 3, the Media Critics section of NewReporter.org published 361 stories (220 in Russian, 76 in Kazakh, 50 in Tajik, 15 in Uzbek), 85 more than in Year 2. Articles posted in July-September 2021 accounted for 76 of these (46 in Russian, 12 in Kazakh, 15 in Tajik, and 3 in Uzbek).

**85 more materials were published in Year 3 compared to Year 2**

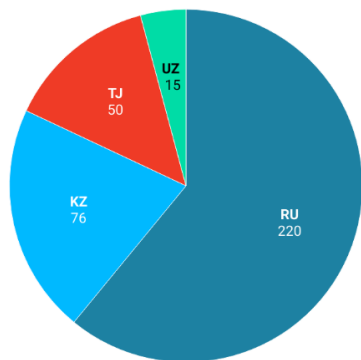


The website had 747,255 unique visitors in Year 3 (20% growth from 620,777 in Year 2).

### 361 materials were published on the Media Critics section of NewReporter.org website

October 2020 - September 2021

RU KZ TJ UZ



Attendance from Kazakhstan and Uzbekistan sharply increased in Year 3 thanks to the expansion of local language offerings and more coverage of media issues from each country; it is unclear why there was a slight decrease in visitors from Tajikistan:

- Kazakhstan – from 151,429 to 158,051 (+4 percent)
- Tajikistan – from 21,291 to 20,439 (-4 percent)
- Uzbekistan – from 13,427 to 18,773 (+40 percent)



### **The most viewed and/or significant materials of Year 3:**

- In September 2020, Nazira Darimbet published a critical review of Channel 31’s talk show “Kel, tatulasayyk!” entitled “How to make peace with a rapist” in [Russian](#) and [Kazakh](#). The material caused a huge reaction in society, as the show asks participants to make peace with the men who raped them. The material was reposted more than 4,500 times on social networks and was quoted by major Kazakhstani and Russian media, including [Tengrinews](#) and [esquire.ru](#). In September 2021, all three criminal suspects were convicted and [sentenced to real prison terms](#). This is largely the merit of the author of the material, who was the first to tell a wide audience what exactly is happening on this show; only after the publication did numerous lawyers and human rights activists kick into gear.
- After Mikhail Petrushov’s publication [“The madness of the Dushanbe morning: how the morning radio broadcasts work in the capital of Tajikistan,”](#) the criticized show "Don't Sleep The Show" was removed from the air.
- Nazira Darimbet's article, [“A photo of a ‘maniac,’ a boiled head and 500,000 for virginity: how the Kazakh media cover the murder of Ayazhan Yedilova,”](#) published in early April, was devoted to serious ethical violations by journalists who covered the murder of an unfortunate girl and relished all the details (61,993 views on the website). This was a record for New Reporter – the first time a New Reporter article was viewed more than 5,000 times.

NewReporter reacted to all the important events that took place in Central Asia. For example, it published several articles about the situation in Afghanistan from August-September: [How did the Central Asian media cover the possible arrival of refugees from Afghanistan?](#), [What Central Asian media says about Taliban coming to power in Afghanistan](#).

Media critics continue to actively cover how media show children in the media and whether their rights are violated. Anar Bekbasova published [a story](#) about how a boy lost his hand due to the strange beliefs of his parents, but many media in Kazakhstan also inflicted moral harm on him when they wrote about it unethically. Nazira Darimbet watched the “Let's make up” program on “Channel 31” and found that its authors are actively [exploiting the emotional instability of children](#), in fact, violating their privacy and innermost thoughts on the air.

Five media critics from Uzbekistan prepared 11 exclusive articles and contributed to six regional ones. Eight were published in Russian and Uzbek, and three only in Uzbek, on NewReporter.org. All were announced on Internews’ [Telegram](#) channel for Uzbekistan (400 subscribers) and NewReporter’s Facebook group “[Gurukh](#)” in Uzbek (206 subscribers):

- evolutions in the coverage of the cotton harvest by Uzbek media since the time of the Soviet Union, in [Uzbek](#) and [Russian](#) (7,543 views);
- about the coverage of LGBT issues in Uzbekistan, in [Russian](#) and [Uzbek](#) (4,489 views and 119 reaction on Facebook);
- Popular TV program “Yor-Yor,” a version of the famous Russian TV program “Let's Get Married!” adapted to Uzbek traditions in [Uzbek](#) and [Russian](#) (1,044 views).

### **Other activities and updates:**

During MediaCAMP Fest 2021 for the first time 18 media outlets and independent journalists (13 from Kazakhstan and five from Tajikistan) [awarded](#) the “Favorites of Media Critics” prize.

Uzbekistan media outlets did not participate due to the low amount of media critics materials so far; we hope they will be included in Year 4. The Award was very well received by the journalistic community. Many of the winners accepted the award with great warmth and wrote about it on their [social media](#) and [websites](#).

Media criticism in the Central Asia countries is developing. In Year 3, the media critics in Kazakhstan began writing materials based on television ratings. MediaCAMP signed an agreement with International Media Service, thanks to which the media critics got unique access to various types of TV ratings. All these samples were specially prepared for MediaCAMP by the International Media Service based on television measurements from TNS Kantar. Based on this data several materials were prepared: "[Swimming and replays: how Kazakhstan citizens watched the 2020 Olympics](#)," "[Who and where watches news in Kazakh](#)," "[Talk shows, concerts and Indian serials: top 10 programs in Kazakh for the first quarter of 2021](#)."

NewReporter's media critics are also becoming more popular and in-demand, especially in Kazakhstan. On April, the Turkistan newspaper in Kazakhstan [published](#) an interview with Zhanibek Nurysh, in which he discussed how true TV program ratings are, how much the TV audience has changed during the COVID-19 quarantine, and which programs are well watched. Media critic Margarita Bocharova took part in the compilation of the monograph "[Covid and the Media](#)," writing an article (not yet published) titled "Independent Expertise on Kazakh Television as a Factor in Counteracting the Spread of Misinformation During the COVID-19 Pandemic." Finally, Nazira Darimbet in an interview with Baribar.kz [talked](#) about why media criticism is needed in Kazakhstan, how her colleagues perceive it, and also about its prospects in the country.

## 2.1.2. Support broad-based media literacy education

### **Media Literacy Curriculum**

#### *Media Literacy Manual for University Professors*

##### **Kazakhstan**

#### *Internews' Media Literacy Manual for University Professors in Kazakh*

In the final quarter of Year 3, MediaCAMP updated and printed 200 copies of the [Internews Media Literacy Manual for university professors](#) in Kazakh, and in September 2021 delivered 75 copies to universities of Almaty that teach media literacy in the Kazakh language.

#### *Number of universities where the Media Literacy Manual is used*

In Year 3, the number of universities where Internews' Media Literacy Manual modules or its elements are used in Kazakhstan increased from 21 to 29.

##### **Tajikistan**

#### *Internews' Media Literacy Manual for University Professors in Tajik*

In May 2021, Internews printed 50 copies of the Tajik-language adaptation of its Media Literacy Manual for university professors. In total, in Year 3, Internews distributed 33 copies of the manual, including 22 copies in the final quarter of Year 3. The bulk of the copies were distributed among universities with journalism departments to raise their awareness about the manual and secure their interest in introducing it into their curricula. MediaCAMP also distributed a few copies of the manual among its subgrant partners who are implementing media literacy projects.



*Cover of the Tajik-language adaptation of Internews' Media Literacy Manual for university professors.*

In the final quarter of Year 3, as part of the promotion of the manual, Internews presented on it at Bokhtar State University for professors and students of the university’s Journalism Faculty, and raised their awareness about the importance of studying media literacy and how to use the manual.

In July-September 2021, MediaCAMP joined an OSCE working group under OSCE’s project which is aimed at reforming the educational standards of journalism faculties of Tajik universities. The project specifically aims to develop a model educational standard and

curriculum for all universities in Tajikistan that teach journalism. MediaCAMP sees this as an excellent opportunity for promoting media literacy in the curricula of Tajik universities, and is proposing its manual as a reference material to be used in the development of such a curriculum. This is also an excellent opportunity to establish direct ties with the Tajik Ministry of Education and Science, as representatives of the Ministry participate in the working group. The working group has decided to recommend that the Ministry include the subject of “Media Literacy” in the list of core university subjects. The working group will present this recommendation to the Ministry during a roundtable to be held in November 2021.



*Presentation of the Media Literacy Manual for professors and students at Bokhtar State University, September 30, 2021. Photo: Nabijon Saidabrоров*

#### *Number of universities where the Media Literacy Manual is used*

In Year 3, the number of universities where Internews’ Media Literacy Manual modules or its elements are used in Tajikistan increased from three to seven. Tajik National University, the Institute of Arts, and the Russian-Tajik Slavic University continue to use the manual as they did in Year 2, and four additional universities have started using it:

1. Khorog State University
2. Bokhtar State University
3. Kulyab State University
4. Khujand State University

Since the adapted version of Internews’ Manual was printed in May 2021, it was only handed over to professors of universities in the summer, when the academic year had already ended. However, it was a good opportunity for the professors to examine the manual closely, and some of them have decided to use individual modules in their work in the next academic year of 2021-2022. For example, Ranohon Mahmudzoda, a lecturer at the Department of Journalism at the Institute of Arts, Dushanbe, intends to conduct a special course on conspiracy theories for students in their final year of study, in the second semester (spring 2022). Meanwhile, Ilhom Jamolien, a lecturer at Khujand State University, who previously developed an elective media literacy course consisting of 10 lessons, now supplements them with information from the manual.

## **Uzbekistan**

### *Internews' Media Literacy Manual for University Professors in Uzbek*

In Year 3, MediaCAMP finalized the Uzbekistan version of Internews' Media Literacy Manual for university professors. It has been adapted into the Uzbek context, translated into Uzbek, and published in electronic format. Internews presented and promoted it on [Newreporter.org](http://Newreporter.org) and the [Telegram](#) channel for Uzbekistan. The manual was made available for download in .pdf format in [Uzbek](#) and [Russian](#) for all interested stakeholders, including university teachers, master's and doctoral students and researchers, practicing journalists, employees of cultural centers, spiritual and educational associations.

### *Other Media Literacy Textbooks/Handbooks*

## **Kazakhstan**

- **Kazakh-language MDL Textbook for university students (developed by Aisulu Shaikenova with MediaCAMP support in Years 1-2):** In Year 3, MediaCAMP distributed all 100 printed copies of the textbook to universities with Kazakh-language journalism departments, including 40 copies in August and September 2021 delivered to universities in the Western region of Kazakhstan during media literacy trainings (see *MDL Trainings for university professors in the regions of Kazakhstan* below). MediaCAMP distributed the textbook with the aim to encourage professors to use it as an original source on media literacy.
- **MDL textbooks for high school students and teachers' guidance in Kazakh and Russian (developed by CSO MediaNet with MediaCAMP support in Years 1-2):** On August 12, 2021, Internews and MediaNet presented the textbooks and teachers' guidance during a training session at the Annual August National Conference of Educators of Kazakhstan, organized by the Ministry of Education and Science (MOE) of Kazakhstan. Internews and MediaNet's training session was attended by 272 participants, including educational managers, school principals, and teachers. The interactive format of the online training generated great interest among the participants, and Internews continues to receive requests for more training sessions for teachers.

The Uchebnik Center under the MOE approved the MediaNet textbook in April 2021; see **Annex 21b** for more information. Unfortunately, since then, the Ministry has decided that media literacy should only be offered to 8<sup>th</sup> grade students, as the last three years of school are devoted to comprehensive curriculum review and preparation for final examinations. MediaCAMP is currently negotiating with the MOE on the possibility of adapting the MediaNet textbook or developing a new relevant curriculum and conducting training sessions for media literacy teachers who will be teaching media literacy to 8<sup>th</sup>-grade pupils in Kazakhstan.

- **Russian- and Kazakh-language handbook on multi-media production for MDL teachers and trainers at the high school and university level (MDL expert Gulim Amirkhanova):** This handbook has the purpose to train MDL experts in how to create their own online MDL modules in multimedia format. This practical handbook will fill an



important gap in knowledge for most MDL experts, as most journalism teachers and professors only have experience in traditional journalism formats. Production of multimedia content itself is a relatively new discipline in journalism faculties (it was introduced no more than 10 years ago), and online multimedia teaching formats have become more necessary in the age of COVID-19. The expert has developed a detailed concept for her project and is due to start working on the handbook in the next quarter.

## **Media Literacy Eduthon**

### ***Eduthon 2021***

From February 2-6, 2021, Internews held the second annual key MediaCAMP media and digital literacy (MDL) event – the online Regional MediaCAMP Media Literacy [Eduthon 2021](#), an innovative workshop for university professors, media trainers, civic activists and media professionals aimed at developing new projects in the target countries on interactive teaching of Media and Digital Literacy to various populations using digital tools with the help of experienced international and local mentors.

The event was attended by 48 participants (24W; 24M) from Kazakhstan (20), Tajikistan (21), and Uzbekistan (7), competitively selected from 109 applicants from across the three countries, including 55 from Kazakhstan, 45 from Tajikistan, and 9 from Uzbekistan. The Eduthon workshop agenda covered a wide range of topics related to media and digital literacy, including new media trends and development of MDL; algorithms of information dissemination in social media; interactive methods, games, and visualization in teaching media literacy online; and others.

Training and mentorship during the Eduthon was provided by experienced local and international media and digital literacy experts.

At the end of the Eduthon, the jury selected 24 projects for funding including 10 from Kazakhstan, 10 from Tajikistan, and four from Uzbekistan, all designed to conduct a wide range of MDL activities, including implementation of a media literacy Olympiad; creation of videos, role-playing games, comics, vines; production of posters; implementation of online Training of Trainers and webinars; and others. By the end of Year 3, these projects have largely been completed and helped increase the region’s media and digital literacy by reaching new segments of the population with original media and digital literacy projects tailored to local communities. A summary of the status of the 24 Year 3 projects is provided in the country sections below and a full list with descriptions is included in **Annex 13**.

In addition, as a follow-up to the Eduthon, all participants agreed to organize at least one short MDL presentation or training in their respective countries. By the end of Year 3, Eduthon participants held 32 trainings across the three target countries (Kazakhstan, Tajikistan, and Uzbekistan) attended by at least 532 participants (318W; 214M), outside of the grant projects.

## **Kazakhstan**

By the end of Year 3, five of the 10 projects in Kazakhstan have been successfully completed and the rest will be completed in October-November 2021. Below are highlights of the most notable projects.

**CSO “Center for Social Policy Analysis and Partnership,” Maral Aitmagambetova (Pavlodar), Konstantin Kovtunets (Almaty), Baglan Aidarov (Nur-Sultan), Zulfiya Raisova (Kostanay): Debates – Complete.**

The partners held MDL debates among schoolchildren and students in three languages: Kazakh, Russian, and English, on debate propositions including: has social media become the main source of information; should there be an independent and uncensored media; should pro-democracy activists use fake news and

synthetic media to promote their cause; and more. MediaCAMP recognized this as the most engaging project of the year and Maral Aitmagambetova presented the project at the MediaCAMP Fest in September 2021. Most of the project activities were held online, except in July and August, when activities were implemented offline. The project in fact represented the most massive involvement of schoolchildren and students in media literacy, which was furthermore done in a creative and engaging way. In total, the project activities, including trainings, information meetings, and debates, were attended by 618 (422W; 196M) participants who not only learned about media literacy, but also developed original ideas for promoting media literacy among young people. MediaCAMP may potentially support these ideas if the participants submit applications under the media literacy subgrant program in Year 4.



## Elena Kharitonova and Margarita Beck: MIL Navigators – Complete



*8<sup>th</sup> grade students of Kostanay School №2, winners of the media literacy quest under the MIL Navigators project. Photo: Tatyana Bakun*

Ms. Kharitonova and Ms. Beck are employees of the Kostanay Regional Library for Children and Youth, where they implemented the media literacy project MIL Navigators, which is the first project in the country to engage children and representatives of youth libraries to increase their media literacy knowledge and skills by developing critical thinking and conscious attitude towards media consumption. Overall, the project trained 267 (171W; 96M) teenagers in the Kostanay region on media literacy, including:

- **Three sessions** on the basics of media literacy, cyberbullying, digital etiquette, personal cyber safety principles, fake news, and information verification, with a final quest for a total of 78 (45W; 33M) 8<sup>th</sup> grade students

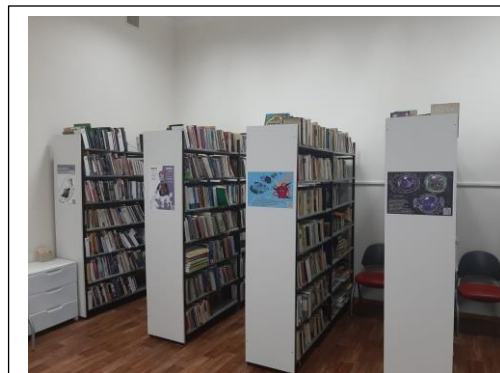
of school № 2 in Kostanay (in person);

- Six online lessons and quests (on the same topics as above) for 189 (126W; 63M) teenagers from four cities and 12 rural district libraries of Kostanay oblast. The quests reinforced the new knowledge through play, stimulating the teenagers' interest in media literacy.

The project concluded with an online, game-based media literacy workshop for the staff of 12 rural children's libraries to enhance their abilities to conduct engaging trainings for younger children.

*“Each meeting and each lesson was filled with relevant and interesting information, combined the acquisition of theoretical knowledge and practical activities. Vivid images, understandable and fascinating presentations, cartoons, interactive games: all this generated genuine interest and desire to study the course. Thank you very much for the choice of a very necessary topic nowadays, and for the knowledge and skills that our students have received in your classes.”*

**Tatiana Baranova, 8<sup>th</sup> grade teacher at Kostanay school #2**



*Posters on the bookshelves of the Altynsarin regional library for children and youth, Kostanay. Photo: Elena Kharitonova*

The training was of particular importance as most of the teenagers involved do not watch or read the news. When the trainer asked the participants what source of information they trust, they indicated social networks such as Instagram and V Kontakte, as well as their parents. There were always lively discussions about cyberbullying, fakes, and fact-checking during the training, but teenagers showed great illiteracy about news. Most of them consider themselves great experts in the internet community, but do not understand the validity of information and take all the information on the web as truth. This underlines a greater need for media literacy initiatives targeting children and youth.







Comics on MDL in Tajik language by Ilhom Jamoliyon. Source: mediasavod.tj

The project attracted the attention of young internet users to digital and media literacy issues through the creation of a series of comics in Tajik and Uzbek languages. For Tajikistan, using comics for media education is a new experience; there were a number of reposts and audience comments on social networks, where the young audience showed their interest. The comics talk about internet security through the stories of heroes who expose common fakes or protect their devices with secure passwords. The plots are taken from real life examples. For example, when the hero's computer constantly crashes, he turns to a friend; the friend not only helps, but also explains why the failure occurred.

To engage the audience, the team included riddles in the comics, and prizes are available for those who guess the correct answer. This tactic led to enthusiastic interest from the audience: one Facebook user, Farakhnoz, asked for help in choosing a password management program in the comments section. Mr. Jamoliyon responded that this issue would be hidden in the next comic series, and there would be a prize for whoever found it first; Farakhnoz was the first to find the answer and received her award.

The most popular comics so far were [Comic 6](#), about detox or digital poisoning and why a digital diet is needed (3,819 views across all platforms) and [Comic 8](#), about banking Trojans, special programs designed to steal personal information, including username or login, password and card details of internet banking users (2,927 views across all platforms).

**Payrav Saidov, PO "Imron – Conducting debates and quizzes on media literacy for young people – Complete**

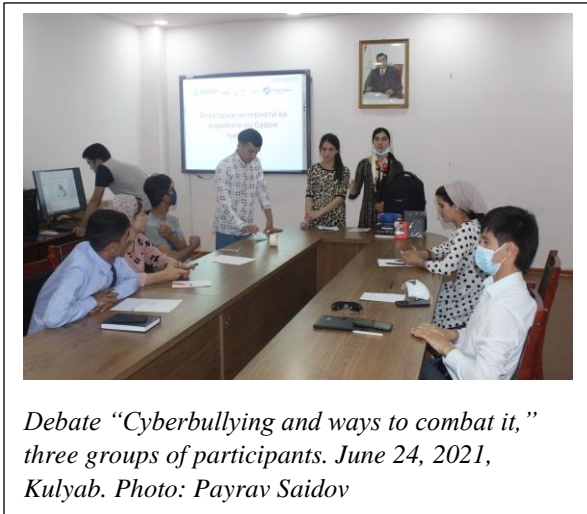
In April, Payrav Saidov began working on a large project to improve media and information literacy of students at Kulyab universities to reduce the level of radicalism and misinformation.

- 1) At the first stage, the partner organized a training on media literacy and debates for 30 (10W; 20M) university students in Kulob city. The students learned about what media literacy is, how to properly search for and analyze information, and then mastered the skills of effective arguments and public speaking. At the end of the training, the participants were divided into teams to participate in debates.



Training on media literacy and debates, practical work. April 17, 2021, Kulyab. Photo: Payrav Saidov

- 2) The partner then organized six debates and six quiz games with participation of a total of 380 people (200 offline and 180 online) , including the 30 who participated in the initial training. The debate topics included: Harm of fake news to the public, media literacy for youth and adults, the importance of critical thinking in the modern world, etc. After each debate, an invited expert held a session on the topic of the debate. All these sessions were broadcast on [Facebook](#). To compose questions for the online quiz, the partner used MediaCAMP’s Media Literacy Manual for University Professors.
- 3) At the end of the project, the partner conducted a large quiz with the participation of 90 (34W; 56M) players, and four won (two participants from Dushanbe and two from Kulyab).



*Debate “Cyberbullying and ways to combat it,” three groups of participants. June 24, 2021, Kulyab. Photo: Payrav Saidov*

All the project events were actively covered on social media with a total of 54,000 views and 3,725 interactions with the publications. The number of subscribers to Payrav Saidov partner’s [page](#) (the Center for Career Growth and Innovation at Kulob State University) has also increased from 500 to 1,684 subscribers.

All media literacy materials created under the project, including presentations, video sessions, modules, and online quizzes, were transferred to the Center for Career Growth and Innovation at Kulob State University for further use in its activities, and on September 16, 2021, the Center independently held a “Cybersecurity” forum-

debate for 77 students of the Faculty of Informatics of Kulob State University.

## **Uzbekistan**

Three of four projects from Uzbekistan selected for funding at Eduthon 2021 have been completed, while the fourth was canceled.

## **Media Literacy Grants and Support**

### ***Year 3 Small Grants Competition (Kazakhstan, Tajikistan, Uzbekistan)***

Please see the *MediaCAMP Eduthon 2021 Projects* section above for details on the small grant projects and fellowships.

### ***Media Literacy Festivals in remote areas of Kazakhstan and Tajikistan***

Media Literacy Festivals are online and offline events aimed at increasing participants’ awareness of the importance of media literacy and improving their media literacy knowledge and skills. Through these festivals, the MediaCAMP team has introduced the populations of remote regions of Kazakhstan and Tajikistan to the basics of media literacy, to help them recognize unreliable information and counter false information and misinformation, especially in the context of the pandemic when people are spending more time online for both work and leisure.



Media Literacy Festivals have become a place where people of different professions and ages meet, talk about their projects, and study media literacy. Media Literacy Festivals were also an excellent opportunity to unite different groups of the population from different regions of the country on one platform to talk about media literacy. Most festival participants were exposed to media literacy for the first time: these festivals have played the key role of a “bell” awakening interest in media literacy among diverse populations, attracting new speakers such as representatives of cultural institutions, and opening new forms of communication and topics, such as film literacy, visual literacy, and data literacy. Some results include the following:

- Each festival was attended by an average of 200 participants;
- 15 to 25 publications in local press and social media covered the festivals;
- The online festivals improved the digital skills of the audience, including elderly people who are particularly vulnerable to online manipulation.

### **Kazakhstan**

During the quarter, the three MediaCAMP partners under this component in Kazakhstan (see textbox) held the final three out of 12 planned media literacy festivals, in Shymkent and Turkestan region.

- On August 8, two online media literacy festivals were held in Shymkent in Russian and Kazakh for a total of 192 (170W, 22M) participants. The festival session topics included Media Literacy and Media Ethics, Manipulation and the Information Wars, How avoid being a victim of propaganda (Resistance to manipulation), Legal literacy, The influence of the cinema on the subconscious, and Cybersecurity.
- On September 25-26 an online festival was held in Turkestan region for 190 participants (168W, 22M). In addition to the basic concepts of media literacy, the topics covered included digital etiquette, how to resist cyberbullying, and documentary filmmaking.

#### KZ Media Literacy Festival partners:

- Evgeny Khabarov, youth leader and civic activist of American Corner from Pavlodar;

- Darikha Dusebayeva, Director of the regional scientific library in Kostanay, leading trainer for the country's librarians;

- Meiramkhan Zhapek experienced Kazakh-speaking journalist, member of CSO “Association of Media, Psychology and Business”

In addition, Evgeny Khabarov in Pavlodar also created a small series of [audio fairy tales](#) in Kazakh and Russian on media literacy issues for pre-school children, which were first broadcast during the “Best Media Literacy Projects” Snap Talk session of the MediaCAMP Fest 2021.

## Tajikistan

MediaCAMP partners in Tajikistan, PO “First Center for Mediation and Conflict Resolution” and PO “Ecology Center Shahri Sabz,” hosted the two Media Literacy Festivals planned in Year 3 in Khujand and Khorog in May 2021, and covered a total of 300 (159W; 141M) people. Both festivals were advertised through [Facebook](#) and targeted schoolteachers, university professors, students, and social activists. The speakers were experienced media literacy trainers, as well as local experts who prepared sessions on critical evaluation of information especially during the pandemic, cybersecurity, fact-checking, legal literacy, and ethics in local media. They also conducted media literacy games and quests.



*Jamshed Marupov and Gulorokhon Turaeva, media literacy trainers at a Media Literacy Festival in Khujand. Photo: Internews*

- The three-day festival in Khujand from May 20-22 was held in a mixed format - partly online and partly offline. In total, 242 (122W; 120M) people attended. The MediaCAMP partner made the event accessible to those with hearing impairments by engaging a sign language interpreter. As a result, 12 (5W; 7M) people with hearing impairments were able to take part in the festival as active participants. The festival’s most active participants, [Umedjon Shermatov](#) and [Farakhnoz Nabieva](#), shared their impressions in short videos.



*Participants and trainers of the Media Literacy Festival in Khorog. Photo: Internews*

- The three-day [festival in Khorog](#) from May 29-31 was held with the active involvement of local youth. Speakers were local CSO activists, media literacy specialists, bloggers, and an IT entrepreneur who covered various aspects of media literacy, such as the profile of a media literate person, fact-checking tools, social media addiction, and safety of children in social media. Considering the peculiarities of the mountainous terrain and the lack of technical personnel on the local partner's team, some MediaCAMP staff traveled to Khorog to assist the partner in organizing, conducting, and

covering the festival, which hosted 58 (37W; 21M) participants.

MediaCAMP also invited people from other regions of Tajikistan to participate in the festivals in Khujand and Khorog. For example, during the Festival in Khorog, MediaCAMP arranged a video link with the American Corner in Bokhtar where a group of participants from Bokhtar gathered to participate in the festival online.

### ***Media and Digital Literacy (MDL) Houses in Kazakhstan and Tajikistan***

MDL Houses provide a permanent link between the MediaCAMP team and residents of the regions of Kazakhstan and Tajikistan, enabling the project to spread its media literacy activities further and reach more diverse populations.

MDL Houses hold monthly activities for different groups in close cooperation with local administrations, CSOs, and civic activists. Special attention is given to vulnerable groups: e.g. disabled people, the elderly, children, women, or mothers with many children. MDL Houses quickly learn about local needs help them address vital issues in a targeted way through new media and digital knowledge and skills. Most MDL Houses have their own building, e.g., in Kostanay region, Kazakhstan, the MDL House is based in the building of the regional library, where offline meetings can be held. Others, like the one in Khudjand, Tajikistan, have their own permanent community formed around their previous activities, including media literacy.

In the final quarter of Year 3, the two MDL Houses in Kazakhstan and one in Tajikistan completed their activities, while the operation of the fourth MDL House, in Khorog, Tajikistan, has been extended until December 2021. The details of the activities conducted in the final quarter of Year 3 are provided below.

Based on the successful experience of the four MDL Houses in Kazakhstan and Tajikistan in Year 3, MediaCAMP plans to continue their activities in Year 4. Furthermore, MediaCAMP intends to open an additional MDL House in Pavlodar region which will cover eastern regions of Kazakhstan and Almaty region, as well as a new MDL House in Dushanbe to serve greater audiences in Tajikistan.

## **Kazakhstan**

### *MDL House Kostanay*

During the final quarter of Year 3, the MDL House Kostanay conducted four large events as detailed below:

- 1) July 28, 2021: a media literacy training in Russian for CSOs attended by 33 (27W; 6M) participants who learned about the basic concepts of media literacy and how to manage communications on social media. This event provided an opportunity to the MDL House Kostanay leader Darikha Dyusebayeva to establish contacts with the local branch of the national association of CSOs “The Civil Alliance of Kostanay Region,” which serves as an umbrella organization for all CSOs in the Kostanay region.
- 2) July 30, 2021: a media literacy training for government agencies in Russian and Kazakh attended by 95 (60W; 35M) employees of akimats (local administrations), departments of culture and language, libraries, and youth resource centers of Kostanay region. The training topics included how to work with open sources of data and critical thinking vis-à-vis traditional and social media.
- 3) Another important achievement of this Media Literacy House is the establishment of connections with educational institutions in the region. On August 11, 2021, the MDL House in cooperation with the Department of Education of Kostanay region held a session for 30 school librarians (29W; 1M) on the current trends in education in the field of media, media culture, and media literacy. MDL trainers talked about the importance of

**KZ Media and Digital Literacy  
(MDL) Houses partners:**

- 1) CSO “Kostanay Regional Association of Librarians,” project leader: Darikha Dusebayeva, Kostanay.
- 2) Association of Psychology, Business and Media, project leader: Alexey Urayev, Karaganda.

information, digital and media literacy, and the role of librarians in spreading media literacy among library subscribers. The trainers also spoke about various useful applications to use in working with schoolchildren and their parents, as well as how to encourage the development of children’s creativity through school newspapers.

- 4) The MDL House Kostanay also maintains constant contact with the elderly, pensioners, and people with disabilities. On August 3, 2021, the MDL House held a training for 29 (20W; 9M) pensioners who learned about the basics of critical thinking, how to recognize fakes, how to understand the difference between fact and opinion, and how not to succumb to an emotional attack.

In Year 3, the MDL House Kostanay conducted six events for a total of 237 participants; the MDL House has concluded all planned activities in Year 3 thanks to which it has established itself as a real communication hub for all population groups as well as managed to raise interest of the local authorities toward media literacy.

### MDL House Karaganda

In Year 3, the MDL House Karaganda conducted nine events for a total of 319 participants. It has also become a convening place for all groups of people, including civic activists, journalists, schoolchildren, and teachers. In the final quarter of Year 3, the MDL House conducted three media literacy events:

1. July 21, 2021: an online media literacy training “Critical thinking for entrepreneurs: the choice of sources of additional education and improving knowledge” for 37 (31W; 6M) journalists and entrepreneurs.
2. August 27, 2021: an online meeting on the topic of “Media literacy: why a disabled person needs it. Social media as a window of opportunity” attended by 18 (13W; 5M) participants.
3. September 4, 2021: the MDL House held its final event, a media literacy quest, attended by 41 (33W; 8M) participants, including professors, schoolteachers, youth leaders, and civic activists.

### Tajikistan

Tajikistan’s two MDL Houses, in Khujand and Khorog, began their work in April 2021. In the final quarter of Year 3, the two MDL Houses held 21 events (13 in Khujand and eight in Khorog) for a total of 361 (268W; 93M) local residents. In total for Year 3, the MDL House Khujand held 22 events for a total of 667 participants (418W, 249M) and MDL House Khorog held eight events for a total of 195 participants (162W, 33M).

#### TJ Media and Digital Literacy (MDL) Houses partners:

1. CSO Environmental Center “Shahri Sabz,” project leader: Afsona Mamazaedova, Khorog.
2. CSO “The first Center for Mediation and Conflict Resolution,” project leader: Nekbakhti Orsu, Khujand.

The activities of the MDL Houses have been based on the specific interests and needs of the public in each region, including practical workshops on the use of new media and social media; film screenings and facilitated debate events; discussions about online media content; and meetings/trainings with invited speakers. The MDL House

Khujand completed its activities on time, while the MDL House Khorog's activities have been extended until December 2021.

### ***Media Jungle e-version***

The Media Jungle creators, the Karaganda-based “Chaban,” continued the development of a Russian-language e-version of their interactive media literacy game. The game, which is being developed as a mobile application for both iOS and Android, is divided into two main segments: educational and entertainment. The entertainment segment is intended to attract schoolchildren to the application and keep their attention, while the educational segment fulfills the main goal – to increase the players’ media literacy. The game simulates a smartphone of a social media user, with the smartphone’s various apps being parts of the game. The design of the game is being finalized, and beta tests of the game are expected by the end of October 2021.

### ***Fellowships for Internews MDL alumni in Kazakhstan and Tajikistan***

Seven alumni of MediaCAMP MDL trainings in Kazakhstan and nine in Tajikistan received fellowships to further grow media literacy among diverse populations in Year 3. The fellows’ projects include media literacy lessons, games, quizzes, clubs, and more. Highlights of the fellowship projects can be found below; a full list of fellowships and their progress is available in **Annex 14**.

### **Kazakhstan**

Four of the seven fellowship projects in Kazakhstan have been completed, one was cancelled, and two were extended through October 2021. Below are highlights of the most notable projects.

#### **Ainur Suleimenova, “Multimedia Matryoshka.”**

The project was devoted to teaching how to create news in diverse multimedia formats depending on the target audience. The game developed by Ainur can be used by teachers of media literacy in both universities and schools. Ainur conducted one webinar and one training at an MDL House Kostanay event to promote the game and teach people how to use it.



#### **Zulfiya Raisova, “Data Literacy.”**

This project was focused on teaching the basics of data journalism to early-career journalists, as well as students and graduates of journalism faculties of universities. During the three-day training held from July 16 to 18, 2021, 22 (18W; 4M) participants learned the building blocks of creating data stories which enabled them to put into practice some of the basic concepts of data journalism in their work.

- The first day was dedicated to the analysis of the best cases in data journalism. The trainer also taught how to choose a topic and hypothesis for data stories.
- On the second day, participants learned how to analyze data and ask the right questions when preparing such stories.
- On the third day, the trainees were engaged in practical exercises working directly with multimedia tools, such as Datawrapper, Flourish, and Infogram.



## Tajikistan

### Firuz Mirjumaeva, course on media and information literacy for children

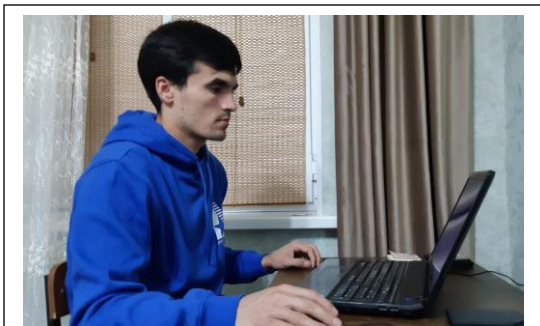


Participants of the media and information literacy course received certificates, August 31, 2021, Buston, Tajikistan. Photo: Firuz Mirjumaeva

In August 2021, Firuz Mirjumaeva conducted a course on media and information literacy in the city of Buston (Sughd region) for children. Fifteen (6W;9M) children from different cities and districts of the Sughd region (Buston, Bobojon Gafurov district, Khujand, and Guliston) took the course of eight lessons, in which they [learned](#) about media literacy, critical thinking, and internet security. The trainers used games and interactive approaches in their work to better involve the children in the training. After completion of the project, three children conducted [media literacy lessons](#) in their schools for around 30 of their classmates.

The partner is now independently working on the creation of a Youth Space Center, where children and their parents can learn about media literacy and internet security. Classes will be conducted by qualified trainers, as well as by children who have already been trained.

### Jahongir Mirsalimov, multimedia materials on digital security



Jahongir Mirsalimov working on the creation of a caption video, August 26, 2021, Khujand, Tajikistan. Photo: Jahongir Mirsalimov

The daily involvement of internet users in various schemes of internet fraud indicates a low level of media and digital literacy of the population of Tajikistan, with most internet users being vulnerable. Over the three months of his project, Jahongir Mirsalimov developed and published 10 materials in caption-video format on ways to improve media and digital literacy, online privacy, and digital security: 1) "[Risk of "winning" online games](#)", 2) "[What is Smishing and how did it protect itself?](#)", 3) "[What information should not be published on the Internet?](#)", 4) "[Six important rules for choosing and protecting a password](#)", 5) "[How to use the program](#)

["KeePass"](#)", 6) "["Nigerian" spam and its dangers](#)", 7) "[Seven important steps to ensure electronic wallet security](#)", 8) "[Free Wi-Fi: "care" or a trap for the user?](#)", 9) "[Your smartphone has been stolen or lost. What to find?](#)", 10) "[Ways to protect email](#)". The main goal of the project was to reduce the vulnerability of people to fraud, deception, and other cyber threats. We believe this goal was achieved, as users showed great interest in the topic, asking for advice on how to protect their data. Many have learned about digital security for the first time.

The partner drew attention to relevant topics such as [what risks can you face when you receive a "win" in online games](#), [what is smishing](#), and [how to use KeePass](#). The materials contain detailed

instructions on how to behave on the internet so as not to face information leakage and not be deceived.

During the publication of materials, the partner began to receive questions about how to protect themselves from phishing attacks and create a strong password. All materials were published on [factcheck.tj](http://factcheck.tj), [YouTube](https://www.youtube.com), [Telegram group](https://www.telegram.com) and in thematic Facebook groups ([Digital Security](#), [FactCheck.TJ](#), [Rasonasozon](#), etc.), with 20,845 total number of views on all sites. Jahongir Mirsalimov plans to continue writing on Internet security topics in the future.

### ***Other MDL activities and ad hoc support***

On December 16 and 18, 2020, MediaCAMP organized an online training for Uzbek journalists called “Hate Speech on the Internet” for 10 (8W, 2M) professional journalists from Tashkent, Samarkand, and Andizhan. The training was led by Inga Sikorskaya, an experienced trainer from Kyrgyzstan, and Director of the School of Peacemaking and Media Technologies in Central Asia. The goal of the training was to help journalists identify hate speech and provide them with tools to address it in their own reporting, as well as raise awareness about the dangerous consequences of hate speech in society. Participants learned about what hate speech is, where it appears, what its causes are, and what methods are available to both prevent and deal with it.

In addition, in response to the armed conflict at the border of Tajikistan and Kyrgyzstan in late April/early May 2021 and subsequent spread of hate speech and misinformation, MediaCAMP contracted Jamshed Marupov of [factcheck.tj](http://factcheck.tj) to factcheck information in the media and social media of the two countries. Marupov produced 13 fact-checking [publications](#) and seven translations or descriptions of materials inciting hatred and disseminating misinformation. Though it was a small project, injecting any amount of objective information on this issue into the information sphere of the two countries at that time was a key signal to the rest of the media.

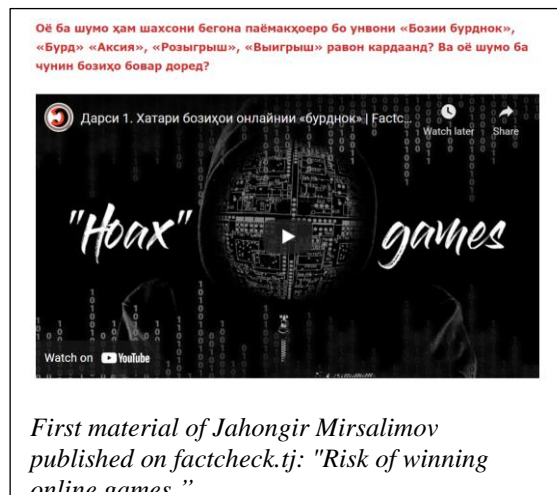
### ***MDL Trainings for university professors in the regions of Kazakhstan***

From June 16-21, local partner NGO Parasat Aktau held an online training on media literacy for 40 (36W; 4M) university teachers from the Shakhmardan Yesenov Caspian State University of Technology and Engineering in Aktau. Two parallel sessions were held in Russian and Kazakh.

Another partner, the G Project team, conducted three online trainings in Russian and Kazakh for university professors from the three Western regions of Kazakhstan:

- Aktobe region, from June 7-10 with 36 (33W; 3M) participants
- Atyrau region, from June 14-17 with 27 (23W; 4M) participants
- Uralsk, from June 21-24 with 25 (22W; 3M) participants.

In July-September, the G Project team conducted another online training, from July 8 to 11. The training was conducted in Kazakh for 44 (30W; 14M) university professors and other interested participants, including press officers of local government agencies, public relations specialists,



journalists, CSO representatives, and civic activists from diverse regions of Kazakhstan, including Aktau, Atyrau, Uralsk, Aktobe, Kyzylorda, Karaganda, Nur-Sultan, Almaty, Shymkent, Turkistan, and Taraz. Trainers included Gulim Urazbayeva, a freelance trainer who led sessions on manipulation, and Orazay Kydyrbayev, Senior Lecturer at the Suleyman Demirel University, who led sessions on hate speech and media ethics.

During the training, the participants gained knowledge and skills in the basics of media literacy, critical thinking, fact-checking, digital security, gender stereotypes and hate speech in the media, OSINT (Open source intelligence), and the basics of manipulation and manipulation in advertising. All these topics are very relevant in Kazakhstan's media space and participants noted the importance of this knowledge and skills in their work.

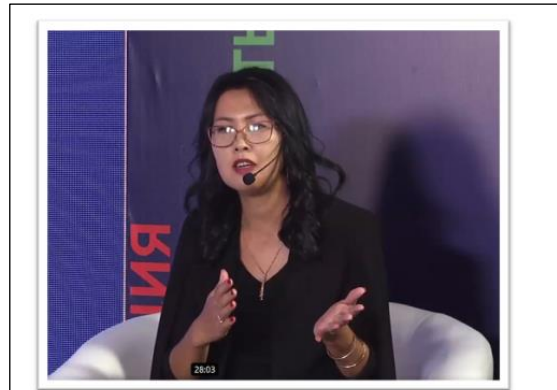
The training sessions sparked lively discussions, indicating that media literacy is in high demand among the Kazakh-speaking audience. For example, Orazai Kydyrbaev's session on Media Ethics exceeded the originally scheduled two hours and was subsequently continued on Facebook, with many of the country's leading media experts joining the discussion. At the end of the sessions, one of the participants, journalist and media trainer Esengul Kapkyzy, prepared an [article](#) about this discussion. The pre- and post-test result indicated a 20% increase in the participants' knowledge of media literacy. At the same time, feedback from some of the participants indicated that they either do not think they will need media literacy skills and knowledge in their work (expressed by some civic activists) or that they do not need media literacy skills and knowledge (expressed by some civil servants). In fact, this was the first MediaCAMP engagement with government officials in the Kazakh language in a media literacy event, which underlined the need for systematic media literacy training in the Kazakh language for civil servants.

### **International MediaCAMP Conference on Media Literacy**

Given the limitations of an international media literacy conference in an online format, including poor internet quality in Tajikistan and Uzbekistan and the introduction of some tools that would be best demonstrated offline, MediaCAMP has decided to postpone this activity until Year 4. However, some topics from the planned conference were included in the annual [MediaCAMP Fest](#) in September 2021 (see *Activity 1.2.2. Annual Central Asia Festival "MediaCAMP Fest"*).

The media literacy events during the MediaCAMP Fest included:

- A [panel discussion](#) on “Media Literacy Ecology: A View from Three Countries” hosted by MediaCAMP Regional Media Literacy Advisor Gulnar Assanbayeva with the participation of Ago Gashkov, Deputy Chairman of the Union of Journalists of Estonia; Sergey Karpov, Head of the Communication and Information Division of the UNESCO Almaty Cluster Office; Dr. Elira Turdubaeva, mass communications expert from Kyrgyzstan; and key speaker Adilkhan Duisebek, Deputy Director of the Institute of Secondary Education Content at the I. Altynsarin National Academy of Education from Nur-Sultan, Kazakhstan. The participation of Mr. Duisebek can be considered a milestone, as he is the highest-ranking official from the educational authorities of Kazakhstan who has participated in a MediaCAMP event. The speakers discussed the issues of the development of country strategies for the promotion of media literacy in their countries; creation of media literacy content by professional journalists in Estonia and Kyrgyzstan as examples; and the breakthrough in the introduction of media literacy into the curriculum for 8<sup>th</sup> grade pupils in Kazakhstan. During the discussion there was a video link between studios in Kazakhstan, Tajikistan, and Kyrgyzstan and a live broadcast on Facebook. The panelists also answered questions from the online audience.
- Four master classes organized by media literacy experts from Estonia: Ago Gashkov, Deputy Chairman of the Union of Journalists of Estonia, conducted a master class on media literacy content creation; Sasha Milyakina, professor at the University of Tartu, conducted a master class on integrating media literacy into the teaching of literature; Dr. Andra Siibak, professor at the University of Tartu, spoke about how universities can create effective journalism curricula that include media literacy; and Natalya Kitam, Internews consultant from Estonia, conducted a master class on the important role of fact-checking in the defense of democracy, entitled “Will Fact-Checking Save Democracy?”
- A “Snap Talk” session highlighting the best media literacy projects in the region. One of the speakers during the Snap Talk was Aichurek Usupbaeva, a program director of the MediaSabak Foundation, Kyrgyzstan, who spoke about a summer media literacy camp for teens. Such networking with MediaSabak is very useful for MediaCAMP’s media literacy partners since the foundation has many years of experience (since 2012) in developing media literacy at schools.



*Dr. Elira Turdubaeva, mass communications expert from Kyrgyzstan, speaking from a Bishkek studio during the MediaCAMP Fest 2021 media literacy panel discussion, September 10, 2021. Photo: Internews*

MediaCAMP also used the Snap Talk to feature a number of Eduthon 2021 projects, including:

- Debates on media literacy among schoolchildren and students in Kazakhstan, led by M. Aitmagambetova;
  - Creation of comics in Tajikistan, led by Ilhom Jamalion.
- Special attention was also paid to MediaCAMP’s new Year 3 MDL initiatives:

- Media Literacy Festivals in 12 regions of Kazakhstan (presented by Internews partners Evgeny Khabarov, Meiramkhan Zhapek, and Darikha Dusebayeva) and two regions of Tajikistan (presented by Gulorokhon Turaeva); and
- Establishment of Media and Digital Literacy Houses in Kazakhstan and Tajikistan (presented by Internews partner Tatiana Golubtsova, from the Business, Psychology and Media Association, and by Gulorokhon Turaeva, university teacher from Khudjand, Tajikistan).

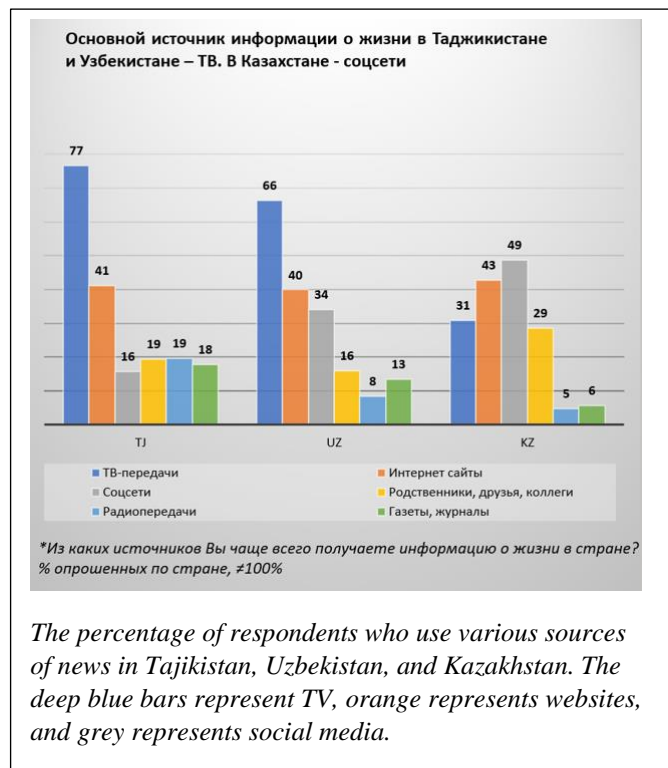
### 2.1.3. Assess levels of media literacy, consumption, and trust

#### *Regional media consumption and media literacy research*

In Year 3, MediaCAMP commissioned the Tajikistan-based M-Vector research company to conduct its second regional Media Consumption and Media Literacy Survey, based on face-to-face field interviews with 1,500 people each in Kazakhstan, Tajikistan, and Uzbekistan, as well as 10 in-depth interviews with media professionals in each country to discuss the quantitative results and deepen analysis of the discovered trends. This survey assessed media consumption habits and preferences as well as levels of media literacy in the region.

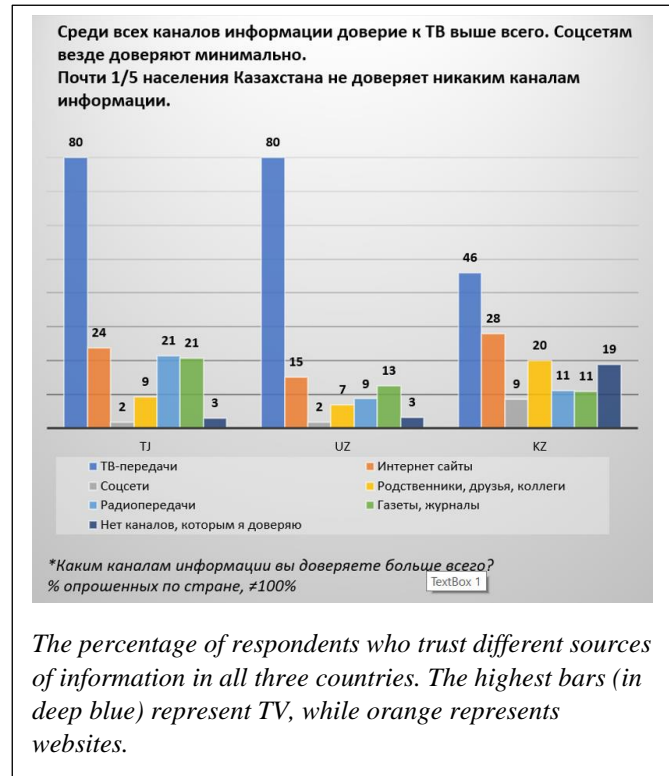
M-Vector conducted the survey in August-September 2021, with the final report due to be completed by early Year 4 (late October 2021). Meanwhile, Internews presented preliminary results of the survey publicly at the Year 3 MediaCAMP Festival on September 11, 2021. Below are some of the preliminary key findings of the survey:

- The main source of news in Tajikistan and Uzbekistan is TV, while social media is the main source of news in Kazakhstan.



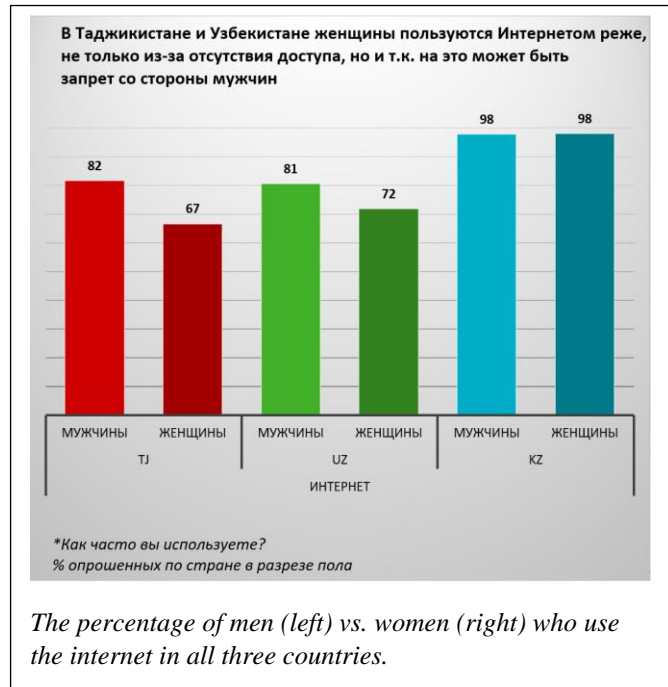


- The level of trust in TV is the highest among all sources of information in all three countries. Social media networks are minimally trusted everywhere. Almost one-fifth of the population of Kazakhstan does not trust any sources of information.

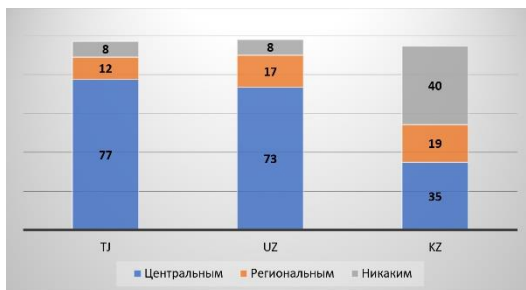


- In all three countries, the proportion of those who watch TV daily or several times a week is high among all ages and grows with age, while social media and messenger use declines with the increase of age.
- 72% of respondents in Tajikistan and 76% of respondents in Uzbekistan have access to the internet, although mostly mobile internet. In Kazakhstan, 98% of respondents have access to the internet, and most of them have both broadband and mobile.

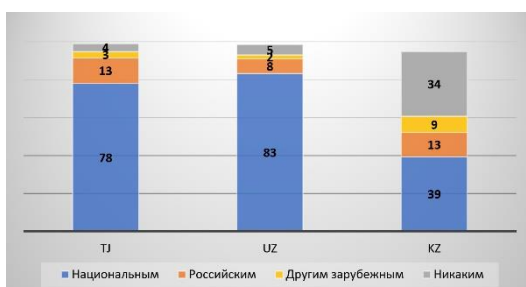
- In Tajikistan and Uzbekistan, women use the internet less frequently not only because of general lack of access but also because they may be prohibited from doing so by their husbands.



- In general, the higher a person’s income level, the more likely they are to use social media and instant messengers.
- The most popular messengers by country are: Tajikistan – IMO; Uzbekistan – Telegram; and Kazakhstan – WhatsApp.
- The level of trust toward central vs. regional, state vs. private, and national vs. Russian or other foreign sources of information in Tajikistan and Uzbekistan is significantly higher than in Kazakhstan.



The percentage of respondents who trust central (blue) vs. regional (orange) media in Tajikistan, Uzbekistan, and Kazakhstan, when asked “What sources of information do you trust?”



The percentage of respondents who trust national (blue) vs. Russian (orange) vs. other (yellow) media in Tajikistan, Uzbekistan, and Kazakhstan, when asked “What sources of information do you trust?”



*The percentage of respondents who trust state (blue) vs. private (orange) media in Tajikistan, Uzbekistan, and Kazakhstan, when asked “What sources of information do you trust?”*

- When asked how often they had the feeling that they were being deceived or given deliberately false, unverified information by the media, or that the media was trying to impose an opinion on them, 85% of respondents from Tajikistan, 80% from Uzbekistan, and 50% from Kazakhstan indicated that they seldom or very seldom had this feeling.
- If a news item is important but questionable, between one-third to one-half of the survey respondents indicated that they will look for additional information on the internet. One-third of all respondents said that they would not take the time to check the information.
- 60% of respondents in Uzbekistan believe that the media began to cover events more objectively than two years ago. Kazakhstan and Tajikistan believe that nothing has changed.
- Knowledge of media literacy concepts (such as the meaning of “propaganda” and “disinformation”) increases proportionally with the level of a respondent’s wealth.

The full survey report will be ready in mid-November 2021, and a more detailed analysis will be provided in the next quarterly report.

As with the Year 1 survey, MediaCAMP will actively use the findings of this second regional survey in all three countries to share and present at media conferences and events so local media can better understand their audience and the communication channels they use. MediaCAMP will also share the results with relevant media partners to help them better understand their audiences’ preferences and plan production accordingly.

Further, MediaCAMP will also use the survey results to better focus its work and refine plans for Years 4 and 5, for example to continue to increase the focus on media literacy training and TOT activities due to the low levels of media literacy reported among the population of all three countries. We will also continue to take into account the increasing online audience when selecting production grant projects. Although TV remains the most popular news source in the three countries overall (with social media taking the lead in Kazakhstan), youth are looking to online resources more and more, and it is important to continue developing strong independent and objective voices on the internet in order to ensure this important demographic group consumes and engages with quality content.

## *2.2. Increase citizens' ability to engage with and produce news and information*

MediaCAMP's continued development of a network of citizen reporters in Kazakhstan and Tajikistan has borne more fruit this year, with many examples of local issues being solved because of the presence of citizen reporters in remote areas; local officials, used to acting without accountability, have felt the pressure of an independent media and acted to end injustices previously unreported. Several of the citizen reporters, who were novices at the beginning of their work, have developed strong basic skills in journalism and started working officially at media outlets, which has increased the pool of local reporters and citizen trust in and engagement with the media. Joint CSO-media engagement projects supported by MediaCAMP have also led to real results, inspiring local citizens to be active in their communities.

### **2.2.1. Foster development of citizen reporting networks**

#### **Regional**

In December 2020, MediaCAMP selected 11 partner outlets (six in Kazakhstan, five in Tajikistan) out of 25 applicants to build new teams of citizen reporters/stringers or (for returning grantees) to take existing teams to the next level. The outlets, six of which are returning partners from Year 2 under this component, represent a mix of geographical locations in the two countries.

In February 2021, Dmitry Kim of newtimes.kz, the senior coordinator for the citizen reporter network, conducted two webinars with the partners to develop and tailor the selection criteria for citizen reporters to each partner's needs, as well as to provide guidance on the selection process and approaches. The 11 partners received a total of 524 applications (371 in Kazakhstan, 153 in Tajikistan) from potential citizen journalists, about the same amount as in previous years, demonstrating sustained interest from citizen content producers in the regions. The partners selected 79 citizen journalists (50 in Kazakhstan and 29 in Tajikistan) and MediaCAMP conducted a series of 12 webinars for the network as well as mentorship. The thematic areas for the webinars were selected in consultation with the partner media outlets. Additionally, each outlet's curator held individual meetings to help the citizen journalists prepare topics for special projects and discuss current processes. See the list of webinars provided for citizen reporters in **Table 6** below.

**Table 6: Year 3 Webinars for Citizen Reporters**

<b>Date</b>	<b>Webinar</b>	<b>Speaker</b>
April 5	“Genres, Reportage stories”	Dmitriy Kim, chief editor, newtimes.kz
April 12	“How to take a photo with a smartphone”	Marat Sadykov, Mobile journalism (MOJO) trainer, expert
April 19	“Video on mobile devices”	
April 23	“Practical webinar on photo and video shooting”	
April 26	“Genres. Interview”	Dmitriy Kim, chief editor, newtimes.kz
May 5	“How to write titles”	Zebo Tajibayeva, chief editor, Your.tj
May 12	“SMM for journalists”	Olga Faizullina, SMM specialist, Internews
May 17	“Production of video stories”	Dmitriy Kim, chief editor, newtimes.kz
May 24	“Self-branding” on Tajik language with translation on Russian	Mahpora Kiromova, independent journalist
May 31	“Multimedia formats” on Kazakh language with translation on Russian	Askhat Erkimbay, MediaCAMP media trainer for Kazakh language journalists
June 7	“Legal aid for citizen journalists and curators”	Olga Didenko, MediaCAMP Regional Media Law Advisor, and Ranzhet Yatimov, media lawyer, Tajikistan
July 12	“Media Literacy”	Gulnar Assanbayeva, MediaCAMP Regional Media Literacy Advisor, and Yevgeniy Khabarov, media literacy expert

In July – August 2021, 30 citizen journalists and curators of all 11 media outlets [prepared](#) the first special cross-border media project dedicated to the 30<sup>th</sup> anniversary of the independence of Tajikistan and Kazakhstan (450 views on the website). The project consists of 15 materials about what has changed in small villages and cities of Kazakhstan and Tajikistan over the years. This cross-border project not only served to increase attention to the work of the citizen journalists, but also successfully united a team of citizen journalists and curators of the two countries, with partners working together for the first time in this area.

In September, during MediaCAMP Fest 2021, the winners of the “Best Citizen Journalist – 2021” nominations [were announced](#). This competition recognizes the most active citizen journalists, familiarizes the participants with the work of their colleagues from other regions and countries, and supports and motivates the community of citizen journalists. There were five

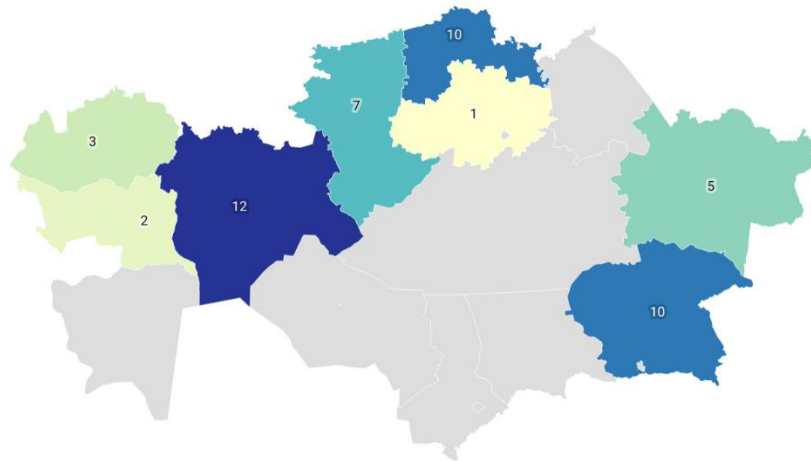


categories within the competition (Multimedia Hero, A New Turn, We're Together, Winds of Change, and We are Hit but We Fly) as well as an opportunity for the media partners' curators to choose the top citizen journalist. Citizen journalists submitted their best materials for consideration; altogether the competition received 24 applications from Kazakhstan and Tajikistan, and the remaining citizen journalists voted for the winners: 10 citizen journalists (nine from Kazakhstan and one from Tajikistan) were recognized as winners in the five categories.

## **Kazakhstan**

### **MediaCAMP Year 3 Citizen Reporter Network in Kazakhstan**

location spread



In Kazakhstan, 50 citizen reporters working for six media outlets prepared and published 595 materials with a total audience reach of 6 million. See a breakdown by outlet and audience in **Table 7** below.

**Table 7. Citizen reporter publications in Kazakhstan**

Media outlet	Number of publications	Audience Coverage, including social media reach
Diapazon	36	1,331,285
inAlmaty.kz	22	74,142
Minber.kz	103	276,068
Nasha Gazeta	74	1,286,711
Semei Ainasy	22	14,622
Petropavlovsk.news	338	3,500,407
<b>Total</b>	<b>595</b>	<b>6,483,235</b>

See below some highlights from the citizen reporters' materials in Kazakhstan.



- Saltanat Sabyr, citizen reporter from the Diapazon.kz team, [prepared a material](#) about an unofficial home for the elderly and single people in a remote area where she herself lives. There is no running water in the nursing home; a social worker carries water from a pump, 12 buckets a day. The material caused a wide public response. Readers discussed the topic of the loneliness of the elderly on the outlet's [Instagram page](#) and even began to contact the outlet, looking for their relatives, hoping to find them in this nursing home in Shalkar.

- Anastasia Osmanova, a citizen journalist with Petropavlovsk.news, began to actively engage in social activities and help families in difficult life situations after she herself got out of terrible circumstances. When she had financial difficulties and she had to build a stove and cook food for her four children on the street, the editors asked her not to despair, but to shoot a video about this as she [prepares food](#). After this story, people began to help her, and a charitable foundation from Almaty bought a house and moved the journalist's large family to the city of Petropavlovsk. Having moved to the city, Anastasia [wrote](#) about Vladimir Tikhonov, her neighbor in Tokushi, a single father with many children. Readers began to actively help him, and raised approx. \$300 US in a day to buy him two carloads of firewood for the winter. Charitable organizations also

provided him with food, furniture, and appliances, and helped with home repairs. Local authorities further helped him [find work](#).

- As a result of the public outcry following publications about dangerous conditions for children to get to school in a small village of Tokushi, the Tokushi school administration introduced a special 18-seat minibus route to bring children from the northern part of the village to the school and back to their homes in September 2021. Thanks to citizen reporter Anastasia Osmanova, the schoolchildren can now safely go to school. See more details on this story in **Annex 22d**.

*“[Citizen reporter] Asel Molkoedova lives in the Ualikhanovsky district, one of the most remote from the regional center - the city of Petropavlovsk, and our in-house journalists NEVER went there on a business trip, so her every material is very valuable. Moreover, Asel writes exclusively about problematic topics. In order to collect and accumulate these problems, she started her own WhatsApp chat, where she invites residents of her district, and more recently, of the Akzhar district. This is the second most distant from Petropavlovsk region.”*

**Ekaterina Nazarenko, chief editor, Petropavlovsk.news**

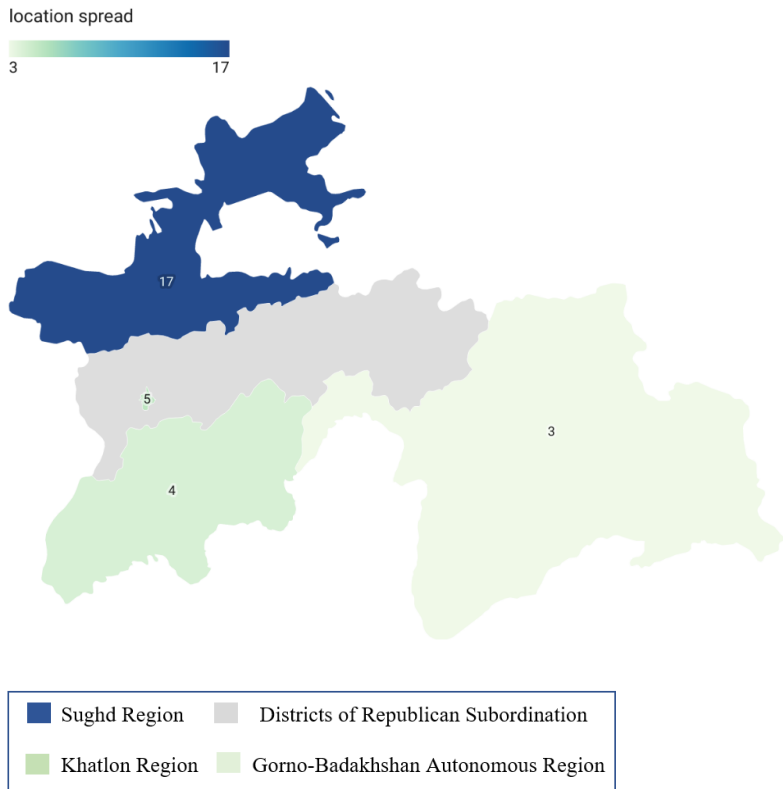
The project has changed the lives of the citizen journalists: almost all partners have committed to greater coverage of remote regions and kept on one to three citizen journalists as editorial staff, and some have been invited to work by other media. Arai Nurzhankyzy (minber.kz) got a job in the regional newspaper “Zhetisu shylyasy,” and Alfiya Shamaeva (minber.kz) started working with “Uralskaya Nedelya” as a freelancer. At the end of the project year, 28 citizen journalists out of 50 continued to write materials.

## **Tajikistan**

In Year 3, an independent jury [selected](#) five outlets to set up or continue to develop a network of local citizen journalists in Tajikistan: Investigative Journalism Center & [Sugdnews](#) (Khujand), [Asia Plus Media Holding](#) (Dushanbe), [Radio Payvand](#) (Khujand), [Oila Media](#) (Dushanbe), and [Manaviyat Newspaper](#) (Khujand).

The small media outlet Manaviyat, which serves the Uzbek-speaking population in the Sughd Region, is the only new partner under this activity in Tajikistan this year. Despite the fact that Uzbeks make up 15% of the population of the Sughd region, there are few information platforms within the country dedicated to their needs. Attracting Uzbek-speaking citizen reporters is a timely measure to empower these underserved and unheard communities; thanks to this project, the outlet was able to train several young Uzbek-speaking journalists whose new skills are an important step towards this goal.

## MediaCAMP Year 3 Citizen Reporter Network in Tajikistan



In late February 2021, the partners announced recruitment of citizen journalists. After receiving 153 applications, in March, the five partners selected 29 citizen journalists (12 women, 17 men; 15 – younger than 24 years old; 4 – Uzbek-speaking).

To support the Tajik-speaking citizen reporters, most of whom do not speak Russian, the partner outlets involved Tajik-speaking team curators in the citizen reporter group chat and helped the participants to lead the discussion in a language convenient for them. Moreover, MediaCAMP conducted a special Tajik-language webinar for citizen reporters on ethical standards of journalism, led by Mahpora Kiromova, journalist and MediaCAMP Training Coordinator. The webinar gave the participants an opportunity to directly ask their questions.

By the end of Year 3, the citizen reporters in Tajikistan produced a total of 165 pieces of content viewed more than 100,000 times online on the outlets' websites, plus Manaviyat newspaper's 500 copies in circulation and Radio Payvand's 100,000 estimated potential audience reach. Including audience reach on social media, these materials reached 3,900,000 readers/viewers/listeners. See a breakdown by outlet and audience in **Table 8** below.

**Table 8. Citizen reporter publications in Tajikistan**

<b>Media outlet</b>	<b>Number of publications</b>	<b>Audience Coverage, including social media reach</b>
Asia-Plus	33	2,405,182
Manaviyat	33	71,581
SughdNews	33	13,761
Oila	33	649,347
Radio Payvand	33	806,258
<b>Total:</b>	<b>165</b>	<b>3,946,129</b>

See below some highlights from the citizen reporters' materials in Tajikistan:

Emomali Saidzoda, a citizen reporter from the Asia-Plus team, created a [caption video](#) about a resident of Farkhor district in Khatlon region who promotes a healthy lifestyle. The captivating video accumulated one million views, 1,300 comments, and 37,000 reactions on Facebook. For editorial offices in Tajikistan, this is a great result, and for Asia-Plus, Saidzoda's video is only the second time a video on Facebook has gained more than a million views. The Asia-Plus website has been blocked in the country for several years, and the editorial office actively promotes its social media accounts among potential advertisers, and this video is now used by the editorial office as a positive example to attract commercial partners.

- A [news report](#) by an Asia Plus citizen reporter dedicated to the Minister of Industry of Tajikistan who was sick with COVID-19 was viewed 2,280 times on the website and reached 62,000 users on Facebook).
- An [article](#) by an Asia Plus citizen reporter about why air conditioners do not work in public transport in Dushanbe was viewed 1,660 times on the website and reached 37,000 users on Facebook.

### *Updates on past MediaCAMP citizen reporters*

On June 14, 2021, Jamshed Khusainov and Ashraf Umarov, MediaCAMP citizen reporter alumni who worked on the Asia-Plus team in Year 2 and have been officially hired by the outlet participated in a webinar and shared their experience on how to succeed in journalism in Tajikistan. Seventeen-year-old Ashraf Umarov, after participating in the project, decided to fully commit to journalism and this year received a scholarship in the amount of USD 60,000 and entered journalism department of the American University in Bulgaria. See more information in **Annex 21d**.



## 2.2.2. Build additional avenues for citizen engagement with local media

### *Year 2 grants*

Due to the COVID-19 pandemic, five (three from Kazakhstan, two from Tajikistan) of the nine subgrant projects supported under this activity in Year 2 were extended. Four of them were completed and one was canceled in Year 3. For more details, please see **Annex 15 (Kazakhstan) and Annex 16 (Tajikistan)**.

### *Year 3 grants*

In Year 3, MediaCAMP held four webinars in Kazakh, Russian, Tajik, and Uzbek to promote this activity and get more interest from local media. Experts talked about how to build engaging media strategies and how to choose an audience. The webinars were attended by 210 participants from Kazakhstan and Tajikistan.

### **Kazakhstan**

In March 2021, the selection committee picked the five best grant applications out of 35 applications (8 in Kazakh, 27 in Russian) [submitted](#) for funding (10 more applications than in Year 2). Four partners completed their projects and one extended into Year 4. For more details, please see **Annex 15**. Some highlights can be found below:

#### **Vera.kz & Shanyrak Ortalygy Public Association: “Kindness Basket” – Complete**

This is a continuation of a Year 2 MediaCAMP project which aims to build a community of caring citizens that helps people in difficult life situations. A distinctive feature of this year's project is that the media outlet began to publish materials in two languages (Russian and Kazakh). Thanks to this, the project was able to reach a larger audience and increase readers' engagement. The team published 36 unique materials (all both in Russian and Kazakh) about local residents in need, and their subscriber base increased by 149 on Instagram and 106 on YouTube. The project has 60 active members in their chat group who helped at least 10 residents of Shymkent change their lives:

- 18-year-old Nikita, who has had optic nerve atrophy since birth, is completely blind, but has excellent hearing. This year Nikita graduated from a music school, but was not able to enter a higher education institution, because there are no universities for people with disabilities in Shymkent. Nikita would like to connect his life with music, and after the [publication of the material](#) about him, members of the Kindness Basket project helped him take a step towards this dream: Shymkent singer Diana Khashimkhanova [recorded](#) a music video with Nikita for the song “Love of Tired Swans.”
- Valentina lived in a dilapidated hut with her husband and seven children, from a year old to 12 years old. Immediately after the [release](#) of a story featuring the family, members of the Kindness Basket project sent food, and six months later, volunteers from the Tan Public Fund helped the family solve their housing problem, so they now live in a different, comfortable house.

- 16-year old Elina [urgently needed a bone marrow transplant](#), but her family could not afford it. Participants of the Kindness Basket chat collected money for this purpose, and along with other support, the parents managed to raise the required amount, and the girl successfully underwent a bone marrow transplant.

*“After launching the project, we managed to attract those who are interested in content in Kazakh. Cooperation has been established with non-governmental organizations and charitable foundations of Shymkent through the Kindness Basket chat. We have created a community of businessmen, journalists, public activists, caring citizens who help those who find themselves in difficult situations.”*

*Marina Nizovkina, author of the project, vera.kz*

### **Tilshi.kz & CSO “Jurekten jurekke”: “Bookshelf” – Complete**

This project transferred used books from readers to the disadvantaged. The team [published](#) 40 materials on social networks (videos, surveys, posts) and 20 materials on Tilshi.kz website. After [announcing](#) the start of the project at the end of April 2021, the team collected more than 3,500 books from 50 journalists, officials, and students, covering all kinds of literature: classics, prose, novels, motivational books, children's literature, etc. Eleven volunteers from CSO Jurekten jurekke were involved in the project, helping with organizational tasks. To promote the project, the team organized four meetings with representatives of libraries, the media, volunteers, and poets, and five organizations received the books: a nursing home, a mother's home, a youth home, a society for the disabled, and an office of the “Ten Kogam” (Equal Society) project for people with disabilities. In addition, the team, with the help of volunteers, handed out books in a disadvantaged area of the city for more than 50 people.

In the summer, when newspaper circulations and ratings of many media are falling, the project helped Tilshi.kz retain its audience.

Local organizations warmly welcomed this project, and Aktobe Regional Library has promised to provide coworking space and support the project in every possible way in the future; though their MediaCAMP subgrant is over, the team wants to continue the project on their own, based on its success. Additionally, the House of Youth asked the team to come again, not only with books, but also trainings for their youth on SMM and mobile phone content production, since these areas are very important for them in employment and development. The Tilshi team is ready to carry out similar projects with them in the future.

### **Tajikistan**

In March 2021, the selection committee in Tajikistan picked five audience engagement projects of 20 applications submitted for funding in response to an [open call](#) under this component. a Media experts conducted online consultations with the winners—joint CSO-media outlet teams—and helped the partners to improve and finalize their projects’ work plans. Two partners completed their projects and three extended into Year 4. For more details, please see **Annex 16**. Some highlights can be found below:

## Limu Media & CSO IRODA: “Mentors” – Ongoing

A project aimed at strengthening the mentoring mechanism for children and adolescents with mental and physical disabilities – the beneficiaries of CSO IRODA (continuation of their Year 2 project). Thanks to the first iteration of this project in 2020, mentees learned the art of [dancing](#), [taking photographs](#), and [programming](#). Most importantly, IRODA’s specialists noted an increase in the level of socialization of the teenagers following their mentorship, which had a good effect on their self-esteem.

On June 19, 2021, the partners held an offline launch event, where the project participants were introduced to each other and discussed the project’s goals and objectives. Limu Media and IRODA formed mentor-mentee pairs (13 mentors and 22 mentees). Project mentors include famous and successful sportsmen, musicians, dancers, and businessmen, who work with adolescents with mental and physical disabilities supported by CSO IRODA. Each mentor shares with his/her mentee their professional skills and provides them with emotional support which they really need.

By the end of September 2021, the project team has prepared three [articles](#) (7,550 views on Limu.tj), two [videos](#) (6,681 views across platforms), and 14 social media [posts](#) about the project (2,233 views across platforms). Thanks to the project and mentor Tojiddin Jalolov, a restaurant manager, two mentees of the project—Ravshan and Shahriyor, young people with autism—now [work](#) part-time in a popular Dushanbe restaurant Sait Efendi. According to the project coordinator Zuhra Safarova, in four years of experience at IRODA, this is the first time that an organization has willfully employed people with mental disabilities in Tajikistan; most often they find jobs with relatives or specialized organizations. The project was also [supported](#) by a local fashion design company, “*I am different*,” which developed a clothing line featuring special life-affirming slogans for the project partners such as *Different Not Less*, *We Are All Unique*, and *My Life Matters & So Does Yours*. They held a professional photo session in which children and adolescents with disabilities acted as models, which is also a precedent in Tajikistan.

*“We hope that in future people with mental disabilities will have more opportunities and will be able to find a job in commercial organizations in Tajikistan. The Mentors project is also an attempt to show the business that our guys have much potential.”*

***Zuhra Safarova, project coordinator at CSO IRODA***



*Azizbek Aliev (left) after a morning run with his mentor Akhror Qosimov (right). Photo credit: Limu Media*



Ruslan (right) and Farangiz Sharipova, TV presenter (left). Photo credit: Dari Dobro Initiative Group

### **TV Diyor & Initiative Group Dari Dobro: Children's Dreams – Ongoing**

Journalists and activists of this project tell the stories of children from disadvantaged families and voice their dreams to popularize charity in Sughd region. The first [story](#) was about the family of 5-year-old Ruslan from Istiqlol city in Sughd region. When the team asked Ruslan about his dream, he said, “All I want is not to freeze in winter.” He and his family lives in an

almost empty apartment, without windows or doors. On August 5, 2021, [the day](#) after the film was broadcast on the TV channel and YouTube, the mayor's office of Istiqlol sent a group of builders to the boy's home and they installed windows and doors, painted the ceilings and walls, and presented the family with mattresses, blankets, and rugs. The audience of the TV channel also provided assistance to the boy's family – Ruslan also dreamed about a bicycle, and he got one. TV Diyor filmed a separate [story](#) about the help received. The team has already filmed three stories and developed a draft [webpage](#) for collecting donations.

*“The most important thing we realized is that the project will continue to live. We have a growing number of subscribers on social media. Our viewers call us and express gratitude for sharing such stories and help the heroes.”*

***Firuz Mirjumaeva, head of TV Diyor***

### Objective 3: Improved legal enabling environment for media

In Year 3, MediaCAMP continued to build on its efforts from previous years, achieving successes in areas that generally take a longer time to change. Local partners the Kazakhstan Media Alliance (KMA) in Kazakhstan and the Media Council of Tajikistan successfully completed projects focused on development and adoption of ethical and quality standards in the media, resulting in the **Basic Standards for Media in Kazakhstan** – signed by 476 journalists – and the **revised Ethical Code of Journalistic Activities** in Tajikistan – unanimously adopted by all 50 members of the Media Council. Both of these efforts have reinvigorated the media community’s awareness of and commitment to professional standards of journalism, which has the effect of **improving media credibility** with content consumers, **protecting media freedom**, **improving professional ethics**, and **improving self-regulation** among the media. In Kazakhstan, this work has been continued by the KazMediaNetwork, which established the **Public Committee for Media Self-Regulation in Kazakhstan** – the first entity bringing together journalists, media outlets, CSOs, and media experts for the purpose of self-regulation in Kazakhstan throughout its 30 years of independence

MediaCAMP this year took more strides towards **building the capacity and sustainability of local media support organizations** through conducting a series of webinars and master classes on issues identified by partners and project staff during the first 2-3 years. Internews continues to observe that there are only a small number of local media support organizations which are interested in, and capable of, working towards improving the legal enabling environment for media in the region. By strengthening their understanding of how to run projects, maintain trust of the media and gain trust and engagement of the public, and increase their sustainability, MediaCAMP is **ensuring that this small pool of organizations can support the media community effectively, independently, and long into the future.**

Local partners the Legal Media Center (LMC) in Kazakhstan and the Bureau of Human Rights and Rule of Law and Khoma in Tajikistan trained dozens of media lawyers, law students, and journalists in media law principles and specifics for the two countries, **building local capacity to provide legal support for the media community as well as train others, which will better protect the media in the course of their work.** The sphere of media lawyers in the two countries is small, and authorities and other parties constantly overreach in defamation and other suits against the media; by increasing the pool of qualified media lawyers willing to support journalists, **frivolous or malicious cases are more easily fought and dismissed.**

One of MediaCAMP’s remarkable achievements in Year 3 for *Uzbekistan* was the launch of legal literacy and support activities inside the country for the benefit of journalists, bloggers, and other members of the media community thanks to Internews’ first grant agreement with a local partner. These activities, led by Tashkent-based media NGO Modern Journalism Development Center (MJDC), have already resulted in several positive outcomes, including the **successful registration of a media outlet and a victory in a copyright case for a TV station.**

In Kazakhstan, MediaCAMP in cooperation with local partners LMC and Adil Soz contributed to some positive amendments of the Rules of Accreditation of Journalists; LMC also closely engaged with the Supreme Court of Kazakhstan to update two normative resolutions according to international standards; and two amendments to advertising regulations put forward by the Central Asian Advertising Association were adopted. These changes have **simplified the**



**accreditation process, protected the right to access to information and ensured a balanced review of defamation cases against media; and provided greater opportunities for media to earn revenue independent of the state.** Further, the Court Reporters League (CRL) conducted joint activities between local government representatives and journalists in multiple regions to bridge the gap between media and state bodies, particularly on issues of crisis communications, which will **improve journalists' ability to report accurately and in a timely manner, providing citizens with vital information** for decision-making.

Finally, in an effort to expand local journalists' capabilities with regard to open data, MediaCAMP trained 21 journalists from various regions of Kazakhstan **on the principles of journalistic investigations** and nine journalists from Tajikistan completed a **data journalism school**, forming the beginning of a cadre of qualified investigative and data journalists in the countries which will be better able to **hold their governments to account**. All participants **improved their ability to produce high-quality evidence-based reports, which will contribute to greater access to and understanding of publicly important information**. In Kazakhstan, such investigations will be made easier by MediaCAMP's open data web portal, which monitors, collects, and helps analyze open data in the country.

MediaCAMP slightly underperformed on targets for improvement of legislation in Tajikistan with only one positive change, and exceeded the target in Kazakhstan with three positive changes in Year 3. In Tajikistan the restrictive political environment continues to provide little opportunity to make substantial changes to local legislation, but MediaCAMP and its partners are using every avenue to advocate in the interest of a free media. However, the project successfully continued to provide valuable legal consultations for independent media in both countries, most of which do not have on-staff lawyers. Regarding Uzbekistan, with the approval of the first grant under the project, MediaCAMP has started to work towards improving the legal enabling environment via a local partner which has started providing legal consultations to media as well. However, activities still remain severely limited due to the absence of Internews' presence in the country, the complexity of supporting activities of local partners, and the distance kept by local state institutions.

### *3.1. Support efforts to improve legal and regulatory environment for media*

MediaCAMP had four successes in improving the legal and regulatory environment for media this year in Kazakhstan, which directly contributed to better conditions for freedom of the media related to coverage of and during the continuous coronavirus pandemic. In Tajikistan, though there is less engagement from the government side, there was one success which facilitated journalists' access to information from the courts. And in Uzbekistan, MediaCAMP started providing legal consultations, advice, and information to media outlets, journalists, and bloggers this year. The legal monitoring and analysis work launched in Year 2 continued, though it was still not possible to engage in public discussions and advocacy on media legislation and regulation due to the absence of Internews' official presence in the country and of local partner organizations focusing on such work.

### 3.1.1. Support and improve legal monitoring, analysis, and advocacy

#### Regional

##### *Capacity-Building Webinars for CSOs*

To support the sustainability of MediaCAMP's partner organizations under Objective 3, and to help them expand and continue to engage with their target audience and other stakeholders, in Year 3 Internews conducted seven webinars for 10 CSO partners from Kazakhstan and Tajikistan on the topics of communication with the audience, work with social media, search engine optimization of websites, and reporting. The Legal Media Center (LMC) and Central Asian Advertising Association (CAAA) in Kazakhstan noted the most significant resulting achievements:

- LMC actively uses its Facebook [page](#) to disseminate information about its activities, collect signatures for petitions, and involve participants of its trainings and events in writing posts and materials. It has also created WhatsApp and [Telegram](#) groups for greater audience coverage, and actively uses the acquired skills in visual content creation without involving professional designers and social media marketing (SMM) specialists.
- CAAA not only optimized their website [tribune.kz](#) in technical terms but also started to improve the content by hiring a professional journalist thanks to their new understanding of the importance of having quality written content available.

Overall, all partners provided positive feedback on the webinars, noting that they were able to optimize their organizations' websites, professionally manage pages on social media, create visuals, and influence their target groups in a more focused way.

#### Kazakhstan

MediaCAMP's partners under this component in Year 3 in Kazakhstan are: Nur-Sultan-based CSO Legal Media Center (LMC); Almaty-based CSO Adil Soz; and Almaty-based CSO Central Asian Advertising Association. MediaCAMP and its partners played a key role in the achievement of **four important milestones** in Kazakhstan this year:

##### 1) *Approval of Amended Rules of Accreditation of Journalists (March 2021)*

In Year 3, Legal Media Center (LMC), in cooperation with other media CSOs, successfully advocated for the introduction of new provisions into the Rules of Accreditation of Journalists. Accreditation of journalists with any state body is **a critical element facilitating professional rights of journalists and their access to public information**, therefore this is a significant achievement. The key points of the improvements in the process are as follows:

- The list of the required documents has been reduced making the application procedure for journalists simpler;
- The processing time for consideration of an application by a relevant state body has been reduced from ten business days down to three business days;
- Two types of accreditation – temporary or permanent – are now available for journalists.

Unfortunately, the Ministry of Information and Social Development, which is in charge of the Rules of Accreditation of Journalists, failed to accept a number of other provisions suggested by LMC and other media CSOs clarifying the role of state bodies that would have made the accreditation process more convenient for journalists.

2) *Drafting and Revision of Normative resolutions of the Supreme Court of Kazakhstan*

As part of their work under Activity 3.1.3, LMC also closely engaged with the Supreme Court of Kazakhstan to update two normative resolutions according to international standards and based on the regulation, practice, and decisions of the European Court of Human Rights: 1) on the hearing of defamation cases in courts; and 2) on the openness and publicity of court hearings. The resolutions broaden professional opportunities for journalists and the media by facilitating easier access to court hearings and providing broader legal safeguards for journalists in defamation cases, which would **play a significant role in upholding the professional rights of journalists and the media**. LMC anticipates that the Supreme Court will adopt the draft resolutions in Year 4.

3) *Approval of “Rules for the formation and placement of social ads (public service announcements) on domestic TV channels to promote healthy lifestyle.”*

and

4) *Approval of Article 14-2 “Peculiarities of advertising a trademark and (or) the name of wine produced in the territory of the Republic of Kazakhstan” of the law “On Advertising.”*

Both #3 and #4 regulate trademark advertising for locally-produced wines with the condition that such ads must be accompanied by at least two social ads about healthy lifestyle. These changes give media outlets an opportunity to generate income from advertising alcoholic drinks.

Below are highlights of MediaCAMP’s partners’ activities under this component in Year 3:

*Legal Media Center (LMC)*

LMC’s project created a community of media lawyers, a profession that is in-demand because of the media’s growing need for legal advice and specialists in this field, through diverse activities including:

- Teaching media law basics to law students;
- Advanced training of media lawyers on defamation cases, online security, copyright, and media advertising activities;
- On-demand legal advice to journalists, bloggers, and media outlets;
- Monitoring media-related laws and regulations;
- Media law advocacy through participation in relevant government and parliament working groups, as well as initiating appeals and open letters to the government.

**Media Law School.** LMC held three webinars for lawyers, students, bloggers, and journalists from Central Asia. The speakers included prominent experts:

1. April 21, 2021: webinar “Verbal aggression in the media: how to fight and win?” for 92 (56W; 19M) participants conducted by experienced international trainer, Inga Sikorskaya, Director of the School of Peacebuilding and Communications (Kyrgyzstan). The webinar was focused in identifying the factors of verbal aggression in social and traditional media,

training participants in techniques for mitigating negative consequences of such aggression, and awareness raising about the international norms in this field.

2. April 28, 2021: webinar “Protection of privacy and personal data” for attended 31 (19W; 12M) participants a. The webinar was focused on issues of law enforcement practice and legislation, as well as international instruments in the field of protection of privacy and personal data, and discussion of the current issues of privacy protection in Kazakhstan and internationally.
3. May 12, 2021: webinar “International Standards for the Protection of Freedom of Expression” for 31 (20W; 11M) participants conducted by Anna Yudkovskaya, judge of the European Court of Human Rights (ECHR). Ms Yudkovskaya shared her own experience and raised participants’ awareness about the principles of the ECHR’s work, and highlighted several real-life court cases.

**Media Law Marathon.** From April 6 to May 13, 2021, LMC hosted an online [Media Law Marathon](#) for 36 (27W; 9M) law students of Kazakh universities (and one participant from an Uzbek university). The Media Law Marathon consisted of 13 1.5-hour online lectures and practical exercises conducted by international and local experts in the field of access to information, freedom of the internet, defamation disputes, copyright, protection of children’s rights in the media, protection of personal data, and others. Following the Marathon, three students received mini-grants of 50,000 KZT (approx. USD 115) to develop relevant projects:

- 1) Karina Alpaeva: a series of social media posts with case studies and recommendations for young journalists and media law students on some of the legal issues faced by young journalists in their work;
- 2) Arofat Nasirova: a comparative analysis project on how the rights of minors are protected in Kazakhstan and Uzbekistan ([1](#), [2](#), [3](#), [4](#), [5](#), [6](#)).
- 3) Sultan Zhandarbek: a multimedia animation video project on media law issues ([1](#)).

**Media Law Clubs.** LMC held five online **media law club meetings** dedicated to the issues of 1) personal data and information security; 2) the right to one’s image.; 3) libel and defamation; 4) materials related to the protection of honor, dignity, and reputation of a business, as well as insults; and 5) legislative recommendations in the media sphere. A total of 157 (95W; 62M) participants took part in these online events, which increased solidarity and involvement in the discussion of professional problems among media lawyers, the media support community, and journalists; increased the transparency and accountability of government agencies, whose representatives took part in the online events and were exposed to the media community’s concerns and suggestions; and improved communication between the media and government agencies.

**Legal consultations for media.** Over the course of Year 3, LMC provided 44 ad hoc legal consultations for media outlets and journalists on a broad range of topics, including access to information, the use of personal data and photographs of officials, legal proceedings related to publications and drafting responses to pre-trial claims, access to judicial information, etc. About 90 percent of requests come from regional journalists, including from Pavlodar, Kostanay, Aktobe, Almaty, Kokchetau, Lisakovsk, and Taldykorgan. The key reasons for the continued importance of legal consultations is the lack of in-house lawyers within media outlets, as well as the confidence of journalists in LMC as an organization with extensive experience in media legislation. LMC also regularly informs its target audience (journalists and media outlets) through regular publications on media law issues on its website and social media pages, and

during webinars. Moreover, recently LMC launched its own Telegram channel [https://t.me/lmc\\_kz](https://t.me/lmc_kz), which it also uses to promote legal education among its audience. Examples of successful consultations include:

- Preparation of a response to a pre-trial claim leveled against online media outlet <https://toppress.kz/>. Although the plaintiff proceeded with filing a court case against the outlet on the basis of protection of business reputation, LMC recommended the outlet a lawyer who represented its interests in court and the case was ultimately ruled in favor of the media outlet.
- Another successful case is related to a publication of a material on Facebook by a journalist, in which he referenced a letter from the official page of the state procurement website. The Akimat (Administration) of the Zhambyl Oblast in the south of Kazakhstan leveled a pre-trial claim against the journalist alleging that he had revealed a commercial secret, but thanks to LMC's legal consultations they were able to provide references to laws allowing journalists to write materials based on open data and the claim was dropped. It should be noted that this is not the only such mistaken claim; it is a relatively frequent occurrence in regions where the level of legal literacy among government officials is low. Without qualified legal assistance, journalists can be under strong pressure from government agencies and state-owned companies to self-censor even in cases where it would be legal to publish.

**Monitoring violations of the rights of journalists.** Due to the protracted difficult situation with the COVID-19 pandemic, the working conditions of journalists have deteriorated. LMC continued to monitor violations of the rights of journalists and took active measures to address their problems, including preparation of petitions and open letters to the president, senior government officials, parliament deputies etc. For details see section *Appeals and letters to improve the legal media environment in Kazakhstan* below.

**Participation in working groups.** LMC took part in 10 working groups on media legislation and issues faced by media outlets and journalists in the course of conducting their professional duties. One result was cooperation with the Ministry of Digital Development and the Aerospace Industry, which approached LMC to conduct joint webinars clarifying amendments to legislation on personal data. LMC held three joint webinars with the Ministry on this topic as part of their Media Law Clubs (see above).

**Appeals.** On September 28, 2021, LMC published [an open letter](#) to the President, Prime Minister, and Prosecutor General of Kazakhstan on the violation of the rights of journalists by state bodies. On September 27, due to the improving COVID-19 situation in Kazakhstan, offline mass events were allowed to resume. However, nothing has changed for journalists and media. The parliament and government are still closed for attendance by journalists, and online conferences have been moved from Zoom to another format, where journalists do not have the opportunity to ask questions. Meetings of the Senate committees, the source of the most important information about the work of members of parliament, are also closed for the media. The open letter was signed by 366 media CSOs, media outlets, and journalists. There had not yet been a response to the open letter.



*Adil Soz International Foundation for Protection of Freedom of Speech*

Under this component, Adil Soz conducted a wide range of analytical and advocacy activities related to media legislation in Kazakhstan, with primary focus on the development of the new law “On Mass Communications.” Adil Soz organized a working group of media lawyers who reviewed the definitions of journalists, bloggers, and media in the digital era; the status of social media; the status of relations between the state and the media; international standards and media legislation of other countries; and a study on the right to be forgotten. Materials produced by Adil Soz as a result will be used in the discussion of the new bill when it starts next year. In addition, Adil Soz reached an agreement with the International Center for Journalists ([ICFJ](#)) on information support in the foreign media, to publish articles about the process of working on the new bill when that process starts.

Adil Soz and MediaCAMP Regional Media Law Advisor Olga Didenko joined the Ministry of Information and Social Development Working Group on the Development of the Concept of a New Law on Mass Communications. They are the only members representing civil society in this closed working group. However, at the end of April 2021, the Ministry terminated the partnership on the draft law without explanation. After Adil Soz submitted [appeals](#) about this issue, including one to the president that was signed by 135 media CSOs, journalists, and others, and published related [articles](#), the Ministry indicated that the work on the draft law would be resumed in September 2021. As of the writing of this report, the work has not been resumed, and the latest indication from the Ministry is that the working group will reconvene in early 2022, as additional research is needed before deliberations on the draft law could be resumed.

Adil Soz intends to establish a media CSO coalition to continuously engage with the Ministry of Information and Public Development and discuss the structure, provisions, and norms of the draft law. The coalition will work on its own, without funding from MediaCAMP, but the project team will monitor the progress of the coalition’s activities and provide relevant support as may be required.

*Central Asian Advertising Association (CAAA)*

To respond to another need of the media community in the field of legislation, MediaCAMP selected the Central Asian Advertising Association (CAAA) as a local partner to focus on the improvement of the advertising legislation in Kazakhstan and related activities, which will have a direct impact on the financial health and sustainability of media. CAAA activities under the project focused on:

- Improving the legal regulation of advertising related to the media.
- Raising awareness of media professionals about advertising legislation of Kazakhstan.

CAAA successfully advocated for the adoption of the following amendments to two regulatory acts by the government of Kazakhstan, which will expand the advertising market and open new financial opportunities for media, potentially decreasing its dependence on state funding:

1. “Rules for the formation and placement of social ads (public service announcements) on domestic TV channels to promote a healthy lifestyle.” Key features include:
  - a. Social ads are aimed at popularizing a healthy lifestyle, preventing diseases, and abandoning bad habits;

- b. The selection of a social ad must be done at a public meeting organized by the relevant media outlet;
  - c. A social ad must be at least 5 seconds long;
  - d. Trademark advertising for locally-produced wines must be accompanied by two social ads.
2. Article 14-2 “Peculiarities of advertising a trademark and (or) the name of wine produced in the territory of the Republic of Kazakhstan” of the law “On Advertising.” The article regulates trademark advertising for locally-produced wines by media outlets and the placement of the accompanying social ads about healthy lifestyle.

CAAA notes the impact of this component on the advertising market in Kazakhstan and on the development of CAAA itself. For example, earlier, CAAA activities to influence the advertising and media legislation were limited only to participation in working groups to discuss new legislative initiatives, sending official requests to government agencies, and organizing roundtables on urgent problems. Thanks to MediaCAMP support, CAAA was able to:

- grow its authority and recognition among government agencies, partner industry associations, and the business community;
- increase its audience reach in social media, from 739 to 848 subscribers on Facebook (an increase of 15%) and from 120 to 273 subscribers on the Telegram channel (an increase of 127.5%);
- increase the number of its members by four to a total of 22, showing that their reputation and stability have increased.

Furthermore, throughout Year 3 CAAA sent a number of letters to relevant ministries with suggestions to amend advertising related regulations, specifically concerning:

- the Rules of Advertising Biologically Active Food Supplements;
- the Law “On Advertising”; and
- On the regulation of social advertising on the internet.

As a result:

- the government added the “Advertising, Marketing, PR” category to the appeals section on Kazakhstan’s e-government portal [egov.kz](http://egov.kz), giving it a separate identifier to help process claims more clearly; and
- the Ministry of Information and Social Development of Kazakhstan responded by stating that the proposed amendments will be considered as part of the further improvement of the legislation in the field of mass media, and CAAA will be invited to participate in the working group on the development of a draft law in the field of mass media.

### ***Support to journalists of Kazakhstan ahead of the January 10, 2021 parliamentary elections***

In early January 2021 MediaCAMP launched a closed Telegram channel where journalists could report violations during the elections and receive legal support. Furthermore, from December 2020 to January 2021, at the request of the [Azattyq Radio](#) and [Almaty TV channel](#), Internews arranged a series of five on-demand pre-election webinars dedicated to the coverage of election issues, attended by a total of over 100 journalists and other staff of the two media outlets, and developed [recommendations](#) on the rights of journalists during the election campaign and the Election Day.

## **Tajikistan**

### ***Year 3 Subgrants***

MediaCAMP's [competitively-selected](#) subgrantees under this component in Tajikistan in Year 3 were CSO Khoma and CSO Bureau of Human Rights and Rule of Law.

#### **1. CSO Khoma**

Khoma's activities included: monitoring media-related laws and regulations; conducting a media law trainings for journalists and media lawyers; and providing on-demand legal advice to journalists, bloggers, and media outlets. Some highlights from Khoma's work in Year 3 are described below.

##### ***Legal monitoring, analysis, and advocacy***

The media environment in Tajikistan presents major challenges that continue to stymie the country's democratic development. The most salient issue concerns bringing existing legislation into line with international norms and standards, particularly that which affects journalists' access to information and the ability of journalists to report *freely* on matters of public interest.

MediaCAMP's partner Khoma continued building partnerships to contribute to the improvement of media legislation in Tajikistan. In spring-summer 2021, Khoma conducted meetings with Saidmurod Fattokhzoda, head of the Committee on International Relations, Public Associations and Information of the Lower House of Parliament of Tajikistan, and Sarvar Holikzoda, head of the Department of Legislation, Fundamentals of the Constitutional System, Defense and Security of the Ministry of Justice of Tajikistan. As a result of these meetings, Khoma **developed a roadmap for changing norms in legal documents regulating media which contradict the Constitution and international legal acts ratified in Tajikistan.**

The goal of the roadmap is to set a path for:

1. Prevention and elimination of contradictions, inconsistencies, gaps, and repetitions in the legislation of Tajikistan related to the media;
2. Improvement of sectoral legislation for compliance with international legal acts and taking into account changes in the field of information and communication; and
3. Improvement of the legislation of the Republic of Tajikistan, taking into account new social relations and the challenges of the modern world.

Per the roadmap, Khoma met with representatives of the Parliament, the Ministry of Justice, and the Ministry of Culture of Tajikistan (the state regulator of media) to discuss the unification of the Law on the Periodical Press and Other Media and the Law on Television and Radio Broadcasting into a single Law on Mass Media, developed in accordance with international standards. The meetings resulted in the parties agreeing that changes needed to be made. Further, the Delegation of the European Union in Tajikistan supported the creation of a working group which conducted a roundtable on the improvement of media legislation in the country, specifically dedicated to the issues brought up in the roadmap, on September 21, 2021.

### *Facilitating journalists' access to judicial information*

In May 2021, Khoma analyzed the draft Law on Access to Information on the Activities of Courts in the Republic of Tajikistan and presented its recommendations to the Committee on International Relations, Public Associations, and Information under the Lower House of Parliament of Tajikistan. In particular, Khoma's recommendations emphasized the need to end the requirement for journalists to acquire a special accreditation to attend public court proceedings, and to include a norm by which journalists and media outlets could receive requested judicial information within 3 days, as opposed to 30 days as stated in the draft law. On June 25, 2021, the law was adopted and Khoma's recommendations were taken into account.

### *Media Law School*

On June 21-25, 2021, Khoma **conducted a Media Law School for 23 (6W; 17M) lawyers interested in specializing in media law**, with the aim to prepare a pool of young lawyers to participate in legal monitoring, analysis, and advocacy in the media sphere as well as help defend journalists. The participants were selected from 82 applicants. This year the number of applications received increased significantly including applications from lawyers of state media and ministries that regulate the industry.



*Participants of Khoma's Media Law School.  
Photo credit: Khoma*

The school program covered topics such as local media legislation, protection of media in courts, media organizations advocating for journalists, media self-regulation, human rights violations, digital law, cybersecurity, and media outlet accreditation. The lecturers included: international human rights organization ARTICLE 19 lawyer, Antonina Cherevko; Director of the CSO Bureau of Human Rights and Rule of Law, Nargis Zakirova; Head of the Legislation Department of the Ministry of Justice of Tajikistan, Sarvar Kholiqzoda; PhD of Law, Umrullo Melikov; and Union of Lawyers of Tajikistan lawyer, Innoyat Innoyatov.

Lawyers of the Ministry of Culture of Tajikistan, who participated in the school, used their new knowledge to **prepare a report addressed to the Minister of Culture of Tajikistan on the existing contradictions in legal acts regulating the media**. The report was submitted at the end of September 2021.

*Audiovisual legal materials prepared by graduates of the Year 3 Media Law School in July-September 2021*

Some of the graduates of Khoma’s Media Law Schools under MediaCAMP (Khoma conducted one in Year 2 as well) put their knowledge into practice this year, **beginning permanent positions as media lawyers, a profession that is in great need in the country**: Khurshed Qurbonsohev, graduate of the 2020 Media Law School, was hired by the Media Council of Tajikistan (see **Annex 22b** for more details); and Farrukh Sodiqov, graduate of the June 2021 Media Law School, started a job with the “Mirror” Center for Strategic Research. In July-September 2021, four additional Media Law School participants who intend to practice media law received their licenses to practice law, which will widen the field of practicing media lawyers.

#	Topic	Views
1	<a href="#">Journalists' rights</a>	153
2	<a href="#">Obligations of journalists</a>	145
3	<a href="#">Privacy rights</a>	385
4	<a href="#">Image rights</a>	231
5	<a href="#">Access to information on the activities of courts</a>	99
6	<a href="#">Interference in the activities of journalists</a>	215
7	<a href="#">Answer and refutation</a>	154
8	<a href="#">Privacy intrusion</a>	183
9	<a href="#">Insult and slander</a>	33
10	<a href="#">Business reputation</a>	32

*Training of Trainers*

On April 1-3, 2021, Khoma conducted an in-person Training of Trainers (TOT) for 12 lawyers (3W; 9M) who had attended the first Media Law School held by Khoma under MediaCAMP in 2020. Over the course of three days, the trainer, Zarina Khalikova, Expert of the German Organization for Adult Education, provided basic knowledge on the principles and methods of teaching an adult audience, interactive teaching methods, communication skills for trainers, questioning skills, online group trainings, developing a study session, etc. Following the TOT, Khoma gave the graduates the opportunity to practice their skills by conducting media law trainings for 40 young journalists (12W; 28M). Thanks to this activity, there is a wider pool of media lawyers in the country who are better able to train journalists and lawyers on the topic of freedom of speech and media legislation, which will strengthen the media community.

*Legal consultations for media*

Over the course of Year 3, Khoma provided 138 (58 for women; 80 for men) online and offline ad hoc legal consultations for media outlets and journalists on a broad range of topics, including legal assessment of the publications, obstruction of journalistic activities, image rights, legal audits, licensing for production of audio-visual content, access to judicial information, etc. Around 30 percent of the requests came from regional journalists, including from Khujand, Kulob, Khorog, Regar, Konibodom, Bokhtar, etc.



## 2. CSO Bureau of Human Rights and Rule of Law (BHRRL)

MediaCAMP selected this partner to provide support to improve the capacity of media lawyers to assist journalists and bloggers to defeat or avoid defamation lawsuits altogether.

### *Training on Defamation Disputes*

On September 23-25, 2021, the [Bureau of Human Rights and Rule of Law](#) conducted an intensive three-day offline *Training on Defamation Disputes* for 23 (8W; 15M) lawyers in Dushanbe. Participants represented multiple cities and districts of Tajikistan, including Dushanbe, Khujand, Khorog, Penjikent, Istaravshan, Kanibadam, Istaravshan, Bokhtar, Muminobod, and Kabodiyon. At the training, participants learned about the international standards and best practices in the field of defamation law and developed their practical skills in effective defense strategy in court as well as the prevention of defamation lawsuits.

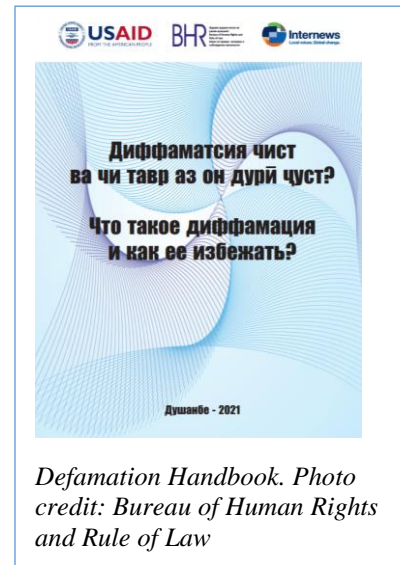
The school consisted of a mix of theoretical and practical sessions led by experienced trainers from Tajikistan, Kazakhstan, Russia, and Ukraine: Lyudmila Pankratova, Ukraine, media lawyer and executive director of the public organization [Regional Press Development Institute](#); Maksim Dvorovoy, Ukraine, lawyer of the consultancy company [Digital Security Lab](#); Elena Maksyuta, Kazakhstan, justice of the Supreme Court of Kazakhstan; Svetlana Kuzevanova, Russia, media lawyer, senior lawyer at the [Media Rights Defense Center](#); Gulmira Birzhanova, Kazakhstan, lawyer, media law expert at the [Legal Media Center](#); Sadriddin Saidov, Tajikistan, lawyer, chairman of the *Lawyers Union of Tajikistan in Sughd Region*; and Abdurakhmon Sharipov, Tajikistan, lawyer, practicing attorney.

The training covered a wide range of topics, including the general concept of defamation in various jurisdictions, trials on defamation disputes, defamation in the media, on the internet, and other sources, and defamation-like cases related to dissemination of personal information. To consolidate the knowledge gained during practical sessions, participants carried out practical tasks, analyzed current case studies, and held discussions in working groups. The BHRRL also developed a handbook, [What is Defamation and How to Avoid It](#), which they distributed among the participants.

Many participants, both in private conversations and during the training, admitted that this was the first time that they had heard about the concept of “defamation” and noted that the knowledge gained is very important in their professional activities.

*“I have worked as a practicing lawyer for many years and now I am the head of the training center of the Union of Lawyers, but this is the first time I have heard about such a term as ‘defamation.’ Indeed, I learned a lot during this training.”*

**Fozil Okilov, Defamation Disputes Training participant**





*"I think there will be more defamation disputes in the future, because legal nihilism is flourishing not only among ordinary citizens, but also among journalists, bloggers, representatives of public organizations, and representatives of other public professions. Therefore, it is very important to increase the knowledge and capacity of civil society. In addition, special trainings on defamation are very much needed for representatives of state authorities."*

**Nargis Zokirova, director of the Bureau for Human Rights and Rule of Law**

## **Uzbekistan**

### ***Legal monitoring and analysis***

Internews' independent media lawyer in Uzbekistan, continued providing monitoring and analysis of changes to media legislation and attacks on journalists, bloggers, and the media in general. In Year 3, he prepared 12 monthly monitoring reports and 14 short analyses on topical issues. Some of them were used to write 11 practical articles, which were published in the [legal section](#) of Internews' New Reporter website and promoted on Internews [Telegram channel](#) dedicated to Uzbekistan:

- the right to a person's image and privacy in relation to the new Uzbekistan civil code, in [Uzbek](#) and [Russian](#);
- the accreditation of local and foreign journalists in Uzbekistan, in [Uzbek](#) and [Russian](#);
- the rights and obligations of media in Uzbekistan when using publications from social networks, in [Uzbek](#) and [Russian](#);
- what media and journalists can do in case of demand to publish a refutation, in [Uzbek](#) and [Russian](#);
- what media and journalists can do if they are being sued, in [Uzbek](#) and [Russian](#);
- accreditation of journalists for the Presidential election in Uzbekistan in [Russian](#) and [Uzbek](#); and
- covering trials in Uzbekistan (five articles in Russian and Uzbek).

### ***MediaCAMP legal analyses: Uzbekistan***

1. Request and access to official information.
2. Accreditation of media and journalists.
3. Copyright of images on the internet.
4. The new civil code and the media.
5. COVID-19 pandemic and media regulation.
6. Media self-regulation options for Uzbekistan.
7. Changes affecting media in the draft of the new criminal code.
8. Different positions on decriminalization of defamation in Uzbekistan.
9. Amendments to the criminal code.
10. Access to open data and personal data security.
11. The new version of the law on advertising.
12. The legislation and practice of access to courts' information.
13. Media and elections.
14. Safety of journalists in Uzbekistan.

### ***Increasing legal and media literacy of Uzbek journalists and bloggers***

In June 2021, Internews awarded its first grant in Uzbekistan to Tashkent-based media CSO Modern Journalism Development Center ([MJDC](#)) for a six-month project focused on increasing the legal and media literacy of Uzbek journalists, bloggers, and other members of the media community. During June-September 2021, MJDC **updated and redesigned the [website](#)** of its Legal Clinic for media, journalists, and bloggers, which includes informational, analytical and reference content, a review of the most interesting cases created on the basis of requests from

journalists and bloggers, and reviews based on litigations in the media field in Uzbekistan. Over 25 news and practical articles were produced and published on the Legal Clinic’s website in [Uzbek](#) and [Russian](#), and announced on its Facebook page. For example:

- Rules and regulations related to [social advertisement](#) (724 views);
- Filming and recording on [state institutions’ territory](#) (421 views);
- How to write a newsroom’s [request for information](#) to a government agency? (50 views)

MJDC also provided **270 online legal consultations** on issues such as the basic rights of journalists and bloggers, assessment of defamation risks, use of third-party content, co-authorship and copyright issues, media registration and re-registration, circulation and language requirements, corporate matters, contractual activities, and protection of journalistic confidentiality. Below are some successes achieved as a result of the consultations:

- [Murojaat24.uz](#) outlet obtained official registration after the Legal Clinic’s lawyer studied and proposed several amendments and additions to the media’s Charter to address a first rejection for non-compliance by the registration authority.
- With the help of consultations from the Legal Clinic, TV station [Uzreport](#) won a copyright case against Beeline mobile company which had been rebroadcasting its programs without any contract or agreement.
- Anhor.uz online media avoided possible censorship and prosecution after it published a critical [article](#) on investments in the energy sector, which led the Ministry of Energy to demand a retraction and file a complaint to the Agency of Information and Mass Communications under the Administration of the President of Uzbekistan (AIMC), which turned to the outlet for an explanation. With the help of a Legal Clinic lawyer, Anhor.uz prepared a reply to both the Ministry and the AIMC, explaining that, based on local legislation, there was no ground for a retraction. Before publication, the outlet had also edited the article based on recommendations and advice from the Legal Clinic.

In addition to legal consultations, MJDC conducted **three 2-day trainings** in Uzbek on “Legal Awareness: Rights and Responsibilities of Media, Journalists, and Bloggers” for 46 (24 F; 22 M) local journalists and bloggers in Andijan, Urgench, and Bukhara. During theoretical lessons combined with interactive sessions, practical exercises, and discussions, participants learned about their rights and the Uzbek regulations related to free access to information, confidential information, personal information and privacy, reporting on children, and copyright. Some sessions were also dedicated to disinformation, journalism ethics, and media literacy.

As part of the project, MJDC also produced 10 animated public service announcements ([PSAs](#)) of 60 to 70 seconds in Uzbek on legal and media literacy. Topics include fakes and their authors, media literacy and the digital divide, fact-checking methods and tools, cyberbullying effects, public control in Uzbekistan, developing critical thinking, and the phenomenon of post-truth. The PSAs were published towards the end of September on various popular bilingual



*MJDC training for bloggers and journalists in Andijan on Aug. 19-20, 2021. Credit: MJDC*

Russian/Uzbek Telegram channels and Facebook groups with news, political and social content, such as news aggregator [Nigoh](#) (27,900 subscribers), [Narodny Kontrol](#) (“People’s Control”, 72,400 subscribers), [Narod i Gosudarstvo](#) (“People and the State”, 50,400 subscribers) and [Pensioners' Party of Uzbekistan](#) (49,100 subscribers). They will also be submitted to the Ministry of Justice for validation before a planned broadcast on some national TV channels in November or December 2021.

### **3.1.2. Strengthen media industry associations for improved representation and self-regulation**

Under this activity, MediaCAMP works to build the capacity of local organizations that have the potential to serve as the voice of the media sector in Kazakhstan and Tajikistan. Media associations in both countries currently advocate on behalf of the media sector but have limited capacity to make substantial impact. MediaCAMP supports partner organizations to improve their capacity through tailored activities based on an initial Organizational Capacity Assessment (OCA) and through a learning-by-doing approach providing the partners with the opportunity to conduct specific activities, thereby gaining the necessary experience and establishing or expanding the pool of their partners, including from government institutions.

#### **Kazakhstan**

##### ***Year 2 subgrant***

MediaCAMP partner, Almaty-based CSO Court Reporters League (CRL), received a grant under this component at the end of Year 2, with the goal to improve communications between journalists and the press services of state bodies. Due to COVID-19 and the unavailability of the government partner, the Ministry of Information and Social Development, in the lead-up to the January 2021 Parliamentary elections, these activities were postponed and completed in Year 3.

In addition to redesigning its [website](#), CRL conducted 10 webinars for a total of 593 (390W; 203M) participants, including three online trainings for press secretaries of state bodies from various regions on “The work of press services during crises” and seven joint webinars for press services of state bodies and journalists from Almaty, Nur-Sultan, Uralsk, Shymkent, Petropavlovsk, Karaganda, and Ust-Kamenogorsk. The joint webinars focused on crisis communications, issues of access to information between journalists and state bodies, and developing relationships between government representatives and the press. CRL also visited seven of the 16 regions of Kazakhstan and held meetings with press secretaries of state bodies, representatives of Maslikhats (local parliaments), journalists, and press secretaries of courts in those regions. This enabled CRL to establish relations with journalists in the regions and with government agencies, bridging the gap and improving mutual understanding between local governments and the media as well as transparency and accountability of the public bodies.

Based on the information collected during the trips, it became clear that the most difficult region is the West Kazakhstan region. The majority of journalists there appear intimidated to fight for their rights and defend their point of view, preferring to remain silent despite the fact that the law is on their side. The opposite situation is present in Petropavlovsk where press services often contact journalists. CRL experts concluded that the local state bodies’ attitude toward media could be changed if there were more spotlight on the local authorities’ activities from nationwide

media outlets, which do not depend on them (e.g. through a local government state information order) and can provide unbiased reporting on their activities. The major obstacle to this is the need for such nationwide media outlets to have their own correspondents in each region with competitive salaries – a factor beyond the ability of MediaCAMP to directly address. On the basis of these observations, CRL prepared recommendations for the Ministry of Information and Social Development. As representatives of the Ministry had attended some of the CRL events, the partner was able to attract attention to these issues, and as a result the Ministry created a [draft regulation](#) of support to journalists in the case of violations of their professional rights, which is set to be discussed in the next quarter.

CRL’s project served as a good first step to identify the issues of building communications between journalists of local and national media outlets with the press services of local and central executive bodies, including a lack of understanding of how to be a good press secretary and what such a person’s functions and tasks should be. In the long run, these activities will contribute to better governance, implementation of human rights and freedoms, decreasing the level of corruption and resistance to mass media as a crucial institution in the modern state and



*Petropavlovsk journalist Nikolai Nikolaenko (Petropavlovsk-Today) demonstrating the “Press” vest and armband provided by CRL. Photo by Court Reporters’ League.*

society. During the trips to the regions, CRL experts acted as mediators between journalists and press services of local executive bodies. CRL met with both parties, identified communication problems and facilitated the sharing of mutual claims and identification of ways of how to communicate more effectively between each other.

### ***Joint MediaCAMP-OSCE campaign to distribute “Press” vests to the media***

In early 2021, CRL together with Internews and OSCE distributed “Press” vests and bandages to journalists in the regions of Kazakhstan. This joint effort followed the harassment and obstruction of journalistic activities that journalists in Kazakhstan were subjected to by the police and unidentified persons during and after the presidential elections of June 9, 2019. After these incidents, journalists have been obliged to wear distinctive signs such as vests with the words “Press” by a provision introduced into the law “On Peaceful Assemblies” in May 2020.

## **Tajikistan**

### ***Year 2 subgrant***

The Year 2 partner under this activity, the Media Council of Tajikistan, completed its activities in Year 3 (May 2021). The Media Council’s main focus was on the improvement of self-regulation mechanisms among its members and changes to the 2009 Ethical Code of Journalistic Activities. The amendments to the Code, developed based on working group meetings with national experts and an external expert from Lithuania as well as discussions with journalists in Dushanbe and the regions, defined more clear ethical rules and media quality standards which

will help to increase the public's trust in the media. The partner promoted the revised Code through an [information campaign](#) that highlighted the importance of ethical norms in the media, and on May 3, the Media Council's members unanimously adopted the revised [Ethical Code of Journalistic Activities](#).

It should be noted that the Media Council has 50 members. According to the Ministry of Culture of Tajikistan there are 93 radio and television companies, 10 news agencies, and 395 newspapers officially registered in Tajikistan; however, as experts note, the number of media outlets that regularly publish materials are relatively few. The 50 members of the Media Council are the most active representatives of media in Tajikistan, so their unanimous adoption of the revised code is a significant achievement for the country's media in general. The Media Council independently continues to monitor violations of the Ethical Code and communicates such violations to media outlets and independent journalists.

### *Year 3 Subgrant*

On April 1, 2021, the MediaCAMP Grants Selection Committee identified the [Coalition of Women Journalists](#) as the Year 3 partner under this activity. At that time, the Coalition included more than 30 professional female journalists from all the regions of Tajikistan; it now has more than 50 (see below) and has expanded to civic activists and others interested in promoting and protecting the rights and interests of female journalists. This project, which will be implemented from June through December 2021, will strengthen the institutional role of the Coalition as a unique professional association through registering as a non-governmental organization to increase its transparency; providing legal assistance to women's media; educating women and girls in the media sphere; strengthening professional relations with the public; and motivating and encouraging women and girls to seek a professional media career.

In June 2021, the partner's lawyer contracted under the project prepared all the necessary documents and the Coalition went through the process of registration at the Ministry of Justice to obtain an official legal status and be more transparent. The organization is currently waiting for approval from the Ministry of Justice.

From July-September 2021, the Coalition held three hybrid format trainings in Dushanbe, Bokhtar, and Khujand to teach journalists and university journalism students how to use new media tools, the basics of media law, and approaches to a female audience. The Coalition specialists noted that the activity of women in the media sector in Khujand is considerably higher than in other regions, and that the majority of independent TV stations are centered in this region. In Bokhtar, the number of media outlets and female involvement is significantly lower. Lack of access to information, poor internet quality, lack of funding in state and independent media outlets, and lack of up-to-date knowledge and skills are among the issues that journalists in both cities face. Based on these observations, the Coalition plans to conduct another training in Khujand to meet the high level of interest from female journalists there; in the long term, they plan to conduct more motivational activities for girls in the south of Tajikistan.

Details of the three trainings are provided below:



- July 10-11, 2021: a training on “Women in modern media” in Khujand for 22 (16W; 6M) journalists and journalism students led by Jamshed Marupov, journalist and media trainer, and Shoira Davlatova, lawyer and head of the CSO Independent Center for Human Rights Protection.
- August 20-21, 2021: a training on “Women in modern media” in Bokhtar for 16 (14W; 2M) journalists and journalism students led by Orzu Bedimogov, journalist with the BBC Radio for Tajikistan, and Shoira Davlatova, lawyer and head of the CSO Independent Center for Human Rights Protection.
- September 25-26, 2021: a [training](#) on “SMM in media” in Dushanbe for 14 (11W; 3M) journalists and journalism students led by Nurangez Rustamzoda, MediaCAMP’s SMM Specialist, and Shoira Davlatova, lawyer and head of the CSO Independent Center for Human Rights Protection.



*Training in Dushanbe. Trainer Nurangez Rustamzoda (left) and a participant (right).  
Source: Coalition of Women Journalists*

These educational events also helped to introduce the Coalition to a broader journalistic community, and as a result 21 journalists and civic activists from Khujand and Bokhtar joined the Coalition, providing an opportunity for closer cooperation of female journalists from different regions of the country. Moreover, the Coalition concluded a Memorandum of Cooperation with the [Russian Women's League of Journalists and Bloggers](#) to boost the capacity of the organization through exchange of information and resources.

On August 28, the Coalition together with the [Fifty-five Group](#), an investment management company, conducted a press-breakfast for 20 journalists where they discussed the activities of the company and possibilities of cooperation with the media. Strengthening cooperation with the commercial sector is a possible method of improving the financial sustainability of the Coalition members.

### 3.1.3. Build the capacity of relevant government agencies and legislatures

#### **Kazakhstan**

The purpose of this component is to increase transparency and accountability of state and elected bodies, as well as the judiciary, and improve their communications and access to information for journalists, bloggers, and CSOs. In this regard, MediaCAMP partner the Legal Media Center made significant progress towards greater transparency of courts in Kazakhstan through assisting the Supreme Court of Kazakhstan to develop a Draft Resolution on the Publicity of Court Trials, expected to be adopted within the next few months. Meanwhile, MediaCAMP partner KazPressClub raised the professional competencies of press service officers of government agencies, state public relations departments, and quasi-governmental entities in the field of communication with journalists and the wider public; and the Legal Policy Research Center



assisted the Supreme Court with the development of a Communication Strategy in line with the Supreme Court's priority to improve its communications and gain the trust of the general public.

### ***Year 2 subgrant***

In the second quarter of Year 3, the Nur-Sultan-based Legal Media Center (LMC) completed its Year 2 project which was aimed at building cooperative relations between courts of Kazakhstan and the media. Over the course of their grant, LMC established strong ties with the Supreme Court of Kazakhstan and the courts became more open and willing to fulfill their duties towards journalists. This is an effect that must be constantly actively maintained; under bureaucratic pressure, courts can quickly become closed to the press and work must start over.

LMC with the involvement of national experts developed an important [Draft Resolution](#) of the Supreme Court of Kazakhstan on the Publicity of Court Trials, and conducted a [presentation](#) of the Draft Regulation with the participation of judges of the Supreme Court of Kazakhstan. The Draft Resolution contains provisions which are aimed at introducing new mechanisms of transparency of court trials based on international standards to ensure the publicity of court hearings, regulate technical issues such as a person's image rights, access to court hearings online, and access to court information. As of the end of Year 3, the draft resolution has been finalized and was under discussion between the Supreme Court and a group of lawyers, which includes LMC lawyer Gulmira Birzhanova and MediaCAMP Regional Legal Advisor Olga Didenko. Upon completion of the discussion, the draft resolution is expected to be included for review in the Supreme Court's legislative work plan.

### ***Year 3 subgrants***

Two MediaCAMP partners, CSO KazPressClub and CSO Legal Policy Research Center (LPRC), worked with executive bodies and the judiciary under this component in Kazakhstan in Year 3. In the final quarter of Year 3 MediaCAMP also identified two partners to improve communications between elected bodies and journalists in Kazakhstan.

#### ***1. CSO KazPressClub: Improving Public Communication Skills of Executive Bodies***

KazPressClub worked with press officers of executive bodies (government agencies and state public relations departments) and quasi-governmental entities at the national, regional, and local levels to develop and strengthen their professional competencies in the public communication field through organizing and conducting an [online summer school](#) on effective communication in the digital world.

The school, which took place from July 13 to September 17, 2021, consisted of a series of eight trainings as well as expert consultations. To cater to the needs of the participants, the training sessions were conducted twice a week from 4 to 6 pm. The school helped to increase the professional level of press-service employees' communications with the media and ability to react to crisis situations, and also became a platform where press service employees could exchange experience and look for common solutions to professional problems, which will ultimately improve governance. The school was broken up into eight modules of two or three 3-hour webinars each (a total of 23 webinars), covering topics as follows:

1. The status of press services and other units responsible for interacting with the media and providing access to information.
2. Effective work with the media. Key trends in the media market.
3. Storytelling.
4. Fake news and how to deal with it.
5. Anti-crisis communications. Dealing with crises.
6. Copyright.
7. Social media and digital communications.
8. Content strategies in the communications of government agencies.

The school was attended by 55 participants (8M, 47W) from all regions of Kazakhstan, including Nur-Sultan, Almaty, Karaganda, Shymkent, Aktobe, Aktau, Pavlodar, Kostanay, and other regions, competitively selected from over 100 applicants. The participants represented press services of 37 state agencies and 18 quasi-governmental entities. Each session consisted of theoretical and practical cases, exchange of experience between participants, and examples from international practice. In addition, the trainers adjusted the training program and case studies based on requests from the participants. For example, the organizers received an urgent request to include in the program modules for analyzing government agencies' information campaign on COVID-19 vaccination and to provide effective tools for dealing with the infodemic.

This request indicated that there is still no unified communication strategy in the work of government press services toward dealing with the issue of low vaccination levels and its consequences. In addition, the stream of fake information originating online had a significant negative impact on the formation of public opinion toward vaccination. The solution to the problem should be systematic work, primarily of state press services with fake information, work with the target audiences, including doctors and the wider public, as well as development of a unified communication strategy. As a follow-up to the school, KazPressClub is currently developing "Recommendations for improving the work of press services," which it intends to include in its general recommendation for consideration of the Ministry of Information and Social Development of Kazakhstan.

The school received overall positive feedback from the participants, several of whom requested that the school be continued. The participants also noted that the school was not only a place for acquiring new knowledge and professional skills, but also acted as a platform where colleagues could exchange their experience and opinions on relevant professional issues, and look for common solutions.

*“A very useful and effective event with the fullest possible coverage of professional issues. The organizers have provided everything necessary to ensure the result: a well-developed program, high-quality trainers, and convenient training format. The sessions with Asel Karaulova and Oleg Ilyin were especially productive – anti-crisis communications are the most pressing issue for the press services of all organizations today. The experience of Ruslan Zhemkov was useful, as well as the presentation of the work of the Ministry of Information and Social Development. I believe that such schools should work on an ongoing basis, since the communication environment is constantly changing, developing, and the exchange of experience and new knowledge allow us to quickly respond to these changes. Thanks to the organizers for the idea and opportunities, I wish the project further development!”*

***Elena Klivets, press secretary of the Office of the President’s Affairs of the Republic of Kazakhstan***

## ***2. CSO Legal Policy Research Center: Building effective communications between the media and the judiciary***

In agreement with the Press Service of the Supreme Court of Kazakhstan, LPRC established an expert group to develop a Communication Strategy for the Supreme Court to improve its communications and gain the trust of the general public. The group consisted of two local experts and one international expert: Nurken Khalykbergen, founder and CEO of Khalykbergen Strategic Communication Agency (KSC), expert in public relations (PR) and crisis communications, Kazakhstan; Nurzhaynat Akhmetova, specialist in management and organization of PR projects, coordination of events, and interaction with the media, Kazakhstan; and Arturas Jonkus, Managing Director at Agency 1323, communications expert, Lithuania.

The experts held four Zoom meetings during which they developed the methodology for evaluation of the current communication procedures of the Supreme Court and development of a communication strategy. Two sessions were organized jointly with the Press Service of the Supreme Court. These sessions were attended by Aidos Sadvokasov, Head of the Press Service of the Supreme Court; Yeldos Zhumaksanov, Judge-coordinator; Elena Maksyuta, Judge-coordinator; Akbope Utekina, employee of the Press Service of the Supreme Court, and Gulmira Mukhanbetzhanova, Deputy Head of the Press Service of the Supreme Court. The experts identified key problems in the current communication procedures of the Supreme Court and proposed relevant tasks for the new Communication Strategy.

In the course of work, it became clear that setting and monitoring key performance indicators (KPIs) for the Communication Strategy required monitoring of media and the Kazakh segment of Facebook for key words related to justice in the Republic of Kazakhstan. To adapt to this need, LPRC applied to Internews for allocation of additional funds to conduct the monitoring, which MediaCAMP granted. Alem Research LLP, Almaty, conducted media monitoring from January to May 2021, and the report was delivered in August 2021. In order to obtain a more detailed picture of the opinions of and difficulties faced by professional groups who are involved in the judicial system, in July-September 2021 LPRC conducted two focus groups, one with five lawyers specializing in various legal fields, and another with five judicial system experts; LPRC plans to conduct one additional focus group with journalists in the next quarter. Based on the results of the media monitoring and the focus group discussions, LPRC will develop a draft Communication Strategy and discuss it with the Supreme Court.

It should be noted that the Supreme Court has required that the development of the Communication Strategy document remain confidential, since it contains information that is sensitive to stakeholders. In addition, the Supreme Court has asked not to advertise the media monitoring and not to inform stakeholders about the preparation of a new Communication Strategy document. For this reason, the focus groups were not large.

The project has been extended until November 30, 2021.

### ***3. CSO Parliamentarism Development Foundation and CSO Court Reporters League***

In July-September 2021, MediaCAMP selected *CSO Parliamentarism Development Foundation* to work with deputies and representatives of the national Parliament to improve their communications, transparency, and accountability; and *CSO Court Reporters League* to work with journalists and media to improve their skills and knowledge of how to work with local elected bodies (maslikhats), as well as representatives of local elected bodies themselves to improve their transparency and accountability. Both partners will work in Year 4 through December 2021.

#### **Tajikistan**

##### ***Year 3 subgrant***

Following the grant [competition](#) announced under this component in April 2021, MediaCAMP selected CSO Union of Tajik Journalists, an organization with extensive experience in working with government agencies and conducting educational events. With their MediaCAMP subgrant, the Union of Tajik Journalists aims to boost the capacity of press services and improve communications between journalists and the press services of central governmental bodies through conducting 12 three-day capacity building trainings, which will focus on: how press services should act in crisis situations; how to establish anti-crisis communication; and how to maintain confident cooperation with the media.

Due to the effects of the COVID-19 pandemic and inability of representatives of government agencies to participate in the trainings in connection with the preparation for the celebration of the 30th anniversary of the Independence of the Republic of Tajikistan in September 2021, the launch of the trainings was postponed to October 2021.

#### **3.1.4. Nurturing partnerships and resource sharing**

#### **Kazakhstan**

Self-regulation and standards concern all media outlets and require them to cooperate with each other, encouraging partnership building among media outlets. This also encourages resource sharing since media outlets can benefit from the standards and policies developed by these associations. Self-regulation for media is also focused on the fundamental principles of ethics, which build audience trust and promote media independence as well as decrease legal interference from the government.

## *Year 2 subgrants*

The two Year 2 projects under this component were extended and completed in the first quarter of Year 3. Both showed good results: high engagement of participants from media and universities, as well as broad support from the media community, media CSOs, and universities with journalism faculties for the idea of self-regulation. The Basic Principles of Media in Kazakhstan, developed as part of a Year 2 subgrant, continues to be developed, promoted, and used as a standard for journalists and the media in Kazakhstan.

### **CSO “Kazakhstan Media Alliance” (KMA)**

*July – December 2020*

KMA is a professional association of media and journalists in Kazakhstan. As part of their project, KMA developed the [Basic principles of media in Kazakhstan](#), the acceptance and observance of which will increase the credibility of the media among content consumers, protect media freedom, and raise the level of professional ethics among journalists in Kazakhstan. Further, it has developed a basis for the creation of a public self-regulation committee through the development of media quality standards, including a journalist code of conduct; editorial policy standards; and standards of interaction between editorial staff and media owners. This committee, the Public Committee for Media Self-Regulation in Kazakhstan, has now been established by KazMediaNetwork as part of a Year 3 MediaCAMP subgrant project (see below).

The Basic principles of media in Kazakhstan, developed by the project’s working group with input from the professional community, have been well received by the media community, and 16 prominent media as well as freelance journalists in Kazakhstan signed them by the end of the project in December 2020, including TV channel “Atameken Business Channel,” infoburo.kz, lada.kz, inaktau.kz, Zhetysu TV channel, tilshi.kz, and others. (By the end of September 2021, 476 journalists had signed on; see details on KazMediaNetwork’s project below.) Given that the authorities of Kazakhstan are prone to exerting pressure on media outlets directly for publication of critical materials, adherence to the Basic principles will reduce the risk of such pressure by ensuring unimpeachable conduct.

Other results of the project include:

- Establishment of collaboration between journalists and media from different regions of the country with seven leading universities with journalism or communication faculties or specialties;
- University professors of the Al-Farabi Kazakh National University created a syllabus for teaching the subject of “Basic principles of the media in Kazakhstan” at the Department of Journalism of KazNU, which is currently used by the author of the syllabus, journalism professor Larisa Noda, in her lectures.

In Year 3 the promotion of the [Basic principles of media in Kazakhstan](#) was continued by the CSO KazMediaNetwork (see *Year 3 subgrants* below).



## ***CSO Foundation for Innovative Education “Qalam”***

*July – November 2020*

Qalam Foundation is a network initiative project currently uniting 20 online, print, and television outlets of Kazakhstan with a monthly audience of over 14 million people. The purpose of the platform is to combine the advertising resources of its members and jointly promote them and earn money in the advertising market; they aim to become a platform for the development and implementation of standards and rules of placement of advertising materials in the media, development of self-regulation mechanisms, etc. With MediaCAMP support, Qalam Foundation developed standards for marking advertising materials.

The key result of this project is the development of a nine-point *Memorandum on Voluntary Paid Content Labeling Standards* which will be proposed to the wider media community for voluntary signing and observance. As the first step in self-regulation of the media space of Kazakhstan in the field of advertising and placement of paid content, Qalam proposed to introduce mandatory labeling of any paid material in the media placed by the government in the framework of the state information order as well as by private advertisers. Though the professional community generally agreed with this proposal, no further steps have been taken in this direction. Qalam has also designed two suggested labels to mark the two types of paid content (see images to the right), including:

- Suggested labeling of public/quasi-public sector material in media; and
- Suggested labeling of partner/affiliate material in media.



On November 11, 2020, Qalam held a final online conference presenting the results of its research and the Memorandum with the participation of 11 (9W; 2M) representatives of the quasi-public sector, journalists, media leaders, and media CSOs. The participants noted that the market is getting closer to understanding that it is important not only to attract advertising, but also to create content that the consumer trusts, and that separating editorial content from paid content is key to ensuring public trust. All market participants, including those from the quasi-public sector, agreed that materials paid for under the state information order must be marked: this will allow the tracking of effectiveness and quality of content paid for by taxpayers in addition to increasing the credibility of the media.



### ***Year 3 subgrant***

In Year 3, MediaCAMP selected CSO [KazMediaNetwork](#) as the subgrant partner under this component. KazMediaNetwork is a new CSO established by the CSO Kazakhstan Media Alliance (KMA) as a way to build on their work under this activity (see above). Internews considers the creation of this new media CSO a success story, since an active group including journalists, media trainers, and lawyers, has united to show the media community the importance

of adhering to ethical professional principles. So far, all attempts to introduce a code of ethics for journalists and media in Kazakhstan have been unsuccessful, partially due to state influence in the process and, consequently, resistance from the media community. The new CSO is not affiliated with any government agencies, and already in a short time has established a dialogue with journalists and media in all regions of Kazakhstan.

KazMediaNetwork has worked towards the following three goals over the course of Year 3, and their subgrant will continue through the end of October 2021:

- 1) *Promoting the [Basic Principles of Media in Kazakhstan](#) (developed under MediaCAMP in Year 2, see above) among the media community to ensure as many as possible media outlets and journalists sign on*

KazMediaNetwork conducted 23 trainings and meetings in 10 regions of Kazakhstan attended by 140 journalists, 15 media trainers, and 43 students, promoting the basic principles and media ethics in general. The partner also published 141 materials on social media platforms (Instagram, Telegram, Facebook) on their activities as part of the awareness raising campaign, and conducted an online quiz on the Basic principles of media in Kazakhstan for students of four universities. At the beginning of KazMediaNetwork's project in March 2021, 30 journalists had signed the Basic Principles; by the end of Year 3, a total of 476 journalists have signed on. The journalists who have signed agree to abide by the principles and actively discuss ethical issues within the professional media community.

To further promote media ethics and the professional mission of journalists, in cooperation with Internews, the partner organized an [interview](#) with Dmitry Muratov, editor-in-chief of the Russian "Novaya Gazeta" newspaper and online media, on the topic of ethics and self-regulation in the media. Mr. Muratov was subsequently announced as one of [two](#) Nobel Peace Prize 2021 winners along with Filipino journalist Maria Ressa.

- 2) *Establishment of the Public Committee for Media Self-Regulation in Kazakhstan as a mechanism for implementing these principles*

On July 23, 2021, KazMediaNetwork established [the Public Committee for Media Self-Regulation in Kazakhstan](#) – the first entity bringing together journalists, media outlets, CSOs, and media experts for the purpose of self-regulation in Kazakhstan throughout its 30 years of independence. The Committee consists of nine members and is designed to function as an ombudsman on any issues arising in the field of media ethics to ensure that such issues are settled amicably between media and any party with claims against them to avoid, if possible, lawsuits. From July-September 2021, the committee held two meetings, hosted by KazMediaNetwork, and developed a [form](#) for submitting ethics complaints or suggestions for the Committee's consideration as well as policies to ensure that applicants submitting complaints to the Committee recognize the Committee's authority and commit to respecting their decision.

In an effort to establish itself in Kazakhstan's media community, the Committee has been working to develop connections with local and international partners through attending events and networking. These ties are also useful as part of the Committee's capacity building as it taps into experience of similar organizations. Networking efforts in July-September 2021 included:

meeting with a representative of the Center for Media Development, a Kyrgyz media self-regulation body; participation in MediaLab2021 in Tashkent; meetings with leading media CSOs of Kazakhstan, including the Legal Media Center, MediaNet, Kazakhstan Press Club, and Adil Soz; participating in an online international conference hosted by the Moscow State Pedagogical University (at the invitation of the MediaCAMP-supported Media Literacy House in Karagranda); and more. A KazMediaNetwork representative also participated as a speaker during the [MediaCamp Fest 2021](#) together with members of the Committee.

- 3) *Development of cooperation between the media community and academia, particularly the Al-Farabi Kazakh National University (KazNU) in Almaty.*

The partner developed a syllabus on the basic principles of media ethics for journalism departments of Kazakhstani universities. Larisa Noda, Professor of the Department of Journalism of Al-Farabi Kazakh National University (KazNU) in Almaty, developed the syllabus, and Aisulu Shaikenova, media trainer and Head of the Department of Journalism of the Kozybayev North Kazakhstan State University, developed the questionnaires for testing students.

## **Tajikistan**

MediaCAMP's Year 3 partner under this component in Tajikistan, the [Advertising Association of Tajikistan \(AAT\)](#), began work in July 2021 with the aim to develop financial sustainability of media outlets through nurturing partnerships and resource-sharing with local media associations and initiative groups. According to an analysis carried out independently by the Association, there are a number of factors that affect the decrease in advertising revenues in media, among which are: decreased demand for advertising due to the economic crisis brought about by the pandemic; the local audience tendency to consume foreign-produced content more than locally-produced content; an imperfect system of selling advertisements in traditional media (lack of expertise in broadcast media measurement, pricing, and active sales, etc.); and issues with advertising legislation. The Association is addressing the last two issues through two lines of work:

- 1) *Establishment of an Industrial Committee (IC) to promote amendments to the current legislation on advertising and implementation of anti-dumping procedures to protect competition in the advertising and media market.*

Negotiations are underway among the AAT, media outlets, advertising agencies, research companies, public associations, and government agencies to create an association of media and advertising companies – the Industrial Committee – with the aim of developing the advertising and media market. AAT is currently drafting a roadmap to serve as a single action plan for all players in the advertising market to develop the advertising industry, and a major part of that roadmap will be the creation of the IC. The AAT plans for the IC to be created by the end of their MediaCAMP subgrant in January 2022.

Meanwhile, on September 30, 2021, the AAT hold a meeting with representatives of the Ministry of Justice and proposed amendments to the advertising legislation, namely amendments limiting the number of ads per hour of TV airtime. At the moment, the law on advertising does not limit the number of advertising messages in one block; while on average advertising blocks last 10-12 minutes, on some TV channels they can be 25-30 minutes. This duration reduces

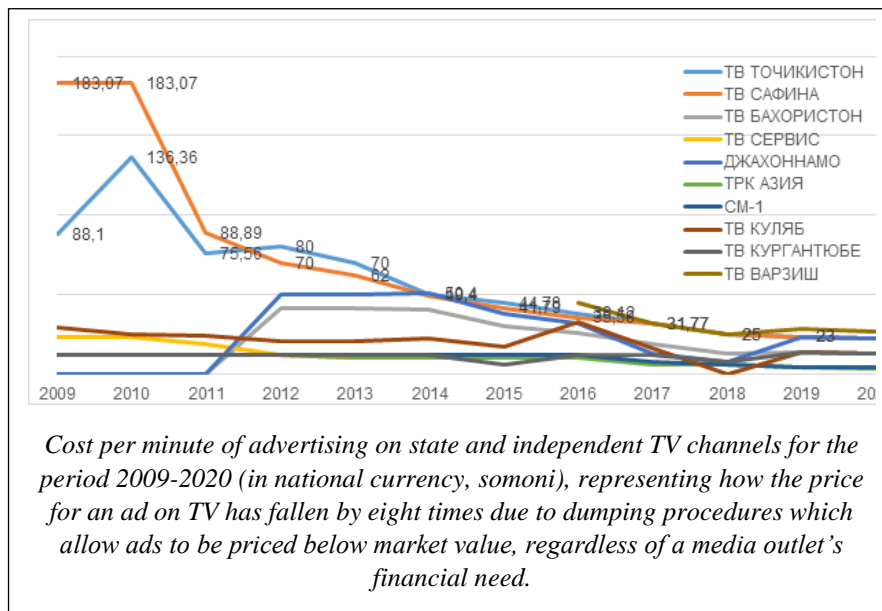
audience interest and ends up doing more harm than good, both for the media and the advertisers. The government representatives developed an understanding of the issue thanks to this meeting and demonstrated a willingness to support this initiative. The AAT will continue to actively communicate with representatives of relevant government agencies on this topic.

- 2) *Conducting informational, educational events to teach media managers the skills of effective work with advertisers and raise awareness of all players in the advertising and media market about advertising legislation and methods of protecting competition.*

In July-September 2021, the AAT held two roundtables with representatives of independent TV and radio stations, and one roundtable with representatives of the government agencies responsible for regulating the advertising and media industries. Details are below:

- August 13, 2021, Dushanbe, *“Is there a future for local content producers?”* This roundtable exposed to the participants the problems of the advertising market and their impact on media outlets. Among the speakers were seven (1W; 6M) representatives of leading TV and radio broadcasting companies: Asia Plus Radio, Vatan Radio, Imruz News Radio, Auto Radio, TV Kurgan-Tyube, TV Mavji Ozod, and TV Regar. Other speakers included: Sherali Jurabaev, media consultant, and Jamshed Ismatilloev, head of the research department of the marketing research company KTM. The main topics discussed at the roundtable were: the importance of controlling the quality of produced content by means of quantitative indicators (media statistics), how local content producers lose audience as a result of poor-quality content, and the trend of falling prices for advertising airtime on TV and the resulting problems.

- August 21, 2021, Dushanbe, *“Improving the efficiency and development priorities of local media from the point of view of economic, cultural, and information security.”* This roundtable brought to the attention of government officials the



challenges media outlets face due to issues with advertising legislation. The event brought together 11 (1W;10M) representatives of government agencies, such as: the Center for Development and Support of Entrepreneurs, the State Committee on Investments and State Property Management, the Committee on Television and Radio Broadcasting, the Antimonopoly Service, the Ministry of Justice, the Ministry of Economic Development, and others. Roundtable speakers included: Sherali Jurabaev, media consultant, Jamshed Ismatilloev, head of the Research Department of the

marketing research company KTM, and Mirali Kodirov, expert of the Center for Support and Development of Entrepreneurship in Tajikistan. The main topics discussed at the roundtable were: the role of the media and its impact on culture, economy, and information security of the country, the state of the advertising industry in Tajikistan, the necessary assistance to local media and small and medium-sized businesses from the government. As a result of the roundtable the participants agreed: 1) that it is necessary to revise the pricing mechanism for local TV channels to eradicate dumping and increase the cost of TV advertising; 2) to analyze advertising legislation and bring it in line with the current market situation; 3) develop a roadmap for the development of the advertising industry.

- September 17, 2021, Khujand, “*Is there a future for local content producers?*” This roundtable exposed the problems of the advertising market and their impact on media outlets (the same topic as in Dushanbe on August 13). Among the participants were 10 (5W; 5M) representatives of TV and radio broadcasting companies in Sughd Region, such as: TV and Radio Company (TRC) Haft Sitora, TRC Asia, TRC Tanin, TRC SM-1, TV Sughd, TV Diyor, TV Salom, and TV Safina (state TV station). Roundtable speakers: Sherali Jurabaev, media consultant, and Jamshed Ismatilloev, head of the research department of the marketing research company KTM. The main topics discussed at the roundtable were: the importance of controlling the quality of produced content by means of quantitative indicators (media statistics), how local content producers lose audience as a result of poor-quality content, and the trend of falling prices for advertising airtime on TV and the resulting problems.



*Media Trainer and Representative of the AAT Sherali Jurabaev. Source: Advertising Association of Tajikistan*

### ***3.2. Support independent broadcasters to advocate for and ensure their equities in the digital switchover process***

No work was planned under this activity in Year 3. Internews continued to monitor news and changes in the digital switchover process but there were no notable updates or opportunities.

### ***3.3 Access to public information is increased for all media and journalists***

In Year 3, MediaCAMP continued to uphold interest in, and building skills of, investigative journalism in Kazakhstan and Tajikistan, which has been stunted in part due to a lack of easy availability of public information. Through the School of Investigative Journalism in Kazakhstan and the Data Journalism School in Tajikistan, MediaCAMP helped journalists to gain experience using open data to develop stories which will help promote government transparency and accountability through exposure of potential mismanagement of public funds (e.g. unreasonable spending of public money through state procurement) or potential corruption (e.g. ownership by



government officials or members of their families of assets exceeding the officials' official income). In addition, MediaCAMP took the first steps toward introducing the field of investigative journalism in journalism faculties of universities of Kazakhstan. MediaCAMP's major contribution to access to public information in Year 3 is the completion of the development of an open data web portal to monitor, collect, and help analyze open data in Kazakhstan. This platform provides more accessible information which journalists can use to conduct investigations and/or prepare in-depth, evidence-based content on issues of public concern.

## **Kazakhstan**

### ***School of Journalistic Investigations***

Originally envisioned as a regional event, this training was narrowed to Kazakhstan due to the COVID-19 pandemic. MediaCAMP held the School of Investigative Journalism for Kazakhstani journalists from June 26 to July 1, 2021. The project selected 21 journalists (11W, 10M) from 13 regions of Kazakhstan to attend.

The school was led by Oleg Khomenok, Senior Media Advisor of Internews in Ukraine. Other trainers included: Ukrainian investigative journalist Mariya Zemlyanskaya of Bihus.info; Ukrainian media trainer Maksim Opanasenko; Vladimir Thorik, editor of [RISE Moldova](#) and a member of the Organized Crime and Corruption Reporting Project ([OCCRP](#)); and Gulmira Birzhanova, CSO Legal Media Center (Nur-Sultan).



School participants learned about media legislation in Kazakhstan, stages of preparation of journalistic investigations, systematization of information, working with sources and their protection, public data resources, fact-checking, and storytelling. Following the school, three participants conducted and published nine journalistic investigations with mentorship from the trainers. These reports looked into issues with the renovation of an apartment house in Aktobe, fires at landfills, construction of an ammunition storage base, how income from toll roads is distributed, and financial violations in the work of a quasi-state company, as detailed below.

- Vladislav Kozhukhar, journalist of the newspaper and [online media](#) “Caravan” (Almaty) and media outlet “[Evrika](#)” (Aktobe), produced six investigative journalism materials:
  - About violations during the renovation of an apartment house in Aktobe ([1](#), [2](#)).
  - About fires at landfills and those behind them ([1](#), [2](#)).
  - On the construction of an ammunition storage base near the town of Emba in Aktobe region and the public concern associated with it in view of the two recent explosions of ammunition storages in Kazakhstan in the last three years ([1](#), [2](#)).



*“After the school, **fact-checking has become a habit for me and my colleagues.** Previously, we only used fact-checking when preparing serious materials which could potentially trigger a lawsuit against us. However, now we are even fact-checking police press releases and found a lot of curious things, e.g. that the police can initially press softer or harder charges against the accused. One of the most recent examples was when the streets were packed with advertisements from Telegram drug channels but the detainees were only accused of vandalism. Or an opposite example, when two hooligans who stole a jacket and a mobile phone from a person were accused of armed robbery because one of them had scissors in his pocket. This is a topic for separate investigations.”*

*- Vladislav Kozhukhar, graduate of the School of Journalistic Investigations 2021*

- Vladimir Privalov, journalist of the “Yuzhny Kazakhstan” (“Southern Kazakhstan”) newspaper and online media, in cooperation with the freelance journalist Kirill Pavlov produced two investigative journalism materials.
  - The first [material](#) is about where the profit from Kazakhstani toll roads goes. The person named in the material sent a pre-trial claim to the authors alleging violation of trade secrets and demanding to publish a refutation. In response, media lawyer of the MediaCAMP legal partner CSO Legal Media Center, Gulmira Birzhanova, assisted the authors by drafting a response arguing that “KazAvtoZhol” is a 100% state-owned company and thus information about its contracts cannot be considered a commercial secret.
  - The second [material](#) is about alleged financial wrongdoing by the management of the state company “Social Entrepreneurship Company (SPK) “Shymkent.” SPKs are founded by city or Oblast administrations with the mission to promote development of social entrepreneurship and stabilize consumer product prices during seasonal price surges. The material argues that the management has been engaged in everything but their stated mission and in a questionable way.

*“I would like to thank the organizers of the event who make us become more literate. After the ‘School of Investigative Journalism’ which I attended this year, **together with my colleagues I was able to produce a joint material** about a questionable scheme used by the state road construction company ‘KazAvtoZhol’ while constructing toll roads.”*

*- Kirill Pavlov, graduate of the School of Investigative Journalism 2021*

- Bakhyt Amirgalieva, journalist of the investigative journalism department of the nationwide state TV channel “Khabar,” produced an investigative [report](#) on the effectiveness of the operation of the “Kazakh Tourism” state company, which in 2020 spent a budget of 1.5 billion KZT (over USD 3.5 million) on producing and placing advertising videos in foreign media to attract foreign tourists. The journalist examines the rationale of spending funds on advertising abroad against the more pressing need of building roads and tourism infrastructure in Kazakhstan.

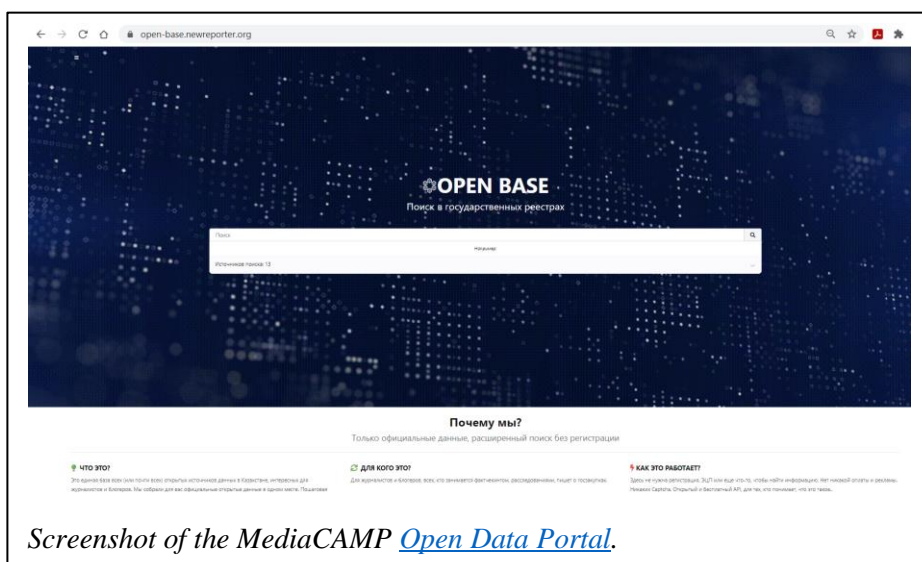
*“When I heard about the School of Journalistic Investigations, I was eager to participate and the reality surpassed all my expectations. An enormous amount of information was presented by mentors in an easy-to-understand way. I especially liked that we immediately proceeded from the theory to practice. The school allowed me to structure my existing knowledge, and I also got access to a large database. I am now in a better position to plan and prepare my investigations. I feel that as a professional I have grown one step taller!”*

*- Bakyt Amirgalieva, journalist of the “Khabar” Agency (state TV channel)*

Other school alumni are currently preparing five more investigative journalism materials under the guidance of mentors to be published in the next reporting periods.

### **Open Data Portal**

In Year 3 MediaCAMP continued to develop, test, and launch the [Open Base](#) open data portal: a user-friendly platform for aggregating and accessing open data from various state bodies in Kazakhstan, which were spread out across multiple internet resources and not necessarily easy to locate and access



directly. The portal – the first of its kind in Central Asia – has already begun to serve as a handy tool for journalists to fact-check official statements, as well as track other information of public interest which could be a good source for investigative journalism materials to hold governments accountable. The portal was originally intended to cover both Kazakhstan and Tajikistan, but its focus has been narrowed to Kazakhstan only due to the lack of machine-readable databases in Tajikistan.

MediaCAMP partner Public Foundation “MediaNet International Center for Journalism” is working (from early June through the end of October 2021) to promote and popularize the Open Data Portal among journalists, as well as to train them on how to use it. MediaNet, which leads the work of the Kazakhstani fact-checking website Factcheck.kz, has extensive experience working with databases and conducting trainings, as well as established channels on social media and messengers.

In July-September, MediaNet carried out a comprehensive analysis of the portal, developed recommendations for improvement and promotion of the portal, and made a number of changes to the portal’s interface in consultation with the portal’s developer, journalist Denis Bigus and his development team from Ukraine. Additionally, the partner started to promote the portal via social media (Instagram [1](#), [2](#), [3](#), [4](#), [5](#), [6](#); Telegram [1](#), [2](#), [3](#); [Facebook](#)) and conducted two

presentations of the Open Data Portal, one in Kazakh and one in Russian, and a number of webinars in Kazakh and Russian for journalists of Kazakhstan, as detailed below.

### *Presentations of the Open Data Portal in Kazakh and Russian*

On July 30 and August 10, MediaNet conducted presentations of the Open Data Portal in [Russian](#) and [Kazakh](#) respectively, attended by 29 (18W; 11M) journalists from across Kazakhstan in Russian, and 38 (20W; 18M) in Kazakh. In addition, MediaNet emailed the links to the two presentations to 216 (122W; 94M) students of journalism faculties of various universities from across Kazakhstan and mostly in-staff and freelance journalists, who had registered interest in the portal.

### *Webinars in Kazakh and Russian*

In September, MediaNet conducted eight webinars and one offline seminar (in Atyrau) in Kazakh, about how to use the Open Data Portal, attended by a total of 269 (205W; 64M) investigative journalists, as well as professors and students of journalism faculties of various universities from across Kazakhstan, including Almaty, Nur-Sultan, Shymkent, Turkestan, Atyrau, Zhezkazgan. Also in September, MediaNet conducted three webinars in Russian on how to use the Open Data Portal attended by a total of 37 (32W; 5M) investigative journalists, as well as professors and students of journalism faculties of universities of Almaty, Nur-Sultan, Karaganda, Kostanay, Shuchinsk, East Kazakhstan Region, and Kyzylorda. MediaNet also used the webinars as a source for information on flaws in use of the portal, which were subsequently addressed.

It is notable that, despite the fact that the Open Data Portal is available only in Russian, the training webinars have been in great demand among Kazakh-speaking journalists.

### **Introduction of Investigative Journalism in journalism faculties of universities**

Under this component MediaCAMP is aiming to introduce the topic of Investigative Journalism in journalism faculties in the country where the topic is not yet available, and to improve the teaching of Investigative Journalism in journalism faculties where the topic is already available. MediaCAMP partner CSO Legal Media Center began their work under this component in June 2021 by conducting an in-person training of trainers (TOT), and started developing an investigative journalism handbook. The details of the TOT are provided below.

From July 31 to August 5, 2021, MediaCAMP partner conducted a face-to-face [training of trainers](#) (TOT) entitled “Interactive Methods of Teaching the “Investigative Journalism” Course” for 17 (16W; 1M) professors from 11 universities with journalistic faculties, from nine cities, including Nur-Sultan, Almaty, Karaganda, Kostanay, Pavlodar, Petropavlovsk, Semey, Turkestan, Ust-Kamenogorsk, in a resort town of Borovoe near Nur-Sultan. The list of the represented universities includes Al-Farabi Kazakh National State University, Almaty; E. Buketov Karaganda State University, Karaganda; Eurasia National University, Nur-Sultan; M. Narikbaev Kazakh Legal Academy, Nur-Sultan; and other. The TOT was conducted by two experienced trainers and five international guest speakers:

- Oleg Khomenok, Senior Media Advisor Internews Ukraine, experienced investigator, media trainer;

- Alexandrina Elagina, media manager, investigative journalist. Alexandrina worked in the magazines “Expert North-West,” “The New Times,” and was in charge of the Russiangate.com project, which was blocked by the Russian authorities after the publication of alleged undeclared real estate of the Russian Federal Security Service Director.
- [Andrew Lehren](#), Lecturer of Investigative Journalism at the City University of New York Graduate School of Journalism;
- [Mark Lee Hunter](#), Lecturer at the European Institute of Business Administration INSEAD, co-author of a [story-based inquiry manual](#) on investigative journalism;
- [Jeff Kelly Lowenstein](#), Professor at Grand Valley State University, Founder and Director of the Center for Collaborative Investigative Journalism (CCIJ);
- [Brant Houston](#), Professor at the University of Illinois at Urbana-Champaign, author of textbooks on data journalism and investigative journalism;
- [Mark Horwitt](#), Director of the State Government Reporting Program, professor at the Missouri School of Journalism at the University of Missouri.

The TOT program was designed based on the expectations and training needs expressed by the training participants in the pre-training survey. MediaCAMP expected that by the end of the training, each participant demonstrated their ability to plan and conduct effective interactive training sessions as part of the “Investigative Journalism” course in their universities. The topics covered included:

- Principles of adult learning, the basics of interactive teaching methods;
- Fundamentals of Investigative Journalism. Fundamentals of Data Journalism;
- Legal basis for the work of an investigative journalist with public information;
- Fundamentals of protection and safety of the journalist and sources;
- The logic and principles of building a course program;
- Interactive teaching methods;
- Styles of exposure and methods of presentation; and
- Modules and Practice. Demonstration of interactive teaching methods.

By the end of the TOT, the participants drafted an updated version of the modules of the “Investigative Journalism” course taught in their universities, and will continue to refine them under the guidance of mentors

## **Tajikistan**

### ***Data Journalism School (April – September 2021)***

As the volume of digital information grows, the ability to understand and work with it becomes a core skill for journalists. But there are very few journalists in Tajikistan who work with big data and there are practically no trainings which help journalists to collect, analyze, and verify data. In response, in April 2021 MediaCAMP with the help of its subpartner, the ICT Centre, launched a six-month Data Journalism School in Russian, in which experts from School of Data Kyrgyzstan Anastasia Valeeva, Altynai Mambetova, and Cholpon Uzakbaeva held sessions on data literacy, storytelling, and data visualization. During the sessions, participants learned where to look for data, how to analyze it, and how to compose informative stories for their audience. The school was divided into three parts:

- in April, first session – *Introduction to Data Journalism*

- in June, second session – *Data Analysis*
- in August, third session – *Data-storytelling*

The school was conducted in a hybrid offline-online format. While 21 journalists (12W; 9M) started the training, due to illnesses, overload at work, or lack of preparedness to work on such complex formats online, only 9 (6W;3M) participants finished the school. Though this represents a significant dropout rate, the strongest participants with the greatest interest in the field remained. Developing the data journalism field in Tajikistan will be a long road: in addition to a dearth of available open data, especially machine-readable data, data materials require more time to prepare, but editorial offices in Tajikistan cannot necessarily compensate journalists at a greater rate for this more intensive work due to financial and time constraints. Even building this first small pool of data journalists who are independently committed to the work – some continue to produce small data materials even after completion of the school – is a big first step for the country.

At the end of the first session, the trainers divided the participants into teams of two to co-produce a data journalism article by the end of the school. The central idea of this task was to give the journalists a chance to practice how to handle the “real” situation of working with limited access to open data in the country.

By the end of June, with assistance from the trainers, the participants published six “bonus” data journalism stories (they were not obligatory) in local media, some of which were highly [discussed](#) on social media.



In September the participants published their final data materials, which seek to provide the audience with better information based on which they can make informed decisions. The trainers helped the participants to carefully select topics, develop hypotheses and text structure. They double-checked the data and helped the participants to analyze it; the trainers consider that the topics were good and the materials include basic necessary analysis needed, but could be further improved if the participants had additional time and funding.

Examples of published materials include:

1. [Calculator: how many years you will have to save for an apartment in Dushanbe](#) (1,252 views)
2. [Citizens of Tajikistan are leading in obtaining Russian citizenship among the Central Asian countries](#) (2,027 views)
3. [When it's 300 km to the hospital. Tuberculosis patients find themselves in an even worse situation during the pandemic](#) (1,110 views)

Thanks to this training, MediaCAMP strengthened the skills and competencies of Tajikistan's journalists in data journalism and prepared a small pool of data journalists who will further develop this field in the country. The work under this training has provided a foundation for a



more comprehensive approach and Internews, together with ACTED, is launching a project on data journalism in Kyrgyzstan and Tajikistan. The most promising graduate of the training, Zarina Ergasheva, was competitively selected for the position of coordinator of this project in Tajikistan.

## **Uzbekistan**

### ***Central Asian School of Journalistic Investigations***

The School of Investigative Journalism was held from June 26 to July 1, 2021. Due to COVID-19, it was decided to hold the event only for participants from Kazakhstan, as an offline event would be much more effective and travel between countries was not a viable option. Journalists from Tajikistan and Uzbekistan who had been initially selected to participate in the School of Investigative Journalism were notified that they would have priority for future investigative journalism projects. For details of the School, please see Kazakhstan section above.

## **Challenges/Lessons Learned**

### **Regional**

- The COVID-19 pandemic continued to cause issues in Year 3: several project teams and participants under Activity 1.1.1 – Grants and technical support for quality content, Activity 1.1.2 – Inclusive Content Lab, Activity 1.2.1 – Media Trainings, New Media Accelerator, and Residencies, and Activity 1.3.2 –Financial Future Grants became sick, causing delays and management changes, and some offline trainings and other activities were shifted online, postponed, or canceled both due to health concerns as well as restrictions on meeting in large groups. Quarantine restrictions and the resulting impossibility in some cases of shooting content in an offline setting have also influenced timelines in some cases. Internews continued to support partners by extending project deadlines for illness-related reasons, as the health of our partners is our priority. Fortunately, most partners have managed to catch up on their work promptly and with positive results, though some have been significantly delayed or completed only partially according to the original plans.
  - Due to the difficulties caused by COVID-19 quarantine measures, MediaCAMP had to postpone or cancel several trainings. In addition, some originally planned offline trainings have been implemented online to avoid the challenges associated with the COVID-19 pandemic. For example, MediaCAMP postponed the Mobile Journalism Training to Year 4; meanwhile, the School of Young Correspondents was cancelled altogether since it involves engagement with youth, which can be effectively implemented only in an offline setting and with a longer duration, which remains challenging to implement due to COVID-19 related restrictions. Some other training activities MediaCAMP has conducted with a delay for the same reason. Additionally, the School of Transmedia Production (Activity 1.3.1) was delayed due to COVID and now has been cancelled; its goal will be absorbed by a new proposed activity in Year 4, the Institutional Partnership Program.
  - Despite the fact that the online format offers extensive opportunities in terms of increasing the number of participants, conducting meaningful and impactful trainings for groups exceeding 50 participants can be challenging depending on the type of skills

or knowledge being conveyed. MediaCAMP believes that groups of a maximum of 30 participants will be optimal to enable closer engagement with the participants during complex trainings. On the other hand, more elementary-level trainings are well suited for 70 to 80 or even 100 participants due to the easy-to-understand basic level of skills being taught.

- A number of partners under different project components were not able to complete their activities on time and their projects had to be extended. The most frequently-cited reasons are COVID-19, high workload, and lack of specialists to implement their activities. MediaCAMP continuously works with the partners from the selection process through project planning and implementation to help set realistic expectations, monitor progress, and avoid or mitigate such issues. We are also working to provide more trainings that will increase the number of qualified specialists in the market.
- Central Asian media and audiences are increasingly interested in documentary films. However, production of such materials under the Year 3 content production grant calls was challenging as documentary filmmaking is a more complicated and resource-intensive process. MediaCAMP intends to address this issue in Year 4 by allocating a separate grant pool aimed at supporting producers of documentary films.
- Most independent media of Kazakhstan, Tajikistan, and Uzbekistan operate in a daily survival mode and are either exposed to fragmented strategic management training or none at all. In addition, they often do not have specialists in management, development, promotion, and monetization on staff. As a result, they do not have stable or sufficient competencies in managing not only the media business, but also their organization in other major areas such as strategic planning, human resources, content planning, and more. MediaCAMP mentors under the Business Lab (1.3.1) and targeted residencies (1.2.1) components adapted to these additional needs as much as possible, but it is clear that a more systematic and comprehensive support program is needed to build the capacity of local independent media outlets in the region. To address this, MediaCAMP intends to launch an Institutional Media Partnership Program in Year 4, which will focus on the in-depth organizational development of several media outlets.
- MediaCAMP introduced a new component this year, targeted online consultations and residencies for TV and online media (Activity 1.2.1). This was meant to address wider needs of independent media by allowing them to identify priority areas for improvement, but several factors hampered achievement of better results, including: the COVID-19 pandemic and ensuing economic and social instability in the target countries, which has negatively impacted the financial position of partner media outlets; lack of commitment on the part of some participants who often cancel consultations or fail to show up for online meetings; insufficient knowledge of technical terms in Russian by Tajik journalists, which necessitated engaging more Tajik-speaking trainers and mentors; poor quality of internet connection in Tajikistan and Uzbekistan often resulting in the cancellation of the consultations; and the failure on the part of some participants to treat the consultants' advice as a guide for implementation, and rather view it as an optional recommendation. We believe the Institutional Media Partnership Program (mentioned above) will achieve greater impact as it will require more in-depth work and set clear terms for a media outlet's commitment to the work from the beginning.

- MediaCAMP leveraged the support of alumni of its Media and Digital Literacy (MDL) trainings, now themselves MDL trainers, to develop modules to update Internews' Media Literacy Manual for university professors. However, the results were mixed, with some alumni not being fully up to this task. This indicates that the development of MDL modules, even for qualified MDL trainers, requires special training, additional time, and a significant level of theoretical knowledge. MediaCAMP intends to continue working with the alumni to raise their abilities to develop MDL modules to the acceptable level.

## **Kazakhstan**

- Partners implementing media literacy trainings for teachers under Activity 2.1.2 have observed that participants' level of perception of new information on media literacy is lower than anticipated, as some teachers still think in terms of Soviet propaganda and lack specific critical thinking skills. MediaCAMP is planning to provide additional, more in-depth trainings needed in the regions of Kazakhstan during Year 4 of the project.
- This single most important challenge for the achievement of Objective 3 in Kazakhstan, which is beyond the control of MediaCAMP, remains the lack of political will of the government of Kazakhstan to introduce any substantive changes into media-related legislation which will uphold the right of citizens and journalists to freedom of speech and access to information in Kazakhstan.
- Another serious risk to improving the legal enabling environment for media in Kazakhstan is the tightening of legislation regarding CSOs, including tax reporting legislation, especially for CSOs receiving foreign funding.
- The small number of media CSOs in Kazakhstan that are capable of implementing projects under Objective 3—those that have established relations with government agencies—continues to be a challenge beyond MediaCAMP's control. e. MediaCAMP addressed the issue through targeted invitations to select CSOs whose capacity and experience is known to Internews.

## **Tajikistan**

- Several content production grantees who produced documentary films delayed the public release of their documentaries in order to participate in international festivals and competitions, which usually require the right to the first showing. As a compromise, MediaCAMP and partners agreed to have private online film screenings for partners and guests, then a period of three months for the film to be shown at festivals, and after that the documentaries will be available online on social media for a wider audience. Though this was a challenge, it should be noted that it is an accomplishment for Tajik content producers to have created work that is of sufficient quality to submit to festivals. For any film director, the audience is always important and the opportunity to participate in film festivals and receive feedback from the audience inspires them to create even better works.

- Conducting complex data-journalism trainings in an online format caused a number of technical problems with communication, and according to the trainers the best solution would be to provide a Training of Trainers course to the local pool of data journalists who could then conduct in-person trainings in the local language. The work under this training has provided a foundation for a more comprehensive approach and Internews, together with ACTED, is launching a project on data journalism in Kyrgyzstan and Tajikistan which will help to further build up the qualified data journalism community.
- According to [Speedtest Global Index](#), the quality of internet in Tajikistan is the worst in Central Asia and e-learning still remains a challenge for trainers and participants in Tajikistan. As the epidemiological situation improved, MediaCAMP conducted trainings in a hybrid format with full compliance with social distancing guidance in smaller groups. According to trainers and participants, in-person trainings were more beneficial.

## **Uzbekistan**

### **Uzbekistan Challenges and Updates**

The impact of the COVID-19 pandemic and the absence of registration in the country continued to limit Internews' ability to scale up MediaCAMP activities aimed at Uzbek beneficiaries. International travel restrictions in particular made in-person training activities impossible and slowed down the important strategic efforts to network and engage with local media actors, state institutions, and the authorities.

### **Training**

This year, Internews was not able to organize any in-person training activities and faced multiple challenges with online trainings, including a dropout rate of around 30%, low proportion of relevant applicants, high proportion of recurring participants and difficulty with attracting new relevant participants, low involvement of participants in practical assignments, and lack of interest in and availability for post-training mentoring and consultations. Those challenges were partially alleviated by the MediaCAMP team's efforts to broadly distribute training announcements, actively coordinate participants at the local level, conduct short webinar sessions, use interactive and hands-on formats, organize full interpretation and translation into Uzbek, and hold trainings on-demand. Internews will make it a priority to shift to offline or hybrid format trainings in Year 4, through both dedicated grants awarded to local partners and out-of-country activities, as soon as the level of risks and obstacles linked to international travel during the pandemic decreases. In parallel, we also plan to focus on growing a pool of local Uzbek-speaking trainers and mentors.

## Collaboration with Host Country Governments and Other Donor-Funded Projects (USG and International)

### **Kazakhstan**

- On July 19, 2021 MediaCAMP Regional Program Coordinator Irina Mednikova and Regional Media Literacy Advisor Gulnar Assanbayeva attended an offline conference [“Kazakhstan and COVID-19: media, culture, policy”](#) held in Almaty by the Fredrich Ebert Foundation, dedicated to the discussion of the situation of the media in Kazakhstan in the context of the COVID-19 pandemic. During the conference, the organizer presented research on the media’s reaction to the government policies in the field of media during the start of the COVID-19 pandemic; the government’s role in spreading disinformation; and the changes in social life and culture that took place during that time.
- On July 6-7, 2021 MediaCAMP Regional Program Coordinator Irina Mednikova participated as a guest speaker at the [School of Human Rights](#) in Almaty, organized by the Youth Informational Service of Kazakhstan. Ms. Mednikova gave a lecture about the concept of Human Rights and Youth Rights for a young audience.
- On August 2-20, 2021 MediaCAMP Regional Program Coordinator Irina Mednikova participated as a youth expert and mentor with the Women Mentorship Program, organized by the US Embassy in Kazakhstan. She provided consultations for three mentees, young girls from different regions, on the topic of journalism, media production, and social projects.

### **Tajikistan**

- Internews joined the expert working group supported by the OSCE Programme Office in Dushanbe to develop the Reform Strategy for Modernization of Journalism Education. The working group, which also includes representatives of the Ministry of Education, has developed recommendations which include adding the subject “Media Literacy” into the educational program of journalistic faculties in Tajikistan. These recommendations will be presented to the Ministry in November 2021. See Activity 2.1.2 for more details.
- MediaCAMP’s partner Khoma continued building partnerships with the authorities to contribute to the improvement of media legislation in Tajikistan. In spring-summer 2021, Khoma conducted meetings with Saidmurod Fattokhzoda, head of the Committee on International Relations, Public Associations and Information of the Lower House of Parliament of Tajikistan, and Sarvar Holikzoda, head of the Department of Legislation, Fundamentals of the Constitutional System, Defense and Security of the Ministry of Justice of Tajikistan. As a result of these meetings, Khoma developed a roadmap for changing norms in legal documents regulating media which contradict the Constitution and international legal acts ratified in Tajikistan.
- In May 2021, Khoma analyzed the draft Law on Access to Information on the Activities of Courts in the Republic of Tajikistan and presented its recommendations to the Committee on International Relations, Public Associations, and Information under the Lower House of Parliament of Tajikistan. In particular, Khoma’s recommendations emphasized the need to end the requirement for journalists to acquire a special accreditation to attend public court proceedings, and to include a norm by which journalists and media outlets could receive requested judicial information within 3 days, as opposed to 30 days as stated in the draft law.



On June 25, 2021, the law was adopted and Khoma's recommendations were taken into account.

- MediaCAMP established contact with the press secretary of the Khukumat of Bokhtar city, who later helped the project organize a presentation of the *Media Literacy Manual for University Professors* to students and professors of Bokhtar State University.
- On August 17, 2021, Manzurat Sattorova, the Head of the Migration Division of the Sughd Region Migration Department in Khujand was a lead expert in an [online consultation](#) on labor migration issues conducted by MediaCAMP's subgrantees TV and Radio Company *Tiroz* and CSO *Chashmai Hayot* under Activity 2.2.2.

## Gender Analysis

Internews follows its global strategy on [Gender Equality and Women's Empowerment](#) and strives to ensure that 50% of all beneficiaries of MediaCAMP activities are women. To ensure that this commitment carries through to all activities, the project works with media outlets and organizations headed by women and actively selects grantees producing content on women's leadership and empowerment issues.

In total in Year 3, 54% of media outlets assisted by MediaCAMP in KZ and TJ were women-led, 55% of journalists and content producers implementing content production projects were female, and 18,5% of the content production projects created materials serving the needs of women and girls.

58% of the MediaCAMP Award's nominees and 67% of its winners were women.

Kazakhstan met the goal of the gender parity and even exceeded it more often than the other target countries as women there tend to be more active in journalism and civil society fields. Nevertheless, the percentage of women leaders in the grantee Russian-language media outlets is higher than in Kazakh-language and Tajik-language ones, likely due to the fact that communities that speak the local languages are generally more traditional, with men taking more leadership roles.

### Kazakhstan

- **29 (54.7%)** out of 53 ongoing and completed *Year 3* content production projects in Kazakhstan supported by MediaCAMP under Activity 1.1.1 were implemented by female journalists. **14** out of 32 (44%) **Kazakh-language** and **14** out of 21 (67%) **Russian-language** content production projects were led by women.
- **68%** of 356 participants from Kazakhstan in all MediaCAMP journalism trainings in Year 3 were women.
- **Five (9%)** out of 53 *Year 3* content production projects serve the needs of women and girls, covering issues such as the life of women in Kazakhstan prisons and their rights, victims of domestic violence, their children, their rights, and charity, and the life of female medical doctors in rural areas.
- **3,346 of 4,355 (77%)** participants of media literacy events in Kazakhstan in Year 3 were women.

- In Year 3, **three women** in the media field in Kazakhstan who participated in MediaCAMP Content Production Grants were promoted and/or started a new career path in part or in full due to project support and mentorship: Olga Gorai, who created the “Budget of Civic Participation” project, became a recognized expert in this area; Alyona Pankova started a new profession as a video maker and became a public person; and Baktygul Burbayeva, for whom many new training opportunities arose after the success of the Online Storytelling School which she led under MediaCAMP.

Further, Jamilya Maricheva has led the successful ProTenge project which has had several notable impacts mentioned in previous reports. The project was nominated for the Annual YISK (Youth Information Service of Kazakhstan, NGO) Award in late 2020.

### **Tajikistan**

- **14** out of the **27 (52%)** content production projects supported in Tajikistan by MediaCAMP under Activity 1.1.1 are implemented by female journalists.
- **44%** of 194 journalist participants from Tajikistan in MediaCAMP events during the reporting period were women.
- **Six** out of **27 (22%)** content production projects addressed the needs of women and girls. Such projects cover important topics for local society such as: women who address problems alone, stereotypes about women, women with HIV, internal migration of women, stories of strong and inspiring women, and challenges of rural women.
- **756 of 1,197 (63%)** participants of media literacy events in Tajikistan in Year 3 were women.
- In Year 3, one woman in the media field in Tajikistan who participated in MediaCAMP Content Production Grants started a new career path and launched a new online media [“Afs Media”](#) which gained a large audience in a short period of time.

During Year 3 MediaCAMP-supported content included materials that addressed the needs of women and girls. Notable examples from July-September 2021 include:

- *“HIV-positive women”* - CSO “Imron” conducted a theatre performance in [online](#) and offline formats about life of HIV-positive women. HIV-positive women are often exposed to stigma and discrimination and the main reason for this is lack of knowledge about HIV, especially in the rural are. Theatre performance was an unusual and interesting tool that explained important issues in an accessible way.
- *“We Have Won, You Will Win Too”* - in [animated comics](#) on Instagram, journalists of Oila media outlet talk about the most common problems faced by women in Tajikistan - lack of access to education and domestic violence. All the stories are real, journalists record the respondents, adapt the text to the plot, and then the videographer draws comics and animates them. The audience accepted the animated comics with great interest - each post accumulates about 11,000 views.

### **Uzbekistan**

- **16** out of **25 (64%)** Year 3 content production projects are led by female journalists.
- **54.9% of 162** participants from Uzbekistan in MediaCAMP events during the reporting period were women.

- **Nine (33%)** out of **27** content production projects in Uzbekistan supported by MediaCAMP under Activity 1.1.1 serve the needs of women and girls, covering issues such as gender and science, domestic violence and how it is being addressed by the authorities, difficulties faced by women living in rural areas, the level of employment of women in Surxondaryo Region, and the development of women's business in the autonomous republic of Karakalpakstan.
- **168 of 295 (57%)** participants of media literacy events in Uzbekistan in Year 3 were women.
- During July-September 2021, MediaCAMP-supported content in Uzbekistan included materials that addressed the needs of women and girls.

## **Regional**

### ***Scientific Journalism and Women***

In honor of the [International Day of Women and Girls in Science](#) on February 11, the MediaCAMP team offered a contest for the participants of the Regional School of Health and Science Journalism (see Activity 1.2.1) to publish materials promoting women in science. As a result, three pieces of content were created: an [interview](#) with Zhanar Temirbekova, an expert on feminism and women's entrepreneurship in Kazakhstan from a scientific perspective; and [cards about women in science](#) in Kazakhstan.

### ***Promotion of women***

Four women supported by MediaCAMP made steps forward in terms of sectoral leadership this year (three from KZ, one from TJ).

**1. Olga Gorai (Kazakhstan)**, a journalist from Kostanay (a city in the north of the country) received a *Content Production Fellowship* under Activity 1.1.1. In Kostanay, in 2021, for the first time, the state program “*Budget of Civic Participation*” is being implemented. Its rules are the following: residents themselves come up with an idea for the improvement of their city (for example, the building of a playground, an alley, a lawn, dog agility area, etc.), they themselves develop a project, submit it to the local authorities for the competition, and if their idea wins, they also control its implementation, and the spending of the state budget.

Olga Gorai participated in this program as a citizen: her project idea ([the creation of an alley in the place of a vacant lot](#)) won, and the akimat (municipality) funded her to implement the project. In the materials prepared under MediaCAMP project, Olga wrote about the program

itself, other projects that also won the competition, the pros and cons, and shared her experience with the audience. MediCAMP’s support has given her the ability to produce all content on a regular basis. Her colleagues journalists began [to write](#) about the project, Olga’s materials began to be republished by other media. As a result, she **acquired the status of an expert in the participatory budget program.**

There was great online engagement on Instagram under her posts. Publications about the “Budget of Civic Participation” gained 200-300 likes, from 30 to 70 comments, some posts were saved, others were shared. Followers participated in polls via Stories. The MediaCAMP Fellowship project helped the “Budget of Civic Participation” participants to interact with vendors – they as implementers consulted with the authors, asked their opinions, reacted to each publication on social media and fixed all the mistakes that the project authors found. As a result, Kostanay residents became interested in the project and consulted with Olga Gorai about ideas and applications for the next year.

In [the final material](#) within the MediaCAMP Fellowship, Olga systematized the pros and cons of the state program. The author continues a series of publications on this topic after her fellowship, which ended in August 2021 – to monitor the implementation of this year’s projects until the end, then help people apply for the second stage, and again accompany new projects next year through content and control, increasing her expertise in this matter.

**2. Elena (Alyona) Pankova (Kazakhstan)**, a journalist from Karaganda city (the center of KZ) got promotion in three directions:

- she launched her own project,
- started a new profession as a video maker, and
- became a public figure.

Elena (Alyona) Pankova has been working in print journalism since 1998 and has spent almost all of her time looking for the most interesting formats for presenting information on chemical pollution but has had no experience in video editing. In January 2021 she became a participant of the *MediaCAMP Fellowship* under the *Activity 1.1.1. Content Production* and started her author’s project [“What are you breathing in,”](#) launching the YouTube channel covering environmental issues in different Kazakhstani cities – one specific problem in each piece of content. As she herself confirmed in her report, thanks to the MediaCAMP support through mentoring she has mastered skills in: filming, high-quality audio recording suitable for videos and podcasts, creating of infographics, design in Canva online service, writing scripts for vlog videos, self-filming for standups; video and sound editing, laptop screen recording tools, online recording of interviews, promotion content on YouTube, and the basics of targeted advertising in social media.



*“All the mentioned suggests I got a new profession (video maker) which is more in demand in the media market and makes it possible to earn money by producing more relevant content.”*

[Alyona Pankova](#)

For example, in September, as a journalist specializing in environmental issues and having an independent project (YouTube channel), Alyona won a grant from another public organization for a reporting trip to the Aral Sea (surviving a disaster).

After her [video about smog in Karaganda](#), activists initiated a discussion about environmental problems in this city. As a result, a meeting of the Standing Commission on Construction, Transport, and Housing and Communal Services of Karaganda is planned under the Maslikhat (local council or local representative bodies) in November on the speedy introduction of gasification to get rid of smog. *“Thanks to the launched YouTube channel and the published content, they began to treat me as a public figure, raising environmental issues and building public awareness,”* says Alyona.

3. **Baktygul Burbayeva (Kazakhstan)** was the organizer of the Online Storytelling School in fall 2020. In February 2021, she sent a letter of gratitude to Internews for inviting her to lead the school. Baktygul received good responses and reviews from school participants and partners, and both Internews and the **participants began to recommend Baktygul as an expert**. As a result, following the School, she conducted media trainings for the district Akimats of Almaty. The Faculty of Journalism at the National Economic University has invited her to become **a co-author and trainer of an online module** for its students, and she was invited as a trainer to a media literacy training in Bishkek, conducted by Alexander Gorokhovskiy, a fact-checking specialist from Ukraine with whom she prepared a media literacy module. Baktygul also started **studying English in order to conduct trainings at the international level, and credits her work with MediaCAMP for the rapid development of her journalism training career**. See Activity 1.2.1 for more details.

4. Journalist **Afsona Akobirshoeva (Tajikistan)** implemented a **“Destiny”** project telling the stories of 10 female unskilled workers: cleaners, service personnel, bus drivers etc. With her stories, Afsona aimed to enhance respect for unskilled workers, who are often underestimated in the society. In each video episode Afsona assisted her heroines to perform their job to reflect their lives more realistically and show what difficulties they face with.

For Afsona, the “Destiny” project was her **debut as an independent journalist; she launched her AFS Media on social media** and her publications under the project accumulated more than 1 million views on Facebook and YouTube. Some of the heroines received financial support from people watching the program.

*“The public acceptance of the program exceeded all my expectations. We managed to turn ‘Destiny’ into a popular program for the audience. Many women face difficulties and believe that if they become heroines of our program, their problems will be solved. We cannot quit a program that has gained so many fans in just 10 episodes. We will continue the project and try to increase its audience.”*

*Afsona Akobirshoeva*



### ***Female Experts Quoted in the Content production projects***

Low representation of female professionals in media is a worldwide problem; very often the word “expert” is initially associated with men, not women. MediaCAMP launched two pilot projects to monitor the percent of expert quotes in the media given by female experts: in Year 1 this monitoring was only conducted in Kazakhstan; in Year 2, MediaCAMP initiated a new regional monitoring project for the three target countries, a total of 13 popular TV channels and online outlets. In total, 1,798 pieces of content were monitored, and 515 or 28% of them included quotes from women. In Year 3, MediaCAMP changed the approach and analyzed content production projects (Activity 1.1.1) completed in the reporting period on the number of female experts quoted. Internews experts analyzed 175 pieces of content (90 from Kazakhstan, 62 from Tajikistan and 23 from Uzbekistan). 205 out of 378 (60%) of experts quoted are women (50% in Kazakhstan, 54% in Tajikistan and 78% in Uzbekistan). This number shows that the gender balance of experts quoted in MediaCAMP content production projects is quite equal, in contrast to the general state of gender balance of experts quoted in Central Asian media.

### ***MediaCAMP Award 2021***

690 applications for MediaCAMP Award 2021 from 400 journalists<sup>1</sup> in all five countries, 231 of them or 57.5% are women. If disaggregated by country:

- Kazakhstan: 243 applications from 162 journalists, including 113 (69.8%) women;
- Kyrgyzstan: 82 applications from 48 journalists, including 29 (60.4%) women;
- Tajikistan: 88 applications from 48 journalists, including 19 (39.6%) women;
- Uzbekistan: 182 applications from 102 journalists, including 53 (52%) women;
- Turkmenistan: 95 applications from 40 journalists, including 17 (42.5%) women.

After receiving applications, national selection committees in each of five countries chose 85 finalists of the Contest, 50% of whom were women.

### **MediaCAMP Award 2021 finalists’ chart**

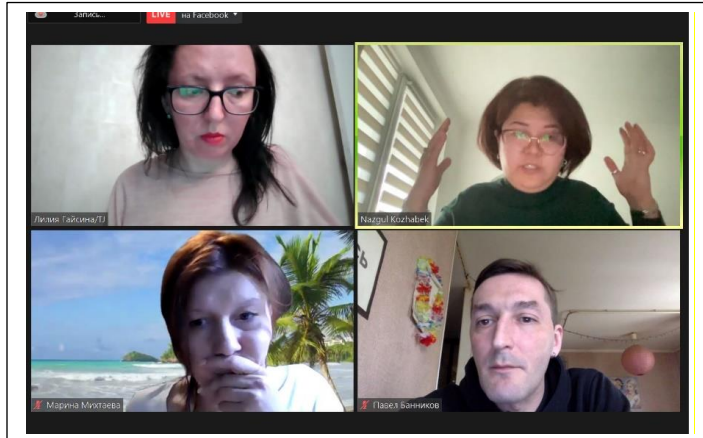
Country	Number of finalists <sup>2</sup>	Disaggregated by gender	
		F	M
KZ	23	11	15
KG	15	11	9
TJ	16	8	7
TM	15	7	6
UZ	16	10	10
<b>Total</b>	<b>85</b>	<b>47</b>	<b>47</b>

<sup>1</sup> Journalists were permitted to submit multiple works for different categories.

<sup>2</sup> 12 applications were selected from each country to the shortlist, but the number of finalists may not coincide with the number of applications in the shortlist, since the same person could go to the final in two nominations, or one or another material could be co-authored and nominated by several people.

Eventually, the regional jury awarded 26 winners, 18 (69.1%) of whom were women.

### ***“Mediadevichniki” (“Media Bachelorette Parties”)***



*Kazakh factchecker Pavel Bannikov and Internews experts Lilia Gaisina and Marina Mikhtayeva listen to journalist Nazgul Kozhabek’s story at the “Mediadevichnik.” March 31, 2021.*

In Year 3, MediaCAMP held one *Mediadevichnik*, a discussion open to both men and women, about what problems are most common for women in Central Asia and specifically for female journalists or journalists covering gender issues. On March 31, 2021, MediaCAMP conducted the project’s third “*Mediadevichnik*” dedicated to women’s stories in the media in the month of March, connected to International Women’s Day on March 8.

The *Mediadevichnik* lasted about 2.5 hours and was attended by 45 participants via Zoom (W:31; M:14).

The event was also livestreamed on [the New Reporter Facebook Page](#).

As a result of the *Mediadevichnik*, MediaCAMP:

- Organized a training for the “Nege” partner on ethical standards, recognition of manipulation, and factchecking;
- Conducted ethics webinars for all content production grantees in Kazakhstan and Tajikistan; and
- Further promoted the Basic Principles for Media in Kazakhstan among partners.

## List of Annexes

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- *Annex 2. Public Events Taking Place Next Quarter*
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- *Annex 10. Targeted online consultations/residencies for TV and online media*
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- *Annex 20. Digital Collection of Photographs Illustrating Project’s Achievements in Year 2 (link to a Google Disk folder)*
- *Annex 21a-d. Success Stories (attached separately)*
- *Annex 22a-d. Year 3 Outcome Harvesting Verification Reports (attached separately)*
- *Annex 23. MediaCAMP Subgrants Y1-Y3 by Objectives KZ-TJ-UZ (attached separately)*

### **Annex 1. M&E Table (attached separately)**

Attached separately.

## Annex 3. Press Clippings

### Kazakhstan

- Turaninfo.kz (material about School of Investigative Journalism 2021) <https://turainfo.kz/rus/esli-zhivjosh-v-steklyannom-dome-ne-brosajsya-kamnyami-itogi-shkoly-rassledovatelskoj-zhurnalistiki/>
- Vlast.kz (material about School of Documentary Film) <https://vlast.kz/novosti/45686-qara-film-festival-obavlaet-priem-zaavok-na-pitcing.html>
- Ijnet.org (material about MediaCAMP Award 2021) <https://ijnet.org/en/opportunity/internews-organizes-mediacamp-award-central-asia>
- Qazaqstan.tv (material about MediaCAMP Fest 2021) <https://qazaqstan.tv/news/145189/>
- USembassy.gov (material about MediaCAMP Fest 2021) <https://kz.usembassy.gov/ru/the-third-annual-central-asian-media-fest-begins-today-ru/>
- Kazinform.kz (material about Central Asian MediaCAMP Fest 2021) <https://kz.usembassy.gov/ru/the-third-annual-central-asian-media-fest-begins-today-ru/>
- SDU.edu.kz (material about MediaCAMP Award 2021) <https://sdu.edu.kz/kz/2021/09/30/%D1%81%D0%B4%D1%83-%D0%B6%D1%83%D1%80%D0%BD%D0%B0%D0%BB%D0%B8%D1%81%D1%82%D0%B8%D0%BA%D0%B0-%D0%BC%D0%B5%D0%BA%D1%82%D0%B5%D0%B1%D1%96%D0%BD%D1%96%D2%A3-%D1%82%D2%AF%D0%BB%D0%B5%D0%BA%D1%82%D0%B5/>
- Tilshi.kz (material about MediaCAMP Award 2021) <http://tilshi.kz/archives/17750>
- Fundsforngos.org (material about MediaCAMP Award 2021) <https://www2.fundsforngos.org/media/regional-competition-for-journalists-mediacamp-award-2021/>

### Tajikistan

- Asia Plus (material about *The City of My Memory* project) <https://asiaplustj.info/ru/news/life/culture/20210715/komanda-art-vision-ozhivila-dushanbinskie-mozaiki>
- Vecherka (material about MediaCAMP Festival) <https://vecherka.tj/archives/50700>
- Afisha-News (material about MediaCAMP Festival) <https://af.tj/ru/events/mediacamp-festival>
- Asia Plus (material about MediaCAMP Award) <https://asiaplustj.info/ru/news/tajikistan/society/20210913/zhurnalisti-aziya-plyus-stali-pobeditelyami-i-prizerami-mediacamp-award-2021>
- Radio Ozodi (Radio Liberty) (material about the documentary *Friendship Tree*) <https://rus.ozodi.org/a/31326299.html>
- Azattyq (material about the online exhibition *Red Line*) <https://rus.azattyq.org/a/tajikistan-the-first-virtual-exhibition-of-paintings/31380704.html>
- Asia Plus (material about the online exhibition *Red Line*) <https://asiaplustj.info/ru/news/life/culture/20210723/kak-tadzhikskii-hudozhnik-otkril-pervuyu-onlain-vistavku-svoih-kartin>
- Radio Ozodi (Radio Liberty) (material about the online exhibition *Red Line*) <https://rus.ozodi.org/a/31380651.html>
- Orient media (material about the online exhibition *Red Line*) <http://ru.orient.info/all/srochnye-novosti/6355-kak-tadzhikskiy-hudozhnik-otkril-pervuyu-onlain-vystavku-svoih-kartin.html>

### Uzbekistan - N/A

## Annex 4. Public Communication Materials

### Kazakhstan

Activity #	Subject	Internews.kz
<b>Calls, Grants and Events</b>		
2.1.2. Support broad-based media literacy education	Call for applications	<a href="https://ru.internews.kz/2021/08/mediagramotnost-kak-osnovnaya-obrazovatel'naya-kompetentsiya-tsifrovoj-epohi-trening-dlya-prepodavatelej-i-upravlentsev-srednih-shkol-kazahstana/">https://ru.internews.kz/2021/08/mediagramotnost-kak-osnovnaya-obrazovatel'naya-kompetentsiya-tsifrovoj-epohi-trening-dlya-prepodavatelej-i-upravlentsev-srednih-shkol-kazahstana/</a>
1.3.1. Professional development opportunities for media managers and sales teams	Call for registration	<a href="https://newreporter.org/2021/07/12/internews-priglasheet-partnyorov-dlya-treninga-po-strategii-i-rabote-v-socsetyax-dlya-nezavisimyx-media/">https://newreporter.org/2021/07/12/internews-priglasheet-partnyorov-dlya-treninga-po-strategii-i-rabote-v-socsetyax-dlya-nezavisimyx-media/</a>
1.2.1. Thematic and skills-based training for media practitioners	Call for registration	<a href="https://ru.internews.kz/2021/08/trening-po-rabote-i-prodvizheniyu-v-sotssetyah-dlya-smi/">https://ru.internews.kz/2021/08/trening-po-rabote-i-prodvizheniyu-v-sotssetyah-dlya-smi/</a>
1.1.1. Grants and technical support for quality content production	Call for applications	<a href="https://ru.internews.kz/2021/07/grantovyj-konkurs-media-i-maslihaty-povyshenie-vzaimodejstviya-i-effektivnye-kommunikatsii-dlya-polzy-obshhestva/">https://ru.internews.kz/2021/07/grantovyj-konkurs-media-i-maslihaty-povyshenie-vzaimodejstviya-i-effektivnye-kommunikatsii-dlya-polzy-obshhestva/</a>
1.1.1. Grants and technical support for quality content production	Call for applications	<a href="https://ru.internews.kz/2021/07/grantovyj-konkurs-podgotovka-i-izdanie-posobiya-po-rassledovatel'skoj-zhurnalistike/">https://ru.internews.kz/2021/07/grantovyj-konkurs-podgotovka-i-izdanie-posobiya-po-rassledovatel'skoj-zhurnalistike/</a>

### Tajikistan

Activity #	Subject	Internews.tj (Media.tj)
<b>Calls &amp; Grants and Events</b>		
1.2.1. Thematic and skills-based training for media practitioners	Call for applications	<a href="https://media.tj/internews-priglasheet-partnerov-dlya-razrabotki-organizacii-i-provedeniya-treninga-po-strategii-i-rabote-v-socialnyx-setyax-dlya-nezavisimyx-media/">https://media.tj/internews-priglasheet-partnerov-dlya-razrabotki-organizacii-i-provedeniya-treninga-po-strategii-i-rabote-v-socialnyx-setyax-dlya-nezavisimyx-media/</a>
1.2.1. Thematic and skills-based training for media practitioners	Call for applications	<a href="https://media.tj/trening-po-rabote-i-prodvizheniyu-v-socsetyax-dlya-smi-startuet-v-tadzhikistane-i-kazaxstane/">https://media.tj/trening-po-rabote-i-prodvizheniyu-v-socsetyax-dlya-smi-startuet-v-tadzhikistane-i-kazaxstane/</a>
1.2.2. Annual Central Asia Festival “MediaCAMP Fest”	Call for registration	<a href="https://media.tj/sdelano-v-azii-pod-takim-devizom-projdyot-tretij-centralnoaziatskij-mediacamp-fest/">https://media.tj/sdelano-v-azii-pod-takim-devizom-projdyot-tretij-centralnoaziatskij-mediacamp-fest/</a>
1.1.5. Raising Awareness of Trafficking in Persons through Media and CSOs	Call for expression of interest	<a href="https://media.tj/internews-v-tadzhikistane-obyavlyayet-konkurs-na-vakansiyu-prodyuser-koordinator-komponenta-profilaktika-torgovli-lyudmi/">https://media.tj/internews-v-tadzhikistane-obyavlyayet-konkurs-na-vakansiyu-prodyuser-koordinator-komponenta-profilaktika-torgovli-lyudmi/</a>



Staff Update	Call for expression of interest	<a href="https://media.tj/internews-ishhet-stranovogo-direktora-v-tadzhikistane/">https://media.tj/internews-ishhet-stranovogo-direktora-v-tadzhikistane/</a>
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## **Uzbekistan**

Activity #	Subject	Newreporter.org	Telegram channel <a href="#">Internews - Uzbekistan</a>
<b>Calls, Grants and Events</b>			
1.1.3. Recognizing outstanding journalism	Call for application	<a href="https://newreporter.org/uz/2021/05/31/zhurnalistlar-uchun-mediacamp-award-2021-mintaqaviy-tanloviga-materiallar-qabul-qilamiz/">https://newreporter.org/uz/2021/05/31/zhurnalistlar-uchun-mediacamp-award-2021-mintaqaviy-tanloviga-materiallar-qabul-qilamiz/</a>  <a href="https://newreporter.org/2021/05/31/prinimaem-raboty-na-regionalnyj-konkurs-dlya-zhurnalistov-mediacamp-award-2021/">https://newreporter.org/2021/05/31/prinimaem-raboty-na-regionalnyj-konkurs-dlya-zhurnalistov-mediacamp-award-2021/</a>	<a href="https://t.me/internews_uz/448">https://t.me/internews_uz/448</a>  <a href="https://t.me/internews_uz/449">https://t.me/internews_uz/449</a>
1.2.2. Annual Central Asia Festival “MediaCAMP Fest”	Call for registration	<a href="https://newreporter.org/uz/2021/06/14/osiyoda-ishlab-chiqarilgan-uchinchi-markazij-osiyo-mediacamp-festivali-ushbu-shior-ostida-bolib-otadi/">https://newreporter.org/uz/2021/06/14/osiyoda-ishlab-chiqarilgan-uchinchi-markazij-osiyo-mediacamp-festivali-ushbu-shior-ostida-bolib-otadi/</a>  <a href="https://newreporter.org/2021/06/14/sdelano-v-azii-pod-takim-devizom-projdyot-tretij-centralnoaziatskij-mediacamp-festival/">https://newreporter.org/2021/06/14/sdelano-v-azii-pod-takim-devizom-projdyot-tretij-centralnoaziatskij-mediacamp-festival/</a>	<a href="https://t.me/internews_uz/470">https://t.me/internews_uz/470</a>  <a href="https://t.me/internews_uz/471">https://t.me/internews_uz/471</a>
3.1. Support efforts to improve legal and regulatory environment for media	Call for applications	n/a	<a href="https://t.me/internews_uz/477">https://t.me/internews_uz/477</a>  <a href="https://t.me/internews_uz/478">https://t.me/internews_uz/478</a>

## Press Releases



# PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**September 10, 2021**

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### **THE THIRD ANNUAL CENTRAL ASIAN MEDIA FEST BEGINS TODAY**

**September 10, 2021 Nur-Sultan, Kazakhstan** – From September 10 to 12, 2021 over 150 media specialists from countries across Central Asia are coming together for the third annual Central Asian Media Festival hosted by USAID-funded [Central Asia Media Program](#). The online media festival is enabling local journalists to share ideas and discuss the most pressing issues and challenges faced by media in the region.

“For almost three decades now, the United States has supported media development in Central Asia. This support underscores the importance we place on the development of a robust media and access to factual information. Specifically, the U.S. is committed to promoting media literacy among consumers of information as well as fostering professionalism in journalism,” said Peter Young, acting Regional Mission Director for USAID Central Asia.

The program includes snap-talks, lectures, discussions, workshops, and film screenings on a range of media topics. The Central Asian Media Festival showcases some of 2021’s most impressive media projects and media literacy initiatives. Renowned local journalists are conducting practical workshops on data journalism, podcasts, engaging audiences, and YouTube production. Additionally, a parallel series of workshops is being devoted to media literacy.

Speaking at the opening event, the head of the representative office of Internews in Central Asia, Marat Bigaliyev, stated, “This year the motto of the festival is “Made in Asia”. We wanted to highlight media projects from Central Asia and emphasize the value of the work of journalists. They are setting the agenda and helping to identify and solve pressing societal challenges. We want to publicize the most powerful projects from our region.”

The Central Asian Media Festival will end on September 12 with an awards ceremony for the winners of the MediaCAMP Journalism Contest. The journalism contest received 646 applications and 74

works were selected for the finals in five categories: *It's Time to Win*; *It's Time to Understand*; *It's Time for the Young*; *It's Time of Pandemics*; and *It's Time to Create*. During the festival, a regional jury will select the winners. The winner in the sixth, special category, *The Close-Up of the Time*, will be selected through online voting on the [festival's website](#).

###

The Central Asia Media Program is funded by the U.S. Agency for International Development (USAID) and implemented by Internews. It aims to develop a more balanced information environment in Central Asia to increase openness among young people and adults to various ideas, opinions, and perspectives, and in turn increase their engagement in civic participation. USAID is the world's premier international development agency and a catalytic actor driving development results. For more information please visit: the [USAID Central Asia website](#) and [USAID Central Asia's Facebook page](#).

###



# PRESS RELEASE

**ДЛЯ НЕМЕДЛЕННОГО  
РАСПРОСТРАНЕНИЯ**

10 сентября, 2021

Контактное лицо: Наталья Романенко,  
координатор проекта

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## **СТАРТОВАЛ ТРЕТИЙ ЕЖЕГОДНЫЙ ЦЕНТРАЛЬНОАЗИАТСКИЙ МЕДИАФЕСТИВАЛЬ**

10 сентября 2021 г., Нур-Султан, Казахстан — С 10 по 12 сентября 2021 года больше 150 медиаспециалистов из стран Центральной Азии собрались на третий ежегодный медиафестиваль, организованный [Центральноазиатской медиапрограммой](#), финансируемой USAID. Онлайн медиафестиваль даёт возможность местным журналистам обменяться идеями и обсудить наиболее актуальные вопросы и проблемы, с которыми сталкиваются СМИ региона.

«На протяжении почти трёх десятилетий, Соединенные Штаты поддерживают развитие СМИ в Центральной Азии. Эта поддержка подчёркивает то значение, которое мы придаём развитию устойчивых СМИ и доступу к информации. В частности, США стремятся повысить медиаграмотность потребителей информации, а также способствовать росту профессионализма в журналистике», — сказал Питер Янг, исполняющий обязанности директора региональной миссии USAID в Центральной Азии.

Программа включает в себя переговоры, лекции, дискуссии, семинары и кинопоказы на различные темы в сфере медиа. Центральноазиатский медиафестиваль расскажет о некоторых наиболее впечатляющих медиапроектах и инициативах по повышению медиаграмотности в регионе в 2021 году. Известные журналисты региона проведут мастер-классы по журналистике данных, подкастам, привлечению аудитории и созданию YouTube-каналов. Кроме того, параллельная серия мастер-классов посвящена медиаграмотности.

Выступая на открытии фестиваля, глава представительства Internews в Центральной Азии Марат Бигалиев заявил: «В этом году девиз фестиваля — "Сделано в Азии". Мы хотели выделить медиапроекты из Центральной Азии и подчеркнуть ценность работы журналистов. Они формируют повестку дня, помогают выявлять и решать насущные проблемы общества. Мы хотим показать самые сильные проекты из нашего региона».

Центральноазиатский медиафестиваль завершится 12 сентября церемонией награждения победителей журналистского конкурса MediaCAMP Awards. На конкурс было подано 646 заявок, и 74 работы были отобраны в финал в пяти номинациях: «Время понять», «Время побеждать», «Время созидать», «Время молодых», «Тема года. Время пандемии». Во время фестиваля региональное жюри определит победителей. Победителя в шестой, специальной

категории, «Время крупным планом: фото, карикатуры, иллюстрации», выберет аудитория через онлайн-голосование на [сайте фестиваля](#).

###

Центральноазиатская медиапрограмма финансируется Агентством США по международному развитию (USAID) и реализуется Internews. Программа нацелена на развитие сбалансированной информационной среды в Центральной Азии, которая поможет развить у молодёжи и более старшего населения открытость к обмену идеями, к отличным мнениям и точкам зрения, а также вовлечь как можно больше граждан в жизнь общества. USAID является ведущим международным агентством развития и выступает катализатором достижения устойчивого развития. Больше информации на [сайте USAID в Центральной Азии](#) и на [странице USAID в Центральной Азии в Facebook](#).



## PRESS RELEASE

### ДЕРЕУТАРАТУҒА

10 қыркүйек, 2021  
Байланысушы тұлға: Наталья Романенко,  
жоба үйлестірушісі  
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### ҮШІНШІ ЖЫЛ САЙЫНҒЫ ОРТАЛЫҚ АЗИЯНЫҢ МЕДИАФЕСТИВАЛІ БАСТАЛДЫ

10 қыркүйек 2021 ж. Нұр-Сұлтан, Қазақстан - 2021 жылғы 10-12 қыркүйекте Орталық Азия елдерінің 150 астам медиамаманы USAID қаржыландыратын [Орталық Азияның медиабағдарламасы](#) аясында жыл сайын ұйымдастырылатын үшінші медиафестивалге жиналды. Онлайн медиамедиафестиваль жергілікті журналистердің идея алмасып, аймақтағы медианың ең өзекті сұрақтары мен мәселелерін талқылауға мүмкіндік береді.

«Америка Құрама Штаттары отыз жылға жуық уақыттан бері Орталық Азиядағы медианың дамуын қолдап келеді. Бұл қолдау ақпаратқа қол жеткізу және медианың тұрақты дамуына мән беретінімізді көрсетеді. Атап айтқанда, АҚШ ақпаратты тұтынушылардың медиасауатын көтеріп, журналистикадағы кәсібиліктің арттыруға талпынады, — деді USAID-тың Орталық Азиядағы миссиясы директорының міндетін атқарушы Питер Янг.

Фестиваль бағдарламасында медиамамандардың әңгіме-дүкені, дәрістер, дискуссиялар, семинарлар және медиа тақырыбындағы кинокөрсетілімдер бар. Орталық Азияның медиафестивалінде 2021 жылы аймақтағы медиасауат деңгейін көтеру бойынша ең керемет медиажобалар мен бастамалар туралы айтылып, Орталық Азияның белгілі журналистері YouTube каналды дамыту, аудитория тарту, подкаст жасау және дата-журналистика бойынша практикалық шеберлік сабақтарын өткізеді. Медиасауат тақырыбында шеберлік сабақтар сериясы ұйымдастырылады.

Орталық Азиядағы Internews өкілдігінің жетекшісі Марат Бигалиев фестивалдің ашылу салтанатында: «Биылғы фестиваль ұраны — “Азияда жасалған”. Орталық Азияның медиажобаларын ерекшелеп, журналистер жұмысының маңыздылығына назар аудартпақпыз. Олар күнделікті ақпарат ағымын қалыптастырып, қоғамның өзекті проблемаларын анықтап, соны шешуге көмектеседі. Аймағымыздағы ең мықты жобаларды көрсеткіміз келеді», — деді.

Орталық Азияның медиафестивалі 12 қыркүйекте MediaCAMP Awards журналистика байқауының жеңімпаздарын марапаттау рәсімімен аяқталады. Байқауға барлығы 646 өтініш келіп түсті. Соның ішінен 74 материал «Уақыт тынысы», «Жеңімпаздар уақыты», «Жасампаздар уақыты», «Жастар уақыты», «Жыл тақырыбы. Пандемия кезеңі» деген бес номинация бойынша



финалға өтті. Жеңімпаздарды аймақтық кезеңнің қазылар алқасы анықтайды. Алтыншы номинация — «Уақыт көрінісі: фотосурет, карикатура, иллюстрация» номинациясының жеңімпазын аудитория таңдайды, яғни [фестиваль сайтында](#) финалистерге онлайн-дауыс береді.

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Орталық Азияның бағдарламасын АҚШ Халықаралық даму агенттігі (USAID) қаржыландырып, Internews іске асырады. Бағдарлама Орталық Азияда теңдестірілген ақпараттық ортаны дамытуға бағытталған. Бұл жастар мен егде буынның идеялар алмасуға, түрлі пікірлер мен көзқарастарға ашықтығын дамытуға, мүмкіндігінше көп азаматты қоғам өміріне тартуға көмектеседі. USAID – әлемдегі маңдайалды халықаралық даму агенттігі және дамуға бастайтын негізгі қозғаушы күш. [Орталық Азиядағы USAID сайты](#) және [Орталық Азиядағы USAID парақшасында](#) қосымша ақпарат бар.



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### БАРОИ ПАҲНСОЗИИ ФАВРӢ

10 сентябри соли 2021

Шахси тамос: Наталя Романенко, Ҳамоҳанг сози  
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### МЕДИАФЕСТИВАЛИ СЕЮМИ ҲАРСОЛА ДАР ОСИЁИ МАРКАЗӢ ОҒОЗ ШУД

10 сентябри соли 2021, шаҳри Нур-Султон, Қазоқистон – Аз 10 то 12 сентябри соли 2021, бештар аз 150 мутахассиси расонаӣ аз кишварҳои Осиеи Марказӣ дар медиафестивали сеюми ҳарсола чамъ омаданд, ки аз ҷониби Медиабарномаи Осиеи Марказӣ ташкил гардида, Агентии рушди байналмилалӣ ИМА (USAID) онро маблағгузори мекунад. Онлайн медиафестивал ба рӯзноманигорони маҳаллӣ имкон медиҳад, ки идеяҳои худро мубодила намуда, масъалаҳо ва мушкилоти муҳимтаринеро муҳокима кунанд, ки расонаҳои минтақа бо онҳо рӯ ба рӯ мешаванд.

"Дар тӯли тақрибан се даҳсола ИМА рушди воситаҳои ахбори омма дар Осиеи Марказӣ дастгирӣ мекунад. Ин дастгирӣ аҳамияти рушди воситаҳои ахбори оммаи устувор ва дастрасӣ ба иттилоотро таъкид менамояд. Аз ҷумла, ИМА талош менамояд, ки сатҳи саводи расонаии истеъмолкунандагони иттилоотро баланд бардорад ва ҳамчунин ба афзоиши касбият (профессионализм) дар журналистика мусоидат намояд", - гуфт Питер Янг, иҷрокунандаи вазифаи директори миссияи минтақавии USAID дар Осиеи Марказӣ.

Барнома музокираҳо, лексияҳо, муҳокимаҳо, семинарҳо ва намоиши филмҳо дар мавзӯҳои мухталифи ВАО дар бар мегирад. Медиафестивали Осиеи Марказӣ дар бораи баъзе аз лоиҳаҳои расонаӣ ва ташаббусҳои таъсирбахш оид ба баланд бардоштани сатҳи саводи расонаӣ дар минтақа дар соли 2021 нақл мекунад. Рӯзноманигорони маъруфи минтақа мастер-классҳои амалӣ оид ба журналистикаи додаҳо (журналистика данных), подкастҳо, чалби мухотабон ва эҷоди YouTube-каналҳо баргузор менамоянд. Ғайр аз ин, силсилаи параллелии мастер-классҳо ба саводи расонаӣ бахшида шудааст.

Роҳбари намоiendaгии Internews дар Осиеи Марказӣ Марат Бигалиев дар маросими ифтитоҳи фестивал баромад намуда, изҳор дошт: "Имсол шиори фестивал – "Истеҳсоли Осие" аст. Мо мехостем лоиҳаҳои расонаиро аз Осиеи Марказӣ ҷудо намуда, арзиши қори рӯзноманигоронро таъкид намоем. Онҳо барномаи рӯзро ташкил медиҳанд, дар муайян ва ҳал намудани мушкилоти муҳими ҷомеа кӯмак мекунанд. Мо мехоҳем қавитарин лоиҳаҳои минтақаи худро намоиш диҳем".

Медиафестивали Осиеи Марказӣ дар 12-уми сентябр бо маросими ҷоизасупорӣ ба ғолибони озмуни журналистии MediaCAMP Awards ба охир мерасад. Барои иштирок дар озмун 646 дархост пешниҳод шуда, 74 кор ба финал дар панҷ номинатсия интихоб карда шуданд: «Замони

фаҳмидан» (Время понять), «Замони пирӯз шудан» (Время побеждать), «Замони созандагӣ» (Время созидать), «Замони ҷавонон» (Время молодых) ва «Мавзӯи сол. Замони пандемия» (Тема года. Время пандемии). Дар тӯли фестивал ҳақамони минтақавӣ ғолибонро интиҳоб мекунанд. Ғолиби категорияи шашуми махсус «Замони тасвир аз наздик: акс, карикатураҳо, ороишҳо» (Время крупным планом: фото, карикатуры, иллюстрации)-ро мухотабон тавассути овоздиҳии онлайн дар сомонаи фестивал интиҳоб мекунанд.

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Медиабарномаи Осиёи Марказӣ аз ҷониби Internews бо маблағгузории Агентии рушди байналмилалии ИМА (USAID) амалӣ карда мешавад. Барнома ба рушди муҳити мутавозуни иттилоотӣ дар Осиёи Марказӣ нигаронида шудааст, ки ба ҷавонон ва аҳолии бештар калонсол ҷиҳати ошкор будан барои мубодилаи идеяҳо, фикру ақидаҳо ва нуқтаи назарҳои гуногун, инчунин ҷалби шумораи ҳар чӣ бештари шаҳрвандон ба ҳаёти ҷомеа кӯмак менамояд. USAID идораи пешбари байналмилалии рушд ва катализатор барои расидан ба рушди устувор мебошад. Иттилооти бештар дар [сайти USAID дар Осиёи Марказӣ](#) ва [саҳифаи USAID дар Осиёи Марказӣ дар Facebook](#).



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**ТЕЗКОР ТАРҚАТИШ  
УЧУН**

10 сентябрь, 2021

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### **УЧИНЧИ АНЪАНАВИЙ МАРКАЗИЙ ОСИЁ МЕДИАФЕСТИВАЛИ ЎЗ ИШИНИ БОШЛАДИ**

2021 йил 10 сентябрь, Нур-Султон, Қозоғистон - 2021 йил 10 сентябрдан 12 сентябргача Марказий Осиё мамлакатларидан 150 ортиқ ОАВ ходими Марказий Осиё дастури томонидан ташкиллаштирилган, USAID томонидан молиялаштирилган учинчи йиллик медиафестивалга йиғилдилар. Онлайн-фестивали маҳаллий журналистларга ўзаро фикр алмашиш ва минтақадаги ОАВ дуч келадиган энг долзарб масала ва муаммоларни муҳокама қилиш имконини беради.

“Мана, ўттиз йилдирки, Қўшма Штатлар Марказий Осиё ОАВни ривожлантиришни қўллаб-қувватлаб келмоқда. Ушбу қўллаб-қувватлаш бизнинг барқарор ОАВни ривожлантириш ва ахборот олиш масаласига жиддий эътибор қаратишимизни англатади. Хусусан, АҚШ ахборот истеъмолчилари орасида медиасаводхонликни ошириш, шунингдек, журналистика соҳасида профессионаликни қўллаб-қувватлашга кўмаклашишга ҳаракат қилади”, - дейди Марказий Осиёдаги USAID худудий миссияси директори вазифасини бажарувчи Питер Янг.

Дастур матбуотга оид турли мавзуларда музокаралар, маърузалар, мунозаралар, маҳорат дарслари ва фильмлар намоишини ўз ичига олган. Марказий Осиё медиафестивали 2021 йилда минтақадаги медиасаводхонликни ошириш бўйича энг қизиқарли лойиҳа ва ташаббуслар ҳақида ҳикоя қилади. Минтақанинг таниқли журналистлари маълумотлар журналистикаси, подкастлар, аудиторияни жалб қилиш ва YouTube каналларини яратиш бўйича амалий семинарлар ўтказдилар. Бундан ташқари, параллель равишда ўтадиган маҳорат дарслари медиасаводхонлик масалаларига бағишланади.

Фестивалнинг очилиш маросимида сўз олган Марказий Осиёдаги Internews ваколатхонаси директори Марат Бигалиев шундай деди: “Бу йилги фестивалимиз – “Осиёда ишлаб чиқарилган” шиори остида бўлиб ўтмоқда. Биз Марказий Осиёда тайёрланган медиа-лойиҳаларни алоҳида кўрсатишни ва журналистлар меҳнатининг аҳамиятини таъкидлашни истадик. Улар кун тартибини белгилаш, жамиятнинг долзарб муаммоларини аниқлаш ва ҳал қилишга ёрдам беради. Биз минтақамизнинг энг кучли лойиҳаларини намоиш қилмоқчимиз”.

Марказий Осиё фестивали 12 сентябрь куни MediaCAMP Awards ғолиб ва совриндорларини тақдирлаш маросими билан якунланади. Танловга 646 та ариза топширилди ва финал босқичига 74 та иш бешта номинация бўйича саралаб олинди: “Англаш вақти”, “Ғалаба қозониш вақти”,

“Яратиш вақти”, “Ёшлар вақти”, “Йил мавзуси. Пандемия вақти”. Фестиваль давомида минтақавий ҳакамлар ҳайъати ғолибларни аниқлайди. Олтинчи – махсус “Вақт йирик планда: расмлар, карикатуралар, суратлар” номинация ғолибларини аудитория фестивал сайтида онлайн овоз бериш йўли билан аниқлайдилар.

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Марказий Осиё MediaCAMP дастури АҚШ Халқаро тараққиёт агентлиги (USAID) томонидан молиялаштирилади ва Internews томонидан амалга оширилади. Дастур Марказий Осиёда мутаносиб ахборот муҳитини ривожлантиришга қаратилган бўлиб, ёшлар ва нисбатан катта ёшдагилар ўртасида ғоялар алмашиш, турли фикр ва қарашларни ривожлантириш, шунингдек, имкон қадар кўпроқ фуқароларни жамият ҳаётига жалб этишга кўмаклашади. USAID – ривожланиш бўйича етакчи халқаро агентлик ва барқарор ривожланишга эришиш катализатори ҳисобланади. Қўшимча маълумот [USAID нинг Марказий Осиё сайти](#) ва [Facebook даги USAID нинг Марказий Осиё бўйича саҳифасида](#).

## Annex 5. Year 3 Content Production Grant and Fellowship Projects – Kazakhstan

#	Project / Content producer	Language	Description	Period	Progress/ Produced content	Total Audience
<i>Year 1 project completed in Year 3</i>						
1	Tihiy svet	Russian	A documentary on civic activism in Kazakhstan	Apr 2019 – Dec 2020	Draft ready	N/A
<i>Year 2 projects completed in Year 3</i>						
1	Do Not Pass By, Alisa Massaleva	Russian	Goal: to raise public awareness of and a complete intolerance to domestic violence in society, primarily through the media, and to draw the regional authorities' attention to a problem that they prefer not to notice.	March-Dec 2020 <i>Complete</i>	8 articles ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , and <a href="#">8</a> )	98,385 total views on website and newspaper (Target: 50,000 views)
2	ProTenge, Jamilya Maricheva	Russian	Goal: to create on social media a self-sufficient, independent, and valuable anti-corruption media project that works on the same principles as a full-fledged outlet or website, at a lower cost. Increase the financial literacy of Kazakhstanian citizens, teaching them to track spending of budget funds, their appropriateness, as well as the financial cleanliness of state bodies and civil servants.	March-Dec 2020 <i>Complete</i>	670 pieces of content (Examples: <a href="#">post</a> , <a href="#">video</a> , <a href="#">longred 1</a> , <a href="#">longead 2</a> )	5,154,351 views of posts on social media (Target: 180,000 views)
3	Suirik.kz video project, Aisultan Zhakypov	Kazakh	Traditional Kazakh society divides boys' and girls' tasks in the family routine. The goal of this project is to take down this old sexist point of view by presenting girls who can compete with men, ie. in a horse race, and can play other traditionally male-dominated sports.	March-Dec 2020 <i>Complete</i>	4 videos ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> )	449,300 views (Target: 50,000 views)
4	Raspil investigative project, Botagoz Dussenbayeva	Russian	Goal: the Ra\$pil.kz project will investigate the phenomenon of “ghost” factories, that eat up large amounts of public money for construction and then abruptly close with little fanfare. The author wants to spark people's interest in how budget funds are spent and strengthen public control over the actions of the authorities.	March-Dec 2020 <i>Complete</i>	7 investigative materials ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> )	100,161 reach (19,546 views on website and Youtube + 80,615 reach on social media). (Target: 40,000 views)
5	Ata-Ana sagaty audio/video podcasts, Baktygul Salykhova	Kazakh	The project aims to launch a media platform for young parents to crush stereotypes about children's upbringing.	March-Dec 2020 <i>Complete</i>	26 <a href="#">audio</a> and 26 <a href="#">video</a> podcasts	47,488 views (Target: 340,500)
6	Balmuzdaq Plus, Alina Zhartieva	Kazakh	The video storytelling project, including interviews with opinion leaders and experts, covers language, gender, and national identity issues, which create tension between students from different backgrounds, in order to eliminate stereotypes which can continue through	March-Dec 2020 <i>Complete</i>	45 materials (video, animation video, and interviews – Examples <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> )	73,609 views (Target: 100,000)



			their university careers and live on through their families.			
7	Za nami uzhe vyehaly, Sergey Dubovitskiy	Russian	The goal of the project is to open up the taboo issue of suicide in Kazakhstan, to draw public attention to the problem, its root causes and consequences, to begin a revision of attitudes to the problem of psychological health and violence, and to start a dialogue between officials and citizens.	March 2020 - June 2021  <i>Complete</i>	Three documentaries ( <a href="#">1</a> , <a href="#">2</a> , and <a href="#">3</a> )	173,833 reach (including 129,974 views on YouTube and Instagram + reach on social media). (Target: 150,000 views)
8	Data eleginde, Erlan Ospan	Kazakh	Kazakh-language media mainly rely on government funding and often simply repeat official press releases word for word. The project aims to show media how to cover important issues by using open data and engaging visuals, allowing other Kazakh journalists to use it for their materials.	March 2020 - June 2021  <i>Complete</i>	4 longreads ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> ) out of eight planned	5,821 views (Target: 305,000)
9	Urein Zhengen longread project, Aigerim Begimbet	Kazakh	Kazakhstan has a high rate of domestic violence, and only every third victim of domestic violence in Kazakhstan reports it to the police. This issue is not covered adequately in Kazakh-language media. The longread project “УРЕЙІН ЖЕҢГЕҢ” (People who overcome horror) tells the stories of three victims by using vector graphics.	March 2020 - August 2021  <i>Complete</i>	Three longreads ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> )	359,642 reach on Facebook, 267, 591 reach on Instagram, 43,800 views on website (Target: 150,000)
10	Tulga infographic card project, Nurlan Bektayev	Kazakh, Russian	The goal is to provide vital information in Kazakh for parents of children with health conditions. Many parents do not know what to do and how to use exceptional opportunities that government and local governments offer for such children and their caregivers. Available information is often written in a complex way; the project will use simple language and infographics to make life easier for this group.	March 2020 - March 2021  <i>Complete</i>	38 infographic cards (19 in <a href="#">Kazakh</a> , 19 in <a href="#">Russian</a> ) Distributed via Whatsapp	151,997 reach (Target: 20,000)
11	Tvoy shans LLP, Director Sergey Mirolyubov, Nasha Gazeta weekly newspaper	Russian	Since January 1, 2020, villages in Kazakhstan are being switched to independent budgets, consolidated, and optimized. With the executive branch leaving many rural areas, to solve issues with the rural akim (mayor) (veterinary medicine problems, upgrading, sports facilities) people often have to travel to another village. The project plans to prepare a series of multimedia materials from 6 villages – to show the pros and cons of this social experiment, to identify problems that can actually be solved by rural communities themselves, and those that require intervention of deputies,	March 2020- May 2021  <i>Complete</i>	6 materials ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> )	34,827 views on website, newspaper, and YouTube (Target: 51,000 views)

			amendments to laws, as well as replicate good experiences.			
12	Ekonomist podcast project, Kassymkhan Kapparov	Russian	The project will conduct professional discussions with experts in economics, sociology, and law but in simple terms – to create content understandable for a wide audience. The team hopes to influence the quality of decisions made by the local authorities through this project to ensure the population’s income growth and social justice. Another goal is to develop a professional expert network that will help Kazakhstanis keep abreast of the news and problems of the country's economic system and will promote young professionals in this field.	March 2020- March 2021  <i>Complete</i>	Four video interviews ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , and <a href="#">4</a> ) out of 12 planned	7,398 views on YouTube and website. (Target: 80,000 views)
<b>Long-term content production grants</b>						
1	TV “31 channel” <i>Nege? (Why?)</i>	Kazakh	production of 20 episodes of a Kazakh-language socio-political talk show covering relevant and sensitive topics which are rarely covered in Kazakh media, especially in Kazakh language	Mar – Jul 2021  <i>Complete</i>	20 talk show episodes ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a> , <a href="#">13</a> , <a href="#">14</a> , <a href="#">15</a> , <a href="#">16</a> , <a href="#">17</a> , <a href="#">18</a> , <a href="#">19</a> , and <a href="#">20</a> )	2,331,178 views (including 612,178 views on YouTube, 1,719,000 estimated TV audience on 31 Channel). (Target: 2,000,000 views)
2	LLC «Vlast Media Group» <i>“Waiting list”</i>	Russian	10 multimedia longreads about transplantology in Kazakhstan	Mar – Dec 2021  <i>Ongoing</i>	8 multimedia longreads ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , and <a href="#">8</a> )	146,008 views on the website, Telegram, Twitter, and Instagram stories (Target: 140,000 views)
3	Respectmedia.kz <i>“How things work in KZ”</i>	Russian	production of 24 video stories investigating the most common corruption schemes and misuse of state budget.	Mar – Oct 2021  <i>Ongoing</i>	17 video investigations ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a> , <a href="#">13</a> , <a href="#">14</a> , <a href="#">15</a> , <a href="#">16</a> , and <a href="#">17</a> )	848,795 views (558,223 Instagram, 151,933 Telegram, 138,639 YouTube). (Target: 360,000 views)
4	“Til Kespek Joq”	Kazakh	production of 314 pieces of content for youth (explanatory cards, digests, investigations, materials exposing fakes and state propaganda) on social media (Instagram, Telegram, Facebook, Youtube, and TikTok) in the Kazakh language	Mar – Sep 2021  <i>Complete</i>	340 pieces of content (Examples: <a href="#">posts</a> , <a href="#">explanatory cards</a> , <a href="#">video digests</a> , <a href="#">antipropagan da materials</a> , <a href="#">investigations</a> )	3,992,728 views (735,141 TikTok, 586,371 Telegram, 2,461,605 Instagram, 209,611 Facebook).

						(Target: 500,000 views)
5	“Klub puteshestvennikov Almaty Nomad” “I am here”	Russian	production a series of 6 documentaries about people who live in remote regions of Kazakhstan in poor conditions.	Mar – Nov 2021 <i>Ongoing</i>	5 documentaries ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> )	223,848 views (including 6,682 YouTube views; 156,000 Turan TV audience estimate, 381 views on their <a href="#">website</a> , 60,785 views on Tengrinews online media). (Target: 300,000 views)
6	Hyperborey Youtube channel “EcoEcho”	Russian	production of 7 special video reports on environmental topics	Mar – Sep 2021 <i>Complete</i>	7 video reports ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5a</a> , <a href="#">5b</a> , <a href="#">6</a> , and <a href="#">7</a> )	82,921 YouTube views (Target: 50,000 views)
7	“Semipalatinsk City Association of Young Journalists” “Your City - Your Rules,”	Russian	production of 20 multimedia publications and 200 pieces of related content (photo reports, articles, posts on social media, etc.) focused on reflecting the real possibility of involving the residents of Kazakhstan in the process of urban management.	Mar – Dec 2021 <i>Ongoing</i>	12 longreads ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a> ) and 120 pieces of related content	37,327 views (including 33,279 website views + 4,042 views on YouTube). (Target: 120,000 views).
8	“Native Home” TEK Studio (Yerbol Zhumagulov)	Kazakh	production of a full-length documentary film (preliminary name is “Native Home”) about the problems of child adoption in Kazakhstan.	Mar – Dec 2021 <i>Ongoing</i>	Video draft completed	N/A (Target: 70,000 views)
<b>Short-term content production grants (winter flow)</b>						
1	IE Aspan “Rass Aitamyn”	Kazakh	24 posts on investigating government spending on propaganda during the pandemic	Mar – Sep 2021 <i>Complete</i>	25 posts ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a> , <a href="#">13</a> , <a href="#">14</a> , <a href="#">15</a> , <a href="#">16</a> , <a href="#">17</a> , <a href="#">18</a> , <a href="#">19</a> , <a href="#">20</a> , <a href="#">21</a> , <a href="#">22</a> , <a href="#">23</a> , <a href="#">24</a> , <a href="#">25</a> )	118,026 reach (Telegram+ Instagram)
2	IE “Galym Smagul” “Let Caricature speak”	Kazakh	24 cartoons on political and social issues	Mar – Sep. 2021 <i>Complete</i>	24 caricatures <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a> , <a href="#">13</a> , <a href="#">14</a> , <a href="#">15</a> , <a href="#">16</a> , <a href="#">17</a> , <a href="#">18</a> , <a href="#">19</a> , <a href="#">20</a> , <a href="#">21</a> , <a href="#">22</a> , <a href="#">23</a> , <a href="#">24</a> )	13,413 reach on social media

3	LLC Pixel cinema, "Patients' Rights" Aqzharkyn Qydyrkhanova	Kazakh	24 articles on health issues	Mar – Jul 2021 <i>Complete</i>	24 articles and 27 related posts on social media ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a> , <a href="#">13</a> , <a href="#">14</a> , <a href="#">15</a> , <a href="#">16</a> , <a href="#">17</a> , <a href="#">18</a> , <a href="#">19</a> , <a href="#">20</a> , <a href="#">21</a> , <a href="#">22</a> , <a href="#">23</a> , <a href="#">24</a> )	3,484 views on the website, 232,551 reach (Instagram and Facebook)
4	IE filmstar.kz "Shame and I," Sharipa Urazbayeva	Kazakh	1 documentary on Undocumented Kazakh women's stories	Mar – Jun 2021 <i>Complete</i>	<a href="#">1 documentary film</a>	56,612 views on YouTube and 1,012 views on Vimeo
5	"Saidaly" (Aisultan Zhakupov) "AuyMed"	Kazakh	2 video stories on life of female medical doctors in rural areas	Mar – Jul 2021 <i>Complete</i>	2 video stories ( <a href="#">1</a> , <a href="#">2</a> ) and 12 related posts	3,583 views on YouTube
6	IE Beimalim, Russlan Zhubanysh	Kazakh	9 video stories on Kazakh youth (Instagram)	Mar – Jun 2021 <i>Complete</i>	9 video stories and 37 related posts ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> )	21,554 reach on social media, and 22,647 views on Instagram
7	Minber.kz, "Man Ber"	Kazakh	10 videos and 20 cartoons on youth (Instagram)	Mar – Oct 2021 <i>Ongoing</i>	10 videos and <a href="#">20 cartoons</a> ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> )	13,858 reach on social media; 5,185 views on YouTube
8	IE Anastasiya Gorbunova, "Gylym Faces" ("Faces of Science")	Russian	Kazakhstani science, scientists, and their problems: 16 interviews, 64 posts on Instagram	Mar – Jul 2021 <i>Complete</i>	16 interviews and 141 posts on social media (Examples: <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> )	192,443 views on the Vlast.kz website (Target: 120,000 views)
9	Ilya Barokhovskiy (YISK Semey), "Outskirts KZ"	Russian	Problems of outskirts' citizens, work of local authorities: 6 video investigations, 120 posts	Mar – Nov 2021 <i>Extended, Ongoing</i>	4 video investigations ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> ) and 80 publications on social media	66,270 views on Facebook and YouTube (Target: 600,000 views)
10	Serik Kapenov, "Owners of KZ"	Russian	12 investigations about property of KZ ministers, mayors, and other officials	Mar – Sep 2021 <i>Complete</i>	12 investigations ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a> )	290,124 views on the websites. (Target: 120,000 views)
11	Anna Wilhelmi, Intonation.me, "Women prisoners"	Russian	A series of longreads (six) and podcasts (six) about women in Kazakhstan prisons and their rights	Mar – Sep 2021 <i>Complete</i>	6 longreads ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> ) and 6 podcasts ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> )	1,998 reach (1,836 views on the website +162 listens). (Target: 5,480 views and listens)

12	Arailym Ashimova, “Bereke” Fund, “Violence against women and children”	Russian	Women who are victims of domestic violence, their children, their rights, and charity	Mar – Jul 2021 <i>Complete</i>	7 videos ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> )	143,924 views (Target: 70,000 views)
<i>Fellowships (winter flow)</i>						
1	Zangar Omar	Kazakh	6 video and photo publications on Instagram to inform young people and provide reliable sources of information based on facts	Feb – Apr 2021 <i>Complete</i>	6 publications on Instagram ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> )	545 views
2	Bakbergen Sapash	Kazakh	3 histories in photo reportage format to determine the positive impact of Turkestan on the villages as a regional center	Feb – Oct 2021 <i>Extended, Ongoing</i>	Preparation work	N/A
3	Qundyz Mukhangali, Yelena Mynzhassova	Kazakh	6 podcasts to inform students and university graduates about future professions based on the life experience of real people	Feb – Apr 2021 <i>Complete</i>	6 <a href="#">podcasts</a>	493 listens
4	Farhat Abilov	Kazakh	1 article to show the life of convicted women in the only women's prison in Western Kazakhstan	Feb – Mar 2021 <i>Complete</i>	<a href="#">1 article</a> , 1 video	5,167 views (3,504 on the website, 1,623 on YouTube)
5	Halima Tazhiqul, journalist	Kazakh	1 longread to show the current situation of the rural population affected by the COVID-19 pandemic in the spring and autumn of 2020	Feb – Oct 2021 <i>Extended, Ongoing</i>	Preparation work	N/A
6	Zhansaya Olzhabek, Gulsat Nurmukhanova, Dana Nurmukhanbetova	Kazakh	1 video story to help children from single-parent families deal with issues, to freely express their opinions and share them with society	Feb – Jul 2021 <i>Complete</i>	1 multimedia <a href="#">video</a>	500 views
7	Asset Qaiyrkhan	Kazakh	10 posts to improve the legal literacy of youth and teenagers (Instagram)	Feb – Aug 2021 <i>Complete</i>	15 Publications on Instagram ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a> , <a href="#">13</a> , <a href="#">14</a> , <a href="#">15</a> )	500 views
8	Duman Baqytgeldy	Kazakh	1 multimedia episode on YouTube to help teenagers understand that the stereotype of bullying patients is not the norm	Feb – Apr 2021 <i>Complete</i>	1 multimedia <a href="#">video</a>	2,350 views
9	Assem Ilesbay	Kazakh	10 sketches on Instagram + 5 podcasts to increase the audience's interest in psychology	Feb – Apr 2021 <i>Complete</i>	<a href="#">6 episodes</a> and <a href="#">12 cartoons</a>	7,415 reach on social media
10	Bauyrzhan Mukhanov	Kazakh	4 articles to increase the legislative literacy of the population, to familiarize them with their rights and obligations, and the available methods of obtaining	Feb – Mar 2021 <i>Complete</i>	4 articles ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> )	6,032 views

			public services, documents, and certificates in a short time			
11	Elena Pankova, "What are you breathing in?"	Russian	A series of videos (up to 15) about the environment, emissions, and air quality in the cities of Kazakhstan	Feb – Oct 2021 <i>Extended, ongoing</i>	7 videos ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> )	1,652 views on YouTube
12	Miras Nurmukhanbetov, "MirasPics"	Russian	A series of short satirical animated videos (up to five) on socio-political topics (Continuation of Year 2 project in new format.)	Feb – Apr 2021 <i>Complete</i>	5 animated videos ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> )	23,453 views across platforms
<b>Short-term content production grants (Summer flow 2021)</b>						
1	The-village.kz "No violence against children"	Russian	a series of six materials (longreads, reports, explanatory articles, etc.) on the problem of pedophilia and sexual violence against children in Kazakhstan	Jun – Sep 2021 <i>Complete</i>	7 materials: 6 planned ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> ) and <a href="#">an additional digest</a> .	60,798 views on the website (Target: 70,000 views)
2	IE "Cityzen Space" "Save, cannot be left, or Criteria of value"	Russian	an online game, video installation, four articles about architectural issues and Telegram bot that will acquaint the audience with the experience of the "Archkod Almaty" project	Jun – Dec 2021 <i>Ongoing</i>	The final scenario/content plan and the final storyboard of the online game on the Google disk	N/A
3	Mediastart 2012 LLP "How to save Ural"	Russian	Multimedia content (12 issues) about the environmental disaster on the Ural River.	Jun – Dec 2021 <i>Cancelled by the authors</i>	N/A	N/A
4	Public Association "Youth Public Association "Pokolenie - Z" "On the streets"	Russian	10 video content and 20 posts on social networks about life and problems in Rudny.	Jun – Nov 2021 <i>Ongoing</i>	6 videos ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> ) and 12 publications on social media (Examples: <a href="#">1</a> , <a href="#">2</a> )	164,463 views on YouTube and Instagram (Target: 50,000 views)
5	EMAKHO LLP "Ariadna.media about contemporary art in CA"	Russian	A series of 20 materials about art in Kazakhstan for the online publication Ariadna	Jun – Oct 2021 <i>Ongoing</i>	10 materials ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> )	2,129 views on the website . (Target: 40,000 views)
6	IE "Morskoye Vremya" "Book meter"	Russian	Six episodes of podcasts to popularize reading, return interest in books as quality hobby, support local literature and authors, and offer an alternative pastime from social media	Jun – Sep 2021 <i>Complete</i>	6 episodes ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> )	7,680 listens (Target: 3,000 listens)



7	Individual entrepreneur "Aspan Production"  Compatriots from Xinjiang	Kazakh	5 video reportages to study the process of socialization of repatriates who moved to Kazakhstan from Xinjiang, to show their cultural and everyday life, to learn their views on political and social issues in Xinjiang.	Jun – Nov 2021  <i>Ongoing</i>	4 videos ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> )	47,693 views on YouTube, 2,000 reach on Social Media
8	Public Fund "Qazaq Times media group"	Kazakh	4 multimedia articles about the effectiveness of public procurement during a pandemic	Jun – Aug 2021  <i>Complete</i>	4 multimedia articles ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> )	4,280 views on website
9	"Jana Media" LLC	Kazakh	5 multimedia longreads on everyday life of ordinary villagers, achievements and peculiarities	Jun – Nov 2021  <i>Ongoing</i>	Preparation work	N/A
10	Individual entrepreneur "Tuime" (Dastan Akkozha)	Kazakh	4 multimedia storytelling, 1 caption video to consider the problems of socialization and adaptation of vulnerable groups (people with HIV-positive status, people with disabilities), through the prism of the law, which are currently not in the spotlight.	Jun – Oct 2021  <i>Ongoing</i>	Preparation work	N/A
11	Individual entrepreneur "Tilshi" (Askar Aktleuov)	Kazakh	2 multimedia materials, 1 caption video to show the differences in education in remote villages and cities using the example of Aktobe region.	Jun – Aug 2021  <i>Complete</i>	2 multimedia materials ( <a href="#">1</a> , <a href="#">2</a> )	2,598 view on website
12	Individual entrepreneur "Shyraq Media" (Shyrak Baikenova)	Kazakh	26 episodes of video podcast about sexual literacy and mental health	Jun – Dec 2021  <i>Ongoing</i>	26 episodes ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a> , <a href="#">13</a> , <a href="#">14</a> , <a href="#">15</a> )	7,306 views on YouTube
13	Individual entrepreneur "Manshuk media" (Manshuk Akhmetova)	Kazakh	1 documentary film about the problems of single fathers, the causes of the current social situation	Jun – Nov 2021  <i>Ongoing</i>	Preparation work	N/A
14	Individual entrepreneur "Balbal" (Zhazira Baidaly)	Kazakh	4 articles, 4 videos about safe and sensible communication between girls and boys.	Jun – Sep 2021  <i>Complete</i>	4 articles ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> ) and 4 videos ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> )	8,185 views on website and YouTube
<b>Fellowships (Summer flow 2021)</b>						
1	"Budget of Civic Participation"	Russian	12 posts on social networks, 6 Instagram stories and one summary material, showing by personal example that residents of Kazakhstani cities can partially take part in the formation of the city budget	Jun – Aug 2021  <i>Complete</i>	19 pieces of content: 12 posts (Examples: <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> ), 6 Instagram stories, and <a href="#">a summary article</a> .	16,212 views. (Target: 10,000 views)
2	"Hunters for petroglyphs"	Russian	5 articles about archaeological sites in the Almaty region (ancient sanctuaries, burial	Jun – Dec 2021	<a href="#">1 article</a>	16,229 views on the website.

			places, settlements, burial mounds and petroglyphs)	<i>Extended Ongoing</i>		(Target: 10,000 views)
3	“Dachiki” (“Cottagers”)	Russian	five longreads about the post-Soviet phenomenon of summer residences	Jun – Oct 2021 <i>Ongoing</i>	3 publications ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> )	1,000 views (Target: 8,000 views)
4	Onai Olzha	Kazakh	Goal: to raise awareness of financial issues, especially among housewives in rural areas. One multimedia material to be published on ernur.kz media platform and social media accounts	Jun – Oct 2021 <i>Complete</i>	<a href="#">1 article</a>	3,125 views in the website.
5	Government procurement	Kazakh	one multimedia material and one video about governmental spending.	Jun – Oct 2021 <i>Ongoing</i>	Preparation work	N/A
6	Mails talk	Kazakh	8 podcast episodes (10-15 minute) to increase interest in Kazakh literature and history	Jun – Oct 2021 <i>Ongoing</i>	Preparation work	N/A
7	Black Box	Kazakh	one video about promotion of human rights, citizen rights that hidden in Kazakh pop-music content.	Jun – Oct 2021 <i>Complete</i>	<a href="#">1 multimedia video</a>	2,795 views on YouTube
8	My grandma’s talks	Kazakh	5 podcasts to create a medium for discussion between elder and younger generation	Jun – Oct 2021 <i>Complete</i>	5 episodes ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> )	800 listens

## Annex 6. Year 3 Content Production Grant and Fellowship Projects – Tajikistan

#	Content Producer, city	Language	Description	Period	Progress/ Produced Content	Total Audience
<i>Year 2 content production projects</i>						
1	Safarbek Soliev, documentary filmmaker  <i>Nissar</i>  Dushanbe	Tajik	A documentary film about the life of the first head of the educational commissariat, Nissor Muhammad	<i>Complete</i>	1 documentary film. The film was shown in the Dushanbe cinema house and will be publicly available next quarter.	110 people attended the film showing at the cinema house.
2	Yodgor Islombekov  <i>Iron King YouTube interview</i>  Dushanbe	Russian	Iron King YouTube interview show with prominent cultural, television, business, internet, and political figures	<i>Complete</i>	10 video interviews: <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a>	560,000 views
3	Oila Media  <i>Sunrise after Sunset</i>  Dushanbe	Tajik	<a href="#">Sunrise after Sunset</a> inspirational video stories	<i>Complete</i>	6 video stories: <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a>	460,000 views
4	Your.tj  <i>Three bears</i>  Dushanbe	Russian	<a href="#">Three Bears audio and video podcast</a> devoted to people and businesses in Tajikistan during the pandemic	<i>Complete</i>	24 <a href="#">podcasts</a>	170,000 views
5	The National Union of People with Disabilities of Tajikistan  <i>Accessible Environment</i>  Dushanbe	Tajik (with sign language interpretation)	Accessible Environment mini-series about the lives of people with disabilities	<i>Complete</i>	6 episodes: <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a>	78,800 views
6	Media Council of Tajikistan  <i>ZewarshoW</i>  Dushanbe	Tajik	<a href="#">ZewarshoW</a> podcast for the Persian-speaking world with people representing different spheres of life (40,000 views)	<i>Complete</i>	67 <a href="#">podcasts</a>	40,000 views

Year 3 Content Production Projects						
Long-term content production grants						
1	LLC Art Vision <i>City of My Memory</i>  Dushanbe	Russian	Production of 5 films about cultural and historical buildings of Dushanbe, which have recently been demolished. Publication on website <a href="http://vecherka.tj">vecherka.tj</a> and social media accounts: Facebook, Instagram	February – November 2021  <i>Ongoing</i>	3 videos: <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a>	5,380 views
2	LLC TRC* Vatan <i>Covid-19. Migration. Homeland</i>  Dushanbe  *TV and Radio Company	Tajik	1 documentary film, 1 audio performance, 3 podcasts, 3 live radio programs about life and work of migrants who remained in their homeland during the pandemic. Publication on Radio Vatan, website <a href="http://www.vatan.tj/">http://www.vatan.tj/</a> and social media accounts: <a href="#">Facebook</a> , <a href="#">Instagram</a>	February- November 2021  <i>Ongoing</i>	<a href="#">1 audio performance</a> in six parts  Video podcasts <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a>	1,184 views
3	LLC TRC Tanin <i>Border Conflict</i>  Khujand	Tajik	Production of 3 documentary films about life in two village enclaves: a Tajik village in Uzbekistan and an Uzbek village in Tajikistan. Publication on TV Tanin and social media accounts YouTube, Facebook	February - November 2021  <i>Ongoing</i>	First documentary is ready - <a href="#">Friendship Tree</a> Two others are being edited and will be made publicly available next quarter.	8,162 views
4	LLC Information Agency "Asia Plus" <i>Home</i>  Dushanbe	Russian	Production of 10 documentary video stories, 1 documentary film, 5 photo stories, 1 offline photo exhibition about people whose houses are planned to be demolished. Publication on website <a href="http://asiaplustj.info">asiaplustj.info</a> and social media accounts: Facebook, Instagram	February - November 2021  <i>Ongoing</i>	6 video stories <a href="#">1,2,3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a>  360 video <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a>  Photo <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> .	270,016 views
5	PO Dast ba Dast <i>Neighbors</i>  Dushanbe Tashkent	Russian	Production of 60 materials (caption videos, multimedia stories, photo-essays) about family, economic and cultural ties of Tajik and Uzbek people. Publication in social media accounts: Telegram, <a href="#">Facebook</a> , <a href="#">Instagram</a>	February - September 2021  <i>Complete</i>	24 caption videos, 7 infographics, 22 photo albums, 7 articles, 3 tests  <a href="#">Telegram</a> <a href="#">Facebook</a> <a href="#">Website</a>	320,520 views
6	LLC TRC SM-1 <i>Pulse of Life</i>  Khujand	Tajik	Production of 20 information and analytical TV programs jointly by 10 independent TV stations of Tajikistan. Publication on TV SM-1, website <a href="https://cm-1.tv/">https://cm-1.tv/</a> and in social media accounts: YouTube, Facebook	February - December 2021  <i>Ongoing</i>	13 programs: <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a> , <a href="#">13</a>	18,348 Views online  TV coverage – 1.55 million people

Short-term content production grants (Winter Flow 2020)						
1	PE Navruzova Shukrona Nozimjonovna <i>Fairy Tales in Pictures</i>  Dushanbe	Tajik, Pamiri	Production of a collection of “Fairy Tales in Pictures” consisting of 8 tales based on the existing audiobook “Afsonakhoi Khalki Tojik” (Fairy Tales of Tajik People) (developed under MediaCAMP in Year 1) in multimedia format. Publication in social media accounts: Facebook, Instagram	February – August 2021  <i>Complete</i>	8 multimedia fairy tales: <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a>	2,600 views
2	LLC Information Agency “Asia-Plus” <i>What Makes You Strong, Sister?</i>  Dushanbe	Tajik	Production of 12 interviews with prominent Tajik women. (Continuation of project from previous year.) Publication on website <a href="http://asiaplustj.info">asiaplustj.info</a> and in social media accounts: Facebook, Instagram	February – August 2021  <i>Extended through October, Ongoing</i>	8 video interviews <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a>	368,033 views
3	PO "Peshsaf" <i>Dancing Men</i>  Dushanbe	Russian	Production of 1 short documentary film about three male dancers, aimed at normalizing the dance profession, often stigmatized and not well respected in the society. Publication in social media accounts: Facebook, Instagram	February – July 2021  <i>Complete</i>	<a href="#">Dancing Men</a>	2,058 views
4	PO National Association of Independent Mass Media of Tajikistan <i>Lawlessness of Government Officials</i>  Dushanbe	Tajik	Publication of 8 articles about people who defended their rights when faced with lawlessness and arbitrariness of government officials. Publication on website <a href="http://ozodi.org">ozodi.org</a> and in social media accounts: Facebook	February – June 2021  <i>Complete</i>	<a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a>	359,721 views
5	PE Afsona Akobirshoeva Hikmatshoevna <i>Destiny</i>  Dushanbe	Tajik	Production of 10 video stories about the work of unskilled workers. Publication in social media accounts: <a href="#">Facebook</a> , <a href="#">YouTube</a> , <a href="#">Instagram</a>	February – August 2021  <i>Complete</i>	10 videos <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a>  <a href="#">Facebook</a> has more views	1, 173, 560 views
6	PE Firdavs Nasrullozoda Nasrullo <i>Red Line</i>  Dushanbe	Tajik Russian English	Conducting online exhibition and sharing knowledge and information about fine arts. Publications on a special online platform.	February – June 2021  <i>Complete</i>	<a href="#">Online platform</a>	N/A
7	LLC TV Mavji Ozod <i>Rural Women</i>  Vose	Tajik	Production of 10 short television programs about the life of rural women. Publication on TV Mavji Ozod, website <a href="http://mavji-ozod.tj">mavji-ozod.tj</a> and in social media accounts: YouTube, Facebook	February – July 2021  <i>Complete</i>	10 programs <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a>	12,580 views  TV coverage – 250,000 people

8	LLC Haft Sitoraho <i>COVID-19 and Entrepreneurship</i> Khujand	Tajik	Production of 12 special reports on business activity during the pandemic. Publication on TV Haft Sitoraho and in social media accounts: YouTube, Facebook	February – August 2021 <i>Complete</i>	12 special reports <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">10</a> , <a href="#">11</a> , <a href="#">12</a>	7,150 views TV coverage – 1 million people
9	LLC Vecherniy Dushanbe <i>The Lonely Elderly: Look Into Their Eyes</i> Dushanbe	Russian	Production of 4 multimedia stories about lonesome elderly people in Dushanbe. Publication on website <a href="http://vecherka.tj">vecherka.tj</a> and in social media accounts: Facebook, Instagram	February – June 2021 <i>Complete</i>	4 stories <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a>	135,650 views
10	PO Rasonanigor <i>Where to Go When There is Nowhere to Go</i> Dushanbe	Russian, Tajik	Production of 20 materials: 10 multimedia materials, 5 video stories and 5 podcasts about orphanage graduates. Publication in social media accounts: <a href="#">Facebook</a> , <a href="#">Instagram</a> , <a href="#">Telegram</a> , <a href="#">YouTube</a>	February – August 2021 <i>Complete</i>	5 podcasts <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a>  5 video stories (caption videos) <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a>  10 multimedia materials <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> , <a href="#">7</a> , <a href="#">8</a> , <a href="#">9</a> , <a href="#">10</a>  <a href="#">Exhibition</a>	79,461 views
<b>Fellowships (Winter Flow 2020)</b>						
1	Aliya Khamidulina, journalist <i>Life of Non-Tajiks in Tajikistan</i> Khujand	Russian	Production of 3 articles and 2 video stories about life of remaining national minorities (Russians, Tatars, Jews, Armenians, etc.) in Tajikistan, in particular, in the small industrial cities of the Sughd region. Publication on website <a href="http://asiaplustj.info">asiaplustj.info</a> and Instagram	March - May 2021 <i>Complete</i>	3 articles and 2 video stories <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a>	90,362 views
2	Zarina Ergasheva, journalist <i>Widow's Home</i> Dushanbe	Russian	Production of 5 articles and 1 caption video about families who have lost their breadwinners. Publication on website <a href="http://Your.tj">Your.tj</a> and Facebook	March - June 2021 <i>Complete</i>	4 articles and 1 caption video <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a>	243,177 views
3	Manizha Kurbanova, journalist <i>There Is a Child With Special Needs in the Family</i> Dushanbe	Russian, Tajik	Production of 1 story and 3 short videos about families with disabled children. Publication on website <a href="http://Your.tj">Your.tj</a>	March - June 2021 <i>Complete</i>	1 story and 3 videos <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a>	795,481 views
<b>Short-term content production grants (Summer Flow 2021)</b>						



1	CSO Navsoz Dushanbe	Tajik	Production of 1 documentary about a woman who has been living in Tajikistan for 30 years without citizenship	June - October 2021 <i>Ongoing</i>	Filming and editing	N/A
2	CSO Khurshed Khorog	Tajik	Production of 7 video stories about traditions of inhabitants of the Pamirs	June - September 2021 <i>Extended through November, Ongoing</i>	6 video stories <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a> .	2,288 views
3	CSO Center for Journalistic Investigations Khujand	Tajik	Production of 1 documentary film about the once closed and secret town in the north of Tajikistan - Istiqlol (formerly Taboshar)	June - October 2021 <i>Ongoing</i>	Filming and editing	N/A
4	CSO Imron Kulob	Tajik	Conducting 1 theatre performance in online and offline formats about life of HIV-positive women. (Offline performances occurred outside of reporting period; further, the team has found another donor and will continue performing offline.)	June - September 2021 <i>Complete</i>	<a href="#">Online theatre performance</a>	552 views online
5	PE Manuchehr Ruziev Dushanbe	Russian	Production of 1 documentary film about child labor	June - September 2021 <i>Extended through November, Ongoing</i>	Filming and editing	N/A
6	LLC Advertising and Ideas Dushanbe	Tajik	Production of 10 caption videos and 6comics dedicated to women who address serious problems alone	June - October 2021 <i>Ongoing</i>	Comics: <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a>  Caption videos: <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> , <a href="#">5</a> , <a href="#">6</a>	236,000 views  Newspaper circulation - 20,000 copies
7	CSO Gender Equality for Inclusive Development Dushanbe	Russian	Production of 3 animated films and an online photo exhibition to combat stereotypes about women	June - October 2021 <i>Extended through November, Ongoing</i>	Editing of the films	N/A
8	PE Ismail Nauzari Dushanbe	Russian	Production of 1 short film about "indecent" female professions such as masseuse, waitress, and even ballerina in Tajikistan	Canceled	See Challenges section	N/A

<i>Fellowships (Summer Flow 2021)</i>						
1	Malika Safarzoda, journalist  Dushanbe	Tajik	Production of 2 articles on internal migration of women	June - October 2021  <i>Complete</i>	2 articles <a href="#">1, 2</a>	6,291 views

## Annex 8. MediaCAMP Award Nominations and First Place Winners – Year 3

Category	# of materials in nominations, regional round	First Prize Winner(s)	Description
Time to Understand	15 (three from each CA country)	Anna Kapushenko and Savia Khasanova, <a href="#">Kloop.kg</a> , Kyrgyzstan	For a study on femicide in Kyrgyzstan (“ <a href="#">I would have killed her anyway</a> ”).
Time to Win	15 (three from each CA country)	Gulnora Amirshoeva, <a href="#">Vecherka.tj</a> , Tajikistan	For the multimedia project “ <a href="#">The House Where Unforgotten Pain Lives</a> ” about victims of domestic violence in Tajikistan.
Time to Build	15 (three from each CA country)	Danel Khodjayeva, <a href="#">the Steppe</a> , Kazakhstan	For the multimedia material “ <a href="#">Who creates sign language videos in Kazakhstan?</a> ”
Time of the Young	14 (three from each CA country except KG with two finalists)	Nargiza Anarbay kyzy, <a href="#">T-media.kg</a> , Kyrgyzstan	For a <a href="#">longread</a> on bride kidnapping (ala kachuu) in Kyrgyzstan.
Topic of the Year. Time of the Pandemic.	15 (three from each CA country)	Mullorajab Yusufzoda (Rajab Rozikzoda) and Maskhab Jumaev (Mansur Jumaev), <a href="#">Asia Plus</a> , Tajikistan	For <a href="#">investigating</a> why 4,000 Tajiks died in 2020.
Close-Up Time	11 finalists (KZ: 8; KG: 1; TJ: 1; TM: 0; UZ: 1) (total 24 images – some nominees submitted multiple materials)	Alikhan Sariev, Kazakhstan	Alikhan Sariev’s <a href="#">photo</a> of a schoolgirl attending classes online via an instant messenger got the highest number of votes from the public in an online vote.

### Special prizes

- Anna Miftakhova from Tajikistan – for a special look at history in the [article](#) “It is more than 500 years old, there are many legends about it and it lives in Khujand.”
- Elena Vladimirova, Turkmenistan – for the richness and imagery of the language in the [article](#) “The Leopard was not in the mood!”
- Mustakhkam Tangriyorova, Uzbekistan – for delicacy and sympathy for the victims of the tragedy in the [material](#) “My child dug the earth and stayed underground.”
- Ardak Bukeeva and Alma Omarova, Kazakhstan – for their journalistic skills and deep research of the topic in the [material](#) “Aerobatics.”
- Maksatbek Osmonaliev, Kyrgyzstan – for an unforgettable story told in photographs in the [material](#) “The Girl and the Donkey.”
- Munojatkhon Yuldasheva, Uzbekistan – for journalistic courage and civic values in the [investigation](#) “Business Under Corona.”
- Kutmanbek Mamatazimov, Kyrgyzstan – for creating the image of a positive hero who does not lose heart in the most difficult circumstances in the [documentary film](#) “Equal World.”
- The ANATOMICÁ project team, Uzbekistan – for breaking stereotypes in the [material](#) “People with HIV.”

## Annex 9. Regional Online Social Media Marketing School Agenda

### AGENDA

#### Central Asia Online Regional Social Media Marketing (SMM) Training

#### "Promotion on social media for media outlets"

**Lead Trainer:** Svetlana Margolis.

**Local Partners:**

- LLP "Media Agency" Strategic Communications "(Anara Kuandykova), Kazakhstan.
- IT Company Livo (Faridun Zamonov), Tajikistan.

**Date, time:** September 13 to 17, 2021, 4 pm to 6 pm Nur-Sultan/ 3 pm to 5 pm Dushanbe/Tashkent.

**Moderators:** Alevtina Madyarova, Makhpora Kiromova, Internews.

Time	Item	Speakers
	<b>Day 1, September 13, 2021</b>	
15:45	Technical test, inclusion of translators, acquaintance.	
16:00-16:10	Introduction from the organizers	Organizers
16:10-16:50	The first part of the lecture Building a promotion strategy Defining your target audience	Svetlana Margolis
16:50-17:00	Break for translators	
17:00-17:40	Second part of the lecture What does the site consist of? What is SEO, SMM	Svetlana Margolis
17:40-17:55	Q and A	Svetlana Margolis
17:55-18:00	Explanation of what will happen next. Distribution of participants into rooms.	Organizers

	<b>Day 2, September 14, 2021</b>	
16:00-16:15	Homework feedback	Svetlana Margolis
16:15-16:50	Tools: Facebook	Svetlana Margolis
16:50-17:00	Break	
17:00-17:45	Tools: Instagram	Svetlana Margolis
17:45-	Q and A	Svetlana Margolis

18:00		
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	<b>Day 3, September 15, 2021</b>	
16:00-16:15	Feedback on homework	Svetlana Margolis
16:15-16:50	Tools: Telegram	Svetlana Margolis
16:50-17:00	Break	
17:00-17:45	Tools: TikTok, YouTube	Svetlana Margolis
17:45-18:00	Q and A	Svetlana Margolis

	<b>Day 4, September 16, 2021</b>	
16:00-16:15	Feedback on homework	Svetlana Margolis
16:15-16:50	Content: Content-plan	Svetlana Margolis
16:50-17:00	Break	
17:00-17:45	Content: Production Interaction with the audience	Svetlana Margolis
17:45-18:00	Q and A	Svetlana Margolis

	<b>Day 5, September 17, 2021</b>	
16:00-16:15	Feedback on homework	Svetlana Margolis
16:15-16:50	Paid promotion Advertisement Contextual advertising Banner advertising	Svetlana Margolis
16:50-17:00	Break	
17:00-17:45	How to measure performance How to write your final homework Q and A	Svetlana Margolis
17:45-18:00	Feedback from organizers	Organizers



## Annex 10. Targeted online consultations/residencies for TV and online media

#	Outlet	Main goal	Result
<b>Kazakhstan</b>			
1	Nasha Gazeta	Conduct an audit of the work of the commercial department, give recommendations on how to improve the efficiency of the company, and identify possible areas of growth in the company's income.	The program for the development of distribution and subscriptions for 2021-2022 was developed. The online subscription to the newspaper was launched. Niche and anti-crisis advertising proposals were developed. Advertising sales started in other regions.
2	Tilshi.kz	To give the head and founder of the project knowledge on how to manage a journalistic team, to create a popular media product for the audience.	Were developed documents for the functioning of the editorial office: a description of target audiences, a format grid for editorial and advertising content, a planning system, a price list. The structure of the website was changed, considering the interests of the audience. The website is being updated every day.
3	Press.kz	Development of the general concept plan for Press.kz as a multi-platform media outlet, development of an ethical business model.	The team prepared a draft concept for the media outlet, where all the recommendations were formalized. The team started to implement many of the recommendations, including original news articles, as well as produced their first political rating about media activity of various governmental structures. The most noticeable change comes from social media. The number of posts in Telegram raised from 1 to 14 per week, number of subscribers raised from 400 in May to 1,700 at the end of July and the average number of views per post changed from 400 in May to more than 1,200.
4	7152.kz	To teach the team of correspondents and editors to create a high-quality and interesting journalism for the audience.	The editorial planning system was launched. The journalists began to communicate with their audience. The section "People's News" was restarted. Several non-news formats (reviews, instructions, videos) were launched. The document "Requirements for news on the website" was created.
5	Newtimes.kz	To start writing the news headlines properly, to develop ethics of news reporting, to increase efficiency of the newsroom	The team produced a style guide with all discussed amendments, including several bans of bad practice like playing nationality card. During the consultation period NewTimes.kz jumped 7 places up and now is the 9th most popular news outlet in Kazakhstan, according to Liveinternet.
6	Diapazon.kz	To improve the quality of content on the website. To increase the number of materials' formats on the website. To teach newspaper editors convergence.	The multi-level planning system was developed. There were created annual, monthly and weekly plans, as well as daily meetings for planning the website's work. The following principles were introduced into process on topics and texts: "Think like a reader" and "Why does the reader need this information?" More than 90% of the content is now local news, whereas previously original news was comprising only 10-20% of

			the whole content. There are polls on currently important topics, readers' opinions, as well as photo projects published on the website.
7	ProTenge	To teach the creative team to set business goals, develop a strategy to achieve them, to make bigger profit.	The advertising formats for social networks were developed. The media kit and the price list were developed. The financial manager is now engaged in preparation of commercial proposals and participation in sales. The projects for three clients and advertising agencies were developed.
8	Balbal.kz	To write the description of the media product. To set KPIs for the next year. To develop ad formats. To learn to write business proposals.	The advertising formats, the price list, and the sales strategy for the BalBal.kz website and the personal Instagram and Telegram channel of the BalBal.kz director Zhazira Baidaly were developed. The editorial formats were developed for Balbal, which are also used on Instagram. The first advertising sales were made. The center that helps to write a book (@Balbal_books) was launched.
9	MISK	To create the content plan and the editorial policy for the modern youth media.	The journalists learned to design materials in such a way that it keeps - reader's attention. The instruction with recommendations for writing materials for journalists was developed. The content plan was drawn up to 40 articles per month, considering several segments of the youth audience.
10	31 channel (Nege Team)	To find ways to monetize TV programs.	The idea of the crowdfunding club was developed. The advertising integrations into TV programs were developed. The packaged advertising offers (TV program, website news feed, social networks) have been developed.
<b>Tajikistan</b>			
11	Regar	To teach the editorial staff and management of the TV and radio company to make money from advertising, teach the basics of advertising.	The audit of the advertising base was made (50% of clients do not work). The plan to update it with new clients has been developed. The advertising packages was developed. The commercial offers on specific calendar dates have were developed. Several ad units sold.
12	Sugdnews.com	To teach the basics of advertising and sales techniques. To develop sales tools.	The client base by sector was created. The advertising tools and formats were created. Several long-term agreements were concluded, including with the Ministry of Health and Social Protection of the Population. The website has now sections: "Advertising on the website", "Vacancies".
13	AsiaPlus	To train new employees in the advertising department in active sales techniques. To change approaches to financial planning and analysis. To find new opportunities for sales.	The monitoring of cash flow was coordinated. Top managers of the company are directly involved in financial planning, their bonuses are now connected to the financial performance of the business. Active sales in the company increased by 14.2% in general and the circulation of the newspaper grew by 7% from May to August 2021.
14	Slivki.tj	To train staff on the basics of quality journalism.	The content plan and the list of the sections were updated. The instructions for correspondents were composed. A list of the ethical norms and rules, as well as prohibitions were created. Style Guide was written. The rules for writing titles and leads were documented.

15	Limu Media	To train staff on the basics of quality journalism.	The audience was surveyed. The content plan was drawn up, the formats for the webpage and Instagram were developed. The motivation system for authors was developed. Style Guide was written.
16	Your.tj	To make the work of the commercial department efficient.	The new media kit was made. The database of ideas for potential clients was compiled. A list of special project ideas for new advertisers was created. During the consultations, the media got 10 new contacts (projects are currently in progress), 2 of which turned into signed contracts. Staff learned how to calculate the profitability of projects. The job descriptions for editors and journalists were written.
17	Sugd Khakikati (Кадрият)	To teach a newspaper editor to make a website. To teach him the basics of monetization.	The website was launched. The price list, several advertising formats, and commercial offers were created. The monetization plan for 90 days was written. The first ad was sold.
18	Jom.tj (a media project launched by Khoma)	To restart the website for the reason it is not a website for a youth audience, as it positions itself.	The new website will be launched in early October. The audience survey has been conducted. The content plan, the format for the website and for social networks, aimed at a youth audience, were created. Several documents were developed for the editor to work with authors. The rules for photographs were developed, as well as the rules for writing and publishing posts on social networks. The template was developed for setting month, quarter, year goals. A project proposal for NED was written. The presentation was made on the restart of the project for the US Embassy in Tajikistan.
<b>Uzbekistan</b>			
19	Central Asian Vibes	To prepare the journalists to launch their youth media.	The audience was segmented in detail. This will allow journalists to draw up a correct content plan in the future. The journalists decided to end the residency early due to personal circumstances.

## Annex 11. Year 2 Financial Future Grants – Tajikistan

### Annex 11: Year 2 Financial Future Grants - Tajikistan

#	FFG Project	Description	Expected Financial Improvement	Status
1	Mahpora Kiromova*, independent journalist, filmmaker *This project has been transferred to another party.	YouTube channel 180 degrees – stories focusing on social issues in media formats and genres such as documentary, photographic and video sketches	<ul style="list-style-type: none"> <li>Integration of ads in 3 out of 6 materials</li> <li>Increase in the number of followers</li> </ul>	<p>Ongoing, extended through November 2021</p> <p>Released one <a href="#">video interview</a> with human rights activist Dilrabo Samadova (22,000 views on Facebook and YouTube). Two more interviews have been recorded and will be published in October 2021.</p> <p>Received sponsorship support to cover additional expenses of the project.</p>
2	Zanjabil Bro, Instagram viners	Tajikization project – show about domestic tourism in the form of a quest. The process of how a foreigner becomes a local	<ul style="list-style-type: none"> <li>Ad integration in each episode</li> <li>Partnership with travel/tourism companies to cover some travel expenses</li> </ul>	<p>Ongoing, extended through October 2021.</p> <p>Released 2 video shows <a href="#">1</a>, <a href="#">2</a> (113,500 views on YouTube). Two more shows have been recorded and will be published in October 2021.</p> <p>Received barter sponsorship.</p>
3	Hamsado radio	Teenage Hits – a radio series about popular music and trends among youth, developed by teenagers	<ul style="list-style-type: none"> <li>Income from organization of offline events</li> </ul>	<p>Ongoing, extended through November 2021</p> <p>Produced 38 information, educational and entertainment <a href="#">programs</a> in Tajik and Russian.</p>
4	Colibri LLC	Pizishk (Doctor) – online media about medicine.	<ul style="list-style-type: none"> <li>Ads in articles, banners on the website.</li> <li>Advertising contracts with pharmaceutical companies</li> </ul>	Scheduled for October 2021 – March 2022

5	TV and radio broadcasting company Tirozi Javoni	Online TV Javoni – online streaming of TV shows	<ul style="list-style-type: none"> <li>• Ads between shows</li> <li>• ale of broadcasting time</li> </ul>	<p>Complete</p> <p>Produced 33 <a href="#">multimedia materials</a>, published on website and YouTube (3,214 views). Also broadcast the materials on TV Somon-HD with potential audience reach of 1,600,000 people.</p> <p>Will continue developing the project under Year 3 FFGs.</p>
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## Annex 12. Year 3 Financial Future Grants – Kazakhstan and Tajikistan


#	FFG Project	Description	Expected Result	Status
1	Manshuk Media <i>Kazakhstan</i>	Trainings for the media staff, improving the website and social networks, improving operating procedures. Produce 7 podcasts on the topic of sexual education.	<ul style="list-style-type: none"> <li>* Attract 2 commercial contracts for 2 podcasts worth at least 2 million KZT.</li> <li>* Launch one commercial podcast within 1 year after the end of the project</li> <li>* Launch integrated advertising in current projects.</li> </ul>	Oct 21 – Mar 22  <i>Pre-launch</i>
2	Petropavl News <i>Kazakhstan</i>	Trainings for the team, developing social networks accounts. Producing six "You&city" talk show episodes on YouTube with at least 2 advertising integrations and 1000-3000 viewers. Producing at least 20 programs of "Dvoetochye," with at least one advertising integration on Instagram and Youtube.	<ul style="list-style-type: none"> <li>* Attract at least 6 new advertisers in 6 months during the project and at least 1 million tenge from advertising.</li> <li>* After the end of the project, the programs will continue to be monetized and generate income.</li> </ul>	Oct 21 – Mar 22  <i>Pre-launch</i>
3	Uralsk week <i>Kazakhstan</i>	Implementation of a CRM system to improve the accounting of the advertising sales system. Two trainings for the team on design thinking and on the development of special projects (new formats for involved business partners). Production of eight special projects.	<ul style="list-style-type: none"> <li>* Sign advertising contracts worth at least 4 million tenge</li> <li>* Increase the base of advertisers by 5-10 new customers, and sign contracts with two of them.</li> </ul>	Oct 21 – Mar 22  <i>Pre-launch</i>
4	My Business <i>Kazakhstan</i>	Elaboration of a medium-term development strategy and a business plan, trainings for the team. Thematic webinars and master classes for entrepreneurs and PR professionals. Creation of an E-mail newsletter for entrepreneurs. Creation and placement of 48 media materials in Kazakh and Russian for entrepreneurs on social media. Creation of 10 caption video stories about entrepreneurs on social media.	<ul style="list-style-type: none"> <li>* Attract at least 8-10 advertisers</li> <li>* Receive advertising revenue of at least 900,000 tenge per month one year after the end of the project.</li> <li>* After the end of the project, cooperate with various business associations, enterprises in the business-to-business field for further monetization of the project.</li> </ul>	Oct 21 – Mar 22  <i>Pre-launch</i>
5	Shapalaque <i>Kazakhstan</i>	Produce and release 4 videos on YouTube in Kazakh and Russian about the education system in Kazakhstan Promote the videos, including producing 8 longreads and at least 40 thematic illustrations and infographics.	<ul style="list-style-type: none"> <li>* Attract at least 2 companies for advertising.</li> <li>* Reach 1,000,000-1,500,000 tenge from advertising and new content creation services and 1,400,000 tenge through crowdfunding after one year.</li> </ul>	Oct 21 – Mar 22  <i>Pre-launch</i>
6	Javoni <i>Tajikistan</i>	Producing 15 pieces of content for youth per month	<ul style="list-style-type: none"> <li>* Attract at least 2 companies for advertising.</li> </ul>	Oct 21 – Mar 22  <i>Pre-launch</i>



## Annex 13. MediaCAMP Eduthon 2021 Grant Projects

#	Project / Partner	Main Project Activities in July-September 2021	Results by the end of Year 3
<b>Kazakhstan</b>			
1.	Media Literacy Olympiad (Private foundation "Enactus Kazakhstan," Danial Saari, Almaty)  <i>Ongoing</i>	The project began in September; the team announced the competition for the Olympiad, which is open to high school and college students ages 14 to 18 until October 15.	N/A
2.	Online MDL Manual (Individual entrepreneur "Aliya Tankibayeva," Almaty)  <i>Ongoing</i>	Development of an online science MDL manual for scientists, science trainers and teachers, media professionals, and the general population. Trainings will be conducted next quarter.	N/A
3.	Cyberhygiene media literacy videos (LLC "Pixel Cinema," Akzharkyn Kydyrkhanova, Almaty)  <i>Complete</i>	Prepared and published the remaining 7 of the 12 planned media literacy videos in Kazakh for teachers on YouTube. For example: <a href="#">5 media tools to help make lessons interesting</a> (2,286 views); <a href="#">How to protect students' personal data on social networks</a> (3,392 views); <a href="#">If there are difficulties in using new technologies</a> (3,423 views)	A total of 12 videos for teachers were produced and posted on YouTube. The project is popular on the internet, with a total number of views of 40,344; the views of the 5 video clips created during the previous quarter increased significantly.
4.	"In Pursuit of Ratings" Role-playing game (Individual entrepreneur "AstanaVista Docs" (Sergey Lyashenko), Nur-Sultan)  <i>Extended through October 2021</i>	The Media Literacy Game for Journalists has been filmed, but not yet edited	N/A
5.	MDL posters and illustrations (Svetlana Razdoba, Almaty)  <i>Complete</i>	Production and publication online and display in public places all of 11 planned posters for social media in Kazakh and 11 in Russian.	These visual tools are a unique method to teach media literacy to teens. With the beginning of a new academic year, demand for the posters is growing, especially after

			<p>the decision of MOE (Ministry of Education) to introduce media literacy as an elective subject in 8th grade. Schools, libraries, and American Corners have asked for the posters.</p> <p>Moreover, Svetlana Razdoba created free illustrations <a href="#">for 5 tales in Kazakh and Russian on media literacy in Kazakh and Russian languages</a> -- another Eduthon project, audio fairy tales by Evgeny Khabarov</p> 
6.	<p>MDL videos for the elderly (Individual entrepreneur "Digital Sauat," Almas Nakhypbek, Almaty)</p> <p><i>Extended through October 2021</i></p>	<p>The partner has reported that he has filmed 5 of 10 planned videos but they are not yet available.</p>	N/A
7.	<p>"Know the Media" Youth Debates (CSO "Center for Social Policy Analysis and Partnership," Maral Aitmagambetova (Pavlodar), Konstantin Kovtunets (Almaty), Baglan Aidarov (Nur-Sultan), Zulfiya Raisova (Kostanay)).</p> <p><i>Complete</i></p>	<p>The authors of the project helped to conduct follow-up projects in the regions for the winners of the first Media Literacy Debate Tournament, which they held in the previous quarter. From August – September, the project held multiple trainings and debates in Shymkent, Aktobe, and Atyrau</p>	<p>This project is significant in terms of the number of participants: A total of 709 students and schoolchildren participated (477 W/ 232 M), of which 276 people participated in debates (140 + 136). These are critically minded schoolchildren and students who can express themselves clearly and logically, have the digital tools and skills to search for and verify information, defend their views with arguments, and know how to protect their data online.</p>

		 <p>On October 3 the debates were held among the students of the <a href="#">Academy of Internal Affairs in Karaganda</a>, and that was the successful end of the project.</p>	
8.	<p>MDL Training and Analysis (Manshuk Mukasheva, Atyrau)</p> <p><i>Complete</i></p>	N/A; project complete in previous quarter	<p>Conducted an online training in Kazakh on media literacy for 200 schoolteachers (195W; 5M) from Atyrau region on June 7-15. This was the first media literacy training for schoolteachers in the Atyrau region. The 30 participants from urban schools were able, with the help of mentors, to present preliminary plans for introducing individual MDL modules in their courses but the 170 teachers from rural schools experienced great difficulties.</p> <p>During the upcoming academic year, the training organizers will monitor how participants introduce the acquired knowledge into their practice. The results of the monitoring of media literacy studies in the schools, where the training participants of this training work, will be known in early November.</p>
9.	<p>Netiquette Trainings and Competition (LLC "Archaeological Research," Tatyana Rezvushkina and Asel Myrzakhmetova, Karaganda)</p>	<p>In September 2021, the project team organized and conducted 4 trainings for teachers, educators, students, undergraduates and doctoral students of educational institutions in Karaganda region. The topics of the</p>	<p>Total number of project participants so far is 199:</p> <ul style="list-style-type: none"> <li>47 schoolchildren</li> <li>41 students of vocational colleges</li> <li>67 university students</li> <li>27 Master students</li> <li>17 Doctoral students</li> </ul>

	<i>Extended through October 2021</i>	trainings were related to the writing of scientific articles, critical thinking, the use of the program Anti-Plagiarism. A total of 109 people registered for the trainings. Of these, 47.6% expressed a desire to undergo training in Kazakh, and 52.4% in Russian	However, there are still 2 trainings left
10.	MIL Navigators (Elena Kharitonova and Margarita Bek, Kostanay)  <i>Complete</i>	N/A; project complete in previous quarter	“MIL Navigators”: conducted media literacy trainings for 267 teenagers in the Kostanay region. <i>(See the report for details)</i> The project has caused a great public response. Here are just two articles in the media from July and August: 1) “ <a href="#">How did such concepts as science-pop, fakes and media literacy settle within the walls of a century-old Kostanay building?</a> ”? (1,257 views) 2) In the <a href="#">main national newspaper</a> (447 views)
<b>Tajikistan</b>			
1.	MDL comics (PO "Imkon" (Ilhom Jamoliyon), Khujand)  <i>Complete</i>	Preparation and publication of 5 remaining comics on media and digital literacy in Tajik and Uzbek; prepared two electronic comic books in <a href="#">Tajik</a> and <a href="#">Uzbek</a> , which contain all 10 comics.	The comics have been viewed almost 25,000 times on social networks and on the website mediasavod.tj.  <i>(See the report for details)</i>
2.	MDL vines (PO "Parents of children with disabilities of Chkalov city" (Muqim Abdufattoev), Khujand)  <i>Complete</i>	Preparation and publication of 2 remaining media and digital literacy <a href="#">vines</a> in Tajik.	All 10 vines have been viewed over 42,911 times across platforms.
3.	MDL Trainings (PO "Chashmai Hayot" (Rano Bobojoniyon), Dushanbe)  <i>Complete</i>	1) Three training videos released: " <a href="#">Fact-checking for everyone</a> " with Jamshed Marupov, " <a href="#">Digital Security</a> " with Farishtamokh Gulova, and " <a href="#">Possibilities of online tools</a> " with Mukhayo Nozimova.  2) Held a workshop for 11 representatives of CSOs and the media (8W;3M) entitled “Joint efforts to mobilize MIL in Tajikistan.”	<ul style="list-style-type: none"> <li>Trained 67 (46W;21M) CSO staff from all regions of Tajikistan on MDL principles at 3 master classes.</li> </ul> <p><b>Zainuriddin Zakhayrizoda, participant of master classes:</b> “I think such trainings are very much needed in Tajikistan, especially for labor migrants. For example, I was a labor migrant and I know that migrants receive all information from the internet and do not check it at all. It would be nice if the organizers held</p>

			<p><i>such master classes for migrants as well.”</i></p> <ul style="list-style-type: none"> <li>• Total of 8,587 views of training videos on social networks and YouTube.</li> <li>• Participants of the final workshop concluded that media literacy is an important component of work in the modern world. The NGO representatives decided that they would be guided in their work by the basic principles of media literacy, as well as broadcast the ideas of media literacy in their projects.</li> </ul>
4.	<p>Children’s TV series on internet safety (LLC "TRC Diyor" (Firuza Mirjumaeva), Khujand)</p> <p><i>Ongoing</i></p>	<p>The partner produced and released 5 of 12 episodes of a children's TV series about internet security on the Diyor TV channel. The series covers topics such as <a href="#">parental controls</a>, the dangers of addiction to computer games, and the consequences of malware. The partner also filmed two of 12 television programs with the participation of actors and viewers which will air in October.</p> <p>In September, the partner held 4 of 5 meetings of the actors of the series with schoolchildren in 2<sup>nd</sup>, 3<sup>rd</sup>, and 5<sup>th</sup> grades. A total of 69 children took part in the meetings.</p>	<p>TV viewers have reacted positively to the TV series (the TV channel has a coverage of 1 million people), and the actors are already recognized in schools. The management of the private school "Arkon" where one meeting took place asked the partner to arrange small trainings on digital literacy and internet security on a regular basis.</p>
5.	<p>Factchecking video tutorials (PO "MIR-Office for Initiatives Development" (Salim Saidov), Khujand)</p> <p><i>Complete</i></p>	<p>Preparation and publication on YouTube of the remaining 7 Tajik-language video tutorials on the basics of fact-checking for youth. For example:</p> <ul style="list-style-type: none"> <li>- <a href="#">how to use the resource to find people webmii.com</a>, 219 views.</li> <li>- <a href="#">rules for working with the Google Trends tool</a>, 171 views.</li> <li>- <a href="#">rules for working with the InVID verification tool</a>, 108 views.</li> </ul>	<p>The 10 Tajik-language video tutorials on the basics of fact-checking for youth were viewed a total of 24,126 times on social networks and YouTube. The partner also raffled off 20 prizes among those who watched the videos and completed the tasks.</p>
6.	<p>Eco-themed MDL caption videos and competition (PO "Youth ecology center" (Ahmad Akramov), Dushanbe)</p>	<p>Preparation of 4 caption videos on eco-themes for rural youth in Tajik, for a total of 6 out of 7 planned.</p>	<p>Preparation of six caption videos on eco-themes in Tajik of 7 planned for rural youth. Total of 2,185 views on social networks.</p>


	<i>Ongoing</i>		
7.	<p>Media Literacy Trainings for Teachers (PO "Ruzbeh" (Zoir Shomusallamov), Khorog)</p> <p><i>Ongoing</i></p>	<p>Conducted three of four planned trainings "Media Literacy for High School Teachers":</p> <p>1) Murghab district, Jamoat Murghab, school number 1, July 7, 13 (11W;2M).</p> <p>2) Shugnan district, Jamoat Sokhcharov, school number 7, July 17, 18 (17W;1M).</p> <p>3) Rushan district, Jamoat Vaznavd, August 13, 15 (11W;4M).</p>	<p>46 (39 W; 7 M) high school teachers trained in media literacy</p>
8.	<p>MDL Training, Debates, and Quiz (PO "Imron" (Payrav Saidov), Kulyab)</p> <p><i>Complete</i></p>	<p>The partner conducted a large MDL quiz game with 90 (34W; 56M) players; there were four winners.</p>	<ul style="list-style-type: none"> <li>• 30 (10W; 20M) university students in Kulob city trained in MDL and debates.</li> <li>• 380 people (200 offline and 180 online) participated in six debates and seven quiz games, including the 30 who participated in the initial training.</li> <li>• 90 (34W; 56M) participants played a large MDL quiz game.</li> <li>• Social media coverage - 54,000 views, number of interactions with publications - 3,725.</li> <li>• The number of subscribers to partner's FB <a href="#">page</a> increased from 500 to 1,684.</li> <li>• All created materials on MIL (presentations, video sessions, modules, and online quizzes) were transferred to the Centre for Career Growth and Innovation at Kulob State University for further use in their activities.</li> </ul>
9.	<p>MDL video tutorials for the elderly (Non-governmental enterprise newspaper "Gulistoni Donish" (Asliya Boturova), Khujand)</p> <p><i>Ongoing</i></p>	<p>Production and publication on social networks of 8 video tutorials for elderly people on smartphone purchase and use. For example:</p> <ul style="list-style-type: none"> <li>- <a href="#">how to set up Viber on a smartphone</a>, 223 views on total social networks.</li> <li>- <a href="#">how to set up Telegram on a smartphone</a>, 135 views on total social networks.</li> <li>- <a href="#">how to set up WhatsApp on a smartphone</a>, 3,732 views on total social networks.</li> </ul>	<ul style="list-style-type: none"> <li>• 10 video tutorials for elderly people on smartphone purchase and use, with a total of 9,873 views on social networks.</li> <li>• 10 (7W; 3M) elderly people trained on "Media literacy and basic skills in using smartphones".</li> </ul>



		The partner also conducted one training for 10 (7W; 3M) elderly people "Media literacy and basic skills in using smartphones".	
10.	MDL trainings (PO "Uzbeks Society" (Uktam Rizaev), Khujand)  <i>Complete</i>	Organization of an additional 5 two-day media literacy trainings for 50 (24 W; 26 M) members of the Uzbek diaspora, including teachers, schoolchildren, university students, state organizations' employees and journalists, in Babadzhan Gafurovsky district of the Sughd region.	A total of 15 two-day media literacy trainings for 219 (134 W; 85M) members of the Uzbek diaspora, including teachers, schoolchildren, university students, state organizations' employees and journalists, in Spitamen, Jabbor Rasulov and Babadzhan Gafurovsky districts of the Sughd region. The partner actively covered activities on social networks. During the project, he made over 50 publications.

## Annex 14. Fellowships for Internews MDL alumni in Kazakhstan and Tajikistan

<b>Kazakhstan</b>				
#	Fellow	Activity	Activities conducted in July-September 2021	Overall result as of end Year 3
1	Bakytgul Baikozha <i>Cancelled</i>	Conducting of the media literacy lessons in Russian for young people in 2 rural schools and 2 universities in Almaty and Almaty region	Cancelled due to fellow's illness	Cancelled due to fellow's illness
2	Dinara Zhanalina <i>Extended through October 2021</i>	Conducting of 5 short trainings in Russian on media literacy for freshmen university and colleges students in Aktobe region.	Conducted 3 short trainings in Russian on media literacy for freshmen university and colleges students in Aktobe region in September	Conducted 3 trainings for 26 (18W; 8M) participants.
3	Natalia Tkalich <i>Extended through October 2021</i>	Creation of a board game MediaPolice. The game will have 25 MIL concepts, each in 4 gradations, a total of 100 cards. The cards will contain special texts, descriptions of MIL concepts, situations and examples.	Nataliya has completed 20 out of 25 planned MIL concepts	N/A yet; game will be completed next quarter.
4	Zulfiya Raissova <i>Complete</i>	Conducting 2 online trainings on Data literacy. Target group - journalism students and journalists, duration - 3 days per 2 hours each day	Conducted 2 online trainings on Data literacy for 22 participants in July 2021	Successfully conducted 2 online trainings on Data literacy for 22 (18W; 4M) participants in July 2021.
5	Amangeldy Shurentayev <i>Complete</i>	Conducting 2 trainings on MIL for rural residents of Kostanay region, in Kazakh. Participants will learn the basic concepts of media literacy, how to recognize fakes and	Conducted 2 online trainings on MIL for rural residents of Kostanay region in August 22, 2021 and September 12, 2021. There were 11 (6W; 5M) participants in the first, and 15 (6M/9W) in the second training.	Two trainings were attended by a total of 25 (14W; 11M) people.

		manipulation, and to analyze information.		
6	Ainur Suleimenova <i>Complete</i>	Creation of a game "Multimedia Matryoshka" on teaching how to convey an idea using texts of different lengths (from a multimedia long-read to a post on Twitter); to illustrate the transmedia nature of the media space. Audience – Journalism students, participants of trainings on media literacy in Kostanay region	On July 30 Ainur conducted <a href="#">a workshop</a> to demonstrate her new game "Multimedia Matryoshka" on teaching how to convey an idea to illustrate the transmedia nature of the media space. There were 29 participants (26W/3M) 	Ainur created the interactive “Multimedia Matryoshka” game (and manual) and conducted a workshop for 29 participants (26W/3M). The game can be used by teachers and professors to teach multimedia skills based on the cross-media relationship of texts in social media. In the game, each matryoshka represents a specific multimedia format/platform. During the performance of tasks the student performs the following types of work: search for information, check information, create new text. It is expected that this development will be used as the basis for a series of classes on creating modern media content.
7	Askar Aktleuov <i>Complete</i>	Conducting 2 trainings in Kazakh on media literacy for residents of remote rural areas in Aktau oblast.	N/A; completed June 2021	Four offline trainings conducted in remote areas of the Aktobe region, attended by a total of 92 people (51W; 41M): - in <a href="#">Baiganin</a> village; - in <a href="#">Temir</a> village; - in <a href="#">Mugalzhar</a> village; and - in <a href="#">Alga</a> village.
<b>Tajikistan</b>				
#	<b>Fellow</b>	<b>Activity</b>	<b>Activities conducted in July-September 2021</b>	<b>Overall result as of end Year 3</b>
1	Haitov Isfandiyor <i>Extended through October 2021</i>	Conducting trainings on MIL for students	N/A	N/A. Trainings will be held on October 19-21.
2	Jahongir Mirsalimov <i>Complete</i>	Preparing 10 caption videos and articles on digital security	The partner prepared and published 10 multimedia materials on digital security. The materials are posted on the website <a href="#">factcheck.tj</a> , <a href="#">YouTube</a> , and in thematic Facebook groups ( <a href="#">Digital Security</a> , <a href="#">FactCheck.TJ</a> , <a href="#">Rasonasozon</a> , etc.). For example: - <a href="#">Seven important steps to ensure electronic</a>	The partner prepared and published 10 multimedia materials on digital security. The materials, posted on the website <a href="#">factcheck.tj</a> , <a href="#">YouTube</a> and in thematic Facebook groups ( <a href="#">Digital Security</a> , <a href="#">FactCheck.TJ</a> , <a href="#">Rasonasozon</a> , etc.), have been viewed a total of 20,845 times across all platforms.

			<p><a href="#">wallet security</a>, 403 views.</p> <p>- <a href="#">What information should not be published on the Internet</a>, 545 views.</p> <p>- <a href="#">Free Wi-Fi: a “care” or a trap for the users</a>, 316 views.</p>	
3	Atokhon Ganiev <i>Complete</i>	Conducting an online MDL quiz among youth of Sogd, Khatlon and GBAO	Two rounds of the online quiz were held on July 31 and August 15. In total, 32 (10W;22M) participants from all regions of Tajikistan took part (Sughd region, GBAO, RRS and Khatlon region). There were six winners.	32 participants took part in the quiz. In the future, the partner plans to conduct a series of online quizzes for high school students, university students, women, and labor migrants. <i>"Insanely interesting quiz, I discovered new knowledge, as well as interesting facts on media literacy," Nozirov Zikriyo, quiz winner.</i>
4	Firuz Mirjumaeva <i>Complete</i>	Children's MDL club in the House of Pioneers of Khujand	In August 2021 the partner conducted a course of 8 lessons on media and information literacy in the city of Buston (Sughd region) for 15 children (6W;9M) from different cities and districts of the Sughd region (Buston, Bobojon, Gafurov district, Khujand, Guliston).	15 (6W;9M) children from different cities and districts of the Sughd region learned about media literacy. After completion of the project, three children conducted <a href="#">media literacy lessons</a> in their schools for classmates. As a follow-up, the partner is working on the creation of a Youth Space Center, where children and their parents can learn about media literacy and internet security.
5	Uktam Rizaev <i>Complete</i>	A cycle of materials on MIL in Uzbek language	<p>Published four articles in the newspaper "Sugd Haqiqati" from July-August.</p> <p>1) "<a href="#">Media and information literacy: benefits, facts, history and situation today</a>"</p> <p>2) "<a href="#">Fact-checking: new trends or golden criteria for journalism?</a>"</p> <p>3) "<a href="#">The language of the Internet or new terms of the 21st century</a>"</p> <p>4) "<a href="#">Media and Media literacy</a>"</p> <p>The articles were also posted in two groups on Facebook: "Sugd</p>	<p>The partner prepared and published a total of five articles; the newspaper has a circulation of 3,500 copies. By the end of 2021, the partner plans to publish three more articles about media literacy in the newspaper "Sugd Haqiqati".</p> <p>After the completion of this fellowship project, the local TV channel "SM-1" drew attention to the partner's work and prepared a story about the partner's activities, in which the partner <a href="#">noted</a> the importance of conducting journalism classes in the Uzbek language.</p>

			Haqiqati" and "Sugd Vilyati Ozbeklar", and published on qadriyat.com	
6	Mahiolam Zamirova <i>Extended through October 2021</i>	Conducting trainings on MIL for students in Khorog	Conducted three trainings: 1)"Fact checking and online security" for 17 (9W;8M) students of Khorog University. (July 1-2, 2021). 2)"Fact-checking and online security" for 51 (25W;26M) high school students at a children's summer camp. (July 8-9, 2021). 3)"Media Literacy and Critical Thinking" for 51 (25W;26M) high school students at a children's summer camp. (July 18-19, 2021).	68 students and schoolchildren from GBAO were trained on MIL. Many of the participants expressed a desire to continue to participate in such events in the future. Sarbalandov Manuchehr, a student of the Aga Khan Lyceum, liked the topic so much that he decided to participate in the partner's further trainings as a volunteer, and then decided to conduct these trainings at his school for his peers. Manuchehr conducted one training for high school students in September and plans to conduct two more trainings in October.
7	Robiya Majidova <i>Extended through October 2021</i>	Preparing a module on critical thinking for e-version of MIL manual	The module on critical thinking is in development, expected to be ready in October	N/A yet
8	Ranokhon Bobojoniyon <i>Extended through October 2021</i>	Preparing a module on conspiracy theory for e-version of MIL manual	The partner prepared the "Conspiracy Theories" module in the Tajik language. The module is currently being evaluated by a local expert.	N/A yet
9	Jamshed Marupov <i>Complete</i>	Preparing a module on fact-checking for e-version of MIL manual for teachers and students of journalism faculties, as well as for young journalists.	The partner prepared the module "Fact-checking for everyone" in the Tajik language. The module contains step-by-step instructions for using common fact-check tools. Each section also has video instructions.	The module has been completed. By the end of the year, the partner plans to independently print several copies of his module, post it on his resource factcheck.tj and conduct trainings for teachers. The module will also be added to the electronic version of the Media Literacy Manual for University Professors.

## Annex 15. Citizen Engagement Projects – Kazakhstan

Kazakhstan				
#	Media Outlet	CSO	Goal	Status as of end of September 2021
<i>Year 2 projects</i>				
1	Uralskaya Nedelya	“Institute for the Development of Constitutionality and Democracy” Public Foundation	<p><b>Local government school</b></p> <p>Goal: Help a rural district to create a strong local self-government body through videos on the formation of local self-government in rural districts and explanatory materials on how to create effective self-government in the village. The team:</p> <ul style="list-style-type: none"> <li>- Conducted 2 trainings on local government regulation and district’s budgets;</li> <li>- Produced 3 explanatory materials (<a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a>); and</li> <li>- Produced five videos (<a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a>, <a href="#">4</a>, <a href="#">5</a>)</li> </ul>	Complete
2	Vera.kz	Shanyrak Ortalygy Public Association	<p><b>Kindness basket</b></p> <p>Goal: Building a community of caring citizens that helps people in difficult life situations.</p> <p>30 materials <a href="#">published</a></p>	Complete
3	Lada.kz		<p><b>Mobile Journalism School</b></p> <p>The goal of this project was to conduct a 3-day school of mobile journalism for readers. Unfortunately, the project team only wanted to conduct this school offline, and COVID-19 made this impossible. The project was postponed several times in the hope that the epidemiological situation would improve and an offline school could be conducted, but eventually it was decided to cancel.</p>	Canceled
<i>Year 3 projects</i>				
1	Vera.kz	Shanyrak Ortalygy Public Association	<p><b>Kindness basket</b></p> <p>developing a community of caring citizens that helps people in difficult life situations. This year, the team plans to increase its audience by attracting Kazakh-speaking users, as well as by creating content about families raising children with special needs.</p> <p>36 unique <a href="#">materials</a> (all both in Russian and Kazakh)</p>	Complete
2	Minber.kz	“Talbesyk” Public Association (The Union of Mothers of Large Families)	<p><b>Social rights of mothers of large families</b></p> <p>a series of online and offline events dedicated to mothers of large families in Kazakhstan, covering legal, psychological and social assistance, healthcare, education, and employment opportunities.</p> <p><a href="#">Nine livestreams on Facebook</a>, six <a href="#">videos</a> and <a href="#">15 materials</a> on website. <a href="#">Community for mutual consultation of mothers with many children</a> was created (160 members).</p>	Complete
3	«Ecom»	Radio Khalyk, and Ertis media	<p><b>Public participation in maintaining the quality of public environment</b></p> <p>Involving the urban community in solving issues of preserving and improving the quality of the environment, by creating and promoting inclusive educational media content. Development of educational media content with the involvement of journalists, environmental experts and the public concerned</p>	Complete



			Four conferences ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> ), four podcasts ( <a href="#">1</a> , <a href="#">2</a> , <a href="#">3</a> , <a href="#">4</a> )	
4	Tilshi.kz	CSO “Jurekten jurekke” (“From heart to heart”)	<p><b>Bookshelf</b> transfer books from readers and subscribers to large and low-income families, as well as nursing homes.</p> <p>20 <a href="#">publications</a>, 3,500 books collected and transferred</p>	Complete
5	Peremena. media	Altyn Orken Public Foundation	<p><b>Scientific lecture hall</b> Offline and online lectures for students, teachers, parents, scientists.</p> <p>Six lectures <a href="#">produced</a>. 60 participants of offline lecture.</p>	Ongoing

## Annex 16. Citizen Engagement Projects – Tajikistan

Tajikistan				
#	Media Outlet	CSO	Goal	Status as of end of September 2021
<i>Year 2 projects</i>				
1.	Limu Media	CSO IRODA	<p><b>“Mentors”:</b> Providing material support for children from disadvantaged families, as well as children who live in remote villages. Limu Media will share the children’s stories and cover the mentorship activities to motivate other people and promote the idea of mentorship in society. Publication of 7 articles and 4 videos about the project.</p> <p><b>Articles:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a>, <a href="#">4</a>, <a href="#">5</a>, <a href="#">6</a>, <a href="#">7</a></p> <p><b>Videos:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a>, <a href="#">4</a></p>	Complete
2.	Your.tj	CSO Nomus fa Insof	<p><b>“Expedition to the Pamirs”:</b> Expedition to the remote villages of Ishkashim district of Gorno-Badakhshan Autonomous Region to tell stories about life in this mountainous region and promote domestic tourism. Publication of 15 articles and promoting discussion in social media.</p> <p><b>Articles:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a>, <a href="#">4</a>, <a href="#">5</a>, <a href="#">6</a>, <a href="#">7</a>, <a href="#">8</a>, <a href="#">9</a>, <a href="#">10</a>, <a href="#">11</a>, <a href="#">12</a>, <a href="#">13</a>, <a href="#">14</a>, <a href="#">15</a></p>	Complete
<i>Year 3 projects</i>				
1.	Vecherka	CSO Peshsaf	<p><b>“We can share our love! In defense of homeless animals”:</b> Amend the Law on Administrative Penalties to increase the punishment for cruelty to animals. Publish 15 video messages in social media, 3 analytical reports on Vecherka’s website, 24 "I need a passport" posters in social media. (<i>Continuation of Year 2 project.</i>)</p> <p><b>Analytical reports:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a></p> <p><b>Video messages:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a>, <a href="#">4</a>, <a href="#">5</a>, <a href="#">6</a>, <a href="#">7</a>, <a href="#">8</a>, <a href="#">9</a>, <a href="#">10</a>, <a href="#">11</a>, <a href="#">12</a>, <a href="#">13</a>, <a href="#">14</a>, <a href="#">15</a></p> <p><b>Posters:</b> <a href="#">24</a></p> <p><b>On June 16, 2021, the Tajik Parliament amended the Code of Administrative Offenses. Under the newly adopted amendments, which were initiated by the project partners, the maximum fine for cruelty to animals, including strays, doubled from 300 to 600 somoni (an increase from \$25 to \$55).</b></p>	Complete  Please find details in <b>Annex 22A</b> .
2.	TV and Radio Company Tyroz	CSO Chashmai Hayot	<p><b>“Migrant Forum”:</b> Increase the audience and interaction with it on the <a href="#">Migrant Mobile</a> website through conducting 2 online conferences, 7 online consultations, and publishing 7 articles on the results of consultations. The purpose of this project was to provide timely and actionable information reaching labor migrants currently in Russia to reduce vulnerability. Although information on labor migration issues is available on the internet, it is challenging for labor migrants to perceive the information in Russian, and there is little information available in Tajik. Under the project, the team launched a new interactive section of their Migrant Mobile site called <a href="#">Migrant Forum</a>, which provides the audience with easy-to-read information on legislation issues and useful links for labor migrants in Russia. The team reported a 15 percent audience increase to the website at the end of the project.</p>	Complete

			<p><b>Articles:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a>, <a href="#">4</a>, <a href="#">5</a>, <a href="#">6</a>, <a href="#">7</a></p> <p><b>Conferences:</b> <a href="#">1</a>, <a href="#">2</a></p> <p><b>Consultations:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a>, <a href="#">4</a>, <a href="#">5</a>, <a href="#">6</a>, <a href="#">7</a></p>	
3.	Limu Media	CSO IRODA	<p><b>“Mentors”:</b> Development and popularization of the <i>Mentors</i> project through publishing 4 video clips, 3 articles, 24 posts in social media. Subsequent transfer of the project to CSO IRODA. (<i>Continuation of Year 2 project.</i>)</p> <p>By the end of September, 14 posts, 2 videos and 3 articles were prepared and published.</p> <p><b>Articles:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a></p> <p><b>Videos:</b> <a href="#">1</a>, <a href="#">2</a></p> <p><b>Posts:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a>, <a href="#">4</a>, <a href="#">5</a>, <a href="#">6</a>, <a href="#">7</a>, <a href="#">8</a>, <a href="#">9</a>, <a href="#">10</a>, <a href="#">11</a>, <a href="#">12</a>, <a href="#">13</a>, <a href="#">14</a></p> <p><b>Additionally:</b> On June 19, 2021, the partners held an offline launch <a href="#">event</a>, where the project participants were introduced to each other and discussed the project’s goals and objectives.</p>	Extended through November 2021
4.	TV and Radio Co. Diyor	Initiative group Dari Dobro	<p><b>“Children’s Dreams”:</b> Tell the stories of children from disadvantaged families and voice their dreams, popularize charity in Sughd region through publishing 4 video stories (+ 4 teasers) and final show about the heroes on YouTube and broadcast on TV Diyor, creation of a one-page website for collecting donations.</p> <p>By the end of September, the partners published three stories and created a draft webpage:</p> <p><b>Stories:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a></p> <p><b>Teasers:</b> <a href="#">1</a>, <a href="#">2</a>, <a href="#">3</a></p> <p><a href="#">One page website (draft)</a></p>	Extended through October 2021
5.	Your.tj	CSO Association of Small and Medium Business	<p><b>“Business Newsletter”:</b> Conduct a small study to identify the problems of small and medium businesses and, based on the results of this study, launch an email newsletter to provide the audience with useful information - eight letters from specialists in the field of tax, customs, banking legislation, etc. Despite successful implementation of the preliminary activities under the project, namely conducting a study on what content representatives of small and medium-sized businesses want to receive and compiling a list of addresses for mailing, the project was extended as the editorial office was unable to find suitable authors for the mailing, who have both professional expertise and ability to write engaging texts. The search is still ongoing and the editorial office is thinking about hiring two people to work on the newsletter: a journalist who will write the texts as well as an expert to provide necessary details.</p>	Extended through October 2021