



Helping children since 1937

A Concept for the Clinton Global Initiative

Plan USA on behalf of Plan International

Vocational Skills & Media Training for Adolescent Girls

August 2009



Vocational Skills & Media Training for Adolescent Girls

Project Location and Duration:

Vocational Skills & Media Training for Adolescent Girls is a three-year project based in Ghana directly benefiting at least 140 adolescent girls and 30 adult journalists. The project indirectly reaches an audience of approximately 600,000 via national and community radio and 400,000 via national television.

Goal: The goal of the project is to train talented adolescent girls to enter the journalism profession and to contribute to the elimination of gender discrimination and improve the quality of media reporting on adolescent girls' issues in West Africa.

Objectives:

- To train at least 140 adolescent girls in media production and journalism skills and provide them with opportunities to access media-related jobs
- To establish an internship program in the media field for at least 10 talented adolescent girls that will build their vocational skills and position them as civic and economic actors in their societies
- To strengthen the capacity of a minimum of 140 adolescent girls engaged in children and youth organizations from Ghana to advocate against gender discrimination by making efficient use of diverse forms of media
- To train 30 adult journalists in issues facing adolescent girls in West Africa
- To increase the awareness of the public on the needs of adolescent girls in West Africa at the community, national, and regional levels



Major Activities:

1. *Identify and assess the capacity of girls' groups*

Plan Ghana will interact with existing children and youth organizations and girls' clubs to identify interest in the project. Once a selection of seven clubs has been made, Plan Ghana will carry out a small assessment of their knowledge of gender issues and their organizational capacity to carry out advocacy and make efficient use of media.

2. *Train partner girls' clubs*

The identified girls' groups will receive training in:

- Gender equality issues
- Group organization and management, networking techniques

- Production and dissemination of media materials on gender and violence using a variety of different media forms (audio, video, drama, print, mobile reporting)
- Child and women’s rights and implementation mechanisms of the Convention on the Rights of the Child (CRC) and the Convention on the Elimination of all forms of Discrimination Against Women (CEDAW)

This activity will focus on adolescent girls’ rights as citizens, developing their ability to advocate on their behalf and for the benefit of their communities. Plan West Africa will support Plan Ghana with a review of existing youth training manuals to include new modules on gender and use of media. Girls’ groups will be introduced to a variety of different media forms and how to use them. They will also be given the opportunity to carry out visits to different media (radio, TV, internet and print media) to learn more about the media sector and receive orientation of job realities and opportunities in the media sector. Based on the training and visits, the groups will decide which medium to focus on during the first year of the project (for example video, web articles and mobile reporting, photo, writing for the press, drama, cartoon making).

3. *Train talented girls to enter the journalism profession and increase their opportunities to access media related jobs.*

Ten girls with a special talent and keen interest to enter the journalistic profession will be identified amongst the groups and supported to receive an internship with media partners and/or courses in local media schools. This professional training component will focus on developing girls’ networks and building relevant skill sets. The internships will not only enable selected adolescent girls to affirm their decision to enter the media sector but will also increase their future job opportunities.

4. *Train adult journalists in child rights, ethical reporting on gender and violence against girls and how to support youth journalists*

Plan Ghana will work with adult journalists engaged in Plan’s national radio project “Kids Waves” and active in the defence and promotion of child rights and gender. Identified journalists will receive training on ethical reporting on gender discrimination and violence against adolescent girls. This training will use a recently developed journalist training guide created by Plan WARO. In the selection of participants, emphasis will be put on female journalists who will continue to work with the girls’ clubs, serving both as a role model as well as a vocational mentor and coach to the adolescent girls.



5. *Provide basic materials for reporting purposes to girls' groups, adult journalists and media centers/radios supporting them (with a focus on female journalists)*

This activity includes the purchase and distribution of simple audio/video equipment (such as flip cameras, recorders and microphones) for participating girls' clubs and adult journalists mentoring the girls. It will also include some material provision to media institutions serving as a center for the girls' work and media productions (the girls will work with local radio stations and media centres to produce / edit the media materials).

6. *Disseminate girl-produced media material at the community, national and regional level*
Media materials produced by participating girls' clubs will be broadcasted/distributed with support of Plan's partnering radio stations and Plan's Kids Waves project. In addition, Plan will support the girls' clubs to negotiate with radio and TV channels as well as print media for the inclusion of their materials. Girls will also use the materials for their community sensitization events as part of their advocacy plans to reduce violence and gender discrimination. The materials produced by the adolescent girls will also be made available on Plan's regional youth media website.

7. *Provide partner girls' clubs with a small budget to run community campaigns against gender discrimination and violence against children*

Plan will support each group with a small budget to allow girls' clubs to implement their advocacy plans at the local level. Activities initiated by the girls might include but are not limited to: public debates towards decision makers, visualization of films on gender and violence, production of village/school newspapers on violence, organization of radio shows and soap operas with local radio stations, local drama festivals to sensitize the population, and many others.



8. *Support networking / exchange visits between girls' clubs*

To ensure that adolescent girls have the chance to network and learn from their peers' experiences, Plan will support the girls with opportunities to meet and exchange during training sessions and follow up meetings. Plan will also review the possibility with the girls to use mobile phones, blogging, and other social media forms as exchange tools, depending on the location and network/internet access of the identified girls' groups.

Outcomes:

- Increased capacity of adolescent girls in media production skills
- Increased access of talented adolescent girls to jobs in the media sector
- Increased level of exchange and networking between adolescent girls and their mentors/advocates involved in the project
- Increased level of knowledge of participating adolescent girls on causes and consequences of gender discrimination and violence against girls
- Increased number and quality of materials on gender discrimination and violence against adolescent girls produced by participating girls and journalists

Budget:

Adolescent Girls Making Media				
	Year 1	Year 2	Year 3	Total
1. Project Management	9,000	9,270	9,548	27,818
2. Development of training materials	8,000	8,240	8,487	24,727
3. Training	47,000	48,410	49,862	145,272
4. Material support to girls	7,000	7,210	7,426	21,636
5. Technical and material support to media centers/adult journalists	3,000	3,090	3,183	9,273
6. Internship program for girls		5,000	5,000	10,000
6. Web services	5,000	5,150	5,305	15,455
7. Broadcasting fees	5,000	5,150	5,305	15,455
8. Project materials, supplies, gas	2,000	2,060	2,122	6,182
9. Monitoring and reporting	4,000	4,120	4,244	12,364
10. External evaluation and dissemination (baseline, midterm, final)	10,000	15,000	25,000	50,000
Total:	100,000	107,700	120,481	328,181
Indirect Costs:	11,111	11,967	13,387	36,465
Grand Total:	111,111	124,667	138,868	\$374,646

**Note: Approximate budget*

Total Request: \$374,646