**Project Identification:**

Project title:

“Community’s young voice”

Location of Proposed Project:

**10 regions of Armenia and Yerevan**

Implementing Organization:

**“Zartonk-89” Charity Non-Governmental Organization**

Contact person:

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**Project description:**

**This project will give an opportunity to get the basic principles of journalistic writing, which enhances young beginner journalists’ capacity to write a feature and an article in a professional way. It will contribute to the development and dissemination of free, independent and pluralistic information through applying creative and innovative approaches, thus assisting in the establishment of democratic values, diverse and harmonious development of the society.**

***Goals***

***Long-term goal***

**To promote involvement of youth in the process of strengthening democratic institutions in Armenia**

***Short-term goal***

**To improve the communication and media skills of youth in Armenia's remote communities**

***Objectives***

**• To promote youth journalism, research, creative skills improvement by means of information technology**

**• To create a virtual learning environment via new media possibilities**

**• To help young rural beginner journalists to explore the endless possibilities of new media and ITC potentiality.**

**• To create a network of young beginner journalists**

**•To improve social and economic conditions of young beginner journalists**

**Expected results of the project**

* **Developed creative and research skills of 300 young beginner journalists**
* **Increased level of knowledge in the field of journalism by means of the created distance educational process**
* **Increased level of knowledge of the ICT sector**
* **Solution of unemployment problem for the successful beneficiaries.**
* **Created a platform to communicate with each other, share ideas among beneficiaries**
* **Prepared and disseminated information about the Centre and its activities**
* **Familiarized society with articles, materials prepared by our beneficiaries**

**The project implementation period is 1 year**

**To reach the above-mentioned objectives, the following actions need to be taken:**

* **Buy the appropriate equipment**
* **Prepare and print the visual materials about the Centre and instructions for our beneficiaries.**
* **Arrange visits of 4 coordinators of the Centre to remote adjacent villages in 10 regions. 10 meetings by 25 beneficiaries from adjacent villages will be held in each region. During these visits 4 coordinators will give some directions and information on Centre goals and possibilities, ways of involvement in its activities. These 25 beneficiaries are the best young beginner journalists, who were selected during Online Olympiad program, implemented by Zartonk-89. During the meeting the obtained netbooks will be given to the elder participant of the meeting, who will be responsible for the technical provision at the spot and communication with the Centre. During these visits our coordinators will train them on the basic skills of communication ways with the Centre via the Internet: how to receive the new task, how to send the information to the Centre, how to check and revise the mistakes pointed by the Centre, how to receive the consultation, etc.**
* **The Centre will establish the on-line connection with the responsible persons in regions, to provide them with relevant information and materials through the on-line library.**
* **The Centre coordinators will keep in touch with the beneficiaries on-line, provide them with news and interesting projects on journalism, will give the directions and recommendations for their professional improvement.**
* **Beneficiaries will receive new tasks and submit their own works to the Centre.**
* **Zartonk-89 NGO has a verbal agreement with Noyan Tapan news agency to print and input on the web site our beneficiaries’ interesting articles, written in professionally correct ways. The best beneficiaries, whose works will be constantly accepted by the Agency, will become own correspondent at the spot. In other words these beneficiaries will be hired by the Agency and will be able to solve their economic issues.**
* **The Centre will coordinate the Network’s uninterrupted work for communication journalists between the different regions and remote villages in each region.**
* **The Centre permanently will identify and encourage the best articles and materials prepared by beginner journalists. These materials will be printed in booklets.**

**Journalism in the 21st century is full of opportunity. New technology and new publishing platforms enlarge the number of people reading news reports than ever before, and those reports are sourced, written and broadcast at faster speed than ever before.**

**The printed or spoken word or image influences people, especially in rural areas. They must bring out their communities problems and difficulties and reflect them in a proper way, which will give the opportunity of new correct prompt suggestions for improvement of social-economic conditions and poorness overcoming in rural areas. Modern journalists have to use the Internet and new media to disseminate information of their community needs, public expectation of the solution. It is necessary to have a platform to communicate with each other, share ideas and skills in distance.**

**On the other hand, many young people choose journalism as a profession and a way of earning a living, which reduces unemployment in rural areas.**

**After the collapse of Soviet system Armenia adopted the way of independence and democracy.** **But the crisis situation of transitional period, prolonged economic blockade, and social polarization because of market relations had hard influence on the country’s social economic situation and increase of emigration. Nowadays the social-economic crisis of the republic has its negative influence on social life of the society. Marginal groups appeared in the remote communities. There is a lack of technical resources, of information, absence of occupation, lack of awareness, particularly among the young people from remote communities. These people are more isolated and, as a result, vulnerable. They become passive and indifferent about their community problems. This raises a possibility of their involvement in risk groups. In this situation, any stimulating economic and social development in rural areas is very important.**

**The rural people leave in extreme poverty and they can’t earn even their every-day bread. Many of them are disappointed and they leave the village. It is necessary to take steps immediately to weaken social tension and to reduce poverty.**

**During the implementation of the Online Olympiad program throughout Armenia, particularly in villages, located far from Yerevan and isolated from many information and actions, the following issues came up:**

**• Lack of any basic skills of youth journalism**

**• Lack of communication between peers from other communities**

**• Low creative opportunities.**

**• Very limited knowledge of ICT capability**

**• Low level of awareness on modern technical means**

**Target group**

**Our target group consists of young beginner journalist from the remote villages throughout Armenia, who want to find themselves in journalism.**

**Direct beneficiaries:**

* **The130 boys and 170 girls aged 14-18 and young people, who were selected as the best from 800 participants of the "Online Olympics" program for the beginner journalists, implemented by Zartonk-89 in 2011.**
* **The local communities**

**Indirect beneficiaries:**

* **All young population interested in journalism throughout Armenia, mainly participants of our social, educational, health and advocacy programs**
* **Democratic Society**

**Our beneficiaries are included in the project preparatory work.**

**The 4 coordinators of the Centre are also our beneficiaries. The potential local responsible persons are our beneficiaries too.**

**All our beneficiaries will be involved in Centre activities during the project implementation as well as after it.**

**After the project of the online Center establishment, the direct beneficiaries will disseminate the information on the Centre in their communities and help the newer participants to become beneficiaries of the Centre. The on-line Centre will be led by the beneficiaries of our project as in the Centre so in villages.**

**The beneficiaries will take part in on-line seminars, training courses, forums. Their work will be printed and presented to the stakeholders.**

**Summary Project Budget:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item** | | **Unit** | | | **#of unit** | | **Cost of unit** | | **Total** | **"Zartonk-89" NGO** | | **Requested funds** | |
| Sullery | | | | | | | | | | | | |
| Project director | | montհ | | | 12 | | 300 | | 3600 | 0 | | 3600 | |
| Project coordinator | | montհ | | | 12 | | 250 | | 3000 | 0 | | 3000 | |
| Project accountant | | montհ | | | 12 | | 200 | | 2400 | 0 | | 2400 | |
| Volunteers | | Montհ/ Person | | | 48 | | 50 | | 2400 | 0 | | 2400 | |
| ***Subtotal*** Sullery | |  | | |  | |  | | **11400** |  | | **11400** | |
| **Equipment** | | | | | | | | | | | | | |
| Netbook | | piece | | | 10 | | 500 | | 5000 | 0 | | 5000 | |
| Notebook | | piece | | | 3 | | 1,500 | | 4,500 | 0 | | 4,500 | |
| Printer laser mono | | piece | | | 1 | | 130 | | 130 | 0 | | 130 | |
| Multifunction Printer laser | | piece | | | 1 | | 1000 | | 1,000 | 0 | | 1,000 | |
| Projector | | piece | | | 1 | | 1400 | | 1,400 | 0 | | 1,400 | |
| Xserox | | piece | | | 1 | | 800 | | 800 | 800 | | 0 | |
| Computers | | piece | | | 3 | | 1000 | | 3000 | 3000 | | 0 | |
| ***Subtotal EQUIPMENT*** | |  | | |  | |  | | **15830** | **3800** | | **12030** | |
| **Services expenses** | | | | | | | | | | | | | |
| Transport services 10 times to 10 regions | | time | | | 10 | | 200 | | 2000 | 0 | | 2000 | |
| Home staying (4 persons by 2 days x 10 times) | | Person/day | | | 20 | | 40 | | 800 | 0 | | 800 | |
| Coffee-break and Lunch (25 trainee and 4 coordinators x 10 times) | | Person/time | | | 290 | | 5 | | 1450 | 0 | | 1450 | |
| Training packages for trainees (25 person x10 times) | | Person | | | 300 | | 8 | | 2400 | 0 | | 2400 | |
| Consultant | | month | | | 12 | | 280 | | 3360 | 0 | | 3360 | |
| Media specialist | | piece | | | 10 | | 200 | | 2000 | 0 | | 2000 | |
| Bank expenses | |  | | |  | |  | | 90 | 0 | | 90 | |
| ***Subtotal Services expenses*** | |  | | |  | |  | | **12100** | **0** | | **12100** | |
| **Administrative expenses** | | | | | | | | | | | | | |
| Internet connection, including hosting and domain | | | months | | 12 | | 80 | | 960 | 0 | | 960 | |
| Utilities (water, electricity, heating) | | | months | | 12 | | 130 | | 1,560 | 0 | | 1,560 | |
| Office rent | | | months | | 12 | | 200 | | 2400 | 0 | | 2400 | |
| *Subtotal Administrative expenses* | | |  | |  | |  | | **4920** |  | | **4920** | |
| Direct **expenses** | | | | | | | | | | | | | |
| Hall rent | | | times | 10 | | 150 | | 1500 | | | 0 | | 1500 |
| Telecommunication Means | | | months | 12 | | 30 | | 360 | | | 0 | | 360 |
| Dissemination of Information | | | months | 12 | | 300 | | 3600 | | | 0 | | 3600 |
| Office supplies | | | piece | 10 | | 90 | | 900 | | | 0 | | 900 |
| Paper A-4 | | | box | 10 | | 6 | | 60 | | | 0 | | 60 |
| *Subtotal Direct expenses* | | |  |  | |  | | **6420** | | |  | | **6420** |
| ***TOTAL*** | | |  |  | |  | | **50670** | | |  | | **46870** |