Lao PDR Media Training on Education for All
3-4 August 2007
Vientiane, Lao PDR

Terms of Reference

I. Background
As the lead coordinating agency for Education for All (EFA), it is UNESCO’s mandate to promote awareness and educate the media and the general public on the importance of this initiative. Greater media awareness of EFA will draw more attention on education issues and how close countries are to achieving the six EFA goals, and hopefully compel governments to deliver on their commitments of providing quality education for all.

Strengthening EFA advocacy is part of the mandate of UNESCO Bangkok as the Asia and Pacific Regional Bureau for Education.

II. Objectives and Outputs
The training workshop intends to create awareness and understanding among local journalists and UN/INGO communication officers in Lao PDR on the importance of education on human development. It also intends to build the capacity of the media and communication officers to analyze and present core education statistics and education issues.

Specifically, the training intends to achieve the following outcomes:

1. Publish/broadcast nationally-specific media reports on education issues (in English and/or the national language) in local newspapers and media outlets. It is expected that all journalist participants will seek the approval of their organizations to share with UNESCO Bangkok their stories resulting from participation in the workshop for compilation and uploading in the UNESCO website with links to the media organizations, as necessary. Upon return to their respective countries, participants are also encouraged to cover national activities related to education and EFA.

2. Foster a better understanding of EFA issues and global/regional initiatives and their impact on the country at the national and sub-national levels. Cultivate sensitivity to specific educational areas, in particular to issues of disparities and inequalities in the education system.

3. Enhance journalists and communication officers’ research skills and access to a wider range of information and statistics related to EFA.

4. Discuss and give inputs to the Journalists’ Handbook on Education for All, which will include suggested story ideas and follow-up questions related EFA. In advance of the workshop, UNESCO Bangkok will distribute the draft of the Handbook to be presented at the workshop and disseminated widely following the workshop.

5. Creation of a network of trained journalists and communication officers (primarily through an e-group) to serve as dissemination points for future education news releases, further training and capacity building, and resources in training of trainers initiatives.

6. Drafting of recommendations for UNESCO offices, UN agencies, National Commission, Ministries of Education and other development partners to enhance media coverage and an effective advocacy/information campaign on EFA.
III. Format
Interactive sessions and presentations will be made on specific EFA goals and related issues followed by group exercises aimed at developing storylines related to the issues. A number of published features will also be discussed and dissected as exercises.

A draft Journalists’ Handbook on Education for All will be presented and discussed during the workshop to get the participants inputs. The suggested storylines discussed at the workshop will be incorporated into the Handbook.

Participants will also discuss and jointly prepare a set of recommendations for UNESCO offices, UN agencies, National Commissions, Ministries of Education and other development partners on getting better media coverage and undertaking an effective advocacy/information campaign on EFA.

The training will also make use of the “Education Makes News” media training resource kit and Media Relations Handbook prepared by UNESCO Headquarters as well as the annual EFA Global Monitoring Report.

The training will be conducted in English with consideration that most participants may not use English as a first language and may write in the national/local language.

IV. Organizers
The training workshop will be organized by UNESCO Bangkok’s Public Information Services/Information Knowledge and Management (IKM) Unit, and the Assessment, Information Systems, Monitoring and Statistics (AIMS) Unit, which is the Regional Office of the UNESCO Institute for Statistics (UIS) in collaboration with the Lao Journalists’ Association and Lao Press in Foreign Languages. The training is made possible through funding from UNESCO’s External Relations and Cooperation sector.

Resource persons for the workshop and the development of training materials will be drawn from the UNESCO Bangkok’s Asia-Pacific Programme of Education for All (APPEAL); the AIMS-UIS Unit; IKM Unit; and Communication and Information Units.

Organizers will also seek the support and collaboration of the UNESCO Headquarters, particularly from the EFA division, Communications and Information, and the Bureau of Public Information.

V. Participants
Print, radio, TV and the e-media journalists from Lao PDR have been invited to the workshop.

Communication and Information Officers from the other UN agencies, NGOs and development partners in Lao as well as the National Commission for UNESCO and Ministry of Education will also be invited to join the training.

VI. Preparatory Work by Participants

− Submit in advance, if possible, recent sample articles / texts / scripts on education-related issues

− Familiarity with key educational issues in the country to be able to actively participate in the discussions during the workshop

− Review in advance background materials for the workshop to be sent to the participants in advance of the workshop
Participants are also encouraged to familiarize themselves with the Education for All (EFA) initiative. Visit the Asia and Pacific EFA Website at www.unescobkk.org/efa

VII. Workshop Venue
Lao Press in Foreign Languages
Pangkham Rd, Vientiane, Laos

For further information, please contact:

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