Strengthening participatory democracy through media and civil society organizations

1. Objective and relevance
The development objective is to strengthen The Gambian citizens' active participation in new democratic elections. The immediate objectives are coherently:
- To give the voters access to high quality electoral coverage such as fact-checking news reports and podcasts/radio amplifying the voices of the voters
- To provide the local populations a reliable coverage in their local languages
- To provide the national debate with the perspectives of the target groups of 16 selected CSOs

The Gambian context
In 2016, The Gambia joined the list of countries where a government was changed via the ballot box. This happened after decades of what was only formally democratic rule, but in practice a dictatorship. Community-based civil society organisations and the media were central actors in the strong public mobilisation that paved the way for the historic elections. New democratic traditions are struggling to take root, and violence is no longer accepted to win elections or dispute the outcome.
Consolidating the new democracy has however proven difficult. The coalition of parties that was crucial in defeating the dictator Jammeh in 2016, soon started to disintegrate, and the parties started to position themselves for the coming election. In September 2020, a draft for a new constitution that many – including the media – described as more progressive than the 1997 constitution, failed to get the required backing of three quarters of the members of Parliament.
The Gambia now risks sliding back to a situation, where people in power undermine the democratic gains made since 2016 by trying to suppress information.
The presidential election is scheduled to December 2021. The Independent Electoral Commission of The Gambia had scheduled for the voter registration to begin on January the 14th. However, they postponed it, and they are – at the time of writing – yet to start it. The time from now till the nomination of candidates and presidential campaign in October/November 2021 will be of great importance, also in terms of the role of the media, CSOs and others in preparing the Gambian citizens, public, and institutions for the presidential election in December and the following parliamentary election expected for April 2022. With the coalition government disintegrating and political leaders throwing jabs at each other at any given opportunity, signs are that the coming elections will not be free of tension, crises, and violence. To counter this, the key pillars for a vibrant democracy such as civil society, community-based organizations and the media need to be strengthened.

<u>The Gambia's media landscape</u> is still evolving. The sector is today composed of emerging online media, struggling newspapers, flagging radios, a television sub-industry and undertrained community media. Before 2017, under the repressive rule, newspapers were scarce and haunted by the regime, and there was only one television station: the state owned and controlled Gambia Radio and Television Services (GRTS). Both commercial and community radios were not allowed to cover politics and current affairs and resorted to playing music and airing sports news for fear of being closed down. Today they still lack the capacity to cover and monitor the electoral cycle effectively and efficiently. It is evident that to consolidate the new democracy won't be easy without access to reliable and timely information.
The safety of journalist is challenged: Since 2017, Games Press Union (GPU) has documented that close to 14 journalists have been manhandled in political rallies or party related activities by party supporters, majority of whom do not understand the role of the media in the democratic process. There are worrying signs that the 2021 election will be highly challenged, and the media would be in the center of this. GPU is dealing with safety for journalists and civil society advocates through an ongoing CISU-funded project with GAMES and in partnership with International Media Support, IMS, who contributes with additional funding and knowhow.

The civil society space has evolved in recent years, and the strengthening of civil society over the years is seemingly paying dividends. Yet there is still room for improvement. The Gambian CSOs suffer like the civil society in general from decades of dictatorship, a ruined economy and failed development. The CSOs are poor, their member base struggles to pay even small member fees, their staff and volunteers are often poorly educated from a school system that does not teach their graduates critical thinking let alone basic communication skills such as a professional command of English.

The challenges for the CSOs, on the other hand, are tremendous. The CSOs have moved from a rather defensive role as advocates during Jammeh's suppression to a new and proactive role as advocating for not only their target groups immediate interest but for the very function of the democracy and the newly gained civil rights.

GPU and Media Academy for Journalism and Communication (MAJaC) have a proven track record of delivering value propositions for civil society actors across the country. GPU has since 2010 built a strong working relation with the civil society as an active member of The Association of NGOs (TANGO). From 2015 and onwards, GPU and the then GPU School of Journalism offered the civil society training in advocacy, empowerment and communication. Between 2018 and 2021, MAJaC has successfully implemented two civil society training projects aimed at improving communication among actors and ultimately impacting citizen engagement in a democratic society. Furthermore, through the current CISU-project "Empowering Civil Society Advocates" MAJaC has established a resource center/computer lab in order to enhance the partnership with the CSOs. MAJaC can now invite the CSOs and their activists to work from MAJaC premises and, thereby, maintain the network that was created during the project. In that way, MAJaC has proved itself as an important and valuable partner for the CSOs.

Some of GPU's and MAJaC's CSO partners are also members of the reawakening Civil Society Coalition on Election and so are GPU and MAJaC. The Coalition was established in 2006 by 20 CSOs to undertake election monitoring and observation and to facilitate civil society participation in national affairs. It was also active during the first free National Assembly elections in 2017. Today, the Coalition aims to monitor and observe the upcoming elections and to carry out civic and voter education. The present activities are funded by The International Republican Institute and UNDP.

MAJaC is in a position to qualify the operations of the Coalition, i.e. offering tailor-made modules in various issues around the election. MAJaC's methods and know-how within facilitating learning by doing, involvement and reflection; within training for change and implementation, within in-house capacity building for community radios, CSOs and media organisations – methods which are unique in The Gambia. MAJaC aims to make itself relevant and available to meet the Coalition's demand for courses, when the Coalition is ready to move in the direction of training and courses. Meanwhile, GPU and MAJaC focus on expanding and qualifying the ongoing cooperation with the CSOs bilaterally and through TANGO.

Two focal problems

1. The CSOs want to play a proactive role but lack capacity to effectively influence the election debate by advocating for their target group, and giving voice to the voiceless. This leaves the CSO's target groups, the voters, to be passive listeners to the candidates' campaigns rather than questioning the promises, and influencing the debate by sharing their own perspectives.

2. The media face challenges to play the four roles of the media in the election process. In particular, the monitoring role is challenged. The media coverage is to a large extent dominated by easy news and click-baits and by candidates and campaigners spreading fake news, unjustified allegations, and unsubstantiated election promises at the expense of impartial, balanced, critical, and reliable information.

This project, *Strengthening Participatory Democracy Through Media and Civil Society Organizations,* aims to empower the voters *to be heard in the election debate, to be informed, and to take a stand* based on

reliable information and a fair debate rather than fake news and unsubstantiated promises. The project is in line with the Gambia's key development policy, the National Development Plan (NDP 2018-2021) – and with the overall CISU-objective: "to promote active citizen participation, in which people and organisations together obtain knowledge, take responsibility for and act upon local, national (or global) challenges".

The project will address these overarching questions about freedom of speech, media-literacy, access to information etc. in deep acknowledgement of the crucial importance of these factors in securing the democratic and peaceful development of The Gambia.

2. The partnership/collaborators (our starting point)

GAMES was established by Danish journalists and media professionals in 2006 and has worked in The Gambia for 15 years with the ambition to strengthen and professionalize the journalistic and organizational capacity and practices of Gambian press and organizational people.

GAMES is primary run by volunteers, and the board members and activists are media professionals who have a long record of experience with training, project development and management. During the years, GAMES has worked on several projects and has gained a lot of experience with working in the Gambian context and with the Gambian media sector.

One of GAMES' first projects in The Gambia in 2006 was focused on election training, and in this project GAMES' activists provide professional experience with election coverage gained in many other countries. Furthermore, GAMES has a lot of experience in working with the Gambian civil society organisations. For example, in 2015, GAMES and the then GPU School began training CSOs, supported by the Danish Union of Journalists and later supported by CISU. In the current CISU-funded project "Empowering Civil Society Advocates" GAMES has provided communication training for civil society organisations. These experiences and learning outcomes are fruitful in this project, since the CSOs are part of the primary target group of this intervention.

GAMES has a proven record of providing expertise and the human resources needed to guide its partners in the implementation of projects. GAMES has provided mentorship for the leadership of MAJaC and the GPU. Through many years of collaborations and working with projects, GAMES, MAJaC and GPU have gained a professional relationship and a strong foundation which makes cooperation on capacity building easier. In the ongoing two CISU-funded projects we have gained experiences in working together in the new context of a democratic Gambia.

Gambia Press Union (GPU) is GAMES' main partner. The trade union GPU was founded in 1979 as an umbrella organisation for media professionals. MAJaC is an arm of GPU and was created as a result of GPU's projects with GAMES and CISU. 12 years ago, the first steps were taken to establish the GPU School of Journalism, now the Media Academy, which is owned by GPU. Both advocate for freedom of expression and democracy, as MAJaC is guided by its mandate of strengthening democracy in The Gambia through quality and effective journalism and communication.

The media academy strives to empower civil society organisations and media to play their roles in building democracy by organizing agenda-setting events, training, workshops, in-house capacity development, research projects and diploma courses on vocational level, with curricula aligned to the UNESCO Model for Journalism Education in Africa and formally recognized by the National Accreditation and Quality Assurance Authority (NAQAA), a government agency mandated to register, regulate and deregister Technical and Vocational Education Training Centers in The Gambia. However, the academy receives no public funding. Though owned by GPU, the academy is since 2019 governed by an independent board with members from the civil society, private sector, business community, the public and women groups. The board has constituted itself with GPU's president as chairman.

The Gambian law required in 2013 GPU to register the academy as a charitable organization and Social Enterprise with limited liability under the Companies Act.

Like any other CSO, MAJaC generates income through course fees and fund-raising for its expenses and development, but not for profit. As a charitable social enterprise, the academy runs courses at a cheaper rate compared to other educations and training providers in The Gambia. There are no shareholders to be given dividend. MAJaC's earnings are to sustain its further consolidation and development, and any surplus is by default statutory regulations channeled back into media development in the form of training and activities.

During the last decade, GPU and MAJaC have intensified their partnership with the civil society organizations. Following up on the training of CSOs in 2015-16, TANGO and the CSOs requested more long-term education in communication on diploma-level, however organized so it would allow their staff to study and work at the same time. Today, through the ongoing CISU-funded ECSA project, MAJaC took a first step to meet this specific demand for in-depth communication training through the ongoing CISU-funded ECSA project that offers a certificate in Communication for CSOs. And the CSOs have embraced it with enthusiasm. The lessons learned are clear: Engaging working CSO participants in a long-term course where they earn certified credits based on an endorsed curriculum, results in more meaningful and intensive learning than short-term-training at three days workshops. It motivates people and it allows them to internalize and implement the learned. The retention rate of the CSO participants confirms that, as only one out of the sixteen recruited dropped out – and that was against her will. Combining the classroom with retreats gave the opportunity to also hear from both the staff and their managers how things work in their offices. The working CSO students at the diploma program tend to study harder, also when they and their managers are taught to implement what they learn at their workplaces.
During the ongoing ECSA project, MAJaC has prepared the CSO participants and managers to carry out step-down training for their colleagues – in order to share the knowledge, skills and experience gathered. What we have learned at the end of the project is that this is actually happening: The people benefiting directly from the actual training and retreats are training others, multiplying the primary target group by five up to nearly 100.

In the preparation of the project, MAJaC has met with representatives of CSOs and media organisations to discuss how a focused project could best deal with these problems. Amongst the media representatives are the associations of the Broadcasters, Publishers and Online Platforms, and they acknowledge that most media lack capacity and funds to cover the election sufficiently, playing the four roles of the media, especially when it comes to in-depth research of possible fake news. They embrace the ideas of developing high quality electoral coverage such as fact-checking news reports and podcasts/radio amplifying the voices of the voters. The media academy already collaborates with civil society organisations working on democracy and good governance, many of whom are not members of the Civil Society Coalition on Election. With this project, MAJaC will reach out to organisations working in e.g. youth empowerment, women and vulnerable groups to raise awareness on the need to participate in the electoral process rather than being onlookers.

To involve them in this project proposal, MAJaC has engaged 13 very different CSOs: 1. TANGO, the umbrella body responsible for all NGOs, 2. Bakau Youth Development Association, a youth-led advocacy group, 3. Bakayang, a human rights advocacy group, 4. Gambia Participate, a human rights monitoring group, 5. Peace Ambassadors Gambia, an advocacy group, 6. Gambia Youth Parliament, a youth-led parliament group, 7. Gambia Pastoral institute, a Christian-led advocacy group, 8. Think Young Women, a women rights group, 9. The Association of Gambian Albinos, 10. The Association of Deaf and Hard of Hearing, 11. Activista Gambia, human and women rights advocacy group, 12. West African Network for Peace, an advocacy group, and 13. Gambia Press Union.
In addition, MAJaC plans to involve three more CSOs: 14. The Gambia Red Cross Society, a humanitarian body, 15. Casa Gambia, a women and child rights advocacy group, and 16. Youth with Vision, a youth-led

advocacy group. However, MAJaC is not limiting themselves to these 16, as they will make a call for admission, allowing other CSOs to apply and take part in the recruitment process.

The 13 CSOs were all excited about the project idea and acknowledged a need for building capacities to advocate effectively for their perspectives in the election debate and to deal with fake news and promises during elections. However, they not only need to build their own capacities, they also need reliable information from the media, and they need the media to play their roles in facilitating a fair debate and allowing civil society voices to be heard.

In the cross-cutting field between media and CSOs are The Gambia's 13 community radios, who are producing in local languages with local uneducated staff and citizen reporters (see annex below). They are engaged through the national association of community radios.

Roles and responsibilities
GAMES will play an active role in building the capacities of MAJaC's management and staff by providing guidance, coaching, and Training of Trainers (TOT).

The project proposal calculates with 2 missions from GAMES, supported with payroll costs – see below *).
In general, GAMES will focus on the innovative aspects of this project, when monitoring from distance and during missions.

In particular, GAMES will assist in boosting the Election Network to function in its double role: To create new content for the end-users, the voters, and to serve as a show room and forum of excellence for reporters as well as activists of the CSOs. Specifically, GAMES will participate with know-how from the Danish resource base, e.g. "Fact Tjek", DR's "Detector" and "Institute for Constructive Journalism".

GAMES will also support the project's focus on learning and adjustment throughout the period. Specifically, GAMES will take part in the stakeholder-involvement in the monitoring and evaluation of the process and results of the project in order to pave the way for adjustments of the implementation.

GPU is as the owner of MAJaC the overall responsible partner and co-signer of the project proposal. GPU's role is to follow and supervise the project in various ways:
- Through MAJaC's board, to which MAJaC's director reports. Here, GPU has a permanent member, currently the chair, who consults with the director on a regular basis.
- Through the synergy between the two projects – as described in the GPU-GAMES project document – which is supported by management meetings between GPU and MAJaC.
- Through the project's fiscal reporting, which will be monitored by GPU's accountant – in conjunction with GAMES' accountant.
- GPU and MAJaC have signed an MoU describing the division of labour between them – leaving education and courses in journalism and communication to MAJaC – and describing possible synergy and coordination.

MAJaC and its project manager are responsible for all implementation, administration, accounting, documentation and reporting of the project.

The academy has the skills that are needed in this innovative project: Skills in tailoring training to the needs of the stakeholders; in organizing real-life events in workshops; in combining participants' output with real publication by media and CSOs, and in networking and learning through sparring, feedforward and TOT.

In addition, MAJaC provides a committed staff and management who are ever ready to improve quality in the empowerment of media and CSOs.

3. Target groups, objectives, and expected results (our intervention)
The ultimate target group are the voters, who are ultimately affected by the two focal problems. The voters are reached as the target groups of the CSOs, the listeners of community radios and the nationwide audiences of the mainstream media.

In addition, the CSOs represent very different, specific target groups: Women, youth, disabled people etc. Others advocate for human rights, civil rights and good governance across all works of lives. For several youth organisations, climate is on the agenda. Through the community radios the project will reach target groups across all the regions and tribes of the country in the local languages, many of these are not literate.

The primary target groups are 3 groups of active players, who are interconnected through the project:
- 96 CSO staff and activists – the 16 selected CSO staff and activists will in their respective offices each work with five other staff. On another level they will work with:
- 22 selected journalists and editors who will demonstrate their methods for their publishing media in general and for the community radios in particular:
- 100-130 staff and citizen reporters from 13 community radios, each with 1-3 staff and 5-7 volunteers from the community (typically teachers, nurses, community-based organization workers, extension workers, youth and women leaders). With a proper monitoring mechanism where each radio is visited three times within the implementation period, MAJaC will be able to follow the implementation in these radio stations.

The strategy of this project focuses on managing the complexities of the intervention while sustaining the learning, implementation and cooperation of the primary target groups. The complexity concerns the interlinkage between the three target groups as well as a number of innovative elements.

The 3 objectives are interrelated on the level of activities. For example, the Election Network's publications will be available to the public, and CSOs are encouraged to republish them on their websites and social media platforms. The CSO may use the fact-checked stories, real-life features and podcasts in their advocacy. Most CSOs have WhatsApp groups they share with their stakeholders, so they could share these quality reports on WhatsApp, or Facebook to reach more views. The community radios are broadcasting in the local languages, and they may translate the network's reports into the local languages. Among the members of the network, there will be reporters who can produce news in the main local languages. In addition, they will serve the community radio by reproducing reports in local languages in a summary form. The mainstream media consists of up to 70 media houses (print, electronic and online) – who all will be offered the network's reports.

The project prescribes a two-way communication between the network and its recipients: The media, the community radios and the CSOs will feed the Election Network with tips on fake news that needs to be fact-checked and ideas for coverage of CSO-agendas and real-life stories of their target groups.

In this cooperation is an inherent dynamic: On one hand, it is the nature of any CSO to advocate for their own ideas and perspectives through effective communication, PR and media work. On the other hand, the nature of the relationship between the media and the CSOs, or other stakeholders, is described by media's professional standards: To meet any stakeholder sources with professional criticism and to prioritize news items professionally by balancing news values, ethical values and public interest values.

The Election Network's impartiality is, in this complex scenario, ensured in three ways: Firstly, the network will build its standards on the code of conduct, produced by the GPU, and on proven public service radio standards such as BBC's regarding election coverage. Secondly, the media's editors will be the first custodians to assess the impartiality of the offered stories. Thirdly, the project will conduct, in cooperation with the users of the network, periodic reviews of the network's reports to spot ethical flaws.

An effective and fair recruitment of participants is key to a successful implementation and outcome.
MAJaC has a strong relationship with the media and with CSOs through TANGO. The project advertises the call for admission on relevant media platforms, and CSOs are reached via personal emails. MAJaC's recruitment policy states that there will be a call for admission, interviews and when necessary entrance examination. This gives MAJaC the latitude to recruit the best and most determined to receive the knowledge, skills and experience. The media participants must document availability, and the CSO participants must in addition document support from their organization to implement what they

learn. Special attention will be given to women and CSOs representing marginalized groups such as people living with disabilities.

The stakeholder-involvement in the monitoring and learning is a cross-cutting new and innovative element throughout the project. The election period can prove to be a volatile situation with many actors, and the feedback from media, CSOs and the community radios will serve to assess quality and application of the activities, which again will pave the way for adjustments of the implementation. The monitoring and evaluation will be written into each project activity, and the result will be presented to a selected group of stakeholders for discussion 3 times throughout the project period.

Other innovative elements are introducing new concepts for the benefit of both media and CSOs:
- Fact-check is a new concept in The Gambia. It is also new to build media criticism and media literacy through a combination of published fact-checks and the related work of the CSOs and community radios.
- The creation of an impartial Election Network as a forum of excellence with a showroom for quality coverage is new. The concept is developed with the involved media and civil society organisations.
- Podcasts targeting internet-users (mainly young voters) and community radios and local radios is a totally new and innovative way of disseminating news and CSO communication to the public.
- The flexibility in the diploma program in communication for CSOs is a new concept in The Gambia. The CSOs have for years demanded flexible and tailormade quality courses for their working staff and activists. The project offers the CSO participants modules that are relevant for the election and an internship during the election, while the participants earn credit for a full diploma program that they can complete with other modules at any time suitable for their work.

Strategic sparring and TOT: During the ongoing project, we have learned that it is possible to make distance monitoring and distance training via Zoom or Google Classroom. We anticipate to continue to do so. However, we also learned that it is difficult to introduce totally new concepts on a distance. We therefore plan for two missions (with budget for 2 x travel costs and 1 x payroll cost) for TOT and sparring: One mission has a complex focus on the interlinkage and will build the mechanism for stakeholder-involvement in monitoring and learning + do a TOT in Fact-checking and Electoral Coverage for Civil Society and media organisations. The mission will be conducted by a senior media trainer who is also in charge of the content monitoring throughout the project. This will be with payroll costs.

The other mission is technical complex and will focus on TOT in Podcast Production of news and human-interest reports and the use of video reports as a communication channel for the CSOs and the Election Network. It will be a volunteer mission by an experienced radio/podcast reporter.

The perspectives of this project go beyond its duration of nine months. The project contributes to develop the relationship and future collaboration between the CSOs and GPU and MAJaC. More importantly, it will foster an alliance between media and civil society not only on election coverage but also on media literacy and fact checking in general. From the center of this alliance, GPU and MAJaC are reaching out to both. Through the cooperation on the Electoral Network mutual experiences and trust are built, which may pave the way for a future cooperation on media literacy and on fact check. The Electoral Network is tailored for the coming presidential election in December and the subsequent formation of a government. However, the partners may want to continue the cooperation up to the parliamentary election in April 2022, one way or the other, e.g. in the framework of the Civil Society Coalition on Election.

In addition, the community radios will have built stronger internal relations through their cooperation in clusters as well as working relations on election coverage with local CSOs and GPU and MAJaC. The gained capacities will be in focus for the parliamentary and later the next local elections.

Activities, outputs and outcomes *for this project* are outlined according to the objectives – with a mention of the interlinkage to other activity numbers (that are matching the budget lines):

Objective 1: To give the voters access to high quality electoral coverage such as fact-checking news reports and podcasts/radio amplifying the voices of the voters …

Activity 1: … by offering media and CSOs to supply their audiences with quality content on one level, and on another level by exposing a show room of best practice to the public in general and the media and the Civil Society Coalition on Election in particular:

- *news reports on fact-check of possible fake news, possible unjustified allegations, and possible unsubstantiated election promises from candidates and campaigners – on one level by supplying reliable information – and on another level by enhancing the media literacy of the CSO's target groups and the audiences of the media.*
- *human-interest features and podcasts on the problems and perspectives of the voters and the target groups of the CSOs – on one level to supply the coverage with voices of the voiceless – and on another level to give the election debate a Real Life-check by reversing the flow of information.*

Activities	Details	Date	Output and Outcome
101: Formation of an Election Network to produce features and podcast on the elections and to produce new reports on fact-checks - to be published on designated platforms (web and social media).	Development of platforms + Recruit CSOs reporters and fact-checkers + Development of program + Set-up of logistics.	May-June May-June May-June May-June	**Output**: A signed letter of intention from the involved media and CSO to give input to and use output of network + Distribution platforms on web and SoMe + Contracts with participants + The network's statute and mission statement **Outcome**: A commitment from CSOs, publishers, online media and broadcasters including community radios to combat fake news and elitist election coverage.
102: The network undertakes 3 months scholarship at MAJaC – while producing content: electoral features, issue centered on election stories, podcast and short videos – followed by 4 months continued content production. (Linkages to 202: the community radio program and to 301: The CSO program)	Training and production (of content for individual users, CSOs, media and community Radios). + Follow-up production + Internal monitoring of quality and lessons learned.	June-August August-January	**Outcome**: The manifest demonstration of excellence aspires the media and its audiences to produce and demand professional election coverage. + A growing media literacy amongst the voters. + The participants of the network will be able to influence future media coverage and CSO communication. **Output**: 20 reports on fact-checks + 20 human-interest features (voice to the voiceless) + 20 podcasts based on reports and features + 22 diplomas for the participating journalists + 3 monitoring reports

Objective 2: To provide the local populations a reliable coverage in their local languages …

Activity 2: … by giving the community radios means to play the four roles of the media in the election process (the roles of the educator, the monitor, the moderator, and the agenda-setter of the voters) on one level, and on another level by sensitizing more citizen reporters and CSO activists to participate in the election debate.

Activities	Details	Date	Output and Outcome
201: MAJaC training for rural and community radios on electoral	Development of TOT and training programs.	May-June June-July	**Outcome**: The citizen reporters are interacting with the stations, the local CSOs and

coverage and development of election coverage plan/strategies in line with citizens' manifesto.	+ In-house training and production of radio programs.	July-August	stakeholders on a more professional and ethical level. **Output**: More than 100 certificates for participation to staff and citizen reporters. + 13 contracts on in-house projects and manifesto. + Manual to involve CSOs and citizen reporters. + Manual for broadcast technicalities. + Manual for local language broadcast.
202: Community radios' development and production of electoral coverage, monitoring and quality assurance of content in line with citizens' manifesto (Linkages to the 102 Election Network and to 301 The CSO training program)	Follow-up production. + Involvement of local CSOs and citizen reporters. + Internal monitoring of quality and lessons learned.	August-January August-January September-January	**Outcome**: The listeners of the 13 community radios are empowered as voters by factual coverage and human-interest programs. + The community radios' demonstration of a new level of election coverage is resulting in growing expectations for relevant content and involvement from listeners. **Output**: 20 local produced programs + 20 programs in local languages adapted from the network's production + Quality assurance tool in line with citizens' manifesto + 3 monitoring reports

Objective 3: To provide the national debate with the perspectives of the target groups of 16 selected CSOs …
Activity 3: … by giving the 16 CSOs in-house communication capacity to effectively influence the election debate on one level, and on another level by empowering their target groups to participate in the local debate.

Activities	Details	Date	Output and Outcome
301: Activists from 16 selected CSOs are undertaking 3 election modules on diploma level (on fact-check and media literacy, electoral advocacy, etc.), while they during a guided internship at their workplaces produce nationwide and local reports and human-interest stories. Linkage to 101: The Election Network and to 201: The Community Radio Program	Recruitment and contracting of CSOs. + Study and production. + Follow-up activities with own CSO (using network's content + own content). + Internal monitoring of quality and lessons learned.	May-June May-June May-July July-January	**Outcome**: The target groups of the CSOs have influenced the election debate with their voices and perspectives. + The CSOs and target groups experience that the media can be held responsible and some media can serve as a channel for their voices. + The CSOs are empowered to advocate and communicate on a new and professional level. **Output**: Contracts with involved CSOs + Documentation from involved CSOs on advocacy and content. + 16 diplomas. + Manuals for engaging local CSO-network and citizen reporters. + 3 monitoring reports.

Objective 1, 2 and 3: Cross cutting activities

Activities	Details	Date	Output and Outcome
401 Appointments of Project Manager, Accountant and Assistant	Organizational learning. TOT for staff.	April-January	**Outcome**: Stronger cooperation with CSOs **Output**: Terms of references, project staffing and reports on learning.
402 Representatives from CSOs, community radios and other media recommend adjustments based on monitoring and evaluation. GAMES monitoring missions and distant monitoring supports.	Stakeholders' Monitor Group is formed. + Meets 3 times to assess the reports on the monitoring of quality and lessons learned.	June August November	**Outcome**: A cross organisational partnership between media organisations and CSOs has seen the light. + The partners share a common responsibility for media literacy and outreach to audiences beyond the elite and the urban areas. **Output**: 3 assessment reports with recommendations.
403 Audit		January	**Output**: Audited accounts

4. Intervention-related information work in Denmark

GAMES will seize the opportunity of this project to produce information-material to different platforms. This will include reports to our newsletter and website, also reports from the Gambian participants, which would create a unique insight into the concrete work of our organization and our partners. In addition to these means, presentations would be pursued with presentations on actual and virtual meetings.

The communication would center around the activities and objectives of the project but would – just as the project itself – have the election and tense development of The Gambia as its contextual backdrop.

Thus, the purpose of the communication is also to try to create engagement and interest from Danish citizens – broadly speaking - in developmental work and the Sustainable Development Goals of UN; and more concrete: into the cause of GAMES and the Gambian society and development. This purpose is very much in line with the goal of GAMES – as well as CISU and The Foreign Ministry of Denmark - of creating engagement from the Danish public into development work. The Danish youth would be the primary target group of this information work.

Annex: Community radios	Region	Languages
Gunjur (JannehKoto Community Rad.)	Kombo South (West Coast Region) near South Senegal	Mandinka, Wollof, Fula, (Minority languages- Jola, Karoninka)
Brikama (FM B Community Radio)	Kombo Central (West Coast Region)	Mandinka, Wollof, Fula, (Minority languages- Jola, Karoninka)
Kuloro (Kaira FM Community Radio)	Kombo East (West Coast Region)	Mandinka, Jola, Fula, Balanta, Manjago
Bwiam Community Radio	Foni (West Coast Reg.) near South Sng.	Jola, Fula, Manjago, Mandinka, Wollof
Soma Community Radio	Soma (Lower River R.) near South Sng.	Mandinka, Wollof, Fula, Sarahule
Nuimi FC Com. Radio	Barra (North Bank Region)	Wollof, Fula, Mandinka
Kerewan Com. Radio	Kerewan (North Bank Region)	Mandinka, Fula, Sarahule, Wollof
Farafenni Community Radio	Farafenni (North Bank R.) near central Senegal	Wollof, Mandinka, Sarahule, Fula
Brikamaba Com. Radio	Brikama (Central River Region)	Fula, Sarahule, Mandinka, Wollof
Bansang Community Radio	Bansang (Central River Region)	Fula, Sarahule, Mandinka, Wollof
Radio Gambia	Basse (Upper River Region)	Fula, Sarahule, Mandinka
Paradise Com. Media	Basse (Upper River Region)	Fula, Sarahule, Mandinka
Taxi Community Media	Basse (Upper River Region)	Fula, Sarahule, Mandinka