



Face-to-Face (in Japan)

Knowledge Co-Creation Program (Group and Region Focus)

# The Role of Media in Democratic Countries

## Access to Information and Function as a Watchdog



Course Number: 202311416J001

Course Period: November 7- November 23, 2024



NOTE: Adobe Acrobat Reader DC and Google Chrome are recommended as PDF viewer. JAWS and NVDA are recommended as screen reader.

NOTE: If there are any difficulties in reading this document, please contact JICA Office in your country or JICA Center in Japan.

NOTE: Depending on the circumstances, some or all of the program periods may be changed or cancelled after the application has been accepted.

民主国家におけるメディアの役割-情報へのアクセスと権力監視-

# Outline



To maintain a sound democratic country, it is essential to guarantee freedom of speech, which is one of the fundamental human rights, and for the media to fulfil its function of monitoring power. This seminar mainly focuses on the Public Service Broadcasting, which is expected to report without being influenced by the state power or the market. The participants of the seminar also learn Japan's media administration, the dual system of the public and the private media, and self-regulatory system.



The sessions will be held face to face in Japan.

All sessions are carried out in English.

The period of the program is from November 7 to November 23, 2024.

Course Capacity: 9 participants (including number of participants under the scheme of JICA KCCP (Country Focus))



## **JICA Knowledge Co-Creation Program (KCCP)**

The Japanese Cabinet released the Development Cooperation Charter in February 2015, stated that “In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together.” We believe that this ‘Knowledge Co-Creation Program’ will serve as a foundation of mutual learning process.

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# For What?

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## Background

To maintain a sound democratic state, the existence of media which guarantee the public right to know and keep a critical eye on power is indispensable. However, the media is likely to be pressured and intervened by the power such as the government or the market in some cases.

Therefore, it would be important for the media to keep its independent position in order to keep a critical eye on the power. This program is designed to share Japan's experience and current situation in media domain to tackle with the issue, focusing on the role of public service broadcasting.

## Objectives

The role of the media in democratic countries is understood, and the direction of reform of the media environment including institution building and human resource management in their own country will be confirmed through learning Japanese experience.

# To Whom?

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## Job Areas and Organizations

State-owned or public broadcaster, ministries concerned with information, independent media regulatory agencies, newspaper companies / news agencies

The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.

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## Target Countries

**Fiji, Guinea, Kyrgyz, Malawi, Nepal, Serbia, South Sudan**

**Note:** Additional participants from other countries may join under the scheme of JICA KCCP (Country Focus).

Below countries are already registered as the target countries based on the above scheme.

- **Kosovo**

Project number: 202312446

Course number: 202312446-J001

Number of participants: 1

- **Ukraine**

Project number: 202108696

Course number: 202108696-J004

Number of participants: 1

# When?

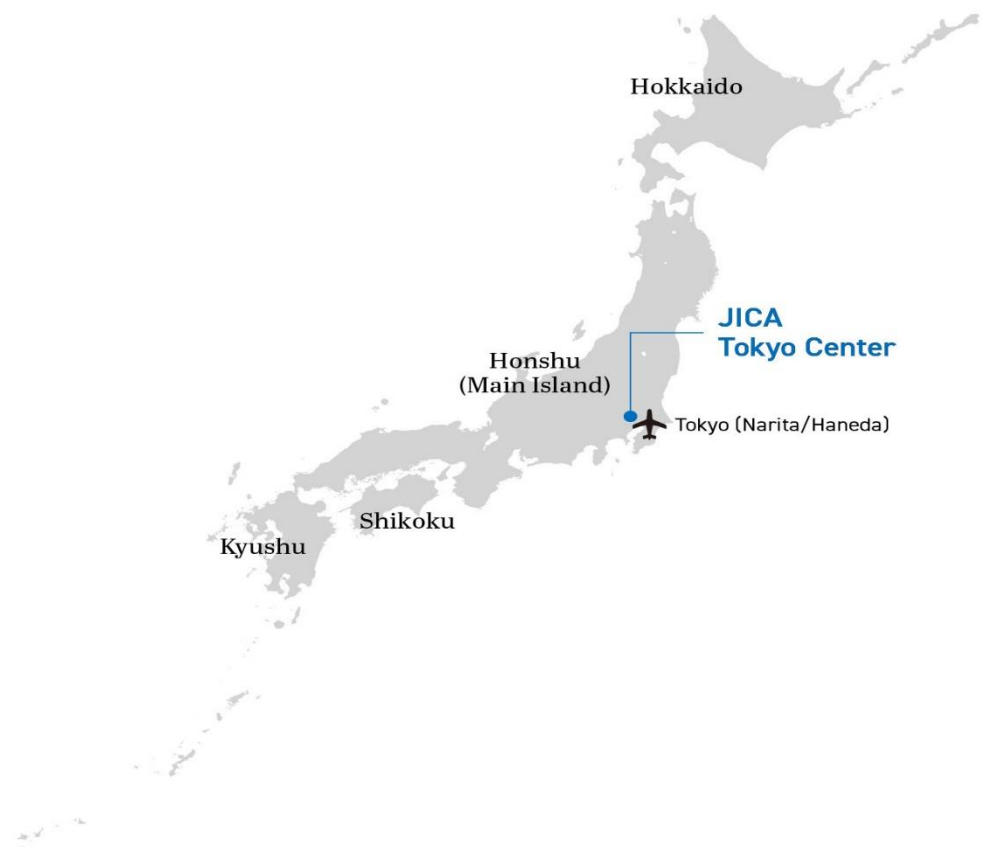
## Face to face Program Period

From November 7, 2024  
to November 23, 2024

# Where?

## Place Where the Program Takes Place

This course is organized by JICA Tokyo Center and carried out face-to-face in Tokyo.



# How?

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## How to Learn

- Lectures
- Field Visits
- Workshops
- Discussions
- Presentations



Discuss



Interact



Study



Listen



Experience



Watch



Present

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## Language

English

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## Commitment to the SDGs





## Expected Module Output and Contents:

This consists of the following components. Details on each component are given below:

Expected Module Output	Subjects
<p><b>1. JAPANESE MEDIA POLICY:</b> To understand the relationship between media and government, and its history in Japan, and compare its effectiveness with that of the system in participant's country.</p>	<p>(1) Broadcasting Policy in Japan (2) The Role of Media (Public Broadcasting) in Democratic Countries (3) Peace Journalism (4) Freedom of the Press</p>
<p><b>2. THE ROLE OF A PUBLIC BROADCASTER:</b> To understand the system and function of Japanese public broadcaster as well as the attribute of dual system (public and private), and to be able to explain the characteristics based on a comparison with the public media of participant's country.</p>	<p>(1) The Role of Media (Public Broadcasting) in Democratic Countries (2) Election Reporting (3) Disaster Reporting (4) Special Coverage (5) Archiving (6) Study Tour (7) Japan Prize</p>
<p><b>3. COVERING NATURAL DISASTERS AND ELECTIONS:</b> To understand the method of reporting and information-dissemination on the occasions of natural disasters and elections.</p>	<p>(1) Disaster Reporting (2) Election Reporting</p>

<p><b>4. SOCIAL MEDIA:</b> To understand the system to secure the credibility of information and importance of media-literacy based on the comparison with the traditional mass media.</p>	<p>(1) The Role of Media (Public Broadcasting) in Democratic Countries (2) Peace Journalism</p>
<p><b>5. The self-regulatory system to protect the freedom of expression:</b> To understand the role of Broadcasting Ethics &amp; Program Improvement Organization (BPO) in Japan.</p>	<p>The Role of Broadcasting Ethics &amp; Program Improvement Organization (BPO)</p>

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## Tentative Schedule

### 1st week (November 8, 2024)

- (1) JICA Briefing

### 2nd week (November 11 to 15, 2024)

- (1) Presentation of the Inception Reports
- (2) Lecture on Broadcasting Policy in Japan
- (3) Lecture on the Role of Media (Public Broadcasting) in Democratic Countries
- (4) Lecture on the Freedom of Media
- (5) Lecture on Disaster Reporting
- (6) Lecture on the Public Broadcasting Service in Japan (NHK)
- (7) Site Visit around Tokyo
- (8) Visit to Hiroshima (Atomic Bomb Dome, Hiroshima Peace Memorial Museum, NHK Hiroshima)
- (9) Lecture on Peace Journalism

### **3rd week (November 18 to 22, 2024)**

- ( 1 ) Lecture on Broadcasting Ethics & Program Improvement Organization (BPO)
- ( 2 ) Visit to the NHK Archives
- ( 3 ) Lectures on Election Reporting
- ( 4 ) Lecture on Special Coverage
- ( 5 ) Japan Prize
- ( 6 ) Group Work
- ( 7 ) Presentation on the Action Plan

# Voice

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## Comments from Ex-Participants

SKORYK Alla

Ukraine

Considering the war in Ukraine, during which we are fighting for our own democracy and independence, absolutely all lectures were useful for me. The most important thing is that I see that our company is moving in the right direction in its development. And that we, together with the Japanese public broadcaster, are moving in the same direction. It was especially useful to listen to a lecture about the work of the BPO, lecture The Role of Public Broadcasters in Democratic Countries and lecture about Disaster News Reporting.



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## SHIWIA Johnson Juma Batal

South Sudan

All the subjects and contents were useful, including the tour to NHK and park as well. Disaster Reporting, it talks about the earthquake information. The facilitator also said tsunami is the king of disaster, he has shown us a detail information about tsunami warning and advisory as well as evacuation call. The most interesting part was the expression of evacuation call of NHK presenters during emergency, the change in tone for evacuation call .

The Election Reports, the impartiality, fairness and balancing of time given to each candidates to campaign for election. Also touring of NHK World was the greatest field experience i have ever had in my journalism experience in a decade, the archives and disaster update information desk and how timely it is, is a live safing by itself. Another experience is the Japan Prize, Japan prize event has open my eye and brain in seeing media production, producers and content creation as a hope for better future.



# Eligibility and Procedures

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## 1. Expectations to the Applying Organizations

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the program for those specific purposes.
- (2) In this connection, applying organizations are expected to nominate the most qualified candidates to address the said issues or problems, carefully referring to the qualifications described in section III-2 as below.
- (3) Applying organizations are also expected to be prepared to make use of knowledge acquired by the nominees for the said purpose.

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## 2. Nominee Qualifications

Applying organizations are expected to select nominees who meet the following qualifications.

### (1) Essential Qualifications

- 1) Current Duties: to be an executive official/manager in state-owned or public broadcaster, ministries concerned with information, independent media regulatory agencies
- 2) Experience in the relevant field: to have more than 3 years' experience in the field of media as a manager or any other management positions
- 3) Educational Background: to be a graduate of university
- 4) Language: to have a competent command of spoken and written English which is equal to TOEFL iBT 100 or more (This program includes active participation in discussions, which requires high competence of English ability. Please attach an official certificate for English ability such as TOEFL, TOEIC etc, if possible)**
- 5) Health: must be in good health to participate in the program in Japan. To reduce the risk of worsening symptoms associated with respiratory tract

infection, please be honest to declare in the Medical History (QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION of the application form) if you have been a patient of following illnesses; Hypertension / Diabetes / Cardiovascular illness / Heart failure / Chronic respiratory illness.

## **(2) Recommended Qualifications**

- 1) Expectations for the Participants: have experience in working as a journalist, and have mandate to take initiative for institutional reform in their own countries after learning in Japan
- 2) Age: between the ages of 35 and 55 years in principle
- 3) **Gender Equality and Women's Empowerment: Women are encouraged to apply for the program. JICA is committed to promoting gender equality and women's empowerment, and provides equal opportunities for all applicants regardless of their sexual orientation or gender identity.**

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## **3. Required Documents for Application**

### **(1) Application Form**

The Application Form is available at the JICA office (or the Embassy of Japan).

\* If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION (1-(c)) of the application form. Information will be reviewed and used for reasonable accommodation.

### **(2) Photocopy of passport**

The photocopy of passport must be submitted with the application form.

\*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

### **(3) Nominee's English Score Sheet**

It is highly recommended to submit with the application form.

If you have any official documentation of English ability. (e.g., TOEFL, TOEIC, IELTS)

### **(4) Organization Chart**

The applicants must submit the organization chart of the applicant's organization together with the Application Form. Please clearly indicate the



applicant's position on the chart. Submission of the organization chart is considered to be an important factor in the selection process of participants.

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## 4. Procedures for Application and Selection

### (1) Submission of the Application Documents

Closing date for applications: Please confirm the local deadline with the JICA overseas office (or the Embassy of Japan).

(All required material must arrive at JICA Center in Japan by **August 28, 2024**)

### (2) Selection

After receiving the documents through proper channels from your government, the JICA office (or the embassy of Japan) will conduct screenings, and then forward the documents to the JICA Center in Japan. Selection will be made by the JICA Center.

The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection. Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other relevant information in a comprehensive manner.

### (3) Notice of Acceptance

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than September 20 2024**.

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## 5. Additional Document to Be Submitted by Accepted Candidates

Accepted candidates are required to prepare an Inception Report. (Detailed





information is provided in the ANNEX "Inception Report".) The Inception Report should be sent to JICA Tokyo by **October 18, 2024** by e-mail to [tictip@jica.go.jp](mailto:tictip@jica.go.jp).

**Please indicate the course number “202311416J001” in a subject of the e-mail.**

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## 6. Conditions for Participation

The participants of KCCP are required

- (1) to strictly observe the course schedule,
- (2) not to change the air ticket (and flight class and flight schedule arranged by JICA) and lodging by the participants themselves,
- (3) to understand that leaving Japan during the course period (to return to home country, etc.) is not allowed (except for programs longer than one year),
- (4) not to bring or invite any family members (except for programs longer than one year),
- (5) to carry out such instructions and abide by such conditions as may be stipulated by both the nominating Government and the Japanese Government in respect of the course,
- (6) to observe the rules and regulations of the program implementing partners to provide the program or establishments,
- (7) not to engage in political activities, or any form of employment for profit,
- (8) to discontinue the program, should the participants violate the Japanese laws or JICA’s regulations, or the participants commit illegal or immoral conduct, or get critical illness or serious injury and be considered unable to continue the course. The participants shall be responsible for paying any cost for treatment of the said health conditions except for the medical care stipulated in (3) of “3.Expenses”, “Administrative Arrangements”,
- (9) to return the total amount or a part of the expenditure for the KCCP depending on the severity of such violation, should the participants violate the laws and ordinances,
- (10) not to drive a car or motorbike, regardless of an international driving license possessed,
- (11) to observe the rules and regulations at the place of the participants’ accommodation, and
- (12) to refund allowances or other benefits paid by JICA in the case of a change in schedule.



# Administrative Arrangements

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## 1. Organizer (JICA Center in Japan)

- (1) **Center:** JICA Tokyo Center (JICA Tokyo)
  - (2) **Program Officer:** Industrial Development and Public Policy Division  
SASAKI Ami(Ms.)
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## 2. Implementing Partner

- (1) **Name:** NHK Foundation
  - (2) **URL:** <https://www.nhk-fdn.or.jp/int/en/#/home>
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## 3. Travel to Japan

- (1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.
  - (2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus, traveling time outside Japan will not be covered.
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## 4. Accommodation in Japan

JICA will arrange the following accommodations for the participants in Japan:

JICA Tokyo Address: 2-49-5 Nishihara, Shibuya-ku, Tokyo 151-0066, Japan TEL: 81-3-3485-7051 (where “81” is the country code for Japan, and “3” is the local area code)
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Please refer to Location, Service Guide, and Facilities Guide of JICA Tokyo at its URL, <https://www.jica.go.jp/tokyo/english/office/index.html>.

If there is no vacancy at JICA Tokyo , JICA will arrange alternative accommodations for the participants.

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### 3. Expenses

The following expenses in Japan will be provided by JICA.

- (1) Allowances for meals, living expenses and stopover.
- (2) Expenses for study tours (basically in the form of train tickets).
- (3) Medical care for participants who become ill after arriving in Japan (the costs related to pre-existing illness, pregnancy, or dental treatment **are not included**).
- (4) Expenses for program implementation, including materials.
- (5) For more details, please see “III. ALLOWANCES” of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

\*Link to JICA HP (English/French/Spanish/Russian):

[https://www.jica.go.jp/english/our\\_work/types\\_of\\_assistance/tech/accept](https://www.jica.go.jp/english/our_work/types_of_assistance/tech/accept)

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## 4. Pre-departure Orientation

A pre-departure orientation will be held at respective country's JICA office (or the Japanese Embassy), to provide Participants with details on travel to Japan, conditions of the course, and other matters.

Part I: Knowledge Co-Creation Program and Life in Japan	
English ver.	<a href="https://www.youtube.com/watch?v=SLurfKugrEw">https://www.youtube.com/watch?v=SLurfKugrEw</a>
Part II: Introduction of JICA Centers in Japan	
JICA Tokyo	<a href="https://www.jica.go.jp/tokyo/english/office/index.html">https://www.jica.go.jp/tokyo/english/office/index.html</a>

If the link of these youtube URLs has expired, please access the URL below and search the necessary information from the key word.

<https://www.youtube.com/user/JICAChannel02>

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## 5. Reference

PDF: KENSHU-IN GUIDE BOOK

For more detailed terms and conditions

[https://www.jica.go.jp/Resource/english/our\\_work/types\\_of\\_assistance/tech/acceptance/training/c8hovm0000011i07-att/guide\\_2024\\_en.pdf](https://www.jica.go.jp/Resource/english/our_work/types_of_assistance/tech/acceptance/training/c8hovm0000011i07-att/guide_2024_en.pdf)

Video: JICA Predeparture Briefing

For more information on life in Japan and KCCP

<https://www.youtube.com/watch?v=SLurfKugrEw>

Website: JICA

English/French/Spanish/Russian

[https://www.jica.go.jp/english/our\\_work/types\\_of\\_assistance/tech/acceptance/training/index.html](https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html)

PDF: Facility Guide for JICA Tokyo

[https://www.jica.go.jp/tokyo/english/office/c8hovm0000fghcxq-att/facilities\\_service\\_guide.pdf](https://www.jica.go.jp/tokyo/english/office/c8hovm0000fghcxq-att/facilities_service_guide.pdf)

# Annex

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## Inception Report

**Inception Report: The Latest information on the media sector, its systems, and the challenges faced by participating countries**

**Accepted Participants** are required to prepare an Inception Report to be presented at the beginning of the Program. The report should be in **MS PPT Slides (4 or 5 pages)**, and must be submitted to the officer in charge at JICA Tokyo

Center; Ms. SASAKI Ami ([tictip@jica.go.jp](mailto:tictip@jica.go.jp)) by **October 18, 2024**.

\*Please indicate the course number “202311416J001” in the subject of the email.

### 〈Contents of the Inception Report〉

#### 1. Introduction

- (1) Name of participant
- (2) Country
- (3) Name of organization you belong to
- (4) Title of your job (Director, etc.)

#### 2. Organization

- (1) Organization of the national ministries in charge of media sector
- (2) Your organization
- (3) Job Description
- (4) Specific Outcomes of your tasks
- (5) The Problems/ Challenges where you have difficulties in performing your tasks
- (6) The Problems/ Challenges the media sector in your country confronts
- (7) Ideas to overcome the challenges you've mentioned

### 〈Presentation〉

During the program, participants are requested to give a short time presentation. The presentation time for each participant is 10 minutes including Q/A session. Please focus on one or two issues that you desire to share and discuss with other participants. These issues should be presented with concrete

examples or your personal experiences (case study etc.). You are required to use the presentation materials on the basis of MS PPT slides which you send to JICA Tokyo center in advance.



# For Your Reference

## JICA and Capacity Development

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs is being customized by the different target organizations to address the specific needs, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

## Japanese Development Experience

Japan, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from a process of adoption and adaptation, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.





This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.



## **Correspondence**

For enquiries and further information, please contact the JICA office or Embassy of Japan.

**Further, address correspondence to:**

### **JICA Tokyo Center (JICA Tokyo)**

Address: 49-5, Nishihara 2-chome, Shibuya-ku, Tokyo 151-0066, Japan

TEL: +81-3-3485-7051 FAX: +81-3-3485-7904

("81" is the country code for Japan, and "3" is the local area cod