what is the state of media education and training?
what already exists and how far have local media people come?
is the press working for itself or for the community?
how do the institutions of church/school/family feel about peace?

- Ask: what are the entry points? Consider which of the following to emphasise:
  work on setting up the local media infrastructure;
  provide policy support to existing local media;
  set up facilities to provide training to journalists;
  beam in externally developed programming and messages.
- It may be most effective and appropriate to intervene where you already have:
  pluralism;
  compatible ideas of what the media should be;
  some measure of independence and objectivity of the media.
  local partners willing to subscribe to broad flexible principles for example non-violence.
- It is also important to know when not to intervene; one must be prepared to pull out should conditions so dictate, as when
    you are in danger of being associated with or used to support a corrupt regime;
    the local media opposes intervention;
    the parameters for intervention are strictly controlled by the government;
    the government does not express an intent to allow free media;
    there is no evidence of downstream benefits to local media;
    the lives of project workers are threatened.

2.1.2 What are the most important aspects to consider when designing a media in peace-building project/intervention?

1. Have clear goals. Know what you want to achieve, allowing you to be proactive not reactive. This needs good solid research.
2. Avoid duplication. Ask: is someone else doing it already?
3. Have solid financial resources to meet the project objectives. Long-term projects are likely to be more successful as peace-building initiatives than short-term projects.
4. Plan logistics thoroughly. You must consider such issues as accommodation, transportation, local and international staffing, and shipping of equipment. Planning must be appropriate to conditions on the ground, bearing in mind that a war or conflict situation influences what can be achieved at any given moment.
5. Build on what is local. Develop an understanding of and respect for how far the local media infrastructure has developed. Avoid paternalism.
6. Be culturally sensitive and aware. The Western model of journalism is not appropriate in some cultures – for example, it may be too robust. Some measure of censorship may be useful or even necessary in certain situations – for example, where ethnic intolerance is being reflected in the media.