

Project Name: Institutions of local self-government and mass media in people's service.
Basics of public relations

Project Duration: 8 Months

Project Location: Kutaisi

Project Description:

Basis

Nowadays when we speak about how to build open society and generate new ideas and innovations it is essential to develop strong environment for education and training and it is depicted through activities dealing with education and access to information.

Protection and implementation of rights of civil society members is the major criteria, by what the level of society democratic development is evaluated. With confidence, we can say that the universal understanding of rights and responsibilities, which should be used simultaneously towards every country, does not exist. Each country should work on approach, which is the best one, considering the history and current situation of the country. As for everything, to solve this problem it is significantly important to share information, education and hold extensive dialogue.

The goal of the project is to ensure involvement of local self-government bodies and mass media in educational programs through organizing training sessions and seminars, also to develop a basis for public relations, which leads for possible realization of transparency of different state units towards ordinary citizens and with public sector and media representatives.

Long-term objectives

1. Introduction of democracy principles to seminar participants
2. Supporting participation in public activities
3. Establishment of free environment where they can realize new ideas, constitute new links and organize different types of educational and information campaign.

Short-term objectives

1. Improving field of democratic view of local self-government and mass media representatives through suggesting them informational sources covering democratic questions.
2. Supporting development of their skills.
3. Assure their involvement in public interests protection campaign
4. Improving management of self-government bodies

Project activities:

- To conduct 12 training sessions with duration 1 day in Kutaisi
- To prepare and disseminate printed material
- To organize information campaign
- To develop manual for training participants

Expected Results

As a result of project implementation the participants will:

- Ensure with motivated environment for their active involvement in public life;
- Hold discussions about importance of participation in public life and will analyze the current situation in the country from this side of angle;
- Master the technique of methods in planning campaigns and coalitions and ways and means of collaboration with public media;

- Gain theoretical knowledge about international documentation in human rights
- Work on to gain elementary skills which will be useful for their future professional activities.

The methodology of each seminar is based on different methods of informal education, which are widely used during seminar work and are acknowledged on international level.

Project monitoring and evaluation

For effective implementation of the project an evaluation plan will be worked out that involves all the member parties. Provided recommendations will be analyzed on how to improve working process. Results of project development and monitoring will be valuable for mid-term review process. For project monitoring and evaluation the following methods will be used:

Questionnaire - participants will fill in special questionnaires after each seminar session. With a help of questionnaires we will receive general information about conducted activity. Also, we we learn about requirements of participants.

Interview – After seminar session there will be individuals selected from group of participants. They will help us to receive additional information. During project implementation and at the end we will speak about existing requirements and preferable changes. Participants will present their innovative ideas.

Mid-term report – will be used for project goals evaluation.

Round table meeting – at final phase of the project the business meeting will be organized where all directions of the project will be reviewed, conclusions and recommendations presented. The meeting will attend non-governmental, governmental and international organizations, also the representatives of media service.

Implementation Plan

Activities	07.07	08.07	09.07	10.07	11.07	12.07	01.08	02.08	remarks
Hiring coordinator/assistant	X								
Project presentation	X								
Developing a training plan	X	X							
Preparing material		X							
Advertising campaign		X		X		X			
Trainings*			X	X	X	X	X	X	
Evaluation of midterm results					X				
Evaluation of final results								X	
Closing of project								X	

* Training environment will be provided by local government