

annual report 2011

BCMD

BHUTAN CENTRE FOR MEDIA AND DEMOCRACY

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MESSAGE FROM THE CHAIRPERSON

2011 was another notable year for Bhutan and for the Bhutan Centre for Media and Democracy as it continued to engage in Bhutan's evolving democracy. BCMD commemorated the Royal Wedding in October 2011 with the launch of the first in a series of unique publications for children that focuses on democratic concepts. The first publication was dedicated to the children of Bhutan on the occasion of the auspicious occasion, and has been distributed to schools and non-formal education centres throughout Bhutan.

Publications like these help to reinforce a culture of democracy, a mission of the Bhutan Centre for Media and Democracy, the first and only CSO in Bhutan committed to this objective. BCMD continues to produce much needed publications and reading resources for colleges, schools, civil society and institutions interested in media and democracy.

For a young organisation, BCMD has in a short space of three and a half years, reached out to a wide section of people throughout the kingdom. BCMD continues to engage the media, government, members of constitutional agencies and civil society, and is now reaching out to youth and children to share concepts of democracy and the need to value independent news media.

Our focus on strengthening media and democracy literacy, on expanding public space and in strengthening independent media to play its role in a changing democracy continue to make inroads into Bhutanese society in this historic period of change.

This annual report provides an update on BCMD's role in strengthening the participation of people in Bhutan's democracy. This is a critical task in the early years of democratic transition and BCMD is pleased to have been able to make a contribution.

We thank all our supporters and partners, and extend to them our deep gratitude and appreciation. We acknowledge the committed individuals who have volunteered time with us and those who provided resources and grants to enable BCMD to take its work further afield. Our latest audited report is included in this report and we acknowledge the Royal Audit Authority for its contribution in our annual audit.

A small commitment makes a large impact in a country like Bhutan. BCMD has shown that commitment through action; we urge you to continue supporting BCMD to enable this civil society organization to grow and to widen its impact. And we must not forget to acknowledge the team at BCMD for driving and contributing to change. It reflects an important element in democratic development.

BCMD Chairperson

[/Nancy Strickland](#)



MESSAGE FROM THE DIRECTOR

2011 was a busy year as Bhutan moved into the third year of the process of democratisation. As in previous years, BCMD has planted many seeds that seek to stimulate thinking and questioning, and to catalyze change and positive action. We have tried to align those actions for the betterment of people, communities and society in our evolving democracy.

In 2011, BCMD launched new activities in the three broad programme areas: expanding media literacy, strengthening media as the fourth estate, and invigorating public discourse. I would like to mention a few key activities that have helped deepen the understanding of this transition within our society.

A pilot initiative in 2011 was the training of local government officials (geog administration officers) working in remote areas on the importance of media and information sharing, including the growing role of social media, to strengthen democratic governance. BCMD is working with the Department of Local Government (DLG) and building partnerships to promote access to information in the remote gewogs.

Our flagship youth programme, Media Nomads, saw an impressive response and our public forums involved key decision-makers, active leaders of civil society, academics, journalists and students. BCMD supported media clubs at the Institute of Language and Culture and Sherubtse College and launched their college newspapers, introducing Bhutanese youth to journalism.

We commemorated Democracy Day, in collaboration with the parliament of Bhutan and the UN Development Programme, with a forum on “youth inclusion and democracy” that was broadcast on national TV on September 15. Youth across the country also shared their stories through print, video and pictures on the democratic change in our nationwide challenge with the theme “Beyond the Ballot”.

As we continue to strengthen Bhutanese media, BCMD conducted a training on radio news production for the radio stations that are largely entertainment media but plan to evolve as news media. BCMD also organized the first Social Media and Democracy conference in Bhutan after which many decision-makers joined facebook, started blogging, and learned to tweet.

BCMD believes that democracy is only as good as the participation of all citizens and we are fortunate to be playing a small but critical role in involving all sections of society in Bhutan’s journey towards democratic governance. Our activities have truly been mutually inspiring and we look forward to reach out to more people as we continue to face the challenges of strengthening the culture of democracy.

We hope that our partners and supporters share the excitement of our achievements in the past year, reflected in the spontaneous and inspiring responses and participation we have seen, particularly from youth and people working in previously unreached areas. In particular we thank UNDEF and Open Society Foundation whose initial support helped us engage media and civil society in the development of our democracy. We ask for continued support from everyone as we strengthen BCMD as a small but important institution in a new democratic Bhutan.

Bhutan Centre for Media and Democracy

/Siok Sian Pek-Dorji



ABOUT BCMD

Background

The Bhutan Centre for Media and Democracy was established in 2008 in response to the needs of the changing times as Bhutan made the historic transition from a monarchy to a democracy. The Centre focuses on building a culture of democracy by promoting and strengthening quality media, building critical thinking skills among media users, and strengthening discourse, research, and education activities on media and democracy.

Towards a Vibrant Democracy

Everywhere in the world, experience has demonstrated that the building of a democratic culture takes years, even generations. The Bhutan Centre for Media and Democracy seeks to facilitate the process of true democratic development through focused attention on strengthening media and civil society to promote participatory democracy.

Mission

To nurture a culture of democracy by strengthening media, expanding discourse, and providing essential training and education for key persons who will have a direct impact on Bhutan's democratic transition as it lays the processes and institutions for a newly-formed democracy.

Vision

A vibrant participatory democracy rooted in the values of Gross National Happiness

Overall Goals

- To provide education on the responsibilities of democratic governance to all sections of society
- To provide a forum for discourse and research and an exchange of ideas on media and democracy
- To produce literature and multimedia resources on media, democracy, and civic education that are pertinent to Bhutan and the current transitions taking place
- To initiate activities, training, and workshops on media literacy and democratic principles

Immediate Aims

- To contribute to the creation of a responsible citizenry that will actively engage in the practice of democracy
- To strengthen the understanding of the media and their role among media professionals and audiences
- To contribute to the building of a public space for civil discourse
- To create resources on media and democracy

Logo

The Bhutan Centre for Media and Democracy logo represents the unique balance between modernisation and tradition. An abstract form referencing a lotus blossom or a range of mountain peaks, the symbol evokes fortitude, aspiration, and new beginnings. The logo was designed by Jordan Winnick of the TTCL Partnership based in New York.



STRENGTHENING MEDIA LITERACY

In Bhutan, the influence of media technology can now be felt everywhere. Modern communication mediums – in the form of newspapers, TV, computers, and mobile phones – inform us, entertain us, and connect us to the world. Technology has enmeshed media into our daily lives, and the media now have the potential to shape personalities and change the way we see the world. In today’s multimedia world, it is insufficient to teach literacy that only addresses traditional concepts of print while ignoring the other major ways we receive, process, and create images and information. If Bhutan is to realise its vision of GNH, education must meet the challenge of teaching media literacy. The Ministry of Education has recognised this by listing media literacy as an “essential part of GNH Education”. Through our workshops, Media Clubs, and educational resources, BCMD promotes the growth and development of media literacy throughout Bhutan.

What is Media Literacy?

Media literacy deals with the abilities to:

- ACCESS information about our communities and our world;
- ANALYSE how issues and concerns are represented, especially in public media;
- EVALUATE the assumptions that shape these messages and the conclusions that may be drawn, as well as the perspectives that are missing or overlooked;
- and CREATE and DISTRIBUTE alternative messages in any one (or several) of a variety of media formats, thereby contributing to public dialogue



Media Nomads: BCMD’s Flagship Youth Programme

“Give young people tools and skills to express their ideas and share their stories, and you will give them a springboard to a world of wider opportunities.”

In January 2011, BCMD launched **Media Nomads** – a youth-to-youth media literacy programme. Strategic in its design, the programme aims to integrate all of BCMD’s events and workshops so that media literacy is integrated into the lives of students and teachers. (See *Media Nomads Model*)

The programme begins with Media Literacy Training Workshops. During these workshops, youth are introduced to media literacy to help them think critically about the media they consume and to give them an informed foundation for media creation.

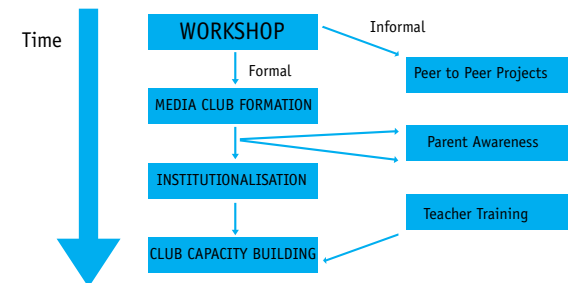


Student participants from the January 2011 Media Nomads workshop gather with facilitators from St. Michael’s College (USA) to discuss the impact of media on Bhutan’s youth

topics and have the space to explore issues that are not necessarily being discussed in their schools or homes. Issues covered in the past year include gender stereotyping, youth violence, alternative energy, preserving the national language (Dzongkha), and even B-boying in Bhutan (a type of freestyle dance). The short films, powerpoint presentations and photographs created are then screened to an audience of politicians, parents, students, actresses, media personnel, and more at the main auditorium in the Department of Youth and Sports (DYS).

Youth at all levels then get hands-on experience to create their own media products. Participants tackle a wide range of

Media Nomads Model



What I learned...

"It struck me that I've been using the internet for a long time – but not in a productive way. I may have gone on Facebook or played games, but now I know there are other uses of media that we can use to help people create awareness on issues."

Nima Tharchen, Student,
Paro College of Education

"To be as a team, to work as a group, to come forward and give your opinions, to be brave enough to support your points... basically, how to do what a concerned citizen should do."

Jambay Dema, student,
Sherubtse College

Clubs that we support

1. Sherubtse College (SMS) →
2. Lungtenzampa MMS
3. Kelki HS
4. Rinchen HS
5. ILCS (Tak - tse) →
6. Loselling MSS/Y.I.C
7. Yangchenphu HS
8. Khaling HS



As they become responsible media makers, young people start communicating in different ways and understand the importance of active citizenship. At the end of a workshop, we see extraordinary growth in their communication skills, self-confidence, and critical thinking abilities.

After workshops, we encourage youth to go out and pursue opportunities to spread media literacy to others. Youth choose to do this in one of two ways: (1) informally, through peer-to-peer projects such as making presentations at neighbouring schools or (2) formally, through the establishment of Media Clubs at their schools. In Media Clubs, students take on creative media projects, conduct awareness campaigns, and set up newspapers for their schools. BCMD currently supports eight of these clubs in Bhutan.

To sustain these Clubs, we then engage the two of the most important guides in young people's lives – teachers and parents. In September, we conducted an awareness forum for 87 parents of Lungtenzampa MSS Students in which we led a discussion on the impact of media on children's lives. We then led a workshop on September 15, 2011 for 31 teachers through Thimphu, in which we introduced them to the core concepts of media literacy, trained them in exercises such as ad deconstruction, and helped them create action plans for implementing media literacy in their schools.

With these steps, we work towards institutionalising these Clubs in schools through a continuous cycle of training. These trainings work towards building the capacity of students to be citizen journalists, with modules on photography, interviewing techniques, debate and dialogue, and report writing.



↓
Sherubtse students learn about the difficulties of community problem-solving by untangling the "human knot"

→ Participants from the December 2011 Media Nomads workshop interview a street peddler for a profile story

What I learned...

"It encouraged me to a whole new level of expressing myself. It encouraged me to not be afraid and to say what I feel."

Thoepaga Namgyel Dawa, Student, Samtse College of Education

"Gender stereotyping in media. How media portrays gender and women often determines how they will take up their roles in their everyday lives."

Dorji Rabgay, Engineer

Media Literacy in 2011: By the Numbers

- 3 Workshops Conducted (January 2011, July 2011, December 2011)
- 177 Student Participants
- 87 Parents Reached
- 32 Teachers sensitised to the importance of media literacy
- 15 Student-Produced Documentary Films
- 20 Print or News Stories
- Hundreds of still photography projects
- 2 College Newspapers Established

Media Sensitisation Workshop for GAOs

For Bhutan to be considered an open society – a society where people can have access to information that is important to their everyday well-being – officials working in government must be transparent to their citizens. In addition to working with youth, BCMD has opened up a partnership with the Department of Local Governance to conduct media sensitisation workshops for Gewog Administration Officers (GAOs) working in various gewogs, or districts, of Bhutan. These workshops raise GAOs awareness on the importance of media in a democracy, trains them in the best information sharing practices using social media, and how to clearly communicate messages to their constituents. The inaugural workshop was held from September 12 to September 13, 2011 for 39 GAOs.



On the final day of the December workshop, students presented their "Using Media for Social Change" projects to an audience of 58, including the Director of the Anti-Corruption Commission, Dasho Neten Zangmo. In this picture, students argue for the preservation of the National Language (Dzongkha)



During the Summer 2011 Media Nomads workshop, students visited the Bhutan Broadcasting Services (BBS) studio to see how media is "constructed"

“Media is not always bad; we can use it as a means to convey our own message to the world.”

Letho Gyamtsho, Student,
Lungtenzampa Middle Secondary School



EXPANDING PUBLIC DISCOURSE



A student at YHS questions MPs on the role of youth in establishing good governance

Democracy is not a spectator sport. Its value as a system of governance rests in the ability of its citizens to stand up from the sidelines and to actively participate in the realisation of the nation's growth and development. Aside from voting, one of the most important ways that citizens can participate is through collective deliberation. People need to come together to reason and talk, to make choices with others about ways to approach difficult issues, and to work towards creating sound public judgment.

Through our discussion forums, seminars, and film screenings, BCMD provides opportunities for this process of collective deliberation to take place. For a traditionally closed and hierarchical society like Bhutan's, these discussions can be lively, stimulating, and even healing for participants unaccustomed to this open style of communication

Storytelling through Films


Date: January 29, 2011

Participants: 34 scriptwriters, directors and producers

In 2011, Bhutan Centre for Media and Democracy conducted its first ever Symposium on "Storytelling through Film". Renowned Bhutanese filmmaker Khyentse Norbu (Dzongsar Khyentse Rinpoche) led the symposia in exploring how to tell Bhutanese stories through film.

Khyentse Norbu challenged the participants to find and recognise subjects and themes that make Bhutanese films unique and appealing to a new generation of Bhutanese audience. He shared tips on developing characters and plot, and offered pointers on production design.

Recognising the important responsibilities of filmmakers in Bhutan and the demands of a small market, Khyentse Norbu encouraged participants to become more creative and to experiment with ways to tell stories that need not rely on copying Bollywood films. This is the first time Bhutanese filmmakers met in a symposium to discuss the Bhutanese story. Many went away inspired to create more unique and inspiring stories. The Symposia was funded by the Thaw Trust.



“We, as filmmakers, have to bear in mind what the common people like. How much should we really give them what they want? Shouldn't we also give them what they need?”

**Khyentse Norbu,
Bhutanese Filmmaker**

"Today, the basic necessities of life are not just food, clothing and shelter, but also education and satisfactory professional life. While on the one hand, it is a great change and has resulted in people becoming more aware while having opportunities to make their lives productive and their existence more meaningful. On the other, life has become full of anxieties, tensions and restlessness. Our forefathers were, no doubt, more content and relaxed than us in general and more satisfied with what they had. So, have these changes, whether in terms of education or successful careers or in terms of the luxuries and the means of entertainment and pleasure that we have, really made us happier than our forefathers?"

Namgay Tshoki, "Are We Any Happier?", an excerpt from the publication *Traditional Values in Modern Bhutan*.

BCMD Documentary Film Screenings at Kelki High School & the Institute of Language and Cultural Studies

Documentary films have an unrivaled power to use human stories to make us think about much broader issues. Through in-depth interviews, rigorous research, and rich visuals, documentaries open our minds to a world we would never have known otherwise.

To encourage youth to explore issues like climate change, democracy, and cultural change, BCMD held film screenings at Kelki High School and the Institute of Language and Culture Studies (ILCS). Filmmakers introduced their films and each screening was followed by a lively discussion among youth in attendance.

Annual Non-Fiction Writing Workshop

Date: July 18-22, 2011

Participants: 14

A society that tells its stories preserves its culture and documents its history. Bhutan is going through fascinating times and, as the world's youngest democracy, we are living through dramatic change – an experience that must be shared.

To promote Bhutan's literary traditions, BCMD hosted its 3rd Creative Non-Fiction Writing Workshop with Professor Jim Bettinger from Stanford University. During the workshop, participants learned how to outline and structure their own stories, engaged in spirited discussions about change in Bhutan, and developed confidence in their writing ability.

By the end of the workshop, each participant wrote two stories about a person, event or a place that dealt with the tensions between tradition and modernity in Bhutan. These essays were then compiled and published in *Traditional Values in Modern Bhutan*. Copies of the publication were distributed in colleges, high schools, in the public libraries where they were they contribute to the repository of stories on Bhutan to prompt thinking and discussion.



Students learn about the effects of climate change in the documentary, *The Cost of Climate Change*

Young and old share their story ideas during the Creative Nonfiction Writing Workshop





World Democracy Day 2011: Beyond the Ballot Challenge; Forum

Date: September 15, 2011

Participants: 120 entrants for the competition; 150 youth in attendance at the forum

The UN observes September 15th as International Day of Democracy, a day to celebrate democracy as well as a reminder to continue promoting and protecting democracy. It invites all member states and organizations to commemorate the day in an appropriate manner that contributes to raising public awareness on issues related to democratic development.

“Wearing the national dress, speaking the national language, and holding an ID card may legally define a citizen, but understanding and feeling yourself as a citizen has a meaning broader than these physical markers. He or she is a person with honesty, a person true to his or her self and others as a whole. Above everything, all that takes to being a good citizen of any nation – or for that matter the world – is being a good human being.”

Lotey Om, Winner of the “Beyond the Ballot” Challenge

To commemorate Bhutan’s gift of democracy, the Bhutan Centre for Media and Democracy (BCMD) hosted a challenge on the theme of “citizenship”. All entrants were asked to explore what it means to be a citizen in Bhutan’s new democracy. Beyond voting for the nation’s political leadership, what are the new roles and responsibilities that confront each and every citizen? Entrants were asked to express this understanding through a written or visual medium (either video or photography).

BCMD received an overwhelming number of entries – totaling 120 – from high school and college students, independent writers, and photographers. After a rigorous screening process, judges from civil society, government, education, and media were recruited to evaluate the entries for relevance, creativity, critical understanding, technique, and clarity.

On September 15, BCMD, in collaboration with the Parliament of Bhutan and UNDP, hosted a forum on the topic of “Youth Inclusion and Democracy”. The forum provided a platform for panelists – two politicians and a member of the Election Commission – and the 150 youth in attendance to have a meaningful conversation on the changing role of youth in Bhutan’s democracy. The forum was broadcast on BBS and reached audiences nationwide.



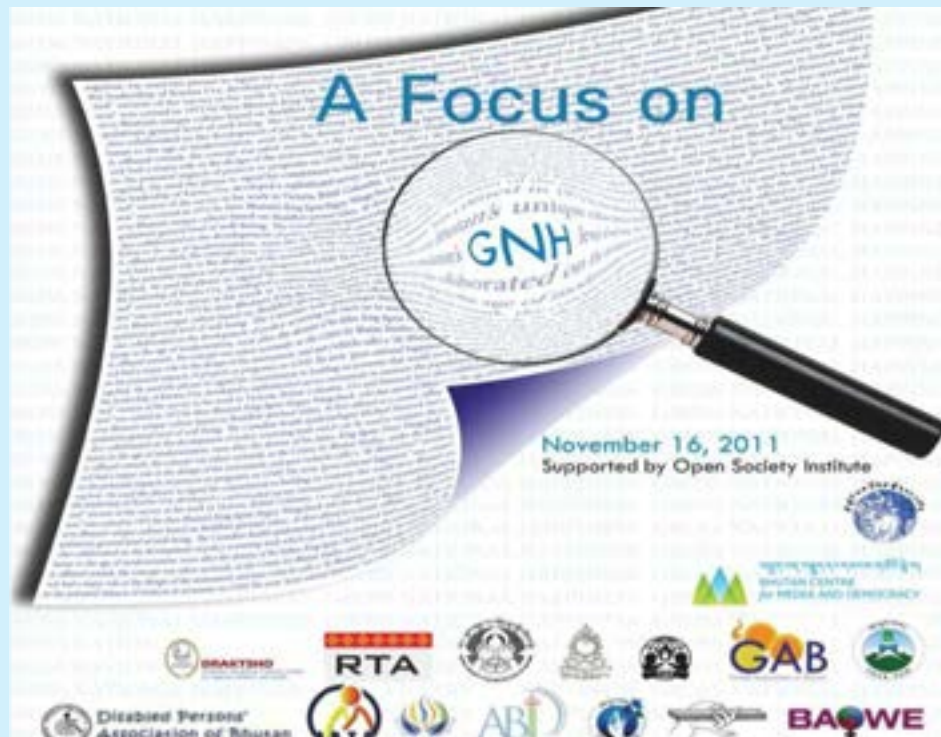
Members of government interact with youth on Democracy Day



“Being a citizen, anywhere, anytime.” An entry for the photography category by Lungten Dorji



“CSOs can play a vital role in promoting GNH”
Dasho Karma Ura,
Centre for Bhutan Studies



Focusing on GNH

Date: November 16, 2011

Participants: 44 CSO Representatives

Over the past decade, there has been much academic discussion and deliberation about Gross National Happiness (GNH) - the vision that aims to guide Bhutan's development. One of the biggest critiques levied against this GNH theorisation, however, is that it has yet to fully materialise with respect to on-the-ground implementation.

To explore the roles that Civil Society Organisations can play in GNH implementation, BCMD held a half-day discussion. The event featured presentations from leaders at the Centre for Bhutan Studies (CBS) and the Gross National Happiness Commission, and was followed by a lively dialogue between participants on what constitutes GNH, the challenges of realising GNH in a country like Bhutan, and the ways in which the government can include a greater number of civil society organisations in the drafting and discussion of national policies. It concluded with the realisation that much more needs to be done to involve CSOs in policy making.


The Potential of Broadcasting in Bhutan

Date: October 21, 2011

Participants: 58 MPs, broadcasters, representatives from private sector, journalists, students, and members of the general public

With only one TV station, BBS, there is a general consensus that Bhutan could do with a few more. It could bring competition, improve content and programming, and if not anything else, give people the choice to swap to another local channel. But how should Bhutan develop its TV broadcasting sector?

To explore and debate these questions, BCMD hosted a forum on the “Potential of Broadcasting in Bhutan”. The forum saw differing views about how many local TV channels Bhutan should have, the kind of content it should carry, and of what quality the content should be.

A photograph of Dame Elizabeth Smith, a woman with short grey hair and glasses, wearing a dark blue suit, speaking at a wooden podium with a decorative top. She is gesturing with her hands. In the foreground, the back of a person's head and shoulders is visible, and to the right, another person is seated at a table with a microphone, looking down at papers. The background is a plain, light-colored wall.

“If there are too many licenses then the market will thin out and so will the quality of programmes. A suggestion is to consider one alternate channel for a start and see how that goes”

Dame Elizabeth Smith
Transforming Broadcasting, UK

Important questions for Social Media

1. Why is it important to understand social media?
2. Why is Facebook is popular?
3. Can Tweets be reliable information source?
4. Do blogs influence change?
5. Can you be open and honest in social media discussion in a society like Bhutan?
6. How can we use social media to promote open, honest and civil discussion?

“Social media is vital for democracy. It acts as a watchdog much more than the mainstream media. The government should encourage constructive criticism so that it can see where things are going wrong.”
Opposition Leader Tshering Tobgay

Social Media and Democracy

Date: March 29-30, 2011

Participants: 51 MPs, Teachers, Representatives from the private sector, journalists, Representatives from CSOs, and government.

Today, an increasing number of Bhutanese are beginning to use social media. As more Bhutanese blog and go on popular social networking sites like Facebook (FB) and Twitter, the channel of communication and social interaction becomes more fluid, impersonal and real-time. People go on social networking sites for news and information, interaction, and discussion, among others. The appeal of social media globally is huge. The reality of this new-age media has come home to Bhutan.

At this critical juncture, BCMMD hosted a two-day conference on Social Media and Democracy on March 29 and 30. The Conference – the first in Bhutan to focus on social media – discussed ways in which social media can foster democracy. It explored the challenges and opportunities of social media in connecting communities and discussed ways of using social media for positive change.

Participants reviewed some prominent social media sites in Bhutan – a personal blog, a newspaper online forum and facebook pages that have been able to generate a strong following. The moderators of these sites spoke about their experience with social media in Bhutan and a small group of participants discussed what we’ve learned about social media and the implications for Bhutan. The workshop pointed out the importance of using FB pages in advocating for social change and the need for the government to take notice of sites like the “Amend the Tobacco Act” FB page.

Hands-on workshops on blogging, Twitter, and mobile journalism were conducted to familiarise participants with social media use and to understand the need for security, privacy and civility rules. Journalists learned about changing trends in mobile journalism where phones are used to provide audio-visual reports. The workshop on blogging drew large participation from parliamentarians, members of CSOs and government agencies. Several participants started their first FB sites and twitter account. Others learned how to start a blog.

Participants received complimentary copies of *Social Media and Politics* (Political Communications in Asia) and *Mobile Journalism in the Asian Region* published by Konrad Adenauer Stiftung. Additional copies were distributed to Sherubtse College and Royal University of Bhutan.





“Participatory cultures don’t just happen - they must be worked at and managed.”

Dr. Venkat Iyer
Media Law Specialist

■ Participants set up accounts on Facebook as they learn about the importance of leveraging social capital through social media.

A Public Space Initiative to Widen Public Discussion

Given the importance of democratic discourse, BCMD led a task group to explore the concept of public space in Bhutan, and how citizens engage in public discussion. The group was formed after BCMD's presentation to members of the UNDP's Solutions Exchange members.

This core group represents a civil society initiative in studying and exploring the notion of widening spaces for Bhutanese to share their views, especially on public policy and social developments. Representatives on the group comprise members from the private sector, development partners, media and civil society, UN Solutions exchange, and BCMD. Several rounds of conversations were held to discuss the issue.

Task group members will find ways to conduct wider consultation on how to promote democratic discourse across a cross-section of society. BCMD's ongoing activities through our programme area to strengthen public discussion aims to give voice to a cross-section of people.

The task group made a presentation of a draft concept note on our understanding of democratic discussion to the Prime Minister and his office. The group is also preparing a strategy paper that will focus on the following:

- Explore ways to expand public space to ensure the sustainability of our democracy.
It is aimed at encouraging increased civic participation in the democratic process through interactive platforms where citizens voice their views, reasoned discussion, deliberation, and debate on issues of public interest.
- It enhances the sharing of information and perspectives which are essential to the formation of sound public/social policy.
It fosters the development of engaged citizens and facilitates and sustains communication between citizens and the government.

BCMD spearheaded a small study on public space that is being finalised.



➔ Clock Tower Square in Thimphu, one of Bhutan's well-known public spaces

STRENGTHENING MEDIA AS THE “FOURTH ESTATE”

In Bhutan’s young democracy, the media remains a relatively weak institution compared to the other three key institutions of legislative, judiciary, and executive. Though media in Bhutan have expanded rapidly and shown signs of taking on the task of being a watchdog of society, most journalists are new and lack professional training. Much of media reporting lacks depth and investigation, and often falls short of providing the incisive analytical reporting we need to be informed citizens today. In a phase of rapid expansion, media have become concentrated in the capital, Thimphu, with urban-biased news and information.

To help strengthen the media to take on its role as the “Fourth Estate”, BCMD provides forums, trainings, and conducts seminars to strengthen media to play its part in Bhutan’s changing social, economic, and political environment.

Training on Radio News Production

Date: March 21-27, 2011; March 28-April 1, 2011

Participants: 26 Radio Journalists and Radio Jockeys

In this series of workshops, participants were given hands-on training in the different forms of radio news, how to find stories and turn them into good radio. Emphasis was placed on sourcing stories, good interviewing techniques, writing for radio, moving a story on, learning how to read the news, and feature productions. Following the training, participants produced stories on topics such as “youth and sports”, “khuru (darts) for women”, “the growth of beauty salons”, and “gangsterism”.



Philomena Gnanapragasam from Asia-Pacific Institute for Broadcasting Development (AIBD) guides participants through the qualities of Radio News



Participants from the Radio Production workshop



↓
Sangay and Rajesh pose with other students at the World Media Academy in Delhi

Opening Horizons for Current Journalists

In 2011, BCMD, in partnership with World Media Academy (WMA), provided two scholarships for working journalists. The two students selected for the postgraduate diploma in Multimedia Platforms were Sangay Chedup from *Bhutan Today* and Rajesh Rai from *Bhutan Times*. During the 11 month course, the students will learn about TV and digital media journalism. The course will give the students a broader perspective of multimedia and its application to journalism.



Social Media and Democracy: Empowerment with Accountability

Date: May 4, 2011

Participants: 115 students from the Royal Thimphu College (RTC), the Institute of Language and Culture Studies (ILCS), and the Royal Institute of Management.

To commemorate World Press Freedom Day, BCMD held a forum to explore the challenges and potential of social media as a platform for civic engagement.

The forum prompted discussion on the role of media in ensuring good governance, educated youth on the impact of social media, and revealed the importance of maintaining civility on social networking sites. BBS broadcast the programme on radio and TV to engage a larger section of the population.

Photojournalism & Ethics Exhibition

BCMD, in collaboration with the Department of Information and Media (DoIM), produced a series of posters that examined key ideas in the code of ethics for photojournalists. These posters were displayed in the Nehru-Wangchuk Center for public viewing on Press Freedom Day, and then moved to the Royal Thimphu College (RTC).

The Power of Pictures **Real photos reflect real times**

Images tell powerful stories, especially in journalism. They move societies and nations. They change the world.
Photographs shape our view of people and their behaviour, and document news and events for posterity.

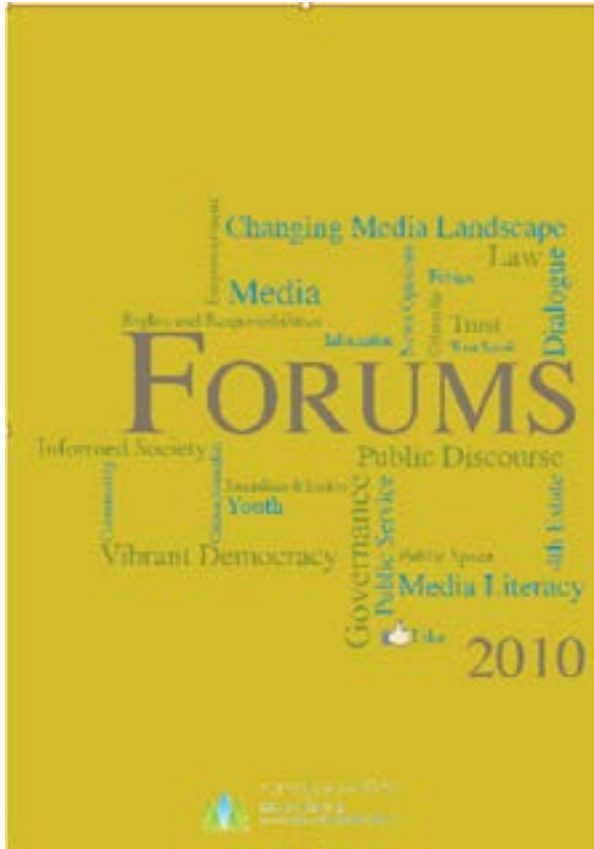
The coronation celebration of His Majesty Jigme Khesar Namgyel Wangchuck captured in picture.

Then: In the early years of photojournalism, fact was the reality that the photographer captured at the moment.

Now: Today pictures can be digitally edited. This changes the "reality" of pictures. In the age of digital technology manipulation of photographs can be a very real issue.

RESOURCE PRODUCTION

Due to the dearth of resources currently existing on media and democracy that are relevant to Bhutan's context, BCMD focuses on producing content that can be used by teachers, parents, political parties, students, and members of civil society to deepen their understanding of these issues. BCMD ensures that as much material as possible is translated into the national language, Dzongkha, and distributed in each district of Bhutan.

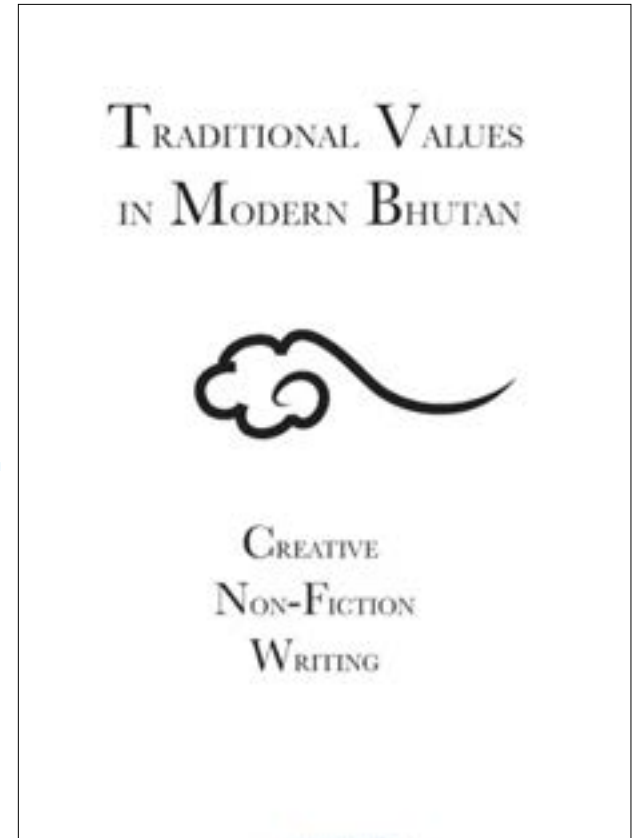


→ **Forums 2010**

Democracy gains depth through the exchange of diverse views that strengthens civil society and opens up healthy discourse. BCMD creates the space for such discourse by conducting regular forums on issues that are vital to the understanding of democracy. In this publication, we have compiled speeches from these forums on such topics as the role of 'public space' in a democracy, journalism and the changing media landscape, journalism and society, and digital media and public health.

Traditional Values in Modern Bhutan

Bhutan is a country where the modern world and traditional world exist simultaneously – and not always harmoniously. The 22 stories in this booklet represent the work of 14 writers who gathered in Thimphu in July 2011 to participate in BCMD's Creative Non-Fiction Writing Workshop. The stories depict Bhutan in many guises: there are stories about long traditions, such as night hunting and throe bub, and there are stories that could not be more up to the minute, like the prevalence of youth gangs, and the influence of Korea on fashion and music.





What's Fair?

To spearhead its initiative on “educating for democracy”, the Bhutan Centre for Media and Democracy (BCMD) launched its first in a series of children’s books entitled, What’s Fair? . The book – designed in collaboration with artists from VAST – explores what it means to be fair from the perspective of Jigme, a 10-year old primary student. In the story, Jigme deals with many situations that demand consideration of fairness – for example, how many servings to share with his sister. Ultimately, he learns that being fair means adhering to rules, respecting others, and being generous. Importantly, the book places these issues to the context of Bhutan, and, as such, constitutes the first Bhutanese children’s book on democracy. BCMD hopes to make a contribution of these books, which have also been translated into Dzongkha, to all of the primary schools throughout Bhutan. The English edition of the publication is dedicated to the children of Bhutan on the occasion of the Royal Wedding in 2011.

On October 22, 2011, BCMD launched the publication of *What’s Fair?* at the Jigme Dorji Wangchuk public library. Minister of Education Lyonpo Thakur S. Powdyel graced the event, which was attended by teachers, prominent children’s book authors, reporters, and over 30 primary school students. At the event’s end, students (along with Lyonpo Thakur, pictured) conveyed their enjoyment of the story, and identified their favorite parts. BCMD then made a contribution of What’s Fair? copies to the library for checking out. The book comes along with a discussion sheet for teachers and parents to facilitate discussions on fairness.



Media as the Fourth Estate

The Media Dialogue of 2010 – a first in Bhutan’s maturing democracy – brought together citizens, journalists, academics, and legislators to discuss the concept of media as the “fourth estate”, asking important questions like ‘what is the responsibility of media in a GNH society?’, ‘What is the value of public space?’, and ‘What is the role of civil society?’. In this publication, we document the keynote presentations from academics and journalists Cherian George and Kavi Chongkittavorn. The publication was distributed to all the news agencies as essential reading for reporters, and to colleges and high schools.



Mi-Khung

BCMD launched its bi-annual newsletter, Mi-Khung (“citizen” in Dzongkha). The newsletter features commentaries on media and democracy from Bhutan’s foremost thought leaders, reports past BCMD events, and information about upcoming events. In addition, it also contains views about citizenship and media literacy awareness messages. BCMD regularly solicits contributions from anyone with a perspective to share.



“Remember this phrase, children: ‘As I am, so is my nation’.”

Lyonpo Thakur Singh Powdyel,
Minister of Education

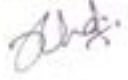
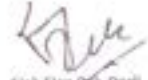
Students gather at the library to listen to Madam Caroline Tshering do a public reading of *What's Fair*.


FUNDING OVERVIEW

For Annual Report 2011

BCMD, Income & Expenditure Statement as of 31 - 12 - 2011

Income source for the year 2011	
Canada fund	598,636.57
CSOFF institutional grant	200,000.00
Bhutan Foundation Scholarship grant	98,714.00
UNDP/UNDEF	3,044,970.50
Other contributions	7,936.86
Total Income	<u>3,950,257.93</u>
Expense for the year 2011	
BCMD administrative and operating costs	1,501,060.49
Maintenance expenses	4,207.00
BCMD human resource development	343,574.58
Miscellaneous	68,947.00
Strengthening Media Literacy	956,858.59
Expand Public Discourse	1,373,089.05
Media as the Fourth Estate	830,329.15
Resource Production	1,058,182.75
Total Expense	<u>6,206,348.61</u>
Net Income	<u>-2,256,090.68</u>

Prepared by:-	Verified by:-
	
Jigme Choden Admin/Finance Officer Bhutan Centre for Media and Democracy	Sioh Stan Pek-Dorji Executive Professional Director BCMD



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BHUTAN CENTRE FOR MEDIA AND DEMOCRACY
www.bcmd.bt

For Annual Report, 2011

BCMD, Balance Sheet Statement as of 31 - 12 - 2011

ASSETS	
Current Assets	3,117,984.43
Fixed Assets	577,495.30
Total Assets	<u>3,695,479.73</u>
Liabilities and Equity	
Equity	
Retained Earnings	5,954,570.41
Net Income	-2,256,090.68
Total Equity	<u>3,695,479.73</u>
Total Liabilities and Equity	<u>3,695,479.73</u>

Prepared by:-	Verified by:-
	
Jigme Choden Admin/Finance Officer Bhutan Centre for Media and Democracy	Sioh Stan Pek-Dorji Executive Professional Director BCMD



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PICTURING THE PAST YEAR



↓ Student members of Sherubtse Media Society (SMS) conduct community-based interviews for their weekly news segment in November



↓ Participants of the media literacy workshop at Sherubtse design an advertisement to promote Gross National Happiness (GNH)



↓ Youth work on their "Everyday Heroes" project at the READ Library in Ura



↓ Teachers discuss the challenges to integrating media literacy in the curriculum at the Teacher Training Workshop



↓ Teacher trainees present during the Civic Engagement Seminar at the Paro College of Education



↓ Members of media and parliament discuss the power of social media during the World Press Freedom Day at the Royal Thimphu College.

ACKNOWLEDGMENTS

BCMD's Board of Directors

Nancy Strickland, Executive Director, Bhutan Canada Foundation
Phintsho Choden, Research and External Relations, Royal University of Bhutan
Kesang, General Manager – Radio, Bhutan Broadcasting Services
Siok Sian Pek-Dorji, Executive Director, Bhutan Centre for Media and Democracy
Dr. Tashi Wangchuk, CEO, Thunder Motors

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BCMD would like to acknowledge and thank the following institutions and individuals for their support

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The UN Development Program (UNDP)
The UN Democracy Fund (UNDEF)
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Meyers Charitable Fund
Geographic Expeditions
Michael's College
Vermont & PHOTOkidz
Singapore

Individuals:

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