

Strategic Goal 1: Improved Media policy and Legal Framework

Strategic Objective 1 Advocate for conducive system of regulation to pluralism, diversity	<i>Deadline</i>	<i>Responsibility</i>	<i>Support by</i>
<i>Priority 1 Inclusive process and engagement</i>			
Inclusive 6 media dialogues and forums for the media stakeholders government, MPs CSOs, Media to strength the relationship and to clarify the road map to development of healthy media policy and regulatory framework	Sept 2015	L. Consultant/ED	SIDA/FORUMSYD
Inclusive 6 consultation workshop with CSO, Media owners and managers, Journalists, Universities and LNOs in Somaliland regions on the development of media regulatory system promoting media plurality	Nov 2015	L. Consultant/ED	SIDA/FORUMSYD
<i>Priority 2- Development of Media Law and the Information Act</i>			
Establishment of Steering committee for the Media Law and information Act development selected from SOLJA MPs, MoI, CSO,	Nov 2015	SOLJA, MoI, CSO, Media	SIDA/FORUMSYD
Foundation of an independent thematic working group consisted of (CSOs, Media, MPs, MoI) hiring local legal experts and to engage international freedom of expression partner (article 19) for the support of the development of Media law and Information Act	Dec 2015	SOLJA, MoI, CSO, Media	SIDA/FORUMSYD
Inclusive 9 Consultation workshops with civil society, academia, NGOs, Media, Marginalized group, literature review of current press laws and visit exposure by the working group	Feb 2016	Working Group	
Drafting and Validation of media law promotes Diverse mix media (public, private & community) and information Act	June 2016	Working Group	
Advocacy for the approval of media law and information act by the Parliament and the implementation of developed media law and information Act by the Executive	Sept 2016	SOLJA, MoI, CSO, Media	
<i>Priority 3- Promote Pluralist Media in Somaliland</i>			
Promotion of Pluralist media through advocacy campaigns and Dialogues non- discriminatory, plural and mix-diverse media in Somaliland with civil society, academia, students, NGOs	June 2016	L. Consultant/ED	NED
Strategic Objective 2 Minimize the pressure on Media station and/or Journalists by the Government Officials			
<i>Priority 1 Establish Media Legal Defensive Initiative</i>			
Create 'Legal Aid Fund' for journalists and mobilize sufficient resource from UN, INGOs, Business	Sept 2015	L. Consultant/ED	UNESCO
Empowerment of Journalists to exercise their fundamental rights through Training course on the principles of freedom of expression, media law, and human rights	continuous	L. Consultant/ED	SIDA/FORUMSYD
<i>Priority 2- Decriminalize media cases (deformation)</i>			
Development general media code of conduct and the Establishment of independent media council consisted of media stakeholders (CSO, Media, Institutions)		L. Consultant/ED	
<i>Priority 3 Reduce the state power Use by the Government Officials/unwarranted suspension and or detention on Media Stations or Journalists</i>			
Training programme for police, judges and prosecutors for improvement of the court practice in processes against journalists, media station and interaction workshops between Journalists and officials		L. Consultant/ED	SIDA/FORUMSYD

Strategic Goal 2 – Increased the Capacity of Individual Journalists and the Private Media

Strategic Objective 1 Academic ,Professional and skills programmes for Journalists	<i>Deadline</i>	<i>Responsibility</i>	<i>Support by</i>
Priority 1 Improve Skills of journalism Practitioners			
Continuous short training course on basic journalism skill, intermediate and theme oriented to Journalism Practitioners in Somaliland to improve the skills of practitioners.	Continuous	Training Consultant/ED	VIKES/NED/UNESCO
Priority 2- Provide continuous capacity building			
Establish online journalism trainings with international training institution,	April 2016	Training Consultant/ED	
Priority 3 Establish accreditation system for Journalist			
Feasibility assessment to identify the an affiliated system with National University Amoud, Hargaisa and Burao Universities	Dec 2015	Training Consultant/ED	
Inclusive visioning workshop for affiliated excellence Journalism institute participated by the Somaliland Universities, government, Civil society and the Media stakeholders	Feb 2016	Training Consultant/ED	
Development of Standardized curriculum for the Somaliland institute of excellence Journalism with close coordination with ministry of education and the Somaliland national universities	May 2016	Training Consultant/ED	
Provision of training facilities and materials and the selection of trainers with the support of Somaliland business companies and Somaliland National budget	July 2016	Training Consultant/ED	
Priority 4- provision of upgrading programme			
Development of upgrading program to strengthen the professionalism of current journalism practitioners with the fund support of media stakeholders			
Strategic 2- Improve the Capacity of Private Media			
Priority 1-Strength the operational capacity of media station			
Capacity building program (trainings) to private media owners and managers on finance , marketing, research to improve private media station's internal operation's system		Training Consultant/ED	
Priority 2- Identify media potential market and audience			
Conduct extensive market research on media economic challenges, potential market, primary Audience with National University and media research institutions		Training Consultant/ED	
Priority 3 Improve Relationship b/w Media and CSOs INGO, UN			
Establish working relationship between the media and CSOs, INGOs, UN to create mutual business transaction towards community communication (awareness raising,			

Objective 3- Improved Organizational System (SOLJA)

Strategic Strength organizational internal system	<i>Deadline</i>	<i>Responsibility</i>	<i>Support by</i>
Priority 1 improve Accountability and transparency			
Review current organization's structure and adopt cost effective structure and to improve organization's overall operation system to deliver organization's mission, vision and values	Sept 2015	Org, development consultant	UNESCO
Development and Updating operational manuals and policies to establish transparent system for operation	Oct 2015	Org, development consultant	Internal fund
Development of code of conduct eligible to Solja staff and management team for the foundation of an environment sensitive to all kinds of corruption, fraud, lost.	Oct 2015	Org, development consultant	Internal Fund
Priority 2 Strength organization's management system			
Training on leadership, management skills, fundraising, Communication skills to Solja's board of directors	Oct 2015	Org, development consultant	CSO
Capacity development for Solja staff and continuous performance evaluation and application of staff motivational and promotional policy	Nov 2015	Org, development consultant	Internal fund
Priority 3- Improve program quality			
Develop program manual and guidelines that are relevant and are updated accordingly	Nov 2015	Org, development consultant	IMS
Develop monitoring and evaluation, Program Review and Continual improvement system	Nov 2015	Org, development consultant	IMS
Development of online management information system database for the registration of journalists, and for the improvement of freedom of expression monitoring reports	Nov 2015	Org, development consultant	IMS
Strategic Objective 2 Improve external partnership and communication			
Priority 1 Strength Relationship with Journalists and Media owners and Managers and media partners			
Establishment of private media owners union that partners Solja in matters related work condition	Dec 2015	O,dev consultant	
Build strong partnership with Art & music association for the promotion of freedom of expression	continuous	O,dev consultant	
Foundation and leading of the Somaliland media sector to enhance media partners' coordination at national level and to encourage technical cooperation with Regional Journalists Association	Dec 2015	O,dev consultant	
Priority 2 Improve Solja's communication system			
Promoting professional and quality of journalism through annual awards	Annually	O,dev consultant	
Produce monthly physical and online journal promotes the freedom of expression and monthly news letter covering Solja's work		O,dev consultant	
Organize annual conference for Somaliland journalists and Advocate Journalists employment rights		O,dev consultant	

Cross-cutting Themes

1- Media for Women Empowerment	<i>Deadline</i>	<i>Responsibility</i>	<i>Support by</i>
<i>Priority 1- Empower Female Journalist</i>			
Training programme on Leadership and decision making skills to female journalists to enhance female journalism career	Dec 2015	ED, Org dev Consultant	IMS
Vocational skills training on multi Media and media Production for female Journalist to expand female journalism	June 2016		IMS
Mentoring initiative to support and nurture female journalists in all aspect of the media and to improve their careers and their access to expression and decision making	March 2017	ED, Org dev Consultant	IMS
<i>Priority 2- Action against gender stereotype for empowerment</i>			
Training programme for media stations owners and managers on the gender awareness and sensitivity and to develop and put in place gender policy that promotes gender equality	March 2016		IMS
Development of gender strategy, policy and modules and promote female trainers of trainees in Solja' Program	May 2016	ED, Org dev Consultant	IMS
2- Media for Free and Fair Election			
<i>Priority 1 - Enhance citizens Participation of electoral process</i>			
Promote relationship between election stake holders and election body and the Somaliland media to engage media in civic and voter education and to utilize Somaliland media as a platform of political debate to enhance Citizens Participation in the election and to foundation of informed citizens for decision making	Feb 2016	ED, Org dev Consultant	
Utilize Somaliland media for the empowerment and inclusiveness of marginalized people to electoral process	Feb 2016		
<i>Priority 2- Strength cooperation between Media and National Electoral Commission</i>			
Improve the partnership between Somaliland media and the National Electoral commission to utilize Media for free and fair election and foster	Sept 2015	ED, Org dev Consultant	
Development of election communication strategy for media with the cooperation of National Electoral Commission focus the media coverage on elections, press releases, Media Mapping,	Dec 2015	ED, Org dev Consultant	
Establishment of integrated tri- regulatory framework for the election, (media code of conduct for election, independent press commission for complaints and effective monitoring system)	Jen 2016	ED, Org dev Consultant	
<i>Priority 3- Foster transparency and accountability of election</i>			
Media facilitated open forums and dialogues participated by the universities students, CSOs, business people on the media access to election information and on the role of media of free and fair election	June 2016	ED, Org dev Consultant	
Interaction workshop between police officers, electoral officers and the Journalists intended to promote electoral working relationship and to understand the role of media in free and fair election	Sept 2016	ED, Org dev Consultant	
Advocacy campaigns against restriction on the freedom of press, access to information and on the freedom of expression during election campaign and election dates	Dec 2016	ED, Org dev Consultant	

