

Methodology of operations.

COMMUNITY

VOICE

JOURNALISM

MEDIA

DEVELOPMENT





PRAITHIBA MEDIA NETWORK- PMN

VISION

For an a society empowered by the use of good media for community development.

MISSION

To facilitate the development of knowledge, skills and attitudes to bring about a positive transformation of the underprivileged community in the face of development through the use of multimedia approaches.

INTRODUCTION

Prathiba Media Network (PMN) is an organization established in 2008 by a group of young men and women in Matara who was enthusiastic to be engaged in social service through mass media. In 2011 it became registered organization. It has completed 10 years of Continuous service by 2021. PMN is being operated by using innovative media approaches to disseminate information on behalf of the communities in Southern, Uva, Sabaragamuwa, Central and Eastern provinces. As well as PMN is working with media organizations, Civil society members, religious leaders, government officers, regional journalists, civil society organizations, women and youths by maintaining close relationships with them. Based on the experiences gained in last decade, PMN is thriving to make strong community media usage in 2030 through a four-pronged approach from 2021



Objectives



- i. Implementing communication and media education training programs to develop media skills of grassroots youth and school children.
- ii. Promoting media literacy to strengthen media usage in civil society.
- iii. Implementing media programs to achieve sustainable solutions to the problems and needs of communities that have not received development benefits.
- iv. Opening up media access to women to build a safer society.
- v. Implementing media programs to promote Peace, Reconciliation, religious, cultural and ethnic values.
- vi. Providing necessary relief to the people affected by emergencies.
- vii. Implement programs using electronic, digital and newspaper media to communicate accurate and truthful information to the community.

Achievements

▶▶▶ Real Voice Radio Program awarded at Radio State Awards 2021

The Real Voice Radio Program won the Best Radio Program award at the "Radio State Awards 2021". This is a preview of the Violent Extremism Through Promoting Tolerance and Respect for Diversity project implemented by Prathiba Media Network in collaboration with UNDP and EU. I am very happy to inform you that. This discussion program sought to draw social attention to the reduction of violent extremism and hate speech. The award for the program was received by Mr. Ajith Wasantha Epa, a journalist who was the producer and communicator of the reality radio program.

Prathiba Media Network is an organization that uses the media to find solutions to the problems faced by the Sri Lankan community. Directed and created by Prathiba Media Network, the radio program won the national award for its high standard of quality and production methodology. This will be a great testament to the fact that the social impact of Prathiba Media Network's programs and projects is very high.





DEPARTMENTS



Real Voice Radio Program
"For a society that respect humanity"



Woman Voice Radio Program
"Social Responsibility for Her"



Mawatha Radio Program
"Voice of against human trafficking"



Community Journalism
"Empowering CSOs to use media."



Community Voice
"Improving public trust in CSOs"



Media School
"Promotion of media education"



Suwasarani Radio Program
"Promotion of the right to health"



PMN Fundraising Program



Online Radio Station
"Giving opportunity to the voice of the community at the ground level"



CO TV - Community Television
"Citizen's YouTube Channel"



Donors



USAID
FROM THE AMERICAN PEOPLE



SAFE
Foundation



A Member Association of



IPPF
International
Planned Parenthood
Federation
South Asia Region



Collaborate



Sri Lanka UNITES
Youth Movement for Hope and Reconciliation



**Search for
Common Ground**



We Lanka
Work together - Win together



**SRI LANKA
Youth**



ශ්‍රී ලංකා ජාතික සාම මණ්ඩලය
தேசிய சமாதானப் பேரவை
National Peace Council of Sri Lanka



**Healthy
Lanka**
ALLIANCE FOR DEVELOPMENT



**Voice
Our
Talent**



LET US WORK FOR SOCIAL CHANGE
ISD



SDJF



සාමදාන සමානාම SAMADANA/M
ලෙද්ම විරෝධය සඳහා අවිච්චාරී, පුරුද්දාලී, නිඳුරුකරණ ක්‍රමවේදය
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National Centre For Promoting Non-Violent Conflict Resolution & Conflict Handling

Media channels



Summary of the major projects implemented 2021-2023

▶▶ Improving Public Awareness and Discussion on Independent Civil Society Work in a Democratic Society - MSI-IDEA Project



Through this project, the public confidence in civil organizations operating at the ground level in Sri Lanka was improved. Also, the problems faced by civil organizations were brought to the attention of the responsible parties by being discussed through television programs.

- 07 Districts
- 07 one day workshops,
- 140 civil society activists
- 70 CSOs in 07 District
- 05 Television Programs
- 10 Short video story's
- 14 Radio Programs

▶▶ Enabling the use of the media to broaden the role of civil society organizations for a more democratic Sri Lanka. - The Asia Foundation

Through this project, 50 civil organizations in the South and Uva Province were developed to use media. For that, capacity development programs and necessary facilities were provided to improve the media sector of the institution. Currently, all 50 organizations are constantly working to promote their roles through the media. Through this project, the institutional capacity development of PMN also grew significantly.



- 📌 02 Provinces
- 📌 05 Districts
- 📌 70 CSOs / 580 Direct beneficiaries
- 📌 Creating 100 Citizen Journalists
- 📌 Promotion of 24 CSOs through radio programs.
- 📌 Development of media units of 50 CSOs
- 📌 29 workshops

▶▶▶ Empowering youth as change agents in 'Peace building & Reconciliation' via media approaches - Global Community SCORE Project

- 📢 01 Provinces, 📢 03 Districts
- 📢 12 workshops
- 📢 03 Forum theater programs
- 📢 12 radio programs Productions
- 📢 150 Videos for Social media
- 📢 300 direct beneficiaries
- 📢 400+ Listener Responses

This project was implemented targeting the youth in the three districts of Matara, Galle and Hambantota in the Southern province. The main objective of implementing this project is to provide opportunities for youth who have not had a chance to participate in social activities and moderated sessions to share their experiences on conflicts and how to ensure peace and reconciliation within their communities. Through this, enhancing the community resilience was expected indirectly. Accordingly, the increasing opportunities for youth, women to exercise leadership in promoting responsible citizenship, reconciliation can be pointed out as the final result of the implementation of this project.



▶▶▶ Empowering Civil Society Organizations to combat human trafficking in Sri Lanka - USAID/ECCT Project - SAFE Foundation

The "Empowering Civil Society Organizations to combat human trafficking in Sri Lanka" is a five year project funded by the United States Agency for International Development (USAID). The SAFE Foundation is acting as the main administrative organization for the implementation of the project in Sri Lanka and the project is being implemented in 12 districts through 04 regional partner organizations spread across six provinces. The implementation of the project in Matara and Hambantota districts is carried out by Prathiba Media Network. Accordingly, from 01st of November 2022, the implementation of the first year of the ECCT project was started in the two districts of Matara and Hambantota. For the implementation of this project at the ground level in Matara and Hambantota districts, 20 CSOs working at the divisional level are joining hands with PMN. Accordingly, this project will be implemented in 100 GN Divisions covering Kamburupitiya, Mulatiyana, Kotapola, Weligama & Dikwella DS Divisions in Matara district and Weerakatiya, Ambalanthota, Hambantota, Sooriyawewa & Thissamaharama DS Divisions in Hambantota district.

▶▶▶ Empowering civil society to use media to secure rights of vulnerable marginalized groups - Neelan Tiruchelvam Trust

The project of "Empowering civil society to use media to secure rights of vulnerable marginalized groups" is a one year project funded by the Neelan Tiruchelvam Trust (NTT). The target beneficiaries of this project are civil community leaders, women, women activists and youth living in Galle, Matara, Hambantota, Monaragala, Badulla and Nuwara Eliya districts. The main objective of implementing this project is to socialize the solutions available at the community level for the real problems faced by the rural and plantation women as economic activists in the Southern, Uva and Central Provinces and to make them contribute to the informed dialogue through the local media and citizen media to reduce those problems.



- 📻 03 Provinces, 📻 06 Districts,
- 📻 09 workshops
- 📻 06 One day discussions
- 📻 12 radio programs Productions
- 📻 60 Short videos
- 📻 400 direct beneficiaries
- 📻 400+ Listener Responses

▶▶▶ Preventing Violent Extremism through Promoting Tolerance and Respect for Diversity - UNDP Sri Lanka

The peaceful atmosphere in the country was shattered after the Easter Sunday attack in 2019. This had increased the strong suspicion, mistrust and hatred among each other. It became an opportunity to question the country's public health service. Nor was it seen during the period of government intervention that the previous government was quick to restore normalcy to the lives of the people. Violent extremism, racial and religious persecution and hate speech spread widely across social media. To mitigate this, UNDP Sri Lanka and EU Sri Lanka launched this project using media to educate the community in the Southern, Uva, Eastern and North Central Provinces. Training of local journalists, production and broadcasting of radio programs to educate the civil society and broadcasting panel discussions of all. Religious leaders using radio and social media were implemented under this project. It is a significant achievement that the project has been able to reduce the persecution and hate speech that has been taking place in the Southern and Uva Provinces on the basis of religion or race.



Future Plans

- 1 Starting and maintaining a web channel www.cofm.lk
- 1 Use of media to promote the role of grassroots active civil society organizations.
- 1 Implementing programs to develop public confidence in civil society.
- 1 Implementation of programs to reduce human trafficking (2023-2026)
- 1 Improving grassroots media literacy and implementing community access training programs.
- 1 Identifying the needs of the grassroots community and implementing 12 welfare programs.
- 1 Training and directing young people interested in the use of radio and social media as peace building young journalists.
- 1 Implementing awareness raising projects to protect the rights of women
- 1 Conducting two youth media summits in 2024 and 2026 to promote media literacy in young peoples of sri lanka.
- 1 Use of media to reduce gender-based violence and violence



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[prathiba.Media](#)



YouTube

CO TV - Community Television