

Nov. 1, 2012

Memorandum of Understanding

Between

The School of Journalism at Stony Brook University

And

The Bhutan Center for Media and Democracy

The Bhutan Center for Media and Democracy (known hereafter as the Centre) and the Stony Brook University School of Journalism (known hereafter as the School of Journalism), after consultation, agreed on February 27, 2012 to cooperate in several areas to advance the mutual benefit of each institution, with each responsible for raising funds for its share of costs. The February agreement anticipated a more detailed description of projects and responsibilities. This document memorializes that more detailed description and upon acceptance, will be the basis for a budget and fund-raising plan.

The goal of this collaboration is to demonstrate that students trained in News Literacy will seek and use reliable information to carry out the responsibilities and exercise the rights of citizens under Bhutan's new constitution. Based on the expected success of these projects, parties intend to seek introduction of News Literacy methods and materials in selected Bhutan's schools to strengthen the new democracy. Representatives met in Bhutan in March and April of 2012 and after consultation, The Centre and the School of Journalism agree to undertake the following projects, with duties and costs divided as shown:

I. WORKSHOPS – School of Journalism will supply faculty and curriculum for six days of teacher and/or student workshops in Bhutan in 2013 and 2014, to be organized and hosted by The Centre, modeled on the pilot workshop conducted in March 2012, as more specifically described below.

The School of Journalism will arrange and pay for:

- **Personnel:** Two faculty for 15 days each year (three days of pre-workshop writing and preparation; 6 workshop days in Bhutan and four days travel to and from Bhutan, plus two days in-country for rest and meetings.
- **International Travel/Lodging:** All roundtrip travel NYC to Paro.
- **Equipment & Curriculum:** Faculty will arrive with curriculum and presentation materials for all workshops, with portable computers, cameras and other customary individual gear.

The Centre will arrange and pay for:

- **Personnel:** Centre will plan and publicize each workshop, recruit teachers and a guest speaker, secure venues and necessary local equipment and materials. Centre staff will provide staff support for workshop faculty and participants. It's anticipated that Centre staff will become increasingly involved as workshop faculty, facilitating

discussions and teaching workshop sessions as they become well-versed in News Literacy methods and materials.

- **Travel/Lodging for SBU staff:** Travel from airport at Paro to workshop site(s) and lodging and meals and incidentals approximately equivalent to 2012 arrangements.
- **Equipment & Curriculum:** Workshop venue will be equipped with customary presenters' tools (projector, microphones, etc).

2. CURRICULUM DEVELOPMENT –

Within 30 days after each workshop, School of Journalism will draft shareable versions of the new lesson plans developed by workshop participants for immediate use in Bhutan schools. This includes standardized formatting and graphics co-branded with the Centre's logo and careful writing that re-contextualizes Stony Brook Model materials to make them applicable in Bhutan. Though the drafting burden is School of Journalism's, workshop participants and Centre staff are expected to contribute local expertise as requested. For instance, Centre staff will conduct the research and legwork necessary to ensure lesson plans are matched with adequate and trustworthy materials from the archives of Bhutanese news media and libraries.

The School of Journalism: In-kind

- **Equipment & Supplies:** To efficiently complete this work, faculty will make use of the cameras, recorders, computers, software and servers of the School of Journalism.

The Centre:

- **Personnel:** As a general rule, for each day of workshop School of Journalism's faculty will spend a day of research, writing and editing to capture new lesson plans and other re-usable teaching materials generated by workshop participants and turn them into publishable digital files. These are shared back to participants as part of follow-up and are also shared with the workshop sponsor to build their News Literacy expertise and assets for future programs. For each post-workshop batch of lesson plans and case studies and other material that the School of Journalism processes, the Centre will pay \$7,000 to School of Journalism. (for 2013 workshop, \$5,000 upon completion of workshop and \$2,000 if foundation/grant support is secured for this partnership)

3. CLASSROOM AND ONLINE SUPPORT –School of Journalism will provide to each teacher's workshop participant a full suite of teaching materials necessary to launch and teach News Literacy using the Stony Brook Model as a start off point and contextualizing it into a Bhutanese model. : syllabus, 14 lecture scripts with fresh multimedia materials that include global news examples of use in Bhutan; 14 lesson plans for discussions and activities; homework prompts; mid-term and final exams with answer keys; Reading lists; links to free digital teaching materials and games and other worksheets, charts, and handouts necessary to teach the course ("Classroom support materials").

The School of Journalism:

- Multiple delivery methods: Classroom support materials will be available to workshop participants in a variety of formats in an effort to accommodate differences in technology available in different Bhutan schools.
- Curriculum Licensing: Classroom support materials will be shared with workshop participants without licensing fees.
- Study the feasibility of acquiring source code from Patch.com, to set up a prototype hyperlocal news site for Bhutan high school students to use under Centre's direction

The Centre:

- Centre will help develop and manage the content for the hyperlocal news site.

4. TRAINING – One outcome of these joint projects will be to build the capacity of the Centre to offer News Literacy workshops in Bhutan. Until that can be done, the School of Journalism will, if its Summer Institute funding is renewed, reserve two (2) seats in the 2013, 2014 and 2015 Summer Institutes for News Literacy for Centre staff or school teachers from Bhutan selected by the Centre to foster News Literacy expertise in Bhutan. For now, it is understood that any candidates selected to attend workshops at Stony Brook will be tenured to Centre for a period of commitment to carry out News Literacy courses. Here

The School of Journalism:

- **Tuition, room and board:** On-campus accommodations with institute participants
- **Extra costs:** Because of the distance to be travelled, summer institute participants from Bhutan should arrive two days early so as to be well-rested in time for the intensive workshop atmosphere. School of Journalism will provide, room, board and incidentals for the extra days through any grant acquired to fund summer institutes.
- If summer training is held in Bhutan for a larger cohort of Bhutanese instructors, School of Journalism will assist in conducting the summer institute in Bhutan for Bhutanese participants. Both options are subject to funds being secured through fund-raising.

The Centre:

- **Personnel:** Centre will be responsible for any stipends or other pay to participants sent to the U.S. for Summer Institute training
- **International Travel/Lodging:** Centre will be responsible for all roundtrip travel and en-route lodging and meals for participants from Bhutan
- If the training is held in Bhutan, the Centre will be responsible for co-coordinating, planning and running the workshops with one faculty member from the School.

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5. MOBILE NEWS FOR BHUTAN – Bhutan's adoption of mobile technology offers an opportunity for School of Journalism faculty and Centre staff to foster news outlets across Bhutan, in even the smallest villages that cannot be served by traditional or internet methods. The Centre has nurtured High School media clubs across Bhutan and is in discussions with several partners to train students to use the audio recording capability of phones to serve their rural communities in Bhutan by recording audio news reports for their town and posting them to a voicemail system accessible to any phone user. School of Journalism is prepared to participate in this project by providing journalism training and technology support should Centre find funding.

6. ADVOCACY – At the Centre's request and direction, School of Journalism will extend faculty's stay in Bhutan in order to make non-workshop public appearances in furtherance of the Centre's efforts to add News Literacy to the standard curricula in Bhutan's schools. In addition, School of Journalism will engage the services of Stony Brook University's public relations office to secure coverage of the joint project in U.S. and global media. Representatives of School of Journalism and Centre will make themselves available in response to interview requests.

7. ASSESSMENT – As part of any new grant to fund this project, an independent expert will be retained to test Bhutanese students in News Literacy classes taught by workshop participants against a cohort of students not in News Literacy courses. The assessment will measure three factors: Critical Analysis (Ability to distinguish reliable information from unreliable information); Civic Knowledge (key facts and figures about governance); and Informed Citizenship (Knowledge of current events and the role of journalism in a democracy). Parties will seek a qualified and independent survey research contractor, paid jointly out of jointly acquired grant funds, to use elements of the assessment tool that has been developed at School of Journalism, adapted to the Bhutanese context. The assessment's value will be to establish whether students trained in News Literacy will seek and use reliable information to carry out the responsibilities and exercise the rights guaranteed to citizens under Bhutan's new constitution.

8. FUNDRAISING – Each party to this MOU is responsible to raise its share of necessary funds. One exception to this is a joint effort to contact Open Society Institute immediately through both BCMD and School of Journalism contacts to press OSI for a final determination on pending proposal. Both parties will look for other opportunities to save time and effort by collaborating on grant applications. Any funds resulting from those efforts will be shared according to the funder's program guidelines and this Memorandum.

9. This MOU is not intended to and does not create any contractual rights or obligations with respect to the signatories or any other parties.



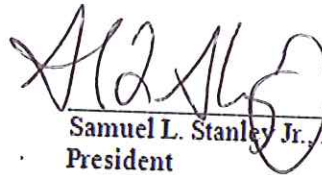
This agreement is valid for three years and can be automatically extended or amended by mutual agreement. Any party may terminate the agreement by giving six months written notice, two if funding is not secured. It is understood by all parties that these projects will only be undertaken if new funds, dedicated to each project, are raised. To that end, parties will collaborate on a budget for these projects within 30 days of signing this Memorandum and commence efforts to raise funds from private and public sources.

Bhutan Centre for Media and Democracy

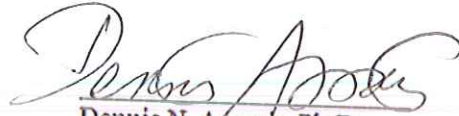
Stony Brook University



Siok Sian Pek-Dorji
Executive Professional Director
Bhutan Centre for Media and Democracy



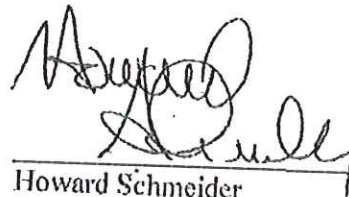
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President



Dennis N. Assanis, Ph.D.
Provost
Senior Vice President for
Academic Affairs



William Arens, Ph.D.
Vice Provost for Global Affairs
Dean, International Academic
Programs and Services



Howard Schneider
Dean
School of Journalism
Stonybrook University

Date: _____