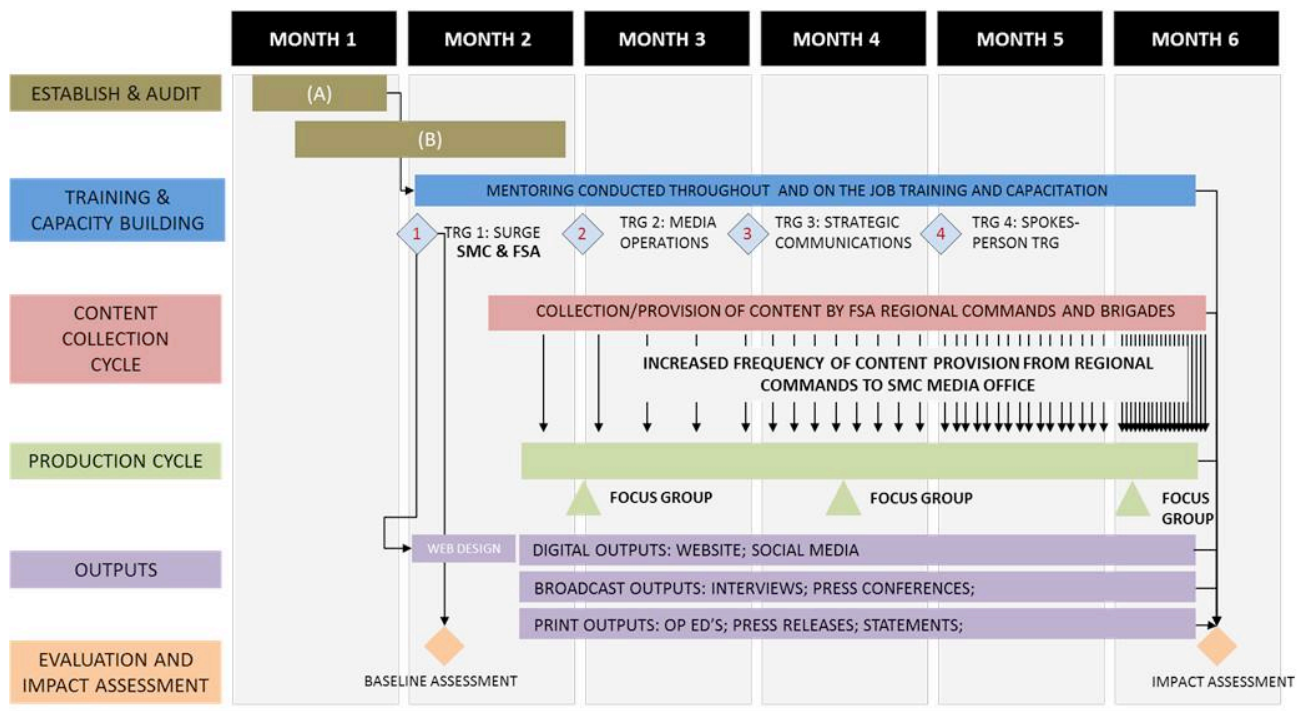


## DETAILED PROJECT TIMELINE

ARK is legally registered and headquartered in Istanbul and has the experience and resources available to carry out the proposed phase 1 activities – baseline attitudes study, skills audit and office/equipment procurement (including internet setup, etc.) immediately. ARK has Turkish national staff who are able to ensure that all logistics and procurement are undertaken efficiently, legally and cost effectively.

ARK has conducted a large number of similar training workshops in Istanbul and Gaziantep and would therefore be able to quickly set up the initial training sessions and forward plan for the three follow-on sessions, with a clear understanding of the costs and logistics involved.

ARK/Accadian’s inclusion of evaluation and focus groups to review both the project operations and the product created will enable successive training sessions to be designed to appropriately support the formation of core skills and the move towards sustainability. **ARK/Accadian’s use of a majority Arab team with a plurality of Syrians has been selected specifically to ensure the SMC Media team feels that this is a project they fully own, promoting its sustainability from the outset.**



- NOTES:
- (A). Project kick off with stakeholders; baseline attitudes assessment, skills and equipment audit of SMC and FSA media.
  - (B). Office identification, leasing, furnishing and fit out.
  - 1. Surge training: FSA regional command HQ and SMC; Vision, media awareness and crisis communications training.
  - 2. Preparation for breaking news stories, grid development, sourcing information, risk mitigation.
  - 3. Effective use of communication channels and development of products.
  - 4. Media handling skills, preparation for live broadcast interviews.

Figure 6: Detailed timeline