الهيئة العامة لرصد المحتوى الإعلامي

General Authority for monitoring media content
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The 2023 Implementation Plan of the General Authority for Monitoring Media Content



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Introduction

Recognizing the vital role that strategic planning plays in developing an effective implementation plan to meet our needs and accomplish our objectives, the Authority has prepared a dreaft implementation plan for the year 2023. This plan delves into the path from establishing a strong foundation to reaching broader and more inclusive horizons, aligning with our designated role.

Given the significance of strategic planning in formulating thoughtful and successful strategies that enhance the performance of both public and private institutions, ensuring their effectiveness in achieving their objectives, the Authority's Office of Experts and Advisors has conducted numerous meetings with various departments and offices within the Authority. The aim was to develop a suitable strategy for 2023 that can actualize our desired objectives.

We are delighted to present the Authority's work plan for 2023, which encapsulates our vision, objectives, and aspirations. Our leadership and skilled workforce have been diligently tracking developments in line with contemporary strategic paradigms, emphasizing sustainable development and digital transformation. These endeavors necessitate well-qualified human resources and a resilient, technology-driven infrastructure, all contributing to the cultivation of a culture of excellence within our local institutions.

May God grant us success
Office of Experts and Advisors, the General Authority for Monitoring Media Content



Methodology used for developing the implementation plan

The General Authority for Monitoring Media Content faced formidable challenges while preparing its 2023 implementation plan, given its status as an evolving entity. It grappled with constraints such as a scarcity of office space for its workforce, an insufficient number of employees to execute a comprehensive five-year strategic plan, and the added complexity of a delayed budget, with a portion of funding withheld for over nine months. These circumstances had a detrimental impact on the realization and execution of several initiatives and activities aimed at advancing the Authority's objectives, vision, and mission.

In spite of these obstacles, the Authority managed to devise a simplified 2023 implementation plan. It leveraged a participatory approach, gathering input from various bureaus, divisions, offices, and units within the Authority. The Office of Experts, under the vigilant supervision of the Authority's Chairman, reviewed and refined the formulation of the Authority's vision, mission, and core values. Subsequently, it formulated objectives that align with the Authority's establishment mandate, complete with measurable performance indicators. Through these indicators, the Authority aims to make a meaningful contribution to the achievement of national objectives.

The formulation of our strategic objectives stemmed from a comprehensive analysis of both the internal and external environments. Internally, we scrutinized seven critical factors: strategy, organizational structure, administrative and technical systems, skills, human resources, business models, and shared values. This analysis aimed to discern our strengths and weaknesses. Simultaneously, we conducted an examination of the external landscape, identifying opportunities and threats that could impact our operations. This external analysis encompassed political, economic, social, technical, environmental, and legal aspects, employing the strengths, weaknesses, opportunities and challenges analysis methodology.

It is important to highlight the invaluable support extended by the Chairman of the Authority to the Office of Experts and Advisors throughout the preparation of the 2022 implementation plan and the development of a long-term strategic plan. This support was evident at all stages of the process, leading to its official approval, publication, and dissemination. Additionally, due consideration was given to sharing this plan with our partners and stakeholders within the Authority.

Follow-up and evaluating achievements and reviewing what was implemented in the year 2022

The implementation plan will undergo monthly reviews and evaluations to monitor the attainment of objectives. Numerous projects and activities were successfully implemented in accordance with the prior year's 2022 implementation plan. These achievements include:

- Formulating and gaining approval for the Authority's organizational structure by the Prime Minister.
- ➤ Developing the internal functional structure, which received approval from the Authority's Chairmanship.



- > Drafting the Evaluation Board's regulation, pending approval by the Prime Minister.
- > Creating a comprehensive brochure for the Authority, encompassing its vision, mission, and objectives.
- Establishing the Authority's presence on various social networking platforms, including Facebook, Twitter, YouTube, and LinkedIn.
- ➤ Contracting a company to design and develop the Authority's website.
- ➤ Compiling monthly reports on media content monitoring, along with quarterly and semi-annual reports covering the entire first half of 2022 (January-June).
- ➤ Publishing reports that highlight the involvement of women, children, and individuals with disabilities in Libyan social media, and linking these findings to the Constitutional Declaration, Libyan legislation, and international treaties.
- ➤ Producing individual qualitative reports addressing serious violations reported through various media programs. The Authority contacted the respective media outlets, provided detailed information about these violations, and conveyed the Authority's specific recommendations.
- ➤ Preparing the inaugural written methodology for monitoring trends and irregularities in media content related to Libyan affairs. This methodology draws from Libyan laws, international treaties, charters, and the Media Code of Ethics and Professional Conduct. It has been officially registered with the National Book House Deposit Number 2022/625 and the International Deposit Number (ISBN) 978-9959-9726-0-6, and it has been in use since October 2022, with 1,000 copies printed.
- ➤ Conducting training workshops to onboard and train new monitors, equipping them with the necessary skills to work effectively with the Authority.
- Adopting the Media Code of Ethics and Professional Conduct through Chairman's Decision No. (4) of 2022. This Code was reviewed and updated, with 5.000 copies printed in December 2022. The Authority commenced distribution through workshops and dialogue sessions.
- Launching the official "Akd.ly" platform, dedicated to verifying false and misleading news. The platform aims to combat such disinformation while promoting citizen awareness.
- Organizing a preparatory meeting for the "Libyan Initiative for Information Verifiers."
- ➤ Hosting a workshop on disseminating social issues on social media, focusing on effects and solutions.
- ➤ Holding a dialogue session titled "The Negative Role of Social Media Libya as an Example."
- ➤ Conducting a training workshop on the Media Code of Ethics and Professional Conduct in Al-Khoms. The workshop targeted approximately 28 employees of Al-Khoms Radio, media enthusiasts in the city, students from Libyan universities' media departments, and several directors of media offices in government institutions within the municipality.
- > Supervising the development and printing of 1.000 copies of the first training manual on information verification in digital media, addressing hate speech and misinformation. This initiative falls within the context of a larger project aimed at media and digital education for youth, especially in the context of elections.
- Establishing a roadmap for the safety of journalists in the Arab region, involving collaboration with numerous international and regional organizations.
- ➤ Hosting an Arab symposium addressing the challenges encountered by media monitoring bodies in the Arabic region.
- > Commencing the implementation of a comprehensive national survey project focused on Libyan media institutions, including television, radio, print newspapers, and websites, both within and

outside Libya. Approximately 50 media organizations from various Libyan regions have engaged with this project, expressing their willingness to cooperate with the Authority.

- ➤ Hosting a working session with the Paralympic Committee and several civil society organizations dedicated to championing the rights of individuals with disabilities and enhancing their presence in the media.
- Extending recognition to esteemed media personalities, Nouria Huwaidi and Amal Al-Hanqari, in acknowledgment of their outstanding contributions within their respective domains, particularly in child welfare and talent discovery and encouragement.
- ➤ Paying tribute to the eminent photojournalist, Mr. Mohamed Karaza, widely regarded as the dean of Libyan photographers, for his remarkable 60-year career in the field of photojournalism.
- Establishing Memorandums of Understanding with the following organizations: 1. The Libyan Organization for Information and Communications Technology; 2. Libyan Internet Association; 3. Septimus Award.
- ➤ Initiating the preparation and execution of a proposal for monitoring electoral campaigns in the municipality of Al-Khoms, with the project commencing in December 2022.

VISION, MISSION AND OBJECTIVES

Vision

Provide professional and purposeful Libyan media content that serves the nation and its citizens, expresses the nation's diversity, reflects its collective will and aspirations, and acts as a foundation for advancing development and social justice.

Message

Undertake a unique role in monitoring, raising awareness, providing training, and conducting research to enhance the quality of Libyan media content and counteract hate speech, incitement, and misinformation in the media.

Objectives

- Continuously monitor media content trends in media institutions focusing on Libyan affairs.
- Diligently document and safeguard audio, visual, and written media content, preserving it as an archive for the Libyan State and a valuable resource for research and studies spanning diverse fields.
- Vigilantly identify professional breaches within media content, whether they contravene Libyan laws or international agreements, and raise awareness among the audience about their gravity.
- Actively engage in research and studies aimed at enhancing the quality of media content and countering hate speech and misinformation.
- Firmly denounce misleading information, hate speech, incitement, calls for violence, crime, and war, as well as attempts to justify violence or whitewash terrorism. This effort seeks to combat the culture of animosity and exclusion that perpetuates conflicts and fuels violence, divisiveness, and fragmentation within society.
- Gain comprehensive insight into the political, economic, social, religious, regional, or other orientations of Libyan media institutions or those targeting Libya.



- Foster diversity within Libyan media by confronting monopolistic ownership of media entities and fostering a media environment conducive to independence and responsible freedom.
- Actively promote a culture of self-regulation within media institutions, reinforcing the independence of their services through the adoption of a professional Code of conduct for the media.
- Advocate for the adoption of a media policy by authorities aimed at combatting hate speech and disinformation.
- Offer support to media institutions that exemplify professionalism and champion peace, democracy, and human rights.
- Organize training initiatives tailored to the specific needs of journalists and media institutions.
- Rigorously assess the integrity of elections in terms of adherence to electioneering requirements across all media platforms, including vigilant monitoring of campaign propaganda.
- Contribute actively to the development of curricula in media schools and promote media and digital literacy among media professionals and the wider audience.
- Undertake a thorough review and revision of Libya's media legislation and propose new laws that account for the technological and artistic changes occurring at the time.
- Provide timely warnings of violence associated with elections or arising from political, regional, or religious polarization.

The Authority's Ethical Values

- Credibility
- Integrity
- Accountability
- Transparency
- Independence
- Impartiality and Objectivity
- Leadership, Excellence, and Creativity
- Public Interest
- Respect for Human Rights
- Encouraging Cooperation and Teamwork
- Effective Communication, Collaboration, and Strengthening Partnerships with All Stakeholders
- Respect for the Dignity, Worth, Equality, Diversity, and Privacy of All Individuals
- Professional Commitment to Ethical Standards in the Workplace
- Loyalty and Dedication to the Authority
- Dedication to Achieving the Authority's Vision, Mission, and Strategic Objectives
- Promotion of Flexibility in Interpersonal Relations and Non-Discrimination Among Authority Employees
- Safeguarding the Confidentiality of Data
- Sincerity and Honesty in Work Performance
- Adherence to the Authority's Approved Media Code of Ethics and Professional Conduct
- Active Contribution to the Nation's Development and Enhancement of Its Security and Stability.

Analyzing and assessing the environmental situation of the Authority

Prioritizing strategic planning is a fundamental aspect of effective management for the Authority. It is geared towards establishing a cohesive vision for the Authority's future and aligning its objectives across its various departments and offices. The presence of a well-defined strategic plan facilitates the optimal utilization of both material resources and human expertise within the Authority. It also ensures that work progresses as scheduled, minimizing the likelihood of redundancy or overlap in decision-making processes within the Authority.

First step: strengths, weaknesses, opportunities, and challenges Analysis

Assessment of the Current Environment (Where Are We?): This entails identifying the Authority's strengths, weaknesses, opportunities, and challenges.

1. Areas of Strength and Weakness

Areas of Strength

• The Authority boasts a team of highly competent and qualified employees, particularly in the domain of media content monitoring.

- The Authority takes pride in being the pioneer in developing a rigorous scientific methodology for media content monitoring in Libya.
- The Authority enjoys a positive reputation within the local, national, and international communities.
- The Authority operates with an organizational structure endorsed by the Prime Minister, alongside approved internal organizational structures and functional descriptions for its various offices and departments.
- The Authority maintains active social media pages, regularly updating them with essential information.
- The Authority's leadership recognizes the significance of the strategic plan.
- Employee support and journalist recognition are priorities for the Authority, evidenced by honors and incentive awards.
- Ongoing skills development for monitors is prioritized through training workshops, lectures, and dialogue sessions.

Areas of Weakness

- Insufficient office space to accommodate the Authority's various offices, departments, divisions, and units.
- Shortages in office furniture, including computers, printers, and paper.
- Limited financial resources for both local and international training, as well as for research activities.
- Absence of employee evaluation methods.
- Lack of job descriptions for all Authority employees.
- Inadequate communication channels between the Authority and corresponding bodies in Arab, African, Islamic, and European countries.
- Absence of an internal electronic network for information exchange among the Authority's departments, offices, and administration.
- Limited skills among many employees, encompassing computer literacy, language proficiency, technical report writing, and other essential job skills.
- Insufficient means to incentivize employees for personal development.
- Weakness in database management and information storage, leading to administrative disarray in incoming and

- The Authority's staff share a collective commitment to continuous development and improvement.
- The Authority distinguishes itself from other media organizations by frequently organizing dialogue sessions, seminars, and press conferences.
- Official email accounts are designated for all departments, divisions, and office managers.
- The Authority adheres to an approved professional code of conduct and a documented monitoring methodology, registered with the National Library.
- The Authority maintains communication with corresponding regulatory bodies in Tunisia and Morocco.
- Collaboration is established with UNESCO and other organizations, including UN Women and Article 19.
- The Authority supports its leadership and fosters sound institutional practices grounded in knowledge, competence, experience, and specialization.
- The Council of Ministers' delay in adopting the Authority's Evaluation Boars regulation has resulted in the absence of applicable regulations for violative institutions.

- outgoing processes, potential loss of official documents, and challenges in retrieving information.
- Scarcity of qualified human resources with specialized skills in the Authority's field of work.
- A less-than-ideal environment for fostering innovative ideas.
- Shortage of modern devices and equipment.
- Inadequate budget allocation for the Authority's operational expenses.
- Limited capacity to monitor all Libyan and foreign media institutions due to the absence of a comprehensive database and an adequate workforce.
- Absence of electronic monitoring systems for satellite and radio stations.

2. Opportunities and challenges

Opportunities

- The Authority's unique position as the sole reference body for media content monitoring and the initial steps towards regulating the media sector.
- A growing interest from individuals seeking to join the Authority.
- Increasing national and international recognition of the Authority's importance.
- The potential for establishing branches of the Authority.
- The gradual adoption of electronic communication, including email and the WhatsApp application, within the General Authority.
- Opportunities for expanding scientific and research output through collaborations with universities and specialized research centers.
- Prospects for strengthening the Authority's societal and environmental standing within the local community.

Challenges

- Limited understanding among certain media professionals and segments of society regarding the Authority's role in monitoring media content quality.
- Insufficient financial allocations required to enhance the Authority's performance, which must align with state decisions aimed at fiscal restraint.
- Instances of overlapping jurisdiction between the Authority and governmental institutions in specific domains.
- The House of Representatives passing a law to establish a corresponding body in the East.
- Ongoing violations against journalists and media organizations.
- Ongoing security instability, political polarization, and an uncertain environment in Libya.
- Stringent government visa issuance procedures for foreigners.



- Constitutional declaration articles that uphold media freedom.
- Strong support for media freedom from the National Unity Government.
- Support from the Minister of State for Communication Affairs for the Authority.
- International treaties ratified by the Libyan government that endorse media regulation.
- A significant degree of freedom of expression enjoyed by Libyan citizens.
- Access to various technical advancements that can enhance the Authority's operations.
- A willingness among international organizations and bodies to provide support to help the Authority achieve its objectives.

- Weak and unattractive technical infrastructure for potential investment.
- Constrained and inadequate government budgets.

The second step: the 2023 implementation plan

The implementation plan encompasses the selection of initiatives and activities that the Authority intends to initiate, designates the responsible entities for execution, and establishes a timetable for achieving sub-objectives. Additionally, the plan incorporates indicators to gauge the extent of objective attainment.

Recognizing the significance of adhering to the implementation plan in realizing the Authority's strategic objectives, the Authority's leadership will establish committees or assign specific departments to oversee the execution of initiatives and the achievement of objectives. They will monitor the entities responsible for implementing the initiatives, regularly review their progress, and submit monitoring reports to the Authority's leadership.

The 2023 implementation plan for the Authority's activities, initiatives and projects

		Performance	Implementation	
Sub-objectives	Activities (procedures)	indicators (KPIs)	responsibility	Duration
Enhancing efficiency.	Regular weekly meetings	Minutes of	Office managers,	January 2023
	dedicated to finalizing the	meetings	departments, and	April 2023
	Authority's internal regulation	Finalization and	divisions.	
		approval of the		
		regulation		
Enhancing and	Appointing a strategic planning	Outcomes of the	Departments,	January - March
managing	expert to formulate a strategic	evaluation	offices,	2023
Institutional	plan for the Authority, including	conducted by the	organizational units,	
performance	the necessary organization of	organizational unit	and the expert	
	workshops and provision of	and the expert	office.	
	technical equipment.	Board evaluation.		
Media Promotion and	Utilize specific audiovisual	Outcomes of the	Relations	January-December
marketing	media and social platforms to	evaluation	Department	2023
	promote and advertise the	conducted by the		
	Authority's goals and activities.	organizational unit		
		and the expert		
		Board evaluation.		

Combating hate speech	Compiling monthly, semi- annual, and annual reports on content monitoring, totaling 14 reports.	Outcomes of the organizational unit evaluation	Monitoring Department	January- December 2023
Promoting human rights in the media.	Compiling five qualitative monitoring reports	Outcomes of the organizational unit evaluation	Monitoring Department And the Expert Office	March, May, July, September, October, November 2023
Promoting media independence and the organizational role in	Implementing a comprehensive national survey project	Outcomes of the organizational unit evaluation	Experts Office	June 2023
regulation.	Compiling a report on the national comprehensive survey.	Outcomes of the organizational unit evaluation	Experts Office	June 2023
	Conducting training courses on the Media Code of Ethics and Professional Conduct, with approximately 400 journalists from fifty media organizations as the target audience.	Outcomes of the organizational unit evaluation And the Monitoring Committee.	Office of the Chairman and Vice Chairman, Experts, Administrative and Financial Affairs, and Relations.	A training course Per month
Combating hate speech	Implementing five dialogue sessions on Combating hate speech and Media misinformation across five distinct geographical regions.	Follow-up unit evaluation outcomes And the Monitoring Committee.	Office of the Chairman and Vice Chairman, Experts, Administrative and Financial Affairs, and Relations.	February and April And June And August And October 2023
Advocating for press freedom.	Organizing a commemorative event in observance of World Press Freedom Day on May 3, 2023.	Follow-up unit evaluation outcomes And the Monitoring Committee.	Office of the Chairman and Vice Chairman, Experts, Administrative and Financial Affairs, and Relations.	May 3, 2023
Providing support to journalists.	Organizing a celebration on November 2, 2032, in honor of the International Day for the Elimination of Impunity for Crimes Against Journalists.	Follow-up unit evaluation outcomes And the Monitoring Committee.	Office of the Chairman and Vice Chairman, Experts, Administrative and Financial Affairs, and Relations.	November 2, 2023
Enhancing the efficiency and comprehensiveness of the Authority.	Establishment of two Authority branches, one located in Benghazi and the other in Sebha.	Institutional performance effectiveness index	Office of the Chairman and Vice Chairman, Experts, Administrative and Financial Affairs, and Relations.	July 2023
Enhancing the human resources of the Authority.	Conducting three training courses for Authority employees across various departments, including relations, administrative and financial affairs, archives, treasury, and other relevant units.	Outcomes of the organizational unit evaluation And the Monitoring Committee.	Office of the Chairman and Vice Chairman, Experts, Administrative and Financial Affairs, and Relations and Legal Affairs	April, May, June 2023
	Finalizing an extensive database encompassing all media	The indicator measuring		



Supporting the Authority through International cooperation	regulatory bodies worldwide, with particular emphasis on countries that maintain robust ties with Libya. Establishing communication with a consortium of corresponding regulatory bodies in Tunisia, Algeria, Morocco, Lebanon, Jordan, Turkey, France, Spain, Italy, the United Kingdom, and the United States, facilitated through collaboration between the United States and Canada.	effectiveness and objective attainment, along with the assessment conducted by the Council of Experts.	Office of the Chairman and Vice Chairman, Experts, Relations, and Administrative and Financial Affairs.	January to November 2023
	Engaging with international networks of media regulatory bodies, including the Mediterranean Network, the African Network, the Organization of Islamic Cooperation Network, as well as the French, European, and American Networks, and expressing interest in seeking membership.		Office of the Chairman and Vice Chairman, Experts, Relations, and Administrative and Financial Affairs	January to November 2023
Combating hate speech	Compiling a lexicon of hate speech terminology tailored to the Libyan context.	Outcomes of the organizational unit evaluation	Monitoring Department, Office of Experts, and Administrative and Financial Affairs	September 2023
Introduction to the Authority And its objectives	Organization of an inaugural forum on the Authority for foreign embassies in Libya and international organizations engaged in journalism.	The indicator measuring effectiveness and objective attainment	Monitoring Department, Office of Experts, and Administrative and Financial Affairs	February 2023
Enhancing the efficiency of the Authority's work	Supplying the Authority's offices with the essential technical resources required for the complete fulfillment of its responsibilities, including computers, printing machines, and various stationery supplies.	Outcomes of the organizational unit evaluation	Monitoring Department, Office of Experts, and Administrative and Financial Affairs and Legal Affairs	January-March 2023
	Attracting skilled human resources to undertake the Authority's responsibilities through nominations, assignments, secondments, or contracts.		Monitoring Department, Office of Experts, and Administrative and Financial Affairs and Legal Affairs	January November 2023

Providing assistance to professional journalists and exceptional media organizations.	Hosting three incentive awards, namely the Authority's Award for 'Independent Professional Media' recognizing the best television channel with the lowest rate of professional violations, the Best Professional Journalist Award, and the award for outstanding contributions in combatting hate speech or media misinformation by an individual or organization.	The outcomes of the evaluation of the organizational unit, the monitoring committee, and the Expert Council,	Monitoring Department, Office of Experts, and Administrative and Financial Affairs and Legal Affairs	July 2023
Establishing connections with universities.	Enhancing the monitoring methodology and code of conduct in collaboration with media faculties from Libyan universities, including the University of Tripoli, Misrata, Benghazi, and Sebha, through a scholarly conference on 'Monitoring Violations in Media Content'.	Evaluation of the Expert Council	Monitoring Department, Office of Experts, and Administrative and Financial Affairs and Legal Affairs	November 2023
Follow-up of the Authority's performance and implementation plan	Finalization of the Authority's annual report for the year 2023.	The outcomes of the evaluation of the organizational unit, and evaluation Council of Experts	Monitoring Department, Office of Experts, and Administrative and Financial Affairs and Legal Affairs	December 2023
Adjusting content quality	Developing a professional guide for comprehensive media coverage of crimes and trials.	The outcomes of the evaluation of the organizational unit, and evaluation Council of Experts	Monitoring Department, Office of Experts, and Administrative and Financial Affairs and Legal Affairs	May 2023
Supporting the integrity Of the election	Developing a professional guide for monitoring electoral campaigns in collaboration with the High Elections Commission and the Central Committee for municipal elections, which also entailed the implementation of five training workshops on equitable election coverage.	The outcomes of the evaluation of the organizational unit, and evaluation Council of Experts	Monitoring Department, Office of Experts, and Administrative and Financial Affairs and Legal Affairs	August 2023
Enhancing the effectiveness of the Authority's work	Conducting a scholarly conference along with accompanying workshops focused on the role of media content monitoring and its contribution to enhancing the quality of local media.	Organizational effectiveness index	Office of Experts	August 2023
	Supporting the endeavors of civil society organizations dedicated	The indicator measuring	Monitoring Department, Office	January-November 2023

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	to monitoring media content and combating hate speech and media misinformation.	of Experts, and Administrative and Financial Affairs and Legal Affairs	
Combating Media Misinformation	Assisting the "Akd.ly" platform in preparing fifty reports designed to uncover misleading information regarding Libya, which adversely affects the nation and its inhabitants.	Monitoring Department, Office of Experts, and Administrative and Financial Affairs and Legal Affairs	January to December 2023



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