

**INTERNATIONAL PROGRAMME  
FOR THE  
DEVELOPMENT OF COMMUNICATION**

*Collection of Basic Texts*

# IPDC

International Programme for the Development of Communication

UNESCO Communication and Information Sector

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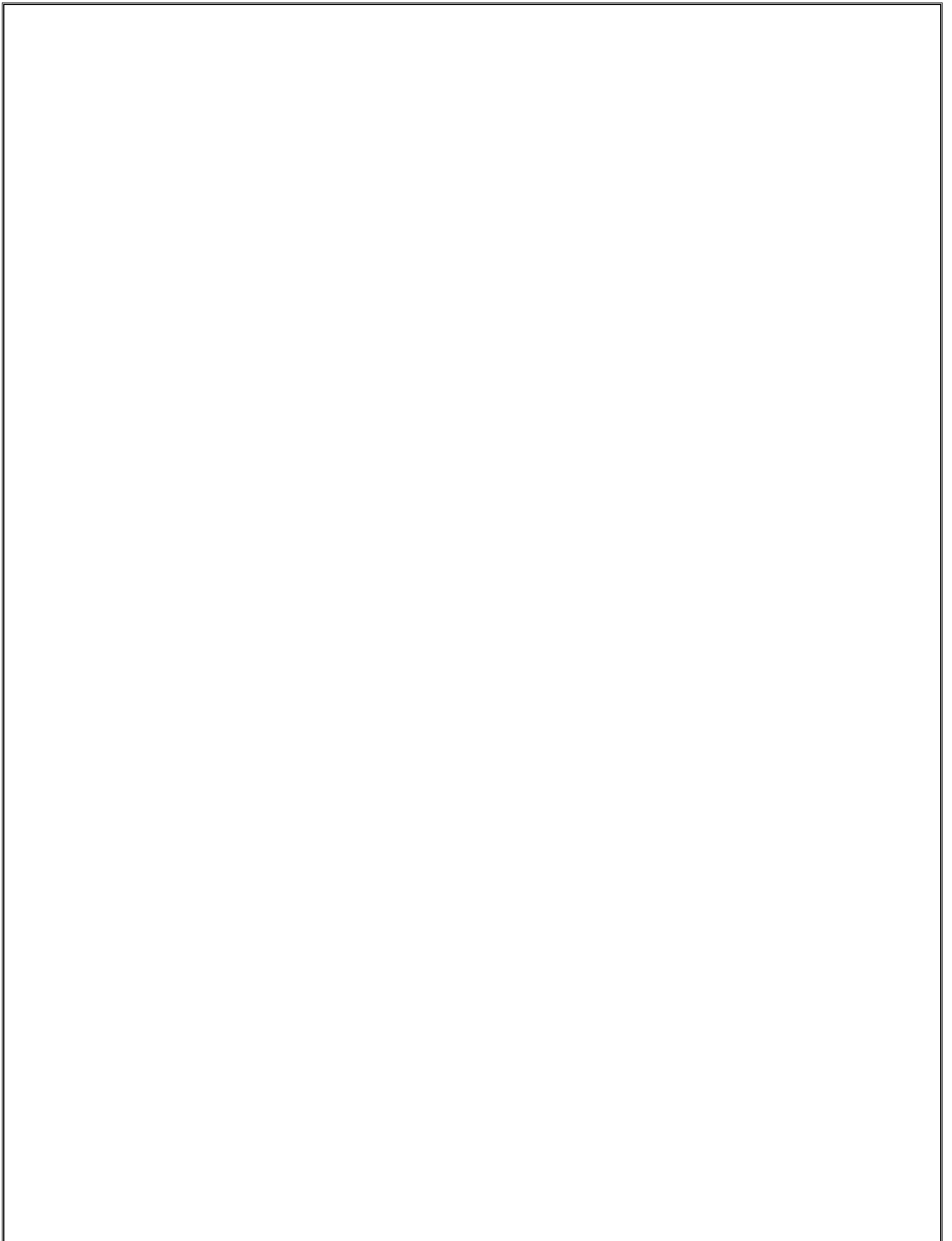
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## **RECOMMENDATION ON THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION**

**ADOPTED BY THE INTERGOVERNMENTAL CONFERENCE FOR CO-OPERATION ON ACTIVITIES,  
NEEDS AND PROGRAMMES FOR COMMUNICATION DEVELOPMENT, PARIS, 14-21 APRIL 1980.**

The Conference,

1. **Conscious** of the increasing role of communication among peoples and nations in promoting political, economic, social, scientific, educational and cultural progress, as well as in improving mutual understanding, strengthening international peace and safeguarding national sovereignty and cultural identity,
2. **Conscious** of the close relationship linking the concepts, objectives and results of the overall development of each country and of all countries with the systems, practices, means and infrastructures of social communication,
3. **Noting** the deplorable situations of dependence and the significant inequalities of a technological, professional, material and financial nature which exist between developed countries and developing countries in most fields of communication, and further noting calls for larger participation in, and democratization of, international relations in the field of information and for the overcoming of vestiges of colonialism,
4. **Observing** also that the circulation of information among countries still shows numerous deficiencies,
5. **Reaffirming** that it is indispensable to change the state of dependency of developing countries in the field of information and communication by assuring a wider and better balanced circulation and dissemination of information among all partners and by guaranteeing the diversity of sources and free access to information,
6. **Underlining** that pursuit of the objectives and elimination of the obstacles cited above depends on strengthening the potential of developing countries in the different fields of communication,
7. **Underlining** the need to establish a new international information and communication order, as indicated in the relevant resolutions adopted by the General Conference of UNESCO at its twentieth session,
8. **Considering** that international co-operation in the field of communication development should take place on the basis of equality, justice, mutual advantage and the principles of international law, and mindful of the fundamental contribution that the information media and mass communications can make to the establishment of a new international economic order, the strengthening of peace and international understanding, the realization of the goal of general and complete disarmament under effective international control, the promotion of universal respect for human rights and the struggle against racism, apartheid and colonialism,
9. **Considering** that assistance to developing countries should not be politically tied and that favorable conditions should be enhanced to facilitate better access to modern communication technology for developing countries,
10. **Recalling** the 'Declaration on Fundamental Principles concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding, to the Promotion of Human Rights and to Countering Racism, Apartheid and Incitement to War', adopted by the General Conference of UNESCO at its twentieth session, in particular Article VI, which states that in order to achieve a new equilibrium and assure greater reciprocity in the flow of information it is essential that the mass media in developing countries 'should have conditions and resources enabling them to gain strength and expand, and to co-operate both among themselves and with the mass media in developed countries,

11. **Recalling** resolution 4/9.4/2, adopted at the twentieth session of the General Conference of UNESCO, requesting the Director-General to intensify and encourage communications development and to hold consultations designed to lead to the provision to developing countries of technological and other means for promoting a free flow and a wider and better balanced exchange of information of all kinds, and inviting him, for this purpose, to convene as early as possible after the conclusion of its twentieth session a planning meeting of representatives of governments, to develop a proposal for institutional arrangements to systematize collaborative consultation on communications development activities, needs and plans,
12. **Recalling** propositions made by the delegates of certain developed countries during the twentieth session of UNESCO's General Conference to engage in technical co-operation and practical assistance,
13. **Recalling** also the resolutions adopted by the General Assembly of the United Nations at its 33rd and 34th sessions, supporting the action undertaken by UNESCO and the orientations it has adopted in the field of communication,
14. **Recalling** resolution 34/181 adopted by the 34th session of the General Assembly of the United Nations which asks the Director-General of UNESCO to study, among other alternatives, the possibility of creating, under the auspices of UNESCO, an international fund for the development of communication,
15. **Recalling** also resolution 34/182 adopted by the General Assembly of the United Nations at its 34th session recognizing in particular the central and important role of UNESCO in the field of information and mass communications and in the implementation of decisions relating thereto,
16. **Reaffirming** the need to strengthen the cooperation and co-ordination between the institutions of the United Nations system which deal with different aspects of communication and contribute to operational action for the development of communication systems,
17. **Recalling** in this context the notable role already played in communications development by several agencies of the United Nations system and particularly the International Telecommunication Union (ITU), which has been given the responsibility for establishing an integrated worldwide telecommunications network,
18. **Reaffirming** that in order to reduce the existing gaps in communication within, as well as among, nations it is indispensable to develop appropriate infrastructures, equipment, training programmes, resources and means in developing countries in order to increase their indigenous capacity for the production and distribution of messages,
19. **Recognizing** the necessity for all countries to utilize fully all possible forms of mutual consultation, co-operation and assistance, both multilateral and bilateral, to accelerate the development and improvement of communication and information systems,
20. **Observing** that signs of solidarity are appearing within the international community to correct in different fields, including communication, the present disequilibrium between developed and developing countries, and anxious to transform these signs of constructive solidarity into concrete actions,
21. **Recalling** that the existing disparity in communication among different countries will not be eliminated by the mere material development of infrastructures and professional resources and by the transfer of know-how and technologies but that the solution depends also on the elimination of all political, ideological, psychological, economic and technical obstacles which run counter to the development of independent national communication systems and to a freer, wider and more balanced circulation of information,

## I

**Recommends** Member States, taking into account the objectives of their national communication development policies and priorities:

- (i) to promote the formulation, at national and regional levels, of general communication development policies in order to facilitate the mobilization of available human and material resources, while ensuring the coherent coordination and planning of their use;
- (ii) to identify the priority areas in national investment plans and communication development programmes which justify support and financing by competent national or international bodies;
- (iii) to make provision in economic, social and cultural development projects for the necessary facilities for the acquisition, installation and operation of different means of information and communication to meet professional needs, as well as for the production of telecommunication and information material and equipment;
- (iv) to contribute to the creation and consolidation of appropriate systems of communication at the material and logistic level, taking into account the requirements of endogenous development;
- (v) to take appropriate measures to overcome, more effectively than in the past, the different political, economic, commercial, financial and technical obstacles which hamper the introduction of conditions conducive to the freer and better balanced exchange of information;
- (vi) to undertake measures such as will stimulate the efforts of the developing countries, by increasing resources from various countries and ensuring the harmonious utilization of available national and international means;
- (vii) to give highest priority, in their co-operation agreements, to the creation or development of the national and regional infrastructures which are necessary for communication, to the improvement of professional and technical training as well as to the setting up of production structures to ensure a more balanced exchange of information and cultural products;
- (viii) to intensify substantially their efforts in the various fields of technical assistance in the form of training, expertise, equipment, etc.;

## II

**Recommends** international and regional organizations, and especially those belonging to the United Nations system:

- (i) to intensify their reciprocal co-operation with a view to the more effective utilization of their existing or potential human and material resources, in the communication development field, in support of the common aims which these organizations pursue;
- (ii) to provide additional resources to information and communication development programmes, and to support efforts made by developing countries to set up infrastructures and facilities for social communication, telecommunication or informatics which will enable them to transmit or receive information of all kinds at an acceptable cost;
- (iii) to contribute to the development of the training of specialized professionals and skilled personnel so as to master different communication technologies;

## III

Invites the Director-General of UNESCO in conformity with resolution 4/9.4/2 adopted at the twentieth session of the General Conference, to submit to the General Conference, at its next session, a project for the establishment, within the framework of UNESCO, of an International Programme for the Development of Communication;

**Recommends** that the main objectives of this programme should be:

- (i) to assist developing countries, at their request, in the elaboration and implementation of their information and communication development plans, as well as in the identification of needs and priority areas;
- (ii) to promote in developing countries, in accordance with their communication policies and development plans, the creation or extension of infrastructures for the different communication sectors, in order, in particular, to increase the contribution of the means of communication to endogenous economic, social and cultural development, as well as to promote improved international exchange of information;
- (iii) to proceed with the analysis of technical and financial needs and resources in the fields of information and communication at national and international levels;
- (iv) to ensure reciprocal consultation and better coordination among the parties interested in the development of communication and in various related programmes of co-operation;
- (v) to pursue all available avenues, both public and private, for the securing of funds and other resources to support projects or classes of projects of communications development;
- (vi) to bring together proposed projects with sources of financial and other help that it may have obtained or identified;
- (vii) to encourage contributions to these projects from all possible financing sources, in accordance with such plans and common interests as may emerge;
- (viii) to strengthen co-operation and co-ordination of UNESCO's activities with other Specialized Agencies concerned, especially with the International Telecommunication Union (ITU);
- (ix) to give particular attention, at an early stage of its activities, to the promotion of viable regional institutional arrangements which should assist the programme in pursuing the above-mentioned objectives, through integrated regional co-operation in the field of communication development; in this connection, regional communication institutions established with UNESCO's assistance should be encouraged to play an extensive role in the planning and execution of regional projects within the programme;
- (x) to provide consultative and advisory services to the developing countries in the field of communications development, with a view to making optimum use of available resources;
- (xi) to take measures to promote the awareness of all parties concerned (be they developing or developed countries, international organizations and agencies of the United Nations system, non-governmental organizations or other public and private bodies active in this field) of the important role that communication plays in the development process, thus contributing to mobilize technical and financial resources necessary to the pursuance of the objectives of the programme;
- (xii) to encourage maximum co-operation, coordination and concentration of efforts among all who are interested in national or international communications development;
- (xiii) to support, particularly among developing countries, the conclusion of arrangements on the exchange of information, programmes and experience and on co-operation and coproduction between radio and television organizations, news agencies and journalists' associations;
- (xiv) to prepare studies based on experience gained in international co-operation in the field of information and communication development, particularly between developing and developed countries;

#### IV

**Recommends that:**

- (i) the International Programme for the Development of Communication should be coordinated by an Intergovernmental Council composed of 35 Member States elected by and responsible to the General Conference of UNESCO on the basis of equitable geographical distribution and applying the principle of rotation. It will be the task of the Intergovernmental Council to implement the objectives set out in this recommendation. In its deliberations, priority should



be given to seeking a consensus. The Intergovernmental Council will administer funds which may be contributed to the programme to promote communication development in the developing countries and allocate them to projects and programmes in accordance with criteria and priorities it will define;

- (ii) the organizations and agencies of the United Nations system, as well as other intergovernmental and non-governmental organizations and professional groups which are active in the field of communication development, should be closely associated with the activities of the Intergovernmental Council so as to play a significant role in the accomplishment of its objectives;

**Invites** the Director-General of UNESCO:

- (a) to take the necessary steps to facilitate the establishment and functioning of the International Programme for the Development of Communication;
- (b) to consult with appropriate organizations of the United Nations system with a view to establishing a consultative framework in which to co-ordinate and harmonize the communication development efforts of each;
- (c) to put at the disposal of the Intergovernmental Council the necessary secretariat. The director of the secretariat will be appointed by the Director-General on the recommendation of the Intergovernmental Council, following those provisions of the Constitution of UNESCO and of prevailing procedures that lead towards this end;

## V

**Recommends** that, to secure satisfactory implementation of the International Programme for the Development of Communication, additional resources should be sought from all possible sources - developing and developed countries, international organizations and agencies of the United Nations system as well as other intergovernmental and non-governmental organizations, professional groups and other available sources - in the form of financial means, manpower, materials, technology and training for the development of communication. To this effect an appropriate system of financing and resources should be established;

## VI

**Requests** the Director-General to make the appropriate arrangements, in consultation with the Intergovernmental Council, to mobilize the resources needed for the International Programme, and to seek contributions from Member States and other parties concerned;

## VII

**Expresses** the conviction that the gradual implementation of these recommendations constitutes an essential stage on the way to the establishment of a new, more just and more effective world information and communication order.

## INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

RESOLUTION 4/21 ADOPTED AT THE TWENTY-FIRST SESSION OF THE GENERAL CONFERENCE OF UNESCO, BELGRADE, OCTOBER 1980.

### *The General Conference,*

**Recalling** resolution 4/9.1/3 adopted at its twentieth session, calling for the establishment of 'a new, more just and more effective world information and communication order',

**Conscious** of the Declaration on Fundamental Principles concerning the Contribution of the Mass Media to the Strengthening of Peace and International Understanding, to the Promotion of Human Rights and to Countering Racism, Apartheid and Incitement to War,

**Taking note of** the declarations and recommendations of the Intergovernmental Conferences on Communication Policies held at San José in July 1976, Kuala Lumpur in February 1979 and Yaoundé in July 1980,

**Recalling** also resolution 4/9.4/2 adopted at its twentieth session, requesting the Director-General to encourage and intensify communication development and to convene for this purpose a planning meeting of the representatives of governments to develop a proposal for institutional arrangements to systematize collaborative consultation on communications development activities, needs and plans,

**Appreciating** the Director-General's prompt action in convening the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development (DEVCOM), held in Paris in April 1980,

**Taking note of** the recommendation of the Intergovernmental Conference inviting the Director-General to submit to the General Conference a project for the establishment, within the framework of UNESCO, of an International Programme for the Development of Communication (IPDC),

**Taking** fully into account the line of action suggested in the document submitted to this session and entitled 'Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development - Director-General's Report and Proposals' (21 C/86),

**Stressing** that this international programme, aiming to increase co-operation and assistance for the development of communication infrastructures and to reduce the gap between various countries in the communication field, must form part of the efforts for the establishment of a new, more just and more effective world information and communication order,

### I

**1. Approves** the recommendation on the International Programme for the Development of Communication, adopted by consensus at the Intergovernmental Conference.

### II

#### **2. Resolves:**

(a) to establish, within the framework of UNESCO, an International Programme for the Development of Communication (IPDC) in accordance with the provisions of Parts III to VI of the aforementioned recommendation, which define the objectives, competence and measures necessary for the effective functioning of the programme;

(b) to set up without delay the appropriate system of financing and resources, referred to in Parts V and VI of the recommendation;

(c) to adopt the Statutes of the Intergovernmental Council of the International Programme for the Development of Communication.

d) to elect the Intergovernmental Council composed of 35 Member States, on the basis of equitable geographical distribution and applying the principles of rotation, as a coordinating body responsible to the General Conference of UNESCO, with the task of implementing the objectives of IPDC;

### III

**3. Invites** Member States to take appropriate self-reliant measures for the more intensive development of communication facilities and activities, and further invites them, as well as various international organizations and relevant non-governmental and professional associations, to collaborate extensively between themselves and with UNESCO in the fields of communication development and to lend their support to the activities of IPDC, bearing in mind that implementation of the objectives of the International Programme for the Development of Communication needs the co-operation of all those interested and concerned;

### IV

**4. Invites** the Director-General:

(a) to take appropriate measures and make necessary arrangements, in the context of existing programme activities and staffing (more particularly in the framework of Objective 9.4), which will facilitate the establishment, development and efficient implementation of IPDC;

(b) to set up the necessary secretariat to assist the Intergovernmental Council as soon as possible, in accordance with the Statutes of the Council;

(c) to make available within the framework of the approved regular budget for 1981-1983 the sum of \$1,750,000 for launching and implementing the initial phase of IPDC;

(d) to take necessary action leading to the establishment of an inter-agency working group of the appropriate organizations in the United Nations system, bearing in mind that wider co-operation between UNESCO, the United Nations and the various Specialized Agencies and other bodies having competence in this field is vital for the satisfactory implementation of IPDC;

(e) to make the appropriate arrangements, in consultation with the Intergovernmental Council, to mobilize resources needed for the International Programme and to seek contributions from Member States and other parties concerned;

(f) to explore, in consultation with the Intergovernmental Council, among other alternatives, the possibilities of elevating the appropriate system of financing and resources to the status of an international fund within the framework of UNESCO;

### V

**5. Expresses** its hope that all developed and developing countries, organizations and agencies of the United Nations system as well as other intergovernmental and non-governmental organizations, professional groups and other available sources will lend their support to the expansion of IPDC resources, in the form of finances, manpower, materials, technology and training, for a speedy and satisfactory implementation of the International Programme for the Development of Communication;

**6. Invites** the Intergovernmental Council to submit to the General Conference of UNESCO at its twenty-second session the first report on its activities, in conformity with Article 11 of the Statutes;

**7. Expresses** the conviction that the progressive implementation of these recommendations constitutes an essential stage towards the establishment of a new, more just and more effective world information and communication order.

**AMENDMENTS TO THE STATUTES OF THE INTERNATIONAL PROGRAMME FOR  
THE DEVELOPMENT OF COMMUNICATION (IPDC)**

**RESOLUTION 43/32 ADOPTED ON THE REPORT OF COMMISSION V AT THE 18TH PLENARY MEETING,  
ON 15 OCTOBER 2003.**

*The General Conference,*

*Recalling* resolution 4/21 concerning the International Programme for the Development of Communication (with annexes) adopted at its 21st session in 1980,

*Stressing* the importance of the New Communication Strategy, unanimously adopted at its 25th session in 1989, which requested the Organization to encourage the free flow of information, at international as well as national levels, to promote its wider and better balanced dissemination, without any obstacle to the freedom of expression, and to strengthen communication capacities in the developing countries in order to increase their participation in the communication process (25 C/Resolution 104),

*Noting with satisfaction* that the International Programme for the Development of Communication became the main operational instrument of the New Communication Strategy, funding hundreds of projects in developing countries with the main objective of developing communication capacities, both human (through training) and structural (through technology upgrades),

*Taking into account* resolution 51/172 on “Communication for development programmes in the United Nations system”, adopted by the United Nations General Assembly in 1996, which, *inter alia*, “stresses the need to support two-way communication systems that enable dialogue and that allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development” and “recognizes the relevance for concerned actors, ... policymakers and decision-makers to attribute increased importance to communication for development, and encourages them to include it as an integral component in the development of projects and programmes”,

*Recalling* resolution 4.6 on “Promotion of independent and pluralist media” adopted at its 28th session in 1995, as well as resolutions 34 and 35 adopted at its 29th session in 1997 which stressed the outstanding importance of and endorsed the declarations of regional seminars to promote press freedom, and independent and pluralistic media (Windhoek, Almaty, Santiago, Sana’a and Sofia) and invited the members of the Intergovernmental Council of the International Programme for the Development of Communication to take the Declarations into account when selecting the projects that will be financed by this programme,

*Mindful* of the resolutions “Information in the Service of Humanity” (55/136A, 56/64A, 57/130A) adopted by the United Nations General Assembly respectively at its fifty-fifth, fifty-sixth and fifty-seventh sessions in 2000, 2001 and 2002, which urge all countries, organizations of the United Nations system and all others concerned “to provide full support for the International Programme for the Development of Communication of the United Nations Educational, Scientific and Cultural Organization, which should support both public and private media”,

*Bearing in mind* that traditional media, especially radio, reinforced by innovative applications of ICTs, are capable of reaching entire populations with knowledge and information, contributing to the achievement of the Millennium Development Goals, and *therefore reiterating* that media development continues to be of vital importance to many countries that have limited access to the advanced modes of news and information dissemination,

1. *Stresses* that the objective of IPDC is to contribute to sustainable development, democracy and good governance by fostering universal access to and distribution of information and knowledge by strengthening the capacities of the developing countries and countries in transition in the field of electronic media and the printed press;

2. *Notes with satisfaction* that the IPDC's ongoing reform process, launched in the framework of UNESCO's comprehensive reforms, has already enabled a number of important aspects of the Programme's functioning to be improved and *recalls* the decisions approved by the Intergovernmental Council on new procedures related to preparation, selection, implementation, monitoring and evaluation of IPDC projects, and promotion of the best practices and project achievements, as well as on proactive fund-raising policy;

3. *Expresses its gratitude* to the donor countries, which have already supported the Programme through their contributions to the IPDC Special Account as well as through funds-in-trust and contributions-in-kind;

4. *Recommends* further concentration of the Programme on a limited number of well-defined innovative and catalytic projects taking into consideration, and in cooperation with, other projects of intergovernmental and non-governmental organizations, and *welcomes* the fact that the highest priority is given to national, regional and interregional projects in the following areas:

- promotion of freedom of expression and media pluralism;
- development of community media;
- human resource development;
- promotion of international partnership;

5. *Refers* to the decision adopted by the Intergovernmental Council at its 22nd session stating that “the IPDC Council should proceed with a revision of the IPDC statutory documents and updating the rules and regulations of the programme”;

6. *Decides* to amend the Statutes of the Intergovernmental Council of the International Programme for the Development of Communication as follows:

#### *Article 2*

1. The Council shall be composed of 39 Member States of the United Nations Educational, Scientific and Cultural Organization, elected by the General Conference, taking into account the need to ensure equitable geographical distribution and appropriate rotation.

2. (Unchanged.)

3. Each retiring member shall be replaced by a member belonging to the same regional group.

4. (Unchanged.)

5. (Unchanged.)

6. The persons appointed by Member States as their representatives on the Council shall preferably be specialists in the fields covered by the International Programme for the Development of Communication.

#### *Article 3*

1. The Council shall normally meet in regular plenary session once every two years. Extraordinary sessions may be convened as specified in the Council's Rules of Procedure.

#### *Article 5*

Within the framework of the decisions of the General Conference concerning the International Programme for the Development of Communication, the Council shall be responsible for:

- (a) Policy-making, guiding the planning and implementation of the Programme;

- (b) Approving priorities of the Programme;
- (c) Reviewing and assessing achievements on the basis of implementation and evaluation reports on the projects and defining the basic areas requiring increased international cooperation;
- (d) Reviewing ways and means whereby Member States might participate more effectively in the International Programme for the Development of Communication;
- (e) Approving an appropriate system of financing for the Programme in order to secure the necessary resources for the benefit of those requesting assistance from the Programme;
- (f) Awarding of the IPDC-UNESCO Prize for Rural Communication.

*Article 6*

1. At the beginning of its first session, and subsequently whenever the membership of the Council is changed by the General Conference in accordance with Article 2 above, the Council shall elect a Chairperson, three Vice-Chairpersons, a Rapporteur and three other members; these shall form the Council's Bureau. The members of the Bureau who are representatives of Member States of UNESCO shall preferably be specialists in the fields covered by the International Programme for the Development of Communication. They shall remain in office until a new Bureau has been elected.
2. The Bureau shall discharge such duties as the Council may lay upon it. The Bureau shall assume full responsibility for project selection, approval and allocation of funds from the Special Account and plan the organization of work of the Council session. The Bureau shall act as jury for selecting the winner of the IPDC-UNESCO Prize for Rural Communication.

3. (Unchanged.)

*Article 7*

1. (Unchanged.)

2. (Unchanged.)

3. The Council shall lay down the conditions under which other international governmental or nongovernmental organizations, public and private foundations and other bodies concerned may be invited to participate in its proceedings without the right to vote. The Council shall also lay down the conditions under which certain particularly well-qualified persons may be consulted on matters within their competence.

*Article 8*

1. The Secretariat of the IPDC Intergovernmental Council shall be provided by the Director-General of UNESCO, who shall place at the Council's disposal the staff and other means required for its operation.

2. (Unchanged.)

*Article 9*

1. (Unchanged.)

2. Member States shall bear the expenses of the participation of their representatives in sessions of the Council, its Bureau and working groups with the exception of representatives of Least Developed Countries (LDCs), whose expenses shall be covered by an appropriation voted for this purpose by the General Conference of UNESCO.

3. Voluntary contributions to the established IPDC Special Account shall be accepted, as will funds-in-trust and contributions in kind for concrete projects and activities, in accordance with the Financial Regulations of UNESCO.

**STATUTES OF THE INTERGOVERNMENTAL COUNCIL OF THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION (IPDC)**

**ADOPTED AT THE TWENTY-FIRST SESSION OF THE GENERAL CONFERENCE OF UNESCO, BELGRADE, OCTOBER 1980 (RESOLUTION 4/21) AND AMENDED AT THE THIRTY-SECOND SESSION OF THE GENERAL CONFERENCE OF UNESCO, PARIS, OCTOBER 2003 (RESOLUTION 43/32).**

***Article 1***

An Intergovernmental Council of the International Programme for the Development of Communication is hereby established within the United Nations Educational, Scientific and Cultural Organization.

***Article 2***

1. The Council shall be composed of 39 Member States<sup>1</sup> of the United Nations Educational, Scientific and Cultural Organization, elected by the General Conference, taking into account the need to ensure equitable geographical distribution and appropriate rotation.
2. The term of office of Members of the Council shall extend from the end of the ordinary session of the General Conference during which they are elected until the end of its second subsequent ordinary session.
3. Each retiring member shall be replaced by a member belonging to the same regional group.
4. Members of the Council shall be immediately eligible for re-election.
5. The Council may make recommendations concerning its own membership to the General Conference.
6. The persons appointed by Member States as their representatives on the Council shall preferably be specialists in the fields covered by the International Programme for the Development of Communication.

***Article 3***

The Council shall normally meet in regular plenary session once every two years. Extraordinary sessions may be convened as specified in the Council's Rules of Procedure.

***Article 4***

1. The Council shall adopt its own Rules of Procedure.
2. Under its Rules of Procedure, the Council may establish whatever subsidiary bodies it considers appropriate, provided that the necessary financial resources are available.

***Article 5***

Within the framework of the decisions of the General Conference concerning the International Programme for the Development of Communication, the Council shall be responsible for:

- (a) Policy-making, guiding the planning and implementation of the Programme;
- (b) Approving priorities of the Programme;
- (c) Reviewing and assessing achievements on the basis of implementation and evaluation reports on the projects and defining the basic areas requiring increased international cooperation;

- (d) Reviewing ways and means whereby Member States might participate more effectively in the International Programme for the Development of Communication;
- (e) Approving an appropriate system of financing for the Programme in order to secure the necessary resources for the benefit of those requesting assistance from the Programme;
- (f) Awarding of the IPDC-UNESCO Prize for Rural Communication.

#### ***Article 6***

1. At the beginning of its first session, and subsequently whenever the membership of the Council is changed by the General Conference in accordance with Article 2 above, the Council shall elect a Chairperson, three Vice-Chairpersons, a Rapporteur and three other members; these shall form the Council's Bureau. The members of the Bureau who are representatives of Member States of UNESCO shall preferably be specialists in the fields covered by the International Programme for the Development of Communication. They shall remain in office until a new Bureau has been elected.
2. The Bureau shall discharge such duties as the Council may lay upon it. The Bureau shall assume full responsibility for project selection, approval and allocation of funds from the Special Account and plan the organization of work of the Council session. The Bureau shall act as jury for selecting the winner of the IPDC-UNESCO Prize for Rural Communication.
3. Meetings of the Bureau may be convened between meetings of the Council at the request of an absolute majority of the Council's members, at the request of the Director-General of UNESCO or at the request of half the members of the Bureau.

#### ***Article 7***

1. Member States and Associate Members of UNESCO which are not members of the Council may send observers to all meetings of the Council or its subsidiary bodies.
2. Representatives of the United Nations and other organizations of the United Nations system supporting the Programme may take part, without the right to vote, in all meetings of the Council and its subsidiary bodies.
3. The Council shall lay down the conditions under which other international governmental or nongovernmental organizations, public and private foundations and other bodies concerned may be invited to participate in its proceedings without the right to vote. The Council shall also lay down the conditions under which certain particularly well-qualified persons may be consulted on matters within their competence.

#### ***Article 8***

1. The Secretariat of the IPDC Intergovernmental Council shall be provided by the Director-General of UNESCO, who shall place at the Council's disposal the staff and other means required for its operation.
2. The secretariat, under the authority of the Director-General, shall carry out the administrative work necessary for the implementation of the International Programme for the Development of Communication and for the sessions of the Council or the meetings of its Bureau.



### ***Article 9***

1. The running expenses of the Council and its subsidiary bodies shall be covered by appropriations voted for this purpose by the General Conference of the United Nations Educational, Scientific and Cultural Organization.
2. Member States shall bear the expenses of the participation of their representatives in sessions of the Council, its Bureau and working groups with the exception of representatives of Least Developed Countries (LDCs), whose expenses shall be covered by an appropriation voted for this purpose by the General Conference of UNESCO.
3. Voluntary contributions to the established IPDC Special Account shall be accepted, as will funds-in-trust and contributions in kind for concrete projects and activities, in accordance with the Financial Regulations of UNESCO.

### ***Article 10***

The Director-General shall submit to the Council, at each of its sessions, a report on the implementation of the International Programme for the Development of Communication. He shall report to the General Conference on the implementation of the Programme, particularly as it relates to the Regular Programme of the Organization and the activities of other agencies of the United Nations system.

### ***Article 11***

The Council shall submit reports on its activities to the General Conference of the United Nations Educational, Scientific and Cultural" Organization at each of its ordinary sessions.

**RULES OF PROCEDURE THE INTERGOVERNMENTAL COUNCIL OF THE  
INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION  
(IPDC)**

**Rule 1 – Membership**

- |                             |     |  |
|-----------------------------|-----|--|
| Art. 2.1 of<br>the Statutes | 1.1 | The Council shall be composed of 39 Member States of the United Nations Educational, Scientific and Cultural Organization, elected by the General Conference, taking into account the need to ensure equitable geographical distribution and appropriate rotation. |
| Art. 2.2 of<br>the Statutes | 1.2 | The term of office of members of the Council shall extend from the end of the ordinary session of the General Conference during which they are elected until the end of its second subsequent ordinary session.  |
| Art. 2.3 of<br>the Statutes | 1.3 | Each retiring members shall be replaced by a member belonging to the same regional group.  |
| Art. 2.4 of<br>the Statutes | 1.4 | Members of the Council shall be immediately eligible for re-election.  |

**Rule 2 – Functions**

Within the framework of the decisions of the General Conference concerning the International Programme for the Development of Communication, the Council shall be responsible for performing the functions assigned to it by Article 5 of its Statutes as adopted by the General Conference.

**Rule 3 – Sessions**

- |                           |            |   |
|---------------------------|------------|---|
| Art. 3 of<br>the Statutes | <b>3.1</b> | The Council shall normally meet in regular plenary session once in two years.   |
|                           | 3.2        | Regular plenary sessions are convened by the Director-General in accordance with the Council's decisions.   |
|                           | 3.3        | The Council shall normally meet at the Headquarters of UNESCO. It may meet elsewhere at the invitation of a Member State upon a majority decision of its members, after consulting the Director-General.  |
|                           | 3.4        | Extraordinary sessions may be convened either by decision of the Council itself, or at the request of the Director-General, or at the request of at least one third of its members. In the latter two cases, the convening of the Council shall be subject to the prior agreement of the majority of its members, which agreement shall be communicated to the Director-General. The place and date of extraordinary sessions shall be determined by the Director-General, after consulting the members of the Bureau, unless already determined by the Council |

when deciding itself to hold an extraordinary session.

- 3.5 All Member States and Associate Members shall be informed in good time of the date and place of the Council's sessions.

#### **Rule 4 - Representatives and observers**

Art. 7.1 of the Statutes 4.1 Member States and Associate Members of UNESCO which are not members of the Council may send observers to all meetings of the Council or its subsidiary bodies.

Art. 7.2 of the Statutes 4.2 Representatives of the United Nations and other organizations of the United Nations system supporting the programme may take part, without the right to vote, in all meetings of the Council and its subsidiary bodies.

- 4.3 Organizations of the United Nations system with which UNESCO has concluded mutual representation agreements may send representatives to the meetings of the Council and its subsidiary bodies.

Art. 7.3 of the Statutes 4.4 The Council shall lay down the conditions under which other international governmental or non-governmental organizations, public and private foundations and other bodies may be invited to participate in its proceedings without the right to vote. The Council shall also lay down the conditions under which certain particularly well-qualified persons might be consulted on matters within their competence.

#### **Rule 5 - Provisional agenda**

- 5.1 The provisional agenda of the sessions shall be prepared by the Director-General after consulting the members of the Bureau.

- 5.2 The provisional agenda shall be communicated to the members of the Council at least two months before the opening of each session.

- 5.3 The provisional agenda shall also be communicated to Member States and Associate Members of UNESCO which are not members of the Council, as well as to the organizations of the United Nations system supporting the programme and to the other organizations, both governmental and non-governmental, which have been invited, in accordance with the provisions of paragraphs 4.3 and 4.4 of Rule 4 above, to participate, without the right to vote, in the proceedings of the Council.

## **Rule 6 - Adoption of the agenda**

At the beginning of each session, the Council shall adopt the agenda for that session.

## **Rule 7 - Amendments, deletions and new items**

The Council may, during a session, modify the order of items on the agenda or add or delete items. A two-thirds majority of the members present and voting shall be required for the addition of any item to the adopted agenda.

## **Rule 8 – Bureau**

- Art. 6.1 of the Statutes
- 8.1 At the beginning of its first session, and subsequently whenever the membership of the Council is changed by the General Conference in accordance with Article 2 above, the Council shall elect a Chairperson, three Vice-Chairpersons, a Rapporteur and three other members; these shall form the Council's Bureau. The members of the Bureau who are representatives of Member States of UNESCO shall preferably be specialists in the fields covered by the International Programme for the Development of Communication. They shall remain in office until a new Bureau has been elected.
- 8.2 Members of the Bureau are eligible for re-election.
- 8.3 Meetings of the Bureau may be convened between meetings of the Council at the request of the majority of the members of the Council or of the Bureau, or at the request of the Director-General of UNESCO. In such case the reasons for convening the meeting of the Bureau shall be stated in the request therefor.

## **Rule 9 - General powers of the Chairman**

- 9.1 In addition to exercising the powers conferred upon him elsewhere by these Rules, the Chairman shall have the following powers: he shall declare the opening and closing of meetings, direct the discussions, ensure observance of these Rules, accord the right to speak, put questions to the vote and announce decisions. He shall rule on points of order and, taking account of the provisions of these Rules, shall control the proceedings and the maintenance of order.
- 9.2 If the Chairman ceases to represent a state member of the Council or is so incapacitated that he can no longer hold office, one of the Vice-Chairmen shall become Chairman for the unexpired portion of the term of office. If that Vice Chairman also ceases to represent a state member of the Council or is so incapacitated that he can no longer hold office, another Vice-Chairman shall become Chairman for the unexpired portion of the term of office.

### **Rule 10 - Functions of Vice-Chairmen**

In the absence of the Chairman during a session, his functions shall be exercised in turn by the Vice-Chairmen.

### **Rule 11I - Subsidiary bodies and ad hoc committees**

In order to perform the duties assigned to it by its Statutes, the Council may establish whatever subsidiary bodies it deems necessary for the conduct of its work within the limits of the appropriations voted by the General Conference.

### **Rule 12 – Secretariat**

- 12.1 The Director-General of UNESCO or his representative shall participate in the work of the Council, its Bureau or its subsidiary bodies, without the right to vote. They may at any time submit either oral or written statements to the Council or to any subsidiary body on any question under consideration.
- Art. 8.1 of the Statutes 12.2 The Secretariat of the IPDC Intergovernmental Council shall be provided by the Director-General of UNESCO, who shall place at the Council's disposal the staff and other means required for its operation.
- Art. 8.2 of the Statutes 12.3 The secretariat, under the authority of the Director-General, shall carry out the administrative work necessary for the implementation of the International Programme for the Development of Communication and for the sessions of the Council or the meetings of its Bureau.
- 12.4 The Director of the Programme shall attend all meetings of the Council, its subsidiary bodies and the Bureau.

### **Rule 13 - Working languages**

Arabic, Chinese, English, French, Russian and Spanish shall be the working languages of the Council. Simultaneous interpretation shall be provided in these six languages, however, documents shall be prepared only in English and French.

### **Rule 14 - Use of other languages**

Any speaker may speak in a language other than the working languages in use for a particular session of the Council or a subsidiary body on the condition that he provides for the interpretation of his speech into one of the said working languages.

### **Rule 15 - Working documents**

The working documents of each session of the Council shall, as a rule, be communicated to the members six weeks before the opening of each session.

### **Rule 16 - Reports**

The Council shall submit reports on its activities to the General Conference of UNESCO at each of its ordinary sessions.

### **Rule 17 - Quorum**

- 17.1 A majority of the state members of the Council shall constitute a quorum.
- 17.2 At meetings of subsidiary bodies of the Council a quorum shall be constituted by a majority of the states members of the Council which are members of the body in question.
- 17.3 If at meetings of subsidiary bodies, after ten minutes' adjournment, there is still no quorum as above defined, the Chairman may request the agreement of all members actually present temporarily to waive paragraph 17.2 above.

### **Rule 18 - Publicity of meetings**

All meetings of the Council shall be open to the public unless the Council decides otherwise.

### **Rule 19 - Right to speak**

- 19.1 Observers of Member States and representatives of organizations of the United Nations system as provided in paragraphs 4.1 and 4.2 of Rule 4 of these Rules may, with the authorization of the Chairman, participate in the debates of the Council or of its subsidiary bodies.
- 19.2 The observers provided for in subparagraph 4.4 may be authorized by the Chairman, after consulting the Council, to address the Council or its subsidiary bodies on matters within their competence.

### **Rule 20 - Order of speeches**

The Chairman shall call upon speakers in the order in which they have expressed the desire to speak.

### **Rule 21 - Time-limit on speeches**

The Council may limit the time to be allowed to each speaker.

### **Rule 22 - Points of order**

During the discussion on any matter, a representative of a state member of the Council may at any time raise a point of order, which shall forthwith be decided upon by the Chairman. Any representative may appeal against the ruling of the Chairman which can only be overruled by a majority of the members present and voting. A representative may not, in raising a point of order, speak on the substance off the matter under discussion.

### **Rule 23 - Suspension, adjournment, closure**

Any representative of a member of the Council may, at any time, propose the suspension or adjournment of a meeting or the adjournment or closure of a debate. Such a motion shall be put to the vote immediately and decided by a majority of the members present and voting. Subject to the provisions of Rule 21 above, the following motions shall have priority, in the order indicated below, over all other proposals or motions:

- (a) suspension of the meeting
- (b) adjournment of the meeting;
- (c) adjournment of the debate on the item under discussion;

### **Rule 24 - Voting rights**

Each member of the Council shall have one vote.

### **Rule 25 – Voting**

- 25.1 Decisions shall be taken by a majority of the members present and voting, except in the cases provided for in Rules 7, 30 and 31.
- 25.2 In the deliberations of the Council, priority should be given to seeking consensus.
- 25.3 For the purpose of these Rules, the phrase 'members present and voting' means members casting an affirmative or negative vote. Members who abstain from voting are considered as not voting.

### **Rule 26 - Show of hands and roll-call**

Voting shall normally be by show of hands. However, any member may, before the voting starts, request a roll-call. The vote or abstention of each member participating in a roll-call shall be recorded in the report.

### **Rule 27 - Voting on amendments**

- 27.1 When an amendment to a proposal is moved, the amendment shall be voted on first.

- 27.2 When two or more amendments to a proposal are moved, the Council shall first vote on the amendment deemed by the Chairman to be furthest removed from the original proposal and then on the amendment next furthest there from and so forth, until all amendments have been put to the vote. If one or more amendments are adopted, the amended proposal shall then be voted on. If no amendment is adopted, the proposal shall be put to the vote on its original form.
- 27.3 A motion is considered an amendment to a proposal if it adds to, deletes from or revises part of that proposal.

#### **Rule 28 - Secret ballot**

All elections shall be decided by secret ballot unless, in the absence of objections by any of its members, the Council decides otherwise.

#### **Rule 29 - Equally divided votes**

If a vote is equally divided, the proposal shall be regarded as rejected.

#### **Rule 30 – Amendment**

These Rules of Procedure except when they reproduce provisions of the Council Statutes or decisions of the General Conference, may be amended by a decision of the Council taken by a two-thirds majority of the members present and voting, provided that the proposal for amendment has been placed on the agenda.

#### **Rule 31 – Suspension**

Any provision of these Rules, with the exception of one which reproduces a clause of the Statutes or of a General Conference decision, may be suspended by a two-thirds majority of the members present and voting.



**STRENGTHENING OF THE INTERNATIONAL PROGRAMME FOR THE  
DEVELOPMENT OF COMMUNICATION (IPDC)**

**RESOLUTION 58/33 ADOPTED ON THE REPORT OF COMMISSION V AT ITS 19TH PLENARY MEETING,  
PARIS, 20 OCTOBER 2005.**

*The General Conference,*

*Noting with satisfaction* the report by the IPDC Intergovernmental Council on its activities and the results of the IPDC reforms carried out with a view to increasing efficiency in funding and implementation of media development projects,

*Stressing* its appreciation for the continued efforts of the IPDC donor countries, which enabled it to provide, during the current biennium, \$3 million for 120 regional and national projects in more than 70 countries,

*Emphasizing* that the objective of IPDC is to contribute to sustainable development, democracy and good governance by strengthening the capacities of the developing countries and countries in transition in the field of electronic media and the printed press,

*Recalling* the United Nations Millennium Declaration, in which Heads of State and Government resolved “to ensure the freedom of the media to perform their essential role and the right of the public to have access to information”,

*Recognizing* that traditional media, especially radio, are capable of reaching entire populations with information and knowledge, and therefore *reaffirming* that media development is of vital importance to the achievement of the Millennium Development Goals,

*Recalling* resolution 59/126 of 10 December 2004 by which the United Nations General Assembly reiterated its appeal to all countries, organizations of the United Nations system as a whole and all others concerned “to provide full support for the International Programme for the Development of Communication of the United Nations Educational, Scientific and Cultural Organization, which should support both public and private media”,

*Urges* all UNESCO’s Member States and, in particular, the developed countries to reinforce their financial commitment in support of IPDC so that it may continue to act as a major forum in the United Nations system to develop free and pluralistic media with a global approach to democratic development.

## DECISION ON MEDIA DEVELOPMENT INDICATORS

ADOPTED BY THE IPDC INTERGOVERNMENTAL COUNCIL AT ITS 26<sup>TH</sup> SESSION,  
PARIS, 27TH MARCH 2008.

### **The Intergovernmental Council,**

**Having considered and discussed** item 8 on the agenda of the 26<sup>th</sup> session of the Council “Follow-up to the World Summit on the Information Society: Action Line 9: Media”, particularly the report on Media Development Indicators elaborated by the Expert Group,

**Recalling** Article 19 of the Universal Declaration of Human Rights, which states “that everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers”

**Recalling** resolution 4.6 on the “Promotion of independent and pluralist media” adopted by the General Conference of UNESCO at its 28th session in 1995, as well as resolutions 34 and 35 adopted by the General Conference of UNESCO at its 29th session in 1997 which “stressed the outstanding importance of and endorsed the declarations” of regional seminars to promote press freedom, and independent and pluralistic media (Windhoek, Almaty, Santiago, Sana’a and Sofia) and invited the members of the Intergovernmental Council of the International Programme for the Development of Communication to take the Declarations into account when selecting the projects that will be financed by this programme,

**Recalling** also the Geneva Plan of Action and the Tunis Commitment and Agenda for the Information Society, as well as the unanimous decision taken by the participants of the first joint meeting on WSIS Action Line C9: Media convened at UNESCO on 19 October 2006 to designate UNESCO as official Facilitator of this Action Line and to establish two sub-groups: one – “to promote the freedom of expression, press freedom and legislation that guarantees the independence and plurality of the media” and, the second – “to contribute to media development and capacity building”,

**Stressing** the continued relevance of the New Communication Strategy, unanimously adopted by the General Conference of UNESCO at its twenty-fifth session in 1989, which requested the Organization

*“to encourage the free flow of information, at international as well as national levels, to promote its wider and better balanced dissemination, without any obstacle to the freedom of expression, and to strengthen communication capacities in the developing countries in order to increase their participation in the communication process”*,

**Stressing** that the objective of the International Programme for the Development of Communication (IPDC), as stated in Resolution 75, adopted at the 32nd General Conference in October 2003, is to contribute to sustainable development, democracy and good governance by fostering universal access to and distribution of information and knowledge through strengthening the capacities of the developing countries and countries in transition in the field of electronic media and print press, and in particular to provide support in the following areas:

- Promotion of freedom of expression and media pluralism,
- Development of community media,
- Human resource development,
- Promotion of international partnership;

**Noting with satisfaction** that the UN General Assembly in its resolution A/62/205 “Information in the service of humanity” adopted on 17 December 2007 reiterated its request “to provide full support for the International Programme for the Development of Communication of the United Nations Educational, Scientific and Cultural Organization, which should support both public and private media”,

**Endorses** in this connection the Media Development Indicators elaborated by the Expert Group and submitted to this Council as an important diagnostic tool for all stakeholders to assess the level of media development in a given country and to thereby determine the areas in which assistance is most needed,

**Invites the Bureau of the Intergovernmental Council and other stakeholders working in the area of media development** to take these indicators into account when determining support for communication development strategies within the overall context of national development,

**Invites the Director-General** to share the Media Development Indicators with other UN agencies as an important contribution to define the United Nations’ unified approach towards Common Country Assessments (CCA) and the United Nations Development Assistance Framework (UNDAF) in the fields of media development and good governance,

**Calls upon** all Member States and professional organizations to inform the International Programme for the Development of Communication on their action in the field of media development and in the implementation of the Geneva Plan of Action and the Tunis Commitment and Agenda for the Information Society (Action Line 9: Media).

## DECISION ON THE SAFETY OF JOURNALISTS AND THE ISSUE OF IMPUNITY

ADOPTED BY THE IPDC INTERGOVERNMENTAL COUNCIL AT ITS 26<sup>TH</sup> SESSION,  
PARIS, 27<sup>TH</sup> MARCH 2008.

The Intergovernmental Council of IPDC,

**Having discussed** the report on the killing of journalists condemned by the Director-General of UNESCO during the 2006-2007 period;

**Recalling** Article 19 of the Universal Declaration of Human Rights, which states that “everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers”;

**Recalling** UNESCO Resolution 29 “Condemnation of Violence Against Journalists” adopted by the UNESCO General Conference at its 29th session on 12 November 1997, which called on Member States to remove any statute of limitations on crimes against persons when such crimes are "perpetrated to prevent the exercise of freedom of information and expression or when their purpose is the obstruction of justice" and which urged governments to "refine legislation to make it possible to prosecute and sentence those who instigate the assassination of persons exercising the right to freedom of expression" ;

**Deeply concerned** by the increased frequency of acts of violence against journalists, media professionals and associated personnel in many parts of the world, including in countries which are not considered as conflict areas;

**Recalling** Resolution 1738 adopted by the UN Security Council at its 5613<sup>th</sup> Meeting on 23 December 2006 in which the Security Council:

- **“condemn[ed]** intentional attacks against journalists, media professionals and associated personnel, as such, in situations of armed conflict, and called upon all parties to put an end to such practices”;
- **drew attention** to “the Geneva Conventions of 12 August 1949, in particular the Third Geneva Convention of 12 August 1949 on the treatment of prisoners of war, and the Additional Protocols of 8 June 1977, in particular article 79 of the Additional Protocol I regarding the protection of journalists engaged in dangerous professional missions in areas of armed conflict”;
- **“emphasiz[ed]** the responsibility of States to comply with the relevant obligations under international law to end impunity and to prosecute those responsible for serious violations of international humanitarian law”;
- **“request[ed]** the Secretary-General to include as a sub-item in his next reports on the protection of civilians in armed conflict the issue of the safety and security of journalists, media professionals and associated personnel”;

**Underlining** the importance for journalists, media personnel and media organizations to uphold the principles of neutrality, impartiality and humanity in their professional activities;

**Urges** all Member States concerned by the Director-General's condemnations of the deliberate killings of journalists during the 2006-2007 period;

- (a) to comply with the relevant obligations under international law to end impunity and to prosecute those responsible for violations, where actions have not been taken;
- (b) to inform the Director-General of UNESCO, on a voluntary basis, of the actions taken to prevent the impunity of the perpetrators and to notify him of the status of the judicial inquiries conducted on each of the killings condemned by UNESCO;

**Invites** the Bureau of the Intergovernmental Council of the IPDC to explore how appropriate projects that support local capacity building in safety and protection of journalists can be given priority;

**Requests** the Director-General to provide, after consultation with the UN Secretary-General, the Intergovernmental Council of IPDC at its 27th session with an analytical report on the basis of responses received from Member States concerned, including updated information on the Director-General's condemnations of the killing of journalists, and make this report widely available.

## **FINANCIAL REGULATIONS OF THE SPECIAL ACCOUNT FOR THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION**

### **Article 1 – Creation of a Special Account**

1.1 In accordance with Article 6, paragraph 6, of the Financial Regulations of UNESCO, a Special Account is hereby created for the International Programme for the Development of Communication, hereafter referred to as the Special Account.

1.2 The following regulations shall govern the operation of the Special Account.

### **Article 2 – Financial period**

The financial period shall correspond to that of UNESCO.

### **Article 3 – Purpose**

The purpose of the account shall be to receive contributions destined for the implementation of International Programme for the Development of Communication (IPDC). The activities for implementing the IPDC is decided by the Director General in accordance with guiding principles laid down by the Inter-governmental Council of IPDC.

### **Article 4 – Income**

The income of the Special Account shall consist of:

- (a) voluntary contributions from States, international agencies and organizations, as well as other entities;
- (b) amounts provided from the regular budget of the Organization as might be determined by the General Conference;
- (c) miscellaneous income, including any interest earned on the investments referred to in Article 7 below.

### **Article 5 – Expenditure**

The Special Account shall be debited with the expenditure relating to its purpose as described in Article 3 above, including administrative expenses specifically relating to it and a 10% programme support cost applicable to Special Accounts.

### **Article 6 – Accounts**

6.1 The UNESCO Comptroller shall maintain such accounting records as are necessary.

6.2 Any unused balance at the end of a financial period shall be carried forward to the following financial period.

6.3 The accounts of the Special Account shall be presented for audit to the External Auditor of UNESCO, together with the other accounts of the Organization.

6.4 Contributions in kind shall be recorded outside the Special Account.

#### **Article 7 – Investments**

7.1 The Director-General may make short-term investments of sums standing to the credit of the Special Account.

7.2 Interest earned on these investments shall be credited to the Special Account.

#### **Article 8 – Closure of the Special Account**

The Director-General shall decide upon the closure of the Special Account at such time as he deems that its operation is no longer necessary.

#### **Article 9 – General provision**

Unless otherwise provided in these Regulations, the Special Account shall be administered in accordance with the Financial Regulations of UNESCO.

## **STATUTES OF UNESCO IPDC PRIZE FOR RURAL COMMUNICATION**

### **ARTICLE 1 – PURPOSE**

The purpose of the UNESCO-IPDC Prize for Rural Communication is to draw attention to particularly meritorious and innovative activities undertaken by public or private institutions or by persons or groups of persons working on a personal basis or as staff members of such institutions with a view to improving communication in all its forms - and more particularly local newspapers, radio and television programmes, printing equipment and films in rural communities, primarily in developing countries.

### **ARTICLE 2 – DESIGNATION, AMOUNT AND PERIODICITY OF THE PRIZE**

2.1 The Prize shall be entitled “UNESCO-IPDC Prize for Rural Communication”.

2.2 The UNESCO-IPDC Prize for Rural Communication shall be funded from the Special Account for the UNESCO-IPDC Prize for Rural Communication, which is to be established under the financial regulations for the Prize. The monetary value of the Prize shall consist of a sum of US \$ 20 000.

2.3 All funds received and the interest accrued shall be kept in the Special Account for the UNESCO-IPDC Prize for Rural Communication.

2.4 The full staff support and operating/management costs of the Prize, including all costs related to the award ceremony and public information activities, estimated at US \$ 18 000 shall be fully covered from the Special Account for the UNESCO-IPDC Prize for Rural Communication. To this end, the Director-General will determine a mandatory overhead cost amount to be applied and charged against the funds in the Special Account for the UNESCO-IPDC Prize for Rural Communication .

2.5 The Prize shall be awarded once every two years. A Prize amount may be equally divided between up to two winners, each of which is considered to merit a Prize.

### **ARTICLE 3 – CONDITIONS/QUALIFICATIONS OF CANDIDATES**

Candidates shall have made a significant contribution to promote rural communication in the spirit of UNESCO’s ideals by:

- furthering the use of local newspaper, films, radio television and / or multi-media programmes;
- furthering the use of traditional and new forms of communication;
- implementing new plans with a view to the full use or improvement of communication and its techniques and methods in ways adapted to the rural environment.

Prizes may be conferred upon individuals, institutions, other entities or non-governmental organizations.



## **ARTICLE 4 – DESIGNATION/SELECTION OF PRIZE-WINNER/S**

The Prize-winner(s) shall be selected by the Director-General of UNESCO on the basis of the assessments and recommendations made to him/her by the Jury, composed of the members of the Bureau of the Intergovernmental Council of the International Programme for the Development of Communication.

## **ARTICLE 5 –JURY**

5.1 The Jury shall consist of the 8 members of the Bureau of that Council, serving in that capacity on a personal basis. Jurors involved in a real or potential conflict of interest shall recuse themselves from further deliberations or be asked by the Director-General to do so.

5.2 The Jury shall elect its own Chair and Deputy-Chair. Members shall receive no remuneration for their work, but will receive allowances for travel and accommodation, where required. A quorum of 5 present will be required for Jury deliberations to proceed. The working languages for deliberations by the Jury shall be English and French.

5.3 The Jury shall conduct its business and deliberations in conformity with these Statutes, and shall be assisted in the performance of its task by a member of the UNESCO Secretariat designated by the Director-General. Decisions shall be taken by consensus to the extent possible and otherwise by secret ballot until a simple majority is obtained. A member shall not take part in a vote concerning a nomination from his or her country.

5.4 The Jury shall meet once every 2 years.

5.5 The Jury shall send an assessment of nominations and accompanying recommendations to the Director-General of UNESCO no later than 28 February, every 2 years.

## **ARTICLE 6 — NOMINATION OF CANDIDATES**

6.1 When UNESCO has received the funding of the Prize, as indicated in Article 2 above, the Director-General of UNESCO shall officially invite the submission of the nominations to the Secretariat of the Prize by 30 August every 2 years, from the governments of Member States, in consultation with their National Commissions, as well as from non-governmental organizations maintaining formal consultative relations with the Organization and active in relevant fields covered by the Prize.

6.2 Nominations shall be submitted to the Director-General of UNESCO by the Governments of Member States of the Organization in consultation with their National Commissions, as well as by non-governmental organizations maintaining formal consultative relations with UNESCO and active in relevant fields covered by the Prize. A self-nomination cannot be considered.

6.3 Each nomination shall be accompanied by a written recommendation, which shall include, in English or French, inter alia:

(a) a description of the candidate's background and achievements;

(b) a summary of the work or the results of the work, publications and other supporting documents of major importance, submitted for consideration;

(c) a definition of the candidate's contribution to the Prize's objectives.

#### **ARTICLE 7 – PROCEDURE FOR THE AWARDING OF THE PRIZE**

7.1 The Prize shall be awarded by the Director-General at an official ceremony held for that purpose on the occasion of a session of the Intergovernmental Council of the IPDC. UNESCO shall present to the Prizewinner/s a check for the amount of the Prize as well as a diploma. UNESCO shall officially announce the name/s of the Prizewinner/s.

7.2 If a work being rewarded has been produced by two or three persons, the Prize shall be awarded to them jointly. In no case may a Prize amount be divided between more than two winners.

7.3 The Prize winner/s, if possible, shall give a lecture on a subject relevant to the work for which the Prize has been awarded. Such a lecture shall be organized during or in connection with the Prize ceremony.

7.4 The work produced by a person since deceased shall not be considered for the Prize. If, however, a Prize winner dies before he or she has received the Prize, then the Prize may be presented posthumously (awarded to relatives or institution).

7.5 Should a Prize winner decline the Prize, the jury shall submit a new proposal to the Director-General.

#### **ARTICLE 8 – SUNSET CLAUSE – MANDATORY RENEWAL OF THE PRIZE**

8.1 After a period of six years, the Director-General of UNESCO together with the Chairperson of the Intergovernmental Council of the IPDC will undertake a review of all aspects of the Prize and decide of its continuation or termination. The Director-General will inform the Executive Board of UNESCO of the results of this review.

8.2 In case of the termination of the Prize, the use of any unspent balance of funds shall be determined by the Director-General, in accordance with the financial regulations for the Prize.

#### **ARTICLE 9 – APPEALS**

No appeals shall be allowed against the decision with regard to the award of the Prize. Proposals received for the award of a Prize may not be divulged.

#### **ARTICLE 10 – AMENDMENTS TO THE STATUTES OF THE PRIZE**

Any amendment to the present Statutes shall be submitted to the Executive Board for approval.

## **FINANCIAL REGULATIONS OF THE SPECIAL ACCOUNT FOR THE UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION**

### **Article 1 – Creation of a Special Account** for the UNESCO-IPDC Prize for Rural Communication.

1.1 In accordance with Article 6, paragraph 6, of the Financial Regulations of UNESCO, there is hereby created a Special Account for the UNESCO-IPDC Prize for Rural Communication, hereafter referred to as the Special Account.

1.2 The following regulations shall govern the operation of the Special Account.

### **Article 2 – Financial period**

The financial period shall correspond to that of UNESCO.

### **Article 3 – Purpose**

The purpose of the Special Account is to finance the UNESCO-IPDC Prize for Rural Communication (the monetary value of the Prize is US \$ 20 000) and to cover the full staff support and operating/management costs of the Prize, including costs related to the award ceremony and public information activities (US \$ 18 000).

### **Article 4 – Income**

(a) such amounts provided from the IPDC Special Account as might be determined by the Bureau of the IPDC Intergovernmental Council

(b) voluntary contributions from States, international agencies and organizations, as well as other entities;

(c) such amounts provided from the regular budget of the Organization as might be determined by the General Conference;

(d) such subventions, endowments, gifts and bequests as are allocated to it for purposes consistent with the object of the Special Account;

(e) miscellaneous income, including any interest earned on the investments referred to in Article 7 below.

### **Article 5 – Expenditure**

The Special Account shall be debited with the expenditure relating to its purpose as described in Article 3 above, including administrative expenses specifically relating to it.

### **Article 6 – Accounts**

6.1 The UNESCO Comptroller shall maintain such accounting records as are necessary.

6.2 Any unused balance at the end of a financial period shall be carried forward to the following financial period.

6.3 The accounts of the Special Account shall be presented for audit to the External Auditor of UNESCO, together with the other accounts of the Organization.

6.4 Contributions in kind shall be recorded outside the Special Account.

#### **Article 7 – Investments**

7.1 The Director-General may make short-term investments of sums standing to the credit of the Special Account.

7.2 Interest earned on these investments shall be credited to the Special Account.

#### **Article 8 – Closure of the Special Account**

The Director-General shall decide upon the closure of the Special Account at such time as he deems that its operation is no longer necessary and inform the Executive Board accordingly. The Director-General shall decide about the use of any unspent balance of funds.

#### **Article 9 – General provision**

Unless otherwise provided in these Regulations, the Special Account shall be administered in accordance with the Financial Regulations of UNESCO.

## IPDC SUBMISSION AND APPROVAL PROCEDURES

**IPDC Council  
13th session  
(February 1992)**

### THE COUNCIL DECIDED :

- that IPDCs orientation regarding freedom of the press and the pluralism and independence of the media must become a priority concern;
- to make procedures for submitting projects more flexible so as to enable public bodies, international non-governmental organizations in categories A, B and C and foundations and similar institutions with which UNESCO maintains official relations to submit projects directly to the IPDC Bureau, in accordance with the rules and procedures of the Organization; in addition, to recommend that the Director-General continue at a faster pace to establish working relations with professional media organizations;
- that to make allowance for the new categories of submitting agencies, two projects per country could be selected by the Bureau, one at most relating to the public sector;

**IPDC Council  
22nd session  
(APRIL 2002)**

All IPDC projects will be prepared in cooperation with Advisers for Communication and Information (ACI) or Programme Specialists of the CI sector and could be presented to the Council without any formal submission. The Secretariat will systematically request the opinion of National Commissions concerning the feasibility of public projects and undertake consultations with recognized professional organizations concerning projects coming from private sector.

**EXTRAORDINARY  
MEETING OF THE  
IPDC BUREAU  
(11-JUNE 2003)**

### NEW PROCEDURES OF PROJECT APPROVAL :

In order to improve the quality of IPDC projects, the involvement of ACIs (Advisers for Communication and Information) in project identification and preparation should be strengthened.

During the project preparation, funding capacities of IPDC at a given period should be taken into consideration in order to avoid the great disparity between requested and approved budgets and to proceed with project implementation according to their original objectives.

The Bureau will proceed with allocation of funds to the projects in the presence of ACIs, and by taking into account any comments received from professional organisations/institutions and UN and Specialised Agencies.

Projects from LDCs, small island and land locked countries should be given priority over projects from other developing countries and countries in transition.

IPDC Council members and in particularly IPDC donor countries should be invited as observers to the IPDC Bureau meeting.

Professional organisations/institutions, the UN and Specialised Agencies, which actively co-operate with the Programme should also be invited to the IPDC Bureau meeting.

Before the Bureau meeting, IPDC projects proposals could be examined/commented upon, if necessary, by recognised professional organisations/institutions and UN and Specialised Agencies (willing to cooperate on a voluntary basis).

<b>IPDC OFFICIAL PROJECT FORM</b>
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<b>A. PROJECT IDENTIFICATION</b>
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<b>1.</b>	<b>PROJECT TITLE</b>	
<b>2.</b>	<b>NUMBER</b>	
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	
<b>9.</b>	<b>BENEFICIARY BODY</b>	
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	
<b>11.</b>	<b>PROJECT LOCATION</b>	
<b>12.</b>	<b>PROJECT PREPARED BY</b>	

<b>DECISION OF THE BUREAU:</b>
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## **B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

**2. DESCRIPTION OF THE TARGET GROUP:**

**3. DEVELOPMENT OBJECTIVE:**

**4. IMMEDIATE OBJECTIVES:**

**5. PROJECT OUTPUTS:**

6. **ACTIVITIES:**

7. **PROJECT INPUTS:**

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
	X											
			X									

9. **INSTITUTIONAL FRAMEWORK:**

10. **SUSTAINABILITY:**

11. **FRAMEWORK OF MONITORING:**

12. **EVALUATIONS CARRIED OUT:**

13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

**C. ADDITIONAL INFORMATION**



**D. BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**


**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION  
(in US dollars)**


**GUIDELINESS FOR PROJECT PREPARATION  
OFFICIAL PROJECT FORM<sup>1</sup>**

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<u>Example:</u> <b>BUILDING INSTITUTIONAL CAPACITY OF THE NEPAL PRESS INSTITUTE TO OFFER HIGH QUALITY MEDIA TRAINING</b>
<b>2.</b>	<b>NUMBER (TO BE PROVIDED BY UNESCO)</b>	NEWSPAPERS/ RADIO/ TELEVISION/ COMMUNITY MEDIA (select the category relevant to your project)
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	
<b>4.</b>	<b>IPDC PRIORITY AREA</b> NATIONAL/SUB-REGIONAL/REGIONAL/ INTERREGIONAL. (select only one)	FREEDOM OF EXPRESSION/ COMMUNITY MEDIA/ TRAINING OF MEDIA PROFESSIONALS (select the priority area relevant to your project)
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	EQUIPMENT TRAINING SUPPORT INSTITUTIONAL CAPACITY BUILDING (Choose the type/s of assistance relevant to your proposal)
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	Mention the total cost of the project in US Dollars including the contribution that the beneficiary organization (project proponent) has decided to contribute.
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	Indicate the funding amount requested from IPDC (in US Dollars)
<b>9.</b>	<b>BENEFICIARY BODY</b>	Provide full contact details of the project beneficiary organization (address, telephone and fax numbers, e-mail, name of the contact person and his designation)
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO field office advising the project submitter (pl. indicate the name of the UNESCO office and the person you were in contact with).

<sup>1</sup>Note: This document should be filled in and submitted to the relevant UNESCO field office before 31 July of a current year. UNESCO officials will finalize the project document in consultation with the project submitter. Considering volume constraints and related costs for translation, it is strongly requested that project proposals do not exceed 5 pages. (IPDC standard: Times New Roman, size 12, margins 1,5 cm.). Short sentences and a journalistic style should be the rule. It is important that the project submitters spell out all the acronyms they use.

11.	<b>PROJECT LOCATION</b>	Provide information on the project location (e.g. in case of radio/TV, the name and address of the place, in case of training, where it will be held etc.)
12.	<b>PROJECT PREPARED BY</b>	The name and designation of the person who prepared the proposal and the name of the UNESCO official from whom the project initiator received advice.
<b>DECISION OF THE BUYER</b>		

**B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

**Comment:** Justify why the proposed project is essential to media development in your country (the project justification should not exceed 30 lines.)

Please note that the Project Justification should include the following:

- A brief description of the level of media development in the country – (plurality and diversity of media - number of newspapers, private and public broadcasting services, community media, if any - journalism education and training opportunities available for working journalists, guarantee of freedom of expression in law and in practice).
- Provide information on the category of media to be supported by the project.
- Identify the problem that the project proposal would address and explain why it is important to address this problem in the manner proposed by the project.

Note: All problems and gaps cannot be solved in a single IPDC project. IPDC projects should propose a solution to problems in one of the areas listed below:

- Problems weakening free and pluralistic media development;
- Problems hindering the development of community media;
- Lack of professional capacities of media workers and capabilities of media associations.
- Describe precisely the concrete solution proposed to address the identified problem.

**Examples:**

- The purpose of the project is to establish and operationalize a sustainable community radio serving the x community, which consists of 25,000 families, and thereby to increase the diversity of media.
- This proposal seeks support to upgrade the skills of journalism trainers through a two-week training methodology course by which 10 journalism trainers will be trained and provided with the skills to train trainee journalists effectively.
- This proposal seeks support to organize and conduct a 3-day national seminar to foster the safety of journalists and build a monitoring network for that purpose.

**3. DESCRIPTION OF THE TARGET GROUP:**

**Comment:** Most project proposals are rejected because they list too many target groups. There should be only one primary target group per project. The target group should describe the

immediate beneficiaries who are directly involved in the project. In a journalism training project, the immediate beneficiaries are the journalists and not those who read the newspapers produced by the trainees. In a community radio project, the immediate beneficiaries could include the designated communities. In such cases, the geographical location of the communities should be provided.

### **3. DEVELOPMENT OBJECTIVE:**

**Comment:** The development objective describes the expected long-term goal to which the project will contribute. The development objective depends on a number of factors that are beyond the direct control of the proposed project. It should not be too ambitious and be sufficiently justified within the context of the proposed project.

When defining your development objective please consult the UNESCO Media Development Indicators (document available on the IPDC website: [www.unesco.org/webworld/en/media-development-indicators](http://www.unesco.org/webworld/en/media-development-indicators)). This document presents in detail five sets of media development indicators:

Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media: Existence of a legal, policy and regulatory framework which protects and promotes freedom of expression and information, based on international best practice standards and developed in participation with civil society.

Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership: The state actively promotes the development of the media sector in a manner which prevents undue concentration and ensures plurality and transparency of ownership and content across public, private and community media.

Category 3: Media as a platform for democratic discourse: The media, within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalized groups.

Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity: Media workers have access to professional training and development, both vocational and academic, at all stages of their career, and the media sector as a whole is both monitored and supported by professional associations and civil society organizations.

Category 5: Infrastructural capacity is sufficient to support independent and pluralistic media: The media sector is characterized by high or rising levels of public access, including among marginalized groups, and efficient use of technology to gather and distribute news and information.

These indicators will guide you in identifying the appropriate development objective of your IPDC project proposal.

#### **Examples:**

- Community Radio project: the project contributes to increasing the plurality and diversity of media in country X and enhances the capacities of communities to use media as a platform for democratic discourse.
- Journalism training project: the project contributes to promoting good governance and transparency by building professional capacities in the field of investigative journalism in country X.

#### 4. **IMMEDIATE OBJECTIVES:**

**Comment:** The immediate objective should clarify the solution to the identified problem and succinctly explain what will be achieved as a result of the project. Therefore, the immediate objective should describe the situation that will prevail as a consequence of the project implementation (the result after the project has been completed). It is important to decide and articulate the immediate objective of the project at the very outset, as this will help you clarify the remaining parts of your proposal, including the precise outputs and inputs necessary to achieve the immediate objective.

#### **Examples:**

- A self-sustaining community radio station capable of engaging community members in fourteen villages in the Kolar district in facilitating self-expression, and sharing and accessing knowledge will be established within a twelve-month period from the point of project inception.
- Thirty radio producers working in four radio stations broadcasting from Addis Ababa will acquire skills and knowledge for digital editing techniques after having participated in a two-week training course.
- The journalism department of the University x will acquire capacities to introduce a Diploma in Journalism course for working journalists based on the UNESCO model curricula for Journalism Education.

#### 5. **PROJECT OUTPUTS:**

List project outputs:

**Comment:** Outputs are the results that can be guaranteed through the activities implemented within the project. Only the outputs that can be secured by the project activities should be included. Each output contributes to the achievement of the immediate objective of the project.

#### **Example:**

Thirty community broadcasters have acquired the skills and techniques to source information from the Internet and apply it for use in radio programmes.

Outputs should be feasible and verifiably defined (quantitatively and qualitatively). In the above example, the “30 volunteers” indicates the quantity, while the quality is defined by what they will be capable of after the training, namely: “*skilled in the techniques of sourcing information from the Internet and using it in radio programmes*”.

#### **Other examples:**

- 10 trained women journalists capable of producing high-quality investigative programmes on violence against women.
- A well-equipped, new children’s programme production unit capable of producing daily children’s programmes with increased children participation.
- A community radio station equipped with transmission and production facilities.
- A network of journalists specialized in reporting on science, representing all mainstream media outlets in Malawi.

- A national network of journalists monitoring and reporting on Human Rights violations

## 6. ACTIVITIES:

**Comment:** List all the major activities to be accomplished in order to produce each of the outputs.

An activity is an action that is necessary to transform inputs into planned outputs within a specified period. The project document should therefore list all the key activities necessary to accomplish the project within the prescribed project duration. Activities are the tasks to be carried out by those involved in the project. Only those tasks which can be undertaken within the framework of the project should be mentioned as activities. Activities contribute directly to the output, and should be stated as actions. The time available for each activity should be realistic. Activities should be planned taking into account the capacities of the institutions involved and the technologies listed.

**Note:** In the case of training activities, the duration, objective of the training and the number of trainees should be specified for each training activity. As for trainers, only those that are essential to conduct the training should be included. National rates (Rates applicable to government officials of equal grade) should be the basis for calculating subsistence payment for trainees if no accommodation and meals are provided.

### Examples:

- One-week (duration) training course held in the project submitters' premises to impart essential skills of photojournalism (objective) for 15 working photojournalists (number of trainees) from three daily newspapers published in Bamako.
- A three-week training course to impart skills on using appropriate training methodologies held at the University for eight teachers from the Journalism Faculty of the University of Colombo.

(Please note that there is a difference between seminars and training courses. Training courses are conducted on the basis of a training needs assessment and have a precise training objective; they should not involve more than 15-20 trainees per course and their duration should not be less than three days. The number of trainers supported by IPDC should not exceed two. The maximum number of training courses IPDC can support per project is two. Seminars are conducted for awareness raising, debates and discussions on a specific subject, and usually last no more than 1 to 3 days).

## 7. PROJECT INPUTS:

**Comment:** Inputs are the raw materials or resources necessary to produce project outputs (e.g. personnel such as trainers, consultants, equipment, material, funds etc). Only those inputs essential for the implementation of the activities listed in the project should be mentioned. Inputs should be precise and verifiable. The quality and quantity of the relevant input should be specified.

**Equipment inputs:** Please indicate the following:

- What are the equipments requested through the project and why should they be

- purchased?
- If they are to be purchased with IPDC funds, specify the types, models, number of units and unit price for each equipment (please note that all equipment is purchased through UNESCO field offices and therefore the costs should be checked with the relevant UNESCO field office)
- What equipment is already available to the submitter and will be put at the disposal of the project?
- In the case of one-time training courses, necessary training equipment should be hired, rather than purchased.
- In the case of software, preference should be given to cost-efficient free software solutions.
- Clearly state what will happen to the equipment after the end of the project.
- Please note that IPDC does not provide assistance to purchase vehicles or to build or renovate buildings (these costs should be covered from the submitter's contribution)

**Examples:**

- One trainer (quantity) capable of training radio producers in digital production techniques (quality).
  - Two Pentium desktop computers (quantity) with 4 MB memory and play list software capable of automating the schedule (quality) of broadcast content. Computers will be retained by the radio station to maintain the programme beyond the project period.
    - Set of studio equipment, comprising a 6-Chanel AED mixer with telephone inputs, recording facilities comprising 2 Marantz 630 flash recorders and a desktop computer with playlist software, 4 AKG omni directional microphones, cables and stands, a role of cables, a set of 15 assorted connectors as itemized in the budget, capable of launching live broadcasting talkback programmes as a permanent feature of the radio station. The equipment will be retained by the radio station after the completion of the project in order to continue the talk-back programme beyond the project period.
      - One rented overhead projector and a laptop rented for the four-day workshop.
      - One 300-watt FM transmitter and a set of four-bay antenna produced by Teng Da company in Shanghai, China capable of increasing the radio station's coverage to a 30-km radius within and beyond the project period..

**8. WORK PLAN:**

**Comment:** The work plan should provide a realistic timeframe for the execution of each activity. It is useful to present the work plan in the form of a chart following a chronological order. The maximum period for project implementation should not exceed 18 months.

**MODEL WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Selection / contracting of instructors and trainers												
Selection of equipment												
Purchase and installation of the equipment												
Preparation of training materials												
Selection and notification to workshop participants												

In-country workshop # 1 (workshop subject)												
In-country workshop # 2 (workshop subject)												
Production and broadcast of Programmes												
Submission of implementation reports												

**9. INSTITUTIONAL FRAMEWORK:**

*(Should not exceed 15 lines)*

**Comment:** Describe the mission of the submitting organization, its management structure, number of regular staff and their functions, date of establishment, annual income, income sources and manner in which it intends to implement the project.

The institutional framework should confirm the capacity, experience and credibility of the organization undertaking the proposed project. Also describe the other institutions, if any, involved in the implementation of the activities and justify their involvement. In the case of regional projects, it is essential to list all of the institutions involved and their part in the project implementation. Any preparatory activities to be carried out by the applicant in order to create necessary conditions for project implementation should be described in the institutional framework. Also the working relationship with UNESCO field office should be explained.

Please note that in case of community radio broadcasting projects, no project proposals will be considered if evidence is not provided of a broadcasting license issued by the competent authority in the name of the project submitter. Therefore it is absolutely necessary to provide correct information on the availability of license and the capacity of transmitting power allowed under the license.

Please also note that IPDC will not entertain proposals from newly established organizations, which have no proven credibility in implementing similar projects. The eligibility of the submitter on the basis of its credibility will be determined by the relevant UNESCO field office.

**10. SUSTAINABILITY:**

**Comment:** Explain how the project achievements will be made sustainable (by the project submitter) without further assistance from IPDC. In the case of training projects, describe to what extent and in what manner the training course will become a regular part of the training programmes offered by the submitter. In the case of seminars, describe how the conclusions/recommendations of the seminar will be followed up.

**11. FRAMEWORK OF MONITORING:**

**Comment:** Project implementation will be monitored, as a rule, by the relevant UNESCO field office; however, we would encourage the project submitter to propose a professional media organization that could collaborate in project monitoring.

**12. EVALUATIONS CARRIED OUT:**

*(should not exceed 10 lines)*

**Comment:** Briefly explain the outcomes of feasibility studies and other assessments carried out in connection with the project proposal, such as training needs assessments. Any external evaluation of previous projects or activities undertaken by the project submitter should also be mentioned as an evidence of the submitter’s capacity to implement the project.



13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

**Comment:** The beneficiary agency undertakes to report on project progress on a four-month basis to the relevant UNESCO field office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The name and title of the person who will prepare and submit the reports should be indicated.

**C. ADDITIONAL INFORMATION**

**Provide information on:**

- Preparatory activities completed prior to the submission of the project to IPDC;
- In the case of proposals for the establishment of broadcasting services, indicate whether the broadcast license has already been acquired or if not, whether there is credible evidence that it will be granted by the relevant authorities;
- Assistance sought other than from IPDC;
- Assistance pledged by other sources;
- Previous IPDC support received by the country/ submitter (to be provided by UNESCO field office);

**D. BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**

**Comment:** Breakdown should include an itemized budget for each input. Average total of the IPDC contribution should not exceed US\$ 40,000 per project. The IPDC contribution should not include any recurrent costs, project coordination costs or staff costs. These costs are expected to be borne by the project submitter.

**Budgeting Training events:**

**Trainees** should not be paid with stipends or honoraria to undertake training. Accommodation for trainees and trainers should not be in expensive hotels or venues.

**Local Trainers:** All local trainers should have credible qualifications and training experience. The CVs of the proposed trainers/consultants should be provided to UNESCO field offices for approval. The cost of the local trainers should be commensurate with local rates and should not exceed US\$100 per day. National rates (Government rate) should be the basis for calculating subsistence payment for local trainers and trainees if no accommodation and meals are provided. No remuneration is to be included for the preparation of the training as all trainers should be sufficiently experienced.

**International Trainers:** The following ceiling should be applied when calculating the rates of remuneration for international consultants. International subsistence rates are not automatically applicable for international trainers and consultants who are not provided with food and lodging. If food and lodging are provided, only a maximum of 20% of the international subsistence rate is

applicable. No remuneration is to be included for the preparation of the training as all trainers should be sufficiently experienced.

RATES FOR INTERNATIONAL TRAINERS	
Group	Daily rates
A. International Consultants/Trainers with at least five years experience and relevant technical qualifications or a University degree. (CV of the proposed trainees should be provided to UNESCO field office for approval )	Up to \$ 140
B. International consultants/trainers with at least 10 years experience and an advanced university degree (Masters or PhD in the relevant field). (CV of the trainees should be provided to UNESCO field office for approval)	Up to \$ 250

### **Budgeting equipment:**

For equipment support, each item over \$ 100 value should be mentioned in the budget with the unit price; type and brand name (please consult the relevant UNESCO field office when preparing the equipment budget as UNESCO offices can often facilitate tax-free importation of equipment for UNESCO-implemented projects).

Costs for community broadcasting equipment should be based on the costs provided in the UNESCO manual on the Configuration of Radio Stations and Media Centres (which can be downloaded from the IPDC website:

[http://portal.unesco.org/ci/en/files/16165/10884079491Configuration\\_Manual.pdf/Configuration%2BManual.pdf](http://portal.unesco.org/ci/en/files/16165/10884079491Configuration_Manual.pdf/Configuration%2BManual.pdf)).

The total equipment cost for a new community radio should not exceed \$25,000 including transportation. Any items exceeding the unit price mentioned in the UNESCO Configuration manual should be supported with quotations obtained from accredited suppliers. All figures should be given in US\$.

### **Example:**

I. FIVE-DAY TRAINING WORKSHOP ON RADIO PROGRAMME PRODUCTION AND PRESENTATION		
Participants' accommodation and meals (\$ 30 per day x 15 participants x five days):	2,250	
One Trainer (five days training at a rate of \$100 per day):	500	
Training material and rental of training aids:	800	
Local travel (\$30 x 15 participants + \$100 for one trainer):	550	
<b>Total training Costs:</b>		<b>4,100</b>

<b>II. STUDIO AND BROADCAST TRANSMITTER EQUIPMENT</b>				
	<b>Unit Price</b>	<b>Qty.</b>		
8 Channel mixing console with w. studio switch, built-in tel. Hybrid:	3,100	1	3,100	
Studio 1" capsule condenser microphone	120	5	600	
Monitor speakers (pair) w. built-in amplifier:	1,000	2	2,000	
Headphones:	50	6	300	
4-way headphone amplifier:	150	1	150	
Soundcard:	100	1	100	
External hard drive	150	1	150	
Microphone stands	40	5	200	
Shielded audio cable (100 m.) with 30 XLR male/ female connectors and 30 RCA connectors:	300	1	300	
P4 audio editing computer with 80GB HD RAM 512MB, Windows XP, CD-WR, 19" monitor:	1,200	2	2,400	
Uninterrupted power supply 350 VA:	100	1	100	
<b>Studio Equipment:</b>				<b>9,400</b>
FM stereo transmitter 500 watts:	4,900	1	4,900	
Antenna bay 4 layers, omni directional:	1,050	1	1,050	
Antenna feeder 50 metres:	300	1	300	
Uninterrupted power supply 500 VA:	350	1	350	
30 meter antenna mast (locally fabricated):	2,500	1	2,500	
<b>500-watt broadcast transmitter system:</b>				<b>9,100</b>
<b>Equipment transport costs:</b>				<b>1,500</b>
<b>Equipment installation costs:</b>				<b>2,000</b>
<b>Total equipment costs</b>	<b>22,000</b>			
<b>Total contribution requested from IPDC:</b>				<b>US\$26,100</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION**  
(in US dollars)

**Comment:** The breakdown should include all the recurrent costs, including staff costs, project coordination costs and budget line for regular reporting on project progress. The beneficiary organization's contribution reflects its capacity to undertake the project.

**Example:**

Staff costs ( 8 months x 3 staff members)	5,400
Project coordinator ( 7 months)	1,050
Communication costs ( 7 months)	750
Studio and station building renovation	7,700
Vehicle maintenance and local transport costs	2,000
Contingencies	1,000
Project reporting	300
<b>Total beneficiary 's contribution</b>	<b>US\$17,900</b>

**Any proposal which is incomplete which does not provide precise information following the guidelines set out above which does not justify the project costs through an itemized budget or which includes misleading information will be rejected by the UNESCO field offices without further consideration.**

## GENERAL INFORMATION FOR PROJECT SUBMITTERS

*(This is not a part of the project submission form)*

### **Why does IPDC support media development projects?**

The objective of IPDC, according to the statutes adopted by the UNESCO General Conference, is “*to support the development of electronic and print media*”. Please avoid any project proposals that do not fall under this core mandate. IPDC accepts Community Multimedia Centre projects because they have a community radio component and are therefore considered to be part of the development of electronic media.

### **Which projects do not fall under the core mandate of the IPDC?**

IPDC does not consider projects such as the creation of websites, audio streaming, blogs, Internet radio, audio-visual archiving etc. unless these are part of existing print or electronic media systems and serve to extend the media services of those organizations. Similarly, projects to subsidize the cost of film and TV productions are not supported. Media research is not a priority area for IPDC and is considered only when such research has a direct and measurable impact on media development in a given country. Finally, IPDC does not support stand-alone seminars unless they are an essential part of building sustainable networks of media organizations and professionals.

### **All project proposals should fall under at least one of IPDC’s priorities:**

The project should fall under one or several of the following IPDC priority areas:

- Projects that promote or strengthen freedom of expression by supporting electronic and print media or by building the capacities of media professionals to defend their right to freedom of expression and its corollary press freedom, including projects aimed at improving legislation in this respect.
- Projects that promote community media (electronic and print) including community multimedia centres with integrated community broadcasting facilities. See also the list of questions mentioned in the annex which explains the type of information needed by UNESCO field office to assess your community radio/TV project.
- Projects that support the training of media professionals and, in particular, capacity building of media training institutions to offer high-quality training and to train trainers (it is always useful to ask the proponent whether the proposed training activity is based on a training needs assessment).

### **Who is eligible to submit projects?**

Project submission should be undertaken by media organizations that produce and distribute print or broadcast media, professional associations of media workers or organizations that deal with the training of media professionals (journalism and broadcasting organizations, as well as institutions and universities offering regular training for working journalists - journalism education courses can also be included in this category). As far as community media are concerned, community organizations and NGOs working in the community media sector, such as community radio, can submit proposals. The

involvement and contribution of the community must be ensured from the inception of the community media project. IPDC will not support projects if such support gives an undue advantage to the submitter over other competitive media organizations in the same location. Individuals are not eligible to submit proposals. All submitting organizations should have a credible status recognized by the media community and a working relationship with UNESCO field offices.

### **Does IPDC support production houses that are not an integral part of the media?**

IPDC does not support specific audiovisual television productions or films. Nor does it provide support to develop independent media production houses which are not a part of existing media organizations. IPDC does not consider support to subject-specific programme productions as a priority, since other UN agencies specialized in areas such as HIV/AIDS, agriculture, health, etc. can provide the necessary support; however IPDC does support projects to train journalists to acquire disciplinary knowledge in specific subject areas such as Science journalism, Business journalism, Environmental journalism, etc., since such projects are considered as contributing to the capacity building of media professionals.

### **Are non-media NGOs eligible to submit projects?**

IPDC does not normally encourage the submission of projects by non-media NGOs wishing to offer training courses to journalists as an ad-hoc activity, nor does it support proposals that cover the institutional and maintenance costs of organizations. The eligibility of non-media organisations to receive IPDC support depends on the existence of credible evidence that the proponent organization can offer meaningful and high-quality training with the participation of working journalists from operational media institutions. Exceptions are made for NGOs working in the area of human rights and democracy that wish to obtain support to facilitate a dialogue between media, civil society, elected representatives and government officials, as long as the proposal can be interpreted as lying within IPDC priorities, and the participation of the media sector can be assured. The most important thing for IPDC is to verify the track record of the concerned NGO. IPDC does not usually provide support for the establishment costs of media NGOs.

In all the cases, it is necessary to assess the contribution of the beneficiary organization in order to define the credibility of the commitment of the submitting organization. Beneficiary contributions should cover all the recurrent costs, staff salaries, project coordination and transaction costs. Whenever a project proponent requests overhead costs to be paid by IPDC, the capacity of the organization to implement the project should be questioned. All media NGOs that have no previous record of IPDC support should fill the *UNESCO NGO Assessment Form* which can be obtained from the relevant UNESCO field office.

### **How to submit projects to the IPDC Secretariat**

All proposals should be submitted to the relevant UNESCO field office (list of UNESCO offices and contact details are available as an annex to this document). The professionals from the Communication and Information (CI) Sector who are responsible for submitting the finalized projects to the IPDC Secretariat are based in the UNESCO field offices. Their role is to ensure that the project document contains all the information necessary to enable the IPDC Bureau to make its decision. The UNESCO field office is entitled to reject a proposal when it does not include all the requested information, when the submitter has not accomplished the preparatory work to the satisfaction of the UNESCO field office, when the credibility of the submitter has not been evidenced, or when the project does not fall within IPDC's mission to support the development of free, independent and pluralistic media.

NB: We encourage you to submit project proposals that could potentially become part of a wider programmatic approach to media development in a given country, such as the expansion of press freedom and media pluralism, introducing community radio and CMCs, and capacity building initiatives for media training institutions.

Such a programmatic approach could also include projects that support the development of potential centres of excellence in journalism based on the criteria established through the mapping exercise conducted by UNESCO in Africa in 2007.

Project proposals should genuinely promote the development of media and the situation prevailing in the country should therefore be taken into account. Proposals from the Least Developed Countries (LDCs) and countries in transition receive particular attention from the IPDC. Only one public sector project from each country will be considered by IPDC for support. The IPDC Secretariat, in consultation with the UNESCO field office, will decide on the projects to be submitted to the Bureau when there are too many proposals coming from the same country. As a general rule, one project will be considered per country, except in the case of LDCs and countries in transition, where efforts will be made to accommodate at least two proposals.

All project proposals should be submitted in one of the two UNESCO working languages, English or French.

## **CHECK LIST FOR IPDC COMMUNITY RADIO PROJECTS**

**These guidelines have been prepared to help you make a preliminary evaluation of community radio project proposals.** In all cases, project submitters should be encouraged to complete an independent feasibility study on the sustainability of the proposed community radio, preferably conducted by the Communication or Sociology department of the local university. The study should provide answers to the following questions:

### **Prerequisites:**

#### **1. Availability of a suitable national broadcasting legislature with provisions for licensing of independent radio stations.**

Check list:

- Check whether there is any special provision for non-profit community radio stations in the broadcasting legislation or whether the same provisions concerning private commercial radio stations are applicable to non-profit community radio stations.
- Check whether the broadcasting license fee is affordable for your collaborators. Usually private commercial radio stations are expected to pay a heavier license fee than the public/community broadcasters.
- Check whether any particular qualifications for license applicants are stipulated in the legislation or regulations.
- Check whether the selection criteria for community radio licenses are sufficiently transparent.
- Check the terms of the broadcasting license and its renewability.
- Check the time frame needed to obtain the license.
- Check whether the submitter can purchase broadcasting transmitters without having obtained a license, or whether prior clearance from the telecommunication authorities is needed.
- Check whether the proponent has evidence to prove that the broadcasting license can be obtained before receiving the IPDC support.

#### **2. Local collaborators.**

Check list:

- Check the credibility and previous experience of submitters and other local collaborators.



- Check whether they are acceptable to all the stakeholders of the project.
- Check whether they have sufficient capabilities in mobilizing human and financial resources to sustain the community radio operations.
- Check the degree of democracy in the decision-making processes of the submitting organization.
- Check whether they have been accepted as credible, non-partisan activists in the community.
- Check the strengths and weaknesses of organizing the collaborators in a representative community radio council (Board of Directors) or a co-operative society for community communications.
- Check the possibility of identifying a dynamic person, with good managerial capacities, as Station Manager, who would be acceptable to all segments of the community.
- Check what management and editorial policies are devised to ensure equal access to different groups and viewpoints in community radio programmes.
- Check to what extent women and youth organizations are involved in managing and operating the community radio. (This is very important particularly in view of the fact that women and youth are less vulnerable to political and sectarian divisions and have thereby demonstrated capabilities in maintaining strong social cohesion)

### **3. Location criteria**

Check list:

- Check whether the target area (10-15 Km radius) is sufficiently populated to sustain a community radio (5,000 - 25,000 inhabitants).
- Check whether the terrain is suitable for low-power FM transmission (mountainous terrain is obtrusive to FM signal paths)
- Check how isolated the community is from other media outlets including mainstream media (some experiences show that it is difficult to maintain a community radio if the community is saturated with other radio signals, particularly when the community is located close to a major town).
- Check the possible impact of establishing a community radio in terms of mobilizing local resources for development and increasing community participation for good governance.
- Check the presence of other cooperating agencies, local Councils, development organizations, government organizations and non-governmental organizations that could contribute to the maintenance of community radio
- Check whether the location intended for the station is central and easily accessible to the community.
- Check whether a source of electricity is already available or additional investment is required to power the station's operations.

- Check the possibilities to provide value-added services such as Community Multimedia Centers.

#### 4. Technical considerations:

##### Transmitter:

- 20 - 100 Watt transmitters are usually sufficient for community radio stations. Any request to increase the transmitter power should be considered very cautiously because such increases might affect the proximity purpose and operations of the community radio. (Community radio is not expected to compete with other types of radio stations).
- Increase in the transmitter power increases the target area, making it difficult for the community radio to concentrate on the immediate community. Such an increase of the target area entails an additional workload, and given that community radio operations depend greatly on volunteer participation, the community radio station might not be able to handle it. It is generally preferable to establish another community radio with a transmitting power of 20 watt in a neighboring community rather than increasing the transmitting capacity of the existing one. In any case, the maximum transmitting power of a community radio located in rural area should not exceed 100 watts.
- There can be exceptions if the target is an urban area with a sizeable population exposed to other radio stations. In such circumstances, one can go up to 300-500 watt transmitters provided a qualified technician is available to attend it during all hours of broadcast.
- Provide technical advice for configuring and pricing the equipment on the basis of the different pricing models proposed in the Configuration of Radio Stations and Media Centres manual ([http://portal.unesco.org/ci/en/files/16165/10884079491Configuration\\_Manual.pdf/Configuration%2BManual.pdf](http://portal.unesco.org/ci/en/files/16165/10884079491Configuration_Manual.pdf/Configuration%2BManual.pdf)). Please make sure that the total equipment cost for a community radio does not exceed US\$ 25,000.
- Pay attention to the available human resources. A community radio operated on a daily basis needs people. Volunteerism may wear out after several months and the community radio may then face difficulties.
- Training costs linked to the establishment of a community radio should not exceed US\$ 3,000. Instead of organizing costly external training events, on-site training or the attachment of a national trainer to the station should be encouraged. Trainees should not be provided with stipends.
- It is sometimes advisable to start with limited community radio operations, such as a weekend radio.
- Please remember that the disbursement of funds for any community radio project is subject to verification of the existence of a broadcasting license issued in the name of the project submitter.