

**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).
<b>11.</b>	<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.)

<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.

**12. PROJECT PREPARED BY**

**DECISION OF THE BUYER**

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. 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.

**2. 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.