

Annual Work Plan 2011



Country: Sierra Leone

PROJECT TITLE: Development of an Independent National Public Broadcasting Service for Sierra Leone

Award ID: 00058477

Brief Description

There is a significant role for a national broadcaster to fill. In March 2009, Sierra Leone was hit by the biggest eruption of violence since the end of the conflict in 2002 when supporters of the two main political parties clashed. The two parties denounced each other on their own partisan radio stations, further inflaming the political climate. The stations which played such a large part in the violence were suspended by Sierra Leone's regulation institution, the Independent Media Commission. All political parties then signed a Joint Communique brokered by the UN condemning partisan broadcasting and supporting an independent national broadcaster.

The Government of Sierra Leone has recognized and embraced the concept that an independent broadcast service better serves the objectives of peace building, good governance and progress than one which is controlled by partisan groups. Against this backdrop, the Sierra Leone Broadcasting Corporation (SLBC) was created by law in January 2010, replacing the Sierra Leone Broadcasting Service (SLBS) and UN Radio, as the second independent public broadcaster in Africa. This is therefore a unique and unprecedented opportunity to consolidate a process that began with the establishment of UN Radio. It offers the opportunity to empower an information hungry public by creating SLBC, a broadcast institution which is truly independent and owned by the public through public funds.

On April 1, broadcasts of SLBC started combining existing programming from SLBS and UN Radio into a single channel aired on UN Radio and SLBS frequencies. While the full transition from SLBS, a government-run broadcaster, into the SLBC, an independent public broadcasting corporation, may not be achieved instantly, this is a tremendous step forward in the establishment of a broadcaster that delivers inclusive, balanced and diverse programmes, a vital source of information for the Sierra Leonean public.

UN has supported the transition process and promoted the creation of the independent public broadcaster through the provision of funds from the UN Peace Building Fund (PBF) and Delivering as One Fund (DaO). These funds have assisted the transition process through a provision of critically needed technical assistance, renovation of one floor of SLBS to prepare for the transfer of the UN Radio equipment, provision of critical equipment, payment of severance for the terminated staff, and support to the initial operations of SLBC including salary support to temporary SLBC staff during the transition period.

In 2011, the UN will continue to support the SLBC to establish itself as an independent public broadcaster that contribute to enhance peace, reconciliation, democracy, human rights, development and empowerment of the people of Sierra Leone through high quality and impartial programmes which are available nationwide to all sections of the population. This will be achieved through initial financial and operational support, technical assistance, capacity building and sponsorship of development oriented programmes.

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UN Joint Vision Programme:

Programme 15: Supporting Democratic Institutions

Implementing partner:

Sierra Leone Broadcasting Corporation

Other Partners:

UNIPSIL, Ministry of Information and Communication, BBCWST, Deutsche Welle Akademie, Hirondelle Foundation, Journalists for Human Rights, Knight Foundation

Programme Period:	2011-12	Estimated annualized budget 2011:	\$1,053,161
Programme Component:	_____	Allocated resources:	_____
Budget Code:	_____	• Government	_____
Project ID:	_____	• Regular	_____
Duration:	2 years	• Other:	_____
Management Arrangement:	Direct Execution	○ Donor	_____
		○ DaO	474,161
		○ PBF	579,000
		Unfunded budget:	_____

Agreed by SLBC:

Name: Glanston Hillbert Title: Director General Signature: [Signature] Date: 23/03/2011

Agreed by UNDP:

Name: MIA SEPPO Title: COUNTRY DIRECTOR Signature: [Signature] Date: 15/3/2011

Agreed by UNIPSIL:

Name: LINDA MITCHELL Title: MEDIA MANAGEMENT ADVISOR Signature: [Signature] Date: 23/3/2011

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Annual Work Plan 2011:

DEVELOPMENT OF AN INDEPENDENT NATIONAL PUBLIC BROADCASTING SERVICE IN SIERRA LEONE

UN Delivering as One Fund

EXPECTED OUTPUTS	PLANNED ACTIVITIES	TIMEFRAME 2011				RESPONSIBLE PARTY	PLANNED BUDGET (USD)			
		Q 1	Q 2	Q 3	Q 4		Source of Funds	Budget Description	Amount 2011	
							Account Code	Description		
<p>Output 1: The management and staff of SLBC are trained to be basically competent in their respective jobs and have a clear understanding of a public service broadcaster</p> <p>Baseline: Recruitment of core staff is being carried out</p> <p>Indicators: number of core staff recruited and trained</p> <p>Targets: Recruitment of core staff completed</p> <p>-Management and staff trained in key areas such as Finance, HR technical and engineering</p>	<p>1.1: Provide technical assistance for capacity building of the SLBC management and staff in support services including Finance, HR, and IT</p> <p>1.2: Provide technical assistance for capacity building of the management and staff of SLBC in technical and engineering skills</p> <p>1.3: Advertisement for recruitment of core SLBC staff</p>	x				SLBC/UN	DaO	71200	Intl Consultants	20,000
								71300	Local Consult.	
			x				SLBC/UN	DaO	71200	Intl Consultants
		x				SLBC/UN	DaO	72500	Supplies	14,353

<p>Output 2: Initial operational support provided to SLBC to operate reliably, providing daily unbiased and independent news and current affairs programmes, relevant information and development programs, and entertainment and sports programmes on radio</p> <p>Baseline: Recruitment of core staff is being carried out</p> <p>Indicators: SLBC is operational and able to broadcast with resources including staff, skills, and funding.</p> <p>Targets: -Salaries are received by staff.</p>	<p>2.1 Support to recruitment of SLBC staff and salary payment</p>	<p>x</p>	<p>x</p>	<p>SLBC/UN</p>	<p>DaO</p>	<p>74100</p>	<p>Contractual services - individ</p>	<p>180,000</p>
<p>Output 3: Detailed strategic plans developed for generating income and resources mobilized to realize the plans</p> <p>Baseline: Strategic plan for commercial services not in place</p> <p>Indicators: Strategic plan for commercial services</p> <p>Targets: Strategic plan for commercial services developed and approved by the Board</p>	<p>3.1: Provide technical assistance and capacity building in contracts, marketing and sales, leasing, corporate branding, program sponsorship, sports, and investment</p>	<p>x</p>	<p>x</p>	<p>SLBC/UN</p>	<p>DaO</p>	<p>71200</p>	<p>Intl Consultants</p>	<p>20,000</p>

<p>Output 4: SLBC has the facilities it needs to provide regular and reliable programming</p>	<p>4.1: Purchase essential equipment for broadcasting, production, electrical system, and office operations</p>	x	SLBC/UN	DaO	72200	Equipment and furniture	60,000
<p>Baseline: SLBC does not possess all the necessary broadcast equipments for constant national coverage Indicators: Procurement of broadcast equipments Targets: Procurement of broadcast equipments complete</p>	<p>4.2 Procurement of vehicle assigned to technical staff to respond to monitor transmission signals, conduct routine maintenance, and respond to emergencies in area stations</p>		SLBC/UN	DaO	72200	Equipment and furniture	45,000
	<p>4.3 Procurement of spare parts and equipments for routine maintenance to prevent breakdown and restore broadcast quickly in case of a station going off air</p>		SLBC/UN	DaO	72200	Equipment and furniture	5,000
<p>Output 5: Project support to enable implementation of project activities</p>	<p>5.1 Project assurance</p>	x	UNDP	DaO	61300	Assurance	21,500
<p>Outstanding payment to NRA and NASSIT for Apr-July SLBC temporary staff salary</p>	<p>5.2 Monitoring and evaluation</p>	x	SLBC/UN	DaO	71600	Travel	3,000
<p>UNDP Implementation Support Services 2%</p>							8,689
<p>UNDP General Management Support 7%</p>							31,019
<p>TOTAL</p>							474,161

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UN Peacebuilding Fund

EXPECTED OUTPUTS	PLANNED ACTIVITIES	TIMEFRAME												RESPONSIBLE PARTY	Source of Funds	PLANNED BUDGET		
		2011				2012				Budget Account code	Description	Amount 2011	Amount 2012					
		Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4									
<p>Output 1: Strengthened public service ethos through programming that inform, educate and entertain the people</p> <p>Baseline: SLBC does not yet have system to broadcast targeted programming for women, young people, or children</p> <p>Indicators: # of programs on gender issues</p> <p>% increase in listeners (male and female) of women's programming</p> <p>Targets: 50 % of the news programming is measured as fairly unbiased, neutral and balanced</p>	1.1 Provide 'output based aid' by supporting the creation of targeted programming for women, young people and children	x	x	x	x	x	x	x	x	x	x	x	UN PBF	72100	Contractual Services-Companies	50,000	54,246	
	1.2 Support the production of programmes in development issues, governance, human rights, gender, sport, culture, religion and education.	x	x	x	x	x	x	x	x	x	x	x	x	UN PBF	72100	Contractual Services-Companies	46,511	54,246
	1.3 Build networks of UN/SLBC clusters and partnership with CSOs around area stations	x	x	x	x	x	x	x	x	x	x	x	x	UN PBF	72500	Supplies	5,000	5,000
	1.4 Create 'listening club' around key themes					x	x	x	x					UN PBF	71600	Travel		
	1.5 Carry out audience research to better address the tastes, interests, and needs of audience in the regions		x											UN PBF	72500	Supplies		5,000
	1.6 Map areas of potential conflict and ensuring reception of SLBC in those spots													UN PBF	72100	Contractual Services-Companies	10,000	5,000
	1.7 Build database of key contacts around the country to support programme makers in all areas		x											UN PBF	72500	Supplies	5,000	5,000

<p>Output 2: Strategic planning completed for coverage towards 2012 elections</p> <p>Baseline: Strategic plan not in place for coverage of elections</p> <p>Indicators: Strategic plan for coverage of elections</p> <p>Targets: Strategic plan in place for coverage of elections</p>	<p>2.1 Strategic planning for live coverage of election via outside broadcasts and studio debate</p> <p>2.2 Mapping of operational requirement for coverage of 2012 elections</p> <p>2.3 Operational costs of covering elections live</p>		x	x	x	x	x	x	x	x	x	10,000	10,000
<p>Output 3: Initial operational support provided to SLBC to operate reliably, providing daily unbiased and independent news and current affairs programmes, relevant information and development programs, and entertainment and sports programmes on radio</p> <p>Baseline: Recruitment of core staff is being carried out</p> <p>Indicators: SLBC is operational and able to broadcast with resources including staff, skills, and funding.</p> <p>Targets: Recruitment of core staff completed</p> <p>-Salaries are received by staff.</p>	<p>3.1 Support to recruitment of SLBC staff and salary payment</p>	x									120,000	10,000	10,000

