

Annual Work Plan

Country: Sierra Leone

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

UN Joint Vision Programme: Programme 15: Supporting Democratic Institutions

Implementing partner: Ministry of Information and Communication

Other Partners: UNIPSIL, SLBC, National Commission for Privatization, BBCWST

Brief Description

Radio is by far the most important medium for news and public information in Sierra Leone. A total of 77% of the population of Sierra Leone (3.8 million) are radio listeners according to a 2008 survey jointly commissioned by the Swiss based development NGO Foundation Hirondelle and UNICEF.

Since its establishment by UNAMSIL in 2000, UN Radio has been Sierra Leone's only national broadcaster, reaching nearly every community in the country with 24-hour-a-day programming. UN Radio has remained the only source of accurate, impartial news and public information on a national scale. Following the closure of UNIOSIL in September 2008, the new mission, United Nations Integrated Peace building Office of Sierra Leone (UNIPSIL) has supported UN Radio temporarily for the initial duration of one year. The challenge facing UN Radio going forward is to phase itself out and ensure that a new national independent radio service fills the gap, with initial UN and international donor support.

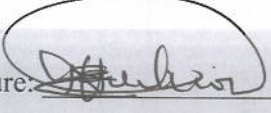
The current transition plan, which will be funded by UN Peacebuilding Fund (PBF), entails two parallel processes in which UN Radio continues to function temporarily under UNIPSIL auspices whilst a new institution is created which will compete with Liberia and Tanzania for the status of the first truly independent national public service broadcast corporation in Africa. The new entity to be created is to be known as the Sierra Leone Broadcast Corporation, (SLBC) and will be legally established with the passage of legislation by Parliament. The passage of legislation, which experienced delay, took place in late 2009 and the bill was signed at the beginning of 2010.

The main goal of this project is to contribute to strengthening peace, security and democracy in the country and achieve participation of the populace in development through a national independent public broadcasting service. This shall be accomplished by contributing to an established public service broadcaster in Sierra Leone, SLBC, that is independent, has a functioning and trained board, trained and professional staff, and is adequately resourced to provide independent news and information, and provide programming which includes the participation of the citizens

Programme Period:	2010
Programme Component:	_____
Budget Code:	_____
Project ID:	_____
Duration:	1 year
Management Arrangement:	Direct Execution

Estimated annualized budget:	\$850,000
Allocated resources:	_____
• Government	_____
• Regular	_____
• Other:	_____
○ Donor	_____
○ Donor	_____
○ PBF	850,000
Unfunded budget:	_____


Agreed by Ministry of Information and Communication:

Name: Kwame Yankson Title: Senior Asst. Sec. Signature:  Date: 20/01/10

Agreed by UNIPSIL:

Name: SPUTNIK KILAMDI Title: ON RADIO MANAGER Signature: S. Kilandi Date: 20.1.10

Agreed by UNDP:

Name: STEVEN UPSHAW Title: UNDP CD Signature:  Date: 20/1/10



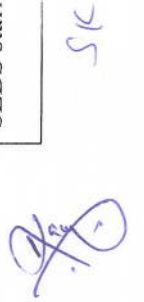
2010 ANNUAL WORK PLAN: DEVELOPMENT OF AN INDEPENDENT NATIONAL PUBLIC BROADCASTING SERVICE IN SIERRA LEONE

Expected Outputs	Planned Activities	Time-frame				Responsible Party	Funding Source	Budget		Monitoring Framework		
		Q1	Q2	Q3	Q4			Budget Description	Amount	Expenditures	Progress towards Outputs	
<p>Output 1: A Board of trustees is trained and operates in an independent and responsible manner. <u>Baseline:</u> The board does not yet exist, awaiting nomination of board chair and passage of the bill <u>Indicators:</u> -Training for Board of trustees. -Regular Board meetings</p>	1.1: Board Stipends for one year and refreshment for TMT weekly meetings	x	x	x	x	Ministry of Information, UN	UN PBF, BBCWST	Training, workshop and conf	17,500			
	1.2: Training of the board in principles of public service broadcasting (to be provided from other funding sources)							0	Training, workshop and conf			
	1.3: Recruitment of Director-General and Deputy Director-General	x						24,000	Contractual services - indiv			
<p>Output 2: The programming of SLBC is unbiased, neutral, balanced, and covers the length and breadth of Sierra Leone society <u>Baseline:</u> SLBC does not exist yet.</p>	2.1: Development of code of conduct (to be provided by institutional development consultant)	x	x			Ministry of Information, SLBC, UN	UN PBF, BBCWST		0			
	2.2: Development of SLBC programming plan (to be provided by institutional development consultant)	x	x					0				

<p>and the current national broadcaster, SLBS, is state controlled. Indicators: Balanced, inclusive, and diverse TV/radio programmes</p>	<p>2.3: Start of SLBC broadcast (telecom fees, satellite subscription, bank charges, co-location –transmitters, security fees, vehicle and generator running costs, office supplies, water & electricity, production supplies, taxes & fees, mail, library and newspapers, web & mail hosting) 2.4: Training for radio and television journalists, producers and technical staff</p>	<p>x x x x</p>	<p>Ministry of Information, UN</p>	<p>UN PBF</p>	<p>Audio Visual & Print Costs Equipment and furniture Supplies</p>	<p>79,250</p>	
<p>Output 3: A technical needs assessment conducted and national coverage plan created for near national radio coverage <u>Baseline:</u> No inventory of SLBS assets, no plan for national coverage Indicators: -Coverage study completed -Recommendations for radio and TV coverage</p>	<p>3.1: Technical assessment of SLBS physical assets and development of procurement plan 3.2: Design studio spaces 3.3: Development of National coverage plan (to be provided by technical assessment consultant)</p>	<p>x x x</p>	<p>Ministry of Information, UN</p>	<p>UN PBF</p>	<p>International Consultants Contractual services - Companies</p>	<p>5,000 10,000 0</p>	
<p>Output 4: SLBC has the resources it needs to provide regular and reliable programming: buildings, equipment, staff, skills, and funding. <u>Baseline:</u> SLBC yet to be established, and SLBS still operational Indicators:</p>	<p>4.1: Recruitment of interim staff for operation of UN Radio/SLBC during the transition 4.2: Recommend and Design new staff structure that makes SLBC fully operational (to be provided with institutional development consultant)</p>	<p>x x</p>	<p>Ministry of Information, SLBC, UN</p>	<p>UN PBF</p>	<p>Contractual services - indiv</p>	<p>60,000 0</p>	

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-SLBC is able to broadcast	4.3: Recruitment of senior management	x								24,000		
	4.4: Development of 5-year business plan and funding proposal and approval by the board	x	x							45,000		
	4.5: Draft of financial and human resource policies and procedures and approval by the Board	x	x							7,000		
	4.6: Purchase of initial and urgent broadcast and office equipment (Office furniture, equipments and servers, audio equipment, transmission equipment)	x	x	x	x					84,000		
	4.7: Renovation of 1 floor of SLBS for initial operation (and contractor to assess buildings)	x	x	x						40,000		
	4.8: Transfer of UN Radio assets to SLBC		x							5,000		
	4.9: Balance of staff are hired	x	x	x	x					146,350		
	5.1: Audit of SLBS physical and human resources including severance plan and budget adjustments as needed	x								22,500		
	5.2: Training of SLBS staff as preparation for severance (computer skills, digital production, small business)	x								20,250		
	Output 5: The staff of SLBS is provided with a severance package that includes cash payment and training opportunities											
Baseline: SLBS staff yet to be given												



<p>notice, and severance package to be determined and implemented</p> <p><u>Indicators:</u></p> <ul style="list-style-type: none"> -Severance package is completed -Cash payments provided -Trainings provided 	<p>5.3: Payment of severance</p>	<p>x</p>				<p>158,288</p>	
<p>Output 6: The public are informed about the nature of the new public broadcast service and its advantages, and about the closure of SLBS and UN Radio</p>	<p>6.1: Public information campaign on SLBC, and recognition of contribution of SLBS to Sierra Leone</p>	<p>x</p>	<p>Ministry of Information, UN</p>	<p>UN PBF</p>	<p>Audio Visual & Print Costs Training, workshop and conf</p>	<p>7,500</p>	
<p><u>Baseline:</u></p> <p>Systematic sensitization for public in preparation for transition not yet conducted</p> <p><u>Indicators:</u></p> <ul style="list-style-type: none"> -Information campaign plan -Press releases, radio spots, interviews, posters, and brochures produced 	<p>7.1: Quarterly review and progress reports</p> <p>7.2: Field monitoring visits</p>	<p>x</p>	<p>Ministry of Information, UN</p>	<p>UN PBF</p>	<p>Travel</p>	<p>0</p> <p>8,000</p>	
<p>Output 7: Project activities and outputs monitored</p>	<p>8.1: Recruitment of UNDP Project Manager</p>	<p>x</p>	<p>UN</p>	<p>UN PBF</p>	<p>Contractual services - indiv</p>	<p>24,000</p>	

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UNDP Management 7%	Agency	55,607.48
TOTAL		849,845



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