

United Nations Development Programme

Budget A



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ATLAS AWARD ID	00072805
ATLAS PROJECT ID	00085842
PROJECT TITLE	Support to Media Development
CPD Outcome	Capacity of democratic institutions strengthened to enable good governance
CPD Outcome	Legal and institutional framework for professional media practices and capacity of media institutions strengthened for free and fair media.
Expected Output(s)/Annual Targets: (CPD outputs linked to the above CPD outcome)	<p><u>Output 1:</u> Improve media ethics in Sierra Leone.</p> <p><u>Output 2:</u> Independent allocation of licenses, enhanced handling of media complaints and an enabling media environment.</p> <p><u>Output 3:</u> Strengthened capacity, professionalism, collaboration and sustainability of private media organizations and practitioners</p> <p><u>Output 4.</u> Capacity of MRCG Secretariat strengthened for effective management of project and coordination of Media institutions.</p>
Implementing Partners	Media Reform Coordinating Group Sierra Leone (MRCG SL)
Responsible Parties	

Brief Description

The project intends to focus on five strategic issues: Firstly, it will entail the enactment of the media bill into law, popularize civil libel law, enforcement of self-regulatory mechanisms i. e. SLAJ Code of Practice and Press Freedom Charter. Additionally, a directory of media organizations will be developed and popularized for easy access to and communications. The SLAJ Complaints Committee shall be strengthened to effect its role in handling internal complaints against journalists.

The project will further deepen discussion on independent allocation of licenses, enhanced handling of media complaints and an enabling media environment. It will support the roll out of IMC three year Strategic Plan, which among other things will ensure collaboration between IMC and NATCOM in carrying out their respective mandates.

Thirdly, the project will strengthen capacity, professionalism, collaboration and sustainability of private media organizations and practitioners. Specifically will support the establishment and operationalization of Media Training Database to ensure consistent exchange of information among media trainers/institution, hence avoiding duplication and quality control. Memorandum of Understanding will developed and signed among institutions providing media education with regards their roll and responsibilities in rolling the newly revised national media curriculum. Composite Business Plan shall be developed for new media organization charged with responsibility for enhanced newspaper printing and distribution. Guidelines on media organizations/community radio stations' governance shall be developed and enforced as well as the enforcement of payment of minimum wage for journalists.

Furthermore, the project will strengthen the MRCG Secretariat to continue functioning as a credible organization with demonstrated competence i.e. structures, systems, policies and procedures to spearhead and coordinate media reform processes in the country. It entails proper functioning of the MRCG SL board responsible for strategic decision-making and overall oversight of the organizations and its resources. And with the guidance of the board, MRCG Secretariat will further spearhead comprehensive institutional/organizational capacity building and coordination of national media organizations i.e. constituent members based on their expressed needs and challenges. Previous report (UNDP, 2013) indicated lack of capacity is the most limiting constraints facing most of the media organizations in the country. From this perspective, the project will employ mentoring and coaching approach to specifically address indicated challenges within media organizations.

Programme Period: January- December 2017
Strategic Plan Result area: Democratic Governance
Project Title: Support to Media Development
Award ID: 00072805
Project ID: 00085842
Atlas ID:
PAC Meeting Date:
Management arrangements:

Total resource required: 150,000
Total allocated resources: 150,000
Regular (TRAC):
Others:
PBF:
Unfunded budget:
GoSL Contributions:

Atlas Award ID:	00072805										
Atlas Project ID:	00085842										
Project/Programme Title:	Support to Media Development										
JNDAF Outcome:	Capacity of democratic institutions strengthened to enable good governance										
CPD Outcome:	Legal and institutional framework for professional media practices and capacity of media institutions strengthened for free and fair media.										
EXPECTED OUTPUTS	PLANNED ACTIVITIES	TIMEFRAME				RESPONSIBLE PARTY	Funding Source	PLANNED BUDGET		Amount	\$
		Q1	Q2	Q3	Q4			Budget Description	Amount		
Output 1: Improve media ethics in Sierra Leone.	Activity Result 1: Ethical and professional standards enhanced										
Baseline: a. Civil Libel Laws and IMC code of ethics exists. b. Media Directory does not exist c. Press Freedom Chatter and SLAJ Code of ethics exist	Activity 1.1: Popularize civil defamation laws (Alternative to the criminal libel law).	X	X	X	X	MRCG	TRAC	Grant-72600	3,000		
Indicators: a. Civil Libel Law b. Media directory c. Minutes of SLAJ Complaints committee meetings	Activity 1.2: Monitoring & reporting on Ethical standards of media institutions in S/L	X	X	X	X	MRCG	TRAC	Grant-72600	2,000		
Targets: a. Civil Libel Law reviewed and popularized. b. Media directory developed and publicised. c. Four complaints committee meetings held.	Activity 1.3: Conduct bi-monthly SLAJ Complaint Committee meetings (ombudsman, disciplinary committee.) to address media complaints Popularize SLAJ complaint committee.	X	X	X	X	MRCG	TRAC	Grant-72600	2,000		
	Activity 1.4: Train 50 Editors and Radio Station Managers on Ethics and professionalism for accreditation.		X			MRCG	TRAC	Grant-72600	5,000		
	Activity 1.5: Train 40 (20 female and 20 male) Journalists on new IMC Media Code of practice and popularize it.			X		MRCG	TRAC	Grant-72600	4,000		
Output 1 Total									16,000		

Activity Result 2: Framework established for the allocation of national spectrum and MRCG resource mobilization									
<p>Enhanced handling of media complaints and an enabling media environment.</p> <p>Baseline:</p> <ol style="list-style-type: none"> The IMC Strategic plan exists. Agreement discussions initiated between IMC and NATCOM on the allocation of national spectrum <p>Indicators:</p> <ol style="list-style-type: none"> No of development partners providing support to IMC. Agreement meeting between IMC and NATCOM. <p>Targets:</p> <ol style="list-style-type: none"> Strategic plan rolled out. Signed MOU between IMC and NATCOM 									
	Activity 2.1: Develop three proposals for the resource mobilization drive of MRCG and its constituents.	X	X		MRCG	TRAC	Grant-72600		2,000
	Activity 2.2: Workshop to review IMC strategic plan.	X	X		MRCG	TRAC	Grant-72600		4,000
	Activity 2.3: Meeting with IMC & NATCOM to develop communication on allocation of frequency.	X	X		MRCG	TRAC	Grant-72600		2,000
Output 2 Total									
									8,000
Activity Result 3: Straightened, professional and sustainable private media organizations and practitioners									
<p>Strengthened capacity, professionalism, collaboration and sustainability of private media organizations and practitioners.</p> <p>Baseline:</p> <ol style="list-style-type: none"> Uncoordinated Media Training No collaboration among Media Schools Individual Business Plans exists Poor governance, low newspaper distribution and non-compliance to minimum wage payment <p>Indicators:</p> <ol style="list-style-type: none"> Database and policy guideline on media training MOU among Media Schools Composite business plan Guideline on governance, newspaper 									
	Activity 3.1: Identify training needs, conduct mentoring and fellowship programs	X	X	X	MRCG	TRAC	Grant-72600		5,000
	Activity 3.2: Establishment of association communication and journalism schools	X	X	X	MRCG	TRAC	Grant-72600		3,000
	Activity 3.3: conduct training on development and implementation of business work plan	X	X	X	MRCG	TRAC	Grant-72600		2,000

distribution and minimum wage compliance

Target:

- a. Media training database established and operationalized
- b. MOU Signed among Media Schools for the rollout of media syllabi
- c. Composite business plan developed
- d. Governance and newspaper distribution guidelines adhered to
- e. Minimum wage enforced

Activity 3.4: Support the development of business work plan set up a viable printing capacity	X							MRCG	TRAC		2,000
Activity 3.5: commission a study on Radio Stations governance, status of Community Radio station	X	X	X	X				MRCG	TRAC	Grant-72600	2,000
Activity 3.6: Development of Information and Communication policy	X	X	X	X				MRCG	TRAC	Grant-72600	2,000
Output 3 Total											16,000
Activity Result 4: Capacity of MRCG secretariat enhanced for the coordination of media reform process											
Activity 4.1: Provide internet services, update and host MRCG website, and publish quarterly e-newsletters	X	X	X	X				MRCG	TRAC	Grant-72600	8,000
Activity 4.2: Technical assistance to MRCG (staffing for activity implementation)	X	X	X	X				MRCG	TRAC	Grant-72600	21,354
Activity 4.3: Conduct quarterly MRCG board meetings to discuss policy and strategic issues.	X	X	X	X				MRCG	TRAC	Grant-72600	2,000
Activity 4.4: Prepare, publish and distribute State of the Media Report 2016		X						MRCG	TRAC	Grant-72600	6,000
Activity 4.5: Conduct planning workshop among the different providers of media training and education	X	X	X	X				MRCG	TRAC	Grant-72600	2,000

Output 4: Capacity of MRCG Secretariat strengthened for effective management of project including the coordination of Media institutions.

Baseline:

- a. One training session conducted on Quick Book Financial Management for functional MRCG Secretariat.

Indicators:


- a. Number of training sessions on project management conducted for secretariat staff
- b. Increased inter-media collaborative activities


Targets:

- a. Establish systems and procedures on Financial management, procurement and project monitoring and evaluation and four staff sessions conducted for MRCG Secretariat staff
- b. Two national collaborative media activities executed

Output 4 Total	Activity 4.6: Conduct MRCG board retreat to review progress, policy and procedures	X				MRCG	TRAC	Grant-72600	6,000
	Common Services	X	X	X		UNDP	TRAC	73100-Rent	45,354
	Project Running Cost	X	X	X		UNDP	TRAC	72500-Supplies	23,746
	Monitoring and Evaluation/Field Visit	X	X	X		UNDP	TRAC	72100-Cont Serv	2,500
	Operations/Program Management Support Cost 4.6%	X	X	X		UNDP	TRAC	64300, 74500-Direct project cost	3,000
	Communications 1%	X	X	X		UNDP	TRAC	72400-Communication	6,900
	Project Staff/IP Capacity Building	X	X	X		UNDP	TRAC	75700-Training	1,500
	External Evaluation	X	X	X		UNDP	TRAC	72100-Cont Serv	3,000
	Project Staff Salaries	X	X	X		UNDP	TRAC	71400-Cont Serv Indv	12,000
	Sub Total PMC								64,646
	Grand Total								150,000

This Annual Work Plan (AWP) is based on Results Management Guidelines (RMG) of UNDP. Once signed by UNDP and the Implementing Partner, the plan authorizes the responsible parties and project management to manage available resources to achieve set results.


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 Media Reform Coordinating Group