



The Government of Lao PDR
United Nations Development Programme
Xiengkhouang Province



Khoun Radio Support Project:
Bringing local news to local people in Xiengkhouang

This project is to increase access to information, in particular for ethnic people and vulnerable groups. It will also increase the voice and participation of local communities in the production of relevant information for their own community. This project is a one year pilot, which will also help provide a better understanding of what sort of information is available to people in their local communities, where do people look for information, what sort of information they want, and how to better respond to their needs.

This will be achieved through: the establishment of a local radio station in Khoun district; news making trainings of public information officers at provincial and district level; an audience survey of information needs and demands from the local community; and news making training, managing and coaching to community volunteers in Khoun.

Part I- Situation Analysis

General context

Lao People's Democratic Republic (Lao PDR) is a small landlocked country in South East Asia with a population of over 5 million. In the global Human Development Report (HDR) 2004, Laos has been ranked 135 out of 175 countries. Over the past decade, Lao PDR has made steady progress in reducing poverty, and improving its healthcare and education system. The percentage of people living below the poverty line has decreased from 45% in 1992/93 to 33% in 2002/2003.

At the same time, the country is facing a rapid population growth and growing disparities between urban and rural areas, as people do not equally benefit from new economic opportunities. Despite the government's strong commitment to poverty reduction, the issues of child malnutrition, language barriers, lack of incentives for qualified teachers to be posted in remote areas and, more generally, delivery of quality services to the whole population remains a challenge.

A large part of the Lao population living in remote areas has poor access to the national road and communication system, market places, urban centres and public services. Villagers have limited access to information about markets, services, job opportunities and development issues such as reproductive health, which are necessary to help them raise their standards of living and boost the development of their local community.

Villagers typically rely on word of mouth and radio for this kind of information. In the multi cultural Lao society with its 49 officially recognized ethnic groups and a largely mountainous topography, the provision of official information to all citizens is challenging. Relevant information on issues of livelihood concerns is of prime importance for all Lao. Local radio can play a critical role in relaying this information. It also gives a voice to the communities, so that they can participate in the development planning process.

Media landscape in Laos

The diversity of information available in Lao PDR has rapidly increased in recent years with the introduction of internet cafes, satellite and cable TV broadcasting international information networks. Though, few people in Laos have the required language skills and can afford to access these new sources of information.

At the same time, the outreach of national media remains limited. Available data¹ indicates that the Lao print and broadcast media cannot reach large parts of the population, partly due to numerous capacity constraints and competition from media in neighbouring countries. In remote districts of Xiengkhouang Province, such as Nong Het and Khoun, villagers can have access to Thai TV and radio, as well as Chinese and Vietnamese radio broadcasting in Lao. There is a limited number of radio and TV programmes in Hmong and Khamu.

All news-oriented media in Laos is public. The print press has limited circulation and only reaches the urban elite, often with significant delays. Newspapers are available in Lao, English and French language. The most widely circulated daily paper in Laos

¹ Information source for the following: Lao-Swedish Radio Project, Ministry of Information and Culture.

is “Pasaxon” *The People* with a circulation of about 6000. A number of special interest periodicals, which are affiliated with government organisations, mass organisations and associations, are irregularly published, such as “Heng Ngaan” or *Labor*, “Sinxay” or *Sinxay Cultural Club* and “Menhing Lao” or *Lao Women*.

The Lao National Television broadcasts on different channels in Lao, French and Vietnamese. According to 2001 statistics, there were 3,000 subscribers to satellite TV.²

The country has 32 radio stations, including 5 AM, 22 FM, 2 SW and 3 MW stations. 28 stations are located in the provinces. The Lao National Radio covers approximately 70 percent of the country. Provincial radio stations operate as a relay broadcast station with limited local programmes. They have their own editorial and technical board that produces local programmes. The local stations broadcast between 5 to 12 hours per day. Some programmes are in local ethnic languages.³ The provincial stations cannot reach all areas and there are many pockets of communities with no access to radio.

Most programmes of Lao National Radio are broadcast in Lao with only two daily programmes in the two main ethnic languages, Hmong and Khamu. Some of the provincial stations have translators for ethnic languages, but find it difficult to pay their salaries.

A brief Vox Pop conducted in the districts of Nonghet and Khoun showed that in general the news broadcasted does not always respond to the real needs of the people living in the rural areas. There is expressed need for locally produced programmes in ethnic languages providing relevant information, knowledge and entertainment to people living in remote areas with limited access to information.

In May 2005, participants of a workshop on Lao media held in Vientiane have observed a gradual shift of media’s role since 1991, from a one-way flow of information towards a more multi-directional flow.⁴ Increasingly, media coverage in Laos is addressing issues of socio-economic development, related to education, health, poverty alleviation and gender that affect people’s lives.

As policy-makers in Laos redefine the functions of state organisations and mechanisms to strengthen accountability, transparency and integrity in the governance system, the role of mass media has also come under scrutiny. The Ministry for Culture and Information has taken steps to draft a new Mass Media Law.

While media is still finding its new role, it is clear that serious capacity gaps exist to provide the public with quality information. Production and broadcast equipment is often outdated, particularly in the provinces, and resources for technical upgrading and operations are scarce. There is a real demand for training in the area of writing and interviewing skills, editorial, media management and marketing skills.

Lao Vice President Choummaly Sayasone recently called on all media workers to develop themselves to meet the demands of globalisation, encouraging them to provide media with information that is accurate and timely.

² Lao-Swedish Radio Project, Ministry of Information and Culture.

³ Vientiane Times, 20 October, 2005

⁴ Lao-EU Workshop on Media in Laos, Draft Report, pp3-4

The profile of Khoun District in Xiengkhouang Province

Xiengkhouang is one of the northern provinces of the country. Most of the areas of the province are mountainous and it has small valleys where most of the urban settlements are developing. The villages are scattered in small clusters, many of them are not accessible by road. Agriculture and Animal husbandry are the main livelihood activities of the majority of the people in this province. The development of small market hamlets along the highway, which goes up to the Vietnamese border in the northeast, is a recent phenomenon in the province. Agro-products, construction materials, daily consumer items and restaurants are the main business activities of these emerging market places.

According to the 2005 Census, the district of Khoun covers 90 villages with over 31,000 people, among which 40.6% are Lao Lum, 54.14% Hmong and 5.22% Khamu. The Census also shows that one third have no access to roads and two thirds have no access to electricity. 82 health centers exist in the district today. In the year 2000, only 8% of births were attended by skilled health personnel in Xiengkhouang Province.

40 of the 90 villages do not have a completed primary school building. The percentage of dropouts in primary school has decreased in recent years. Today 70% of the children enrolled in grade 1 reach grade 5 (43% in 2000/01). However, according to 2004/05 statistics of the provincial education services, 25% of adults in Khoun district are recorded as illiterate – two thirds are women. The District Chief identifies ethnic women as the most vulnerable group in Khoun with significantly higher dropout rates in school and a lower level of literacy and knowledge of Lao Lum language. This is reflected in an unpublished case study conducted by the Gender and Ethnic Minority Unit in the Ministry of Education in a remote Hmong village in Nong Het District.⁵

An audience Survey conducted in 2004 by the District Information Office, illustrates that the people of Khoun have a radio culture. The results showed 90% of the population of Khoun were radio listeners, among which 50% were Hmong, 48.04% Lao Lum and 1.95% Khamu. A group discussion conducted in January 2006, showed that people in Khoun communities have little access to local news. Radio from neighbouring provinces is easily received, however, not from the Xiengkhouang radio and TV stations.

Khoun is among the 47 poorest districts identified in the National Growth and Poverty Eradication Strategy (NGPES) for priority support. A number of projects are active in the District, including the Poverty Reduction Fund and interventions in agriculture (CIAT, LEAP, IFAD – the latter phasing out end of 2005), in education (UNICEF), road construction (CRWC – Food for work) and governance (UNDP/GPAR).

⁵ Draft shared by Mme. Yangxia Lee from the Gender and Ethnic Minority Education Unit, MoE. The study reveals, among other things, significant differences in daily activity plans of ethnic men and women, which allows more targeted radio programming. – in addition, the Eduplus study conducted by ADB in 1997(!) revealed that literacy rates among ethnic women (Hmong: 8%; Khamu: 22%) are significantly lower than among males (Hmong: 45%, Khamu: 60%) and Lao Lum (male: 86%, female: 66%).

Part II- Strategy

The role of media and in particular radio as an important means to make available relevant information to the people, has long been acknowledged. Apart from awareness-raising initiatives that sensitize Lao journalists on specific subject matters such as HIV/AIDS or Unexploded Ordnance (UXO), Lao media organisations (including Vientiane Times or Lao National Television) have also benefited from general capacity development initiatives in recent years.

Most notably, Swedish Sida is extending its support to Lao National Radio (“Continued Support to Radio in Lao PDR 2004-2007”) in a very comprehensive intervention to strengthen public service broadcasting at national and provincial level, thus providing an umbrella for other initiatives in the radio sector. The European Commission is considering to support the Lao Journalist Association and the Lao National University to institutionalize and improve much needed domestic training opportunities for Lao journalists. UNICEF supports a number of small interventions of strategic value, such as the Youth and Children Radio initiative, whereas Equal Access has established a local Youth Radio, based in a secondary school in Pakse, Champasak Province.

This pilot project, which will be implemented in collaboration with UNESCO, will focus on the sub-national level. The strategy relies on the fact that the role of local radio is critical in providing better access to information and knowledge to further improve people’s living standards and people’s participation in the development planning that will affect their lives. Preference will be given to the information demands of the most vulnerable groups in society, ethnic people and women.

To strengthen the capacity of the villagers of Khoun district, as well as the provincial and district information offices to broadcast information that is relevant to the well being and development of their community, the goals of the overall strategy will be to:

- Improve access to information through local reporting and radio programme making in local languages.
- Increase the voice of Lao citizens - in particular ethnic people – in news making to help them participate in development decisions that affect their lives.

The Khoun Radio Support Project thus aims to become a forum for the local community to address issues of local interest and socio-economic development in Xiengkhouang. These include information about markets and prices, job opportunities, UXO, agriculture and health, or more generally, MDG-related development issues.

The project therefore feeds into UNDP’s mandate in the field of access of information, as outlined in the concerned practice note.⁶ The concept is also fully in line with the objectives of the “Policy Paper on Governance (2003)”, which outlines the Lao Govt. vision of governance in Lao PDR.

The paper emphasizes that “a dynamic and participatory society goes hand in hand with creating opportunities for the people in the urban and local communities – men, women, youth and the elderly – to enjoy their participation in social, cultural, economic and political activities”.⁷ The paper calls for affirmative action in favour of

⁶ UNDP Practice Note: Access to Information. BDP/Oslo Governance Center.

⁷ Policy Paper on Governance (2003). Lao Govt. p. 24-25.

target groups such as veterans, women, ethnic minorities and youth, as well as increased participation of women in national and local governance and local development planning. The paper encourages the establishment of forums to permit the exchange of ideas between the government and the people.

The project is expected to deliver four significant outputs:

Output 1: A local radio station established in Khoun district.

This local radio is a response to the local community's desire and needs for more relevant information in ethnic languages, and was initiated by the Ministry of Information. It builds on an existing community radio initiative lead by the Ministry of Information with support from UNESCO in Ta-Oy district, which is expected to become operational in early 2006, and it piggy backs on the national Governance and Public Administration Reform (GPAR) programme active in Xiengkhouang province.

The Provincial and District Governors of Xiengkhouang originally expressed a strong interest in improving the delivery of useful and timely information services to the local people, in particular to the ethnic population, which represents the majority in Khoun District and almost half of the total population of the Province. The local authorities stressed the fact that the provincial radio station was not reaching all the communities and that the radio staff and Public Information Officers were in desperate need for training.

After a first round of consultations and an initial assessment mission, it was decided to establish a first pilot in Khoun district, as the socio-economic profile, access to electricity, and keen interest of the community provided the necessary conditions to achieve the projects objectives.

This output will focus on setting up the infrastructure for the radio operations. The project will seek to identify and pilot robust and low-cost equipment, which will allow for replication of the radio initiative. With regard to investments in equipment and infrastructure, a prudent two-step approach will be taken:

Phase 1, first quarter 2006: A technical mission in January 2006 will assess the feasibility for an FM radio operating in Khoun District and give indications on the likely outreach of a local radio station from potential sites. The radio will operate with low-cost equipment below 10,000 USD.

Phase 2, second half of 2006: As radio operations take shape in Khoun, the project will support the district to construct a studio building and, if required, a tower, thus transforming the mobile station into a permanent one. Efforts will be undertaken in the early phase of the project to mobilize and involve the community in activities, such as the locating and construction of the studio building. The installation of the equipment and the basic technical briefing for the functioning and maintenance also falls under this output.

Output 2: Enhanced news making skills of Public Information Officers at provincial and district level.

Public Information Officers have expressed an interest in further technical assistance and support. This will focus on news writing, interview techniques, editorial processes, and more effective production techniques. It will be aimed at increasing the capacity of the staff from the provincial radio and district information offices.

The Media Advisor or organization subcontracted for the training will also offer advice and support on other issues of concern to the management of the provincial radio station such as: programme scheduling, marketing, and station management.

This component will also support translation of relevant news and radio programmes in local languages from other sources, as well as a study tour to community radio initiatives in neighboring Thailand.

Output 3: Community volunteers and radio board members engaged and trained in news making and media management.

Local news reporting requires special skills and knowledge. This pilot aims to engage community volunteers to become members of the radio board and participate in the management of the local radio station along with other local Government representatives.

The radio board will consist in a group of committed representatives from a cross-section of the community, including local government representatives, ethnic people, teachers, farmers, health workers, union members and village chiefs. It will decide on matters regarding broadcasting hours, type of programmes and scheduling.

Participation from women and the ethnic population will be particularly encouraged. The project will seek to engage the Lao Women's Union to take an active part in the establishment and operations of the radio initiative.

This component will also build the capacity of community volunteers in news making and media management by providing them with hands on training in radio production techniques, news writing, editing, field reporting and interview skills. This will enable them to become local journalists and know how to produce local radio programmes on issues pertinent to their localities. Volunteers will be identified after an initial analysis of the information demands and needs has taken place.

This project component will also support the production of radio programmes in the most remote villages with the involvement of the villagers.

The Media Advisor or organization sub-contracted for the training will also be responsible for the coaching and one-on-one tutorials of the radio board members and volunteers for at least four month.

Output 4: A baseline survey of information needs conducted in Xiengkhouang, and a technical cooperation initiated with other radio initiatives.

This component will conduct a baseline survey of information needs and demands in Khoun district, which will be the basis for the development of the radio programme schedule. The survey will highlight where people get their information, what sort of information they need, when and how regularly they get information, what format they prefer, and what knowledge they have in the area of agriculture, health and education.

The study will particularly focus on the "receiving end" of radio programming. Once the project has gained a good understanding about the listening habits of its target audience (including availability of radio receivers), it will be possible to pilot new ways of reaching people. Countries with a longer local radio tradition offer a wide range of

creative tools in this field, such as school radio, listener groups or public announce systems. The project will have an opportunity to pilot some of these tools in Lao context.

The questionnaire for the baseline study will be designed and the study will be carried out in collaboration with UNESCO, the UNDP Public Information Office and relevant local partners in Khoun and Ta Oy District. Draft ToR are provided in Annex 4.

District Officials have also expressed the wish that the project makes available a timetable to the population, which lists available programmes on various frequencies in different languages, in order to better serve the information demands.

This pilot will also make available training opportunities for radio staff from Khoun and Ta-Oy districts. A local radio team from Khoun Radio will also conduct a field reporting in Nong Het.

Risks and Challenges

This project is exposed to the generic challenges of local pilot interventions with limited duration. Whilst there is a need for the project to demonstrate quick progress in order to secure funding after project year one, the development of local capacity requires attention over an extended period of time. The setting up of a local radio station involves training and coaching support over several years. The same is true for the participation and leadership of the community in the radio board and the programme making to evolve, which is critical for the success and longer-term sustainability of the initiative.

Whilst the local radio will contribute to strengthen local governance, local authorities should be prepared to openly engage with the population, particularly vulnerable groups, and demonstrate understanding and openness for new demands that may emerge from this dialogue. The concept of participatory local radio with the objective to enhance local development is not entirely new in Lao PDR. The Ministry of Information and Culture is already spearheading a pilot initiative in Ta Oy District, Saravane. Nevertheless, political sensitivities require good coordination with the Ministry and provincial authorities as well as strong support from the district authorities, particularly in the initial phase.

Eventually, the project includes the piloting of technical equipment, which bears the usual risks of unexpected difficulties in procurements, delivery, installation and maintenance. Discussions regarding the use of an existing antenna have made progress by the time the project document was submitted for govt. clearance, however, were not yet finalized. For day-to-day operations, the project will be able to benefit significantly from support of the already experienced GPAR Xiengkhouang team, which will include guidance on NEX/UNDP rules and regulations.

Anticipated End of Project Situation

The project will have gained a good understanding of the information demands and information consumption preferences of its target audience. The station relays and translates relevant information from different sources and broadcasts local news and programmes, albeit with a still very limited duration. A number of volunteers from communities, unions and local government have received initial training in broadcasting, maintenance of equipment and media management. Some field productions have been produced with involvement of villagers in Khoun and Nong Het District. The radio board takes decisions on programming and management

issues. Operations very much rely on improvisation and disruptions and blackouts may still be frequent.

A permanent radio studio and upgraded equipment is in the process of being established, which is increasing/optimizing the outreach of the radio. The population in the district center is aware of the radio's operations, but the impact of broadcasts is still limited. Communities start to take a stronger interest in the activities of the radio, local authorities and projects discover the new opportunities to reach out to the population.

The station continues to heavily rely on external inputs such as training and funding. Policies for revenue generation need to be developed and personnel trained. Contacts with Ta Oy Radio Station have been initiated and training opportunities shared.

Part III- Management Arrangements

A. Project Structures

Implementing Partner

The project will be nationally executed by the Government of Lao PDR, represented by the provincial Department of Information and Culture (PIC). PIC will be the Implementing Partner according to the new UNDP terminology. A government official from PIC will be designated to act as the National Project Director (NPD) by the Governor of Xiengkhouang. The NPD will appoint a National Project Manager (NPM) in coordination with DIC and UNDP, who will be in charge of day-to-day management of the project. Draft ToR for both positions are annexed.

Project Support Team

The NPD/NPM will be supported by a project support team composed by:

- International Media Advisor or Media Organisation (short-term)
- National Media Associate (resident)
- English translator (part-time)

all on a contractual basis. In addition, the GPAR Xiengkhouang project team, located in the Office of the Governor, will provide administrative support, such as accounting services on a demand-bases. Full accountability for project outputs and resources is with the NPD/NPM of the Khoun Radio Support Project.

Project Executive Group

The NPD will be accountable to the Project Executive Group - composed by the Department of Mass Media of the Ministry of Information, the Department of International Cooperation of the Ministry of Foreign Affairs, UNDP and UNESCO. The Project Executive Group will act as the steering committee of the project. It will give strategic guidance to the project management and evaluate lessons learnt.

Radio Task Force

The Radio Task Force is an informal working group at central level, composed by specialists from the Ministry of Information and Culture, the Lao National Radio and possibly other organizations. The task force will on the one hand provide technical backstopping to the project, e.g. in setting up the radio station and training related issues. On the other hand, radio task force members will support the Project Executive Group in monitoring project progress and identifying lessons in the existing

radio projects in Laos for replication. A budget provision for field visits has been reserved for that purpose.

Local Partners

Project implementation will take place in cooperation with relevant district institutions: such as the district Unions, the district offices of information and culture, agriculture, education and health. Active participation of community volunteers from all ethnic groups, age groups and gender as member of the radio board or programme producers is key to the success of the project.

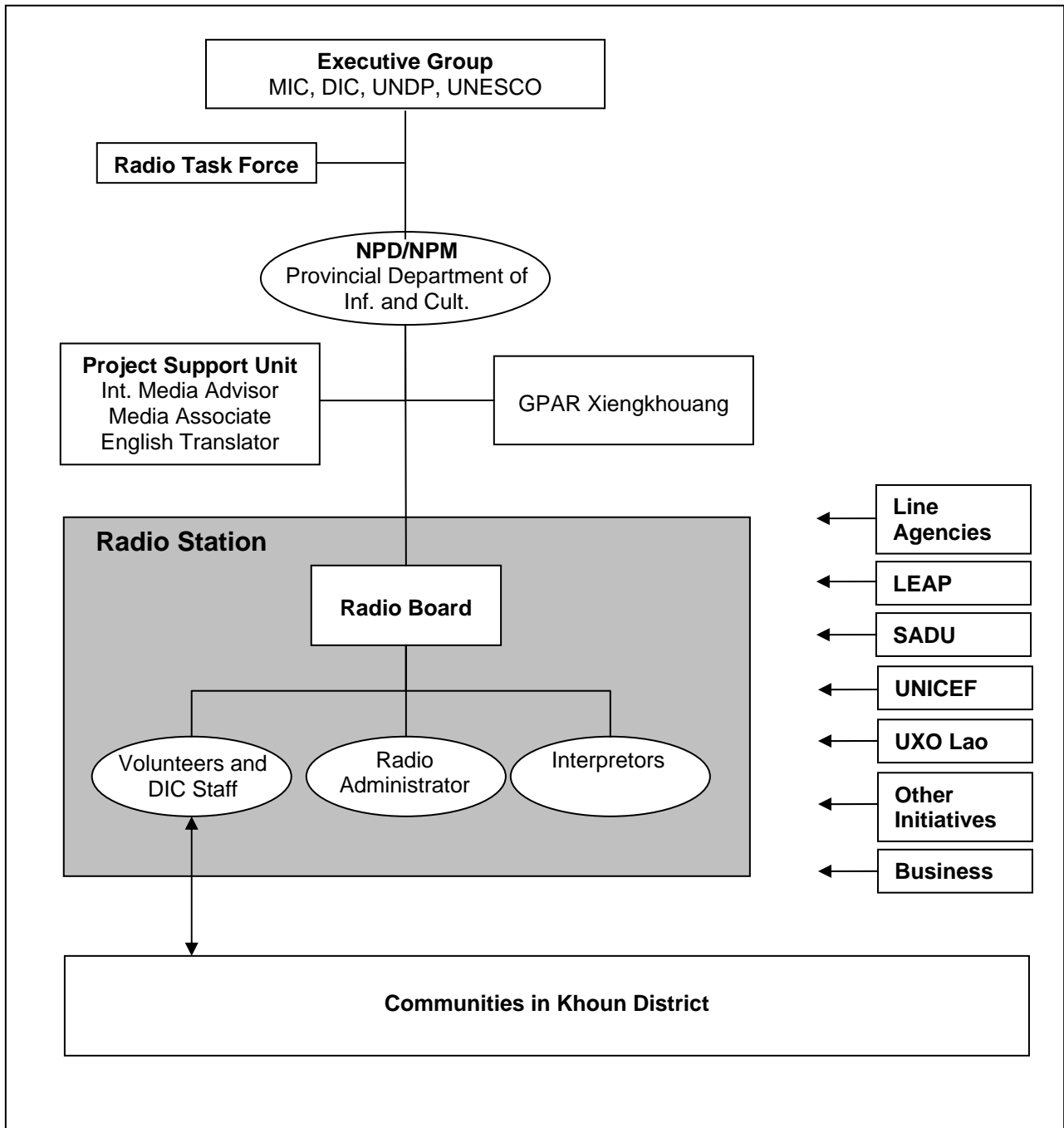
B. Radio Organisation

Radio Board

The radio station will be headed by a board. It will decide on matters regarding broadcast hours, type of programmes, scheduling, staffing and finances. The radio board consist in a group of committed representatives from a cross-section of the community, including local government representatives, ethnic people, teachers, farmers, health workers, union members and village chiefs. The radio board will meet periodically and overlook operations.

Administrator and staff

On the operating side, a Radio Administrator will be nominated or recruited to manage the day-to day operations of the radio. The Radio Administrator will work under the guidance and supervision of the board, whose chair will be appointed by the District Governor. In addition, local interpreters will be hired to translate relevant Lao programmes into local languages. In all recruitments, preference will be given to women and ethnic people.



Radio Volunteers

The radio will rely on unpaid voluntary contributions from community volunteers - from a cross-section of the community, including local government representatives, ethnic people, teachers, farmers, health workers, union members and village chiefs – who would be committed and actively engaged in the radio production and management of the station.

International inputs for the project will generally be mobilized and provided by the UNDP Country Office. These procurement/mobilization procedures apply for international technical assistance, sophisticated equipment, subcontracting and training. UNDP Country Office in Lao PDR will therefore provide the responsible

partner with support services to carry out procurement of services of all international advisors, organize international study tours and procurement of high value equipment. A standard request for support services will be sent to UNDP Country Office (CO), together with specific Terms of References, specifications and/or other instructions. In providing these services, UNDP will directly access funds that are budgeted for CO support costs, and UNDP CO will be paid a service charge.

The project will keep appropriate accounts of all project expenditures. Each expenditure will be planned and approved according to the specific requirements of the corresponding project funding procedures. The records of expenditures will always specify the type of expenditure and the corresponding sub-component / project activity. The necessary arrangements will be made to ensure compliance with contracting procedures and to avoid accounting errors or other financial management weaknesses.

Part IV- Monitoring and Evaluation

The project will be subject to monitoring and reporting in accordance with project cooperation agreements between UNDP and responsible partners. The partners would set up a monitoring and evaluation framework, based on best practices and the findings of the baseline study, and would conduct ongoing and end-line assessments of the media trainings, as well as broadcasts and management of the local station.

Monthly meetings of the project team with UNDP and representatives of MIC / Radio Task Force will be conducted. The project team will have overall responsibility for preparing project progress reports. A mid-term financial and operational report is due 15 June 2006, the final report 20 November 2006. These reports will include a narrative element that examines the activities that the project has been supporting and the stage of completion against the major outputs of the project.

The radio board will be responsible for the monitoring of radio clips, archiving and quarterly reporting. A joint evaluation mission with UNDP and UNESCO will be conducted through an audience survey, focus groups and other mechanisms.

Part V. Legal Context

This project document shall be the instrument referred to as such in Article 1 of the Standard Basic Assistance Agreement between the Government of Lao PDR and the United Nations Development Programme, signed between the two parties on 10 October 1988. The host country-implementing agency shall, for the purposes of the Standard Basic Agreement, refer to the Government co-operating agency described in the Agreement.

The following types of revisions may be made to this project document under the signature of the UNDP Resident Representative only, provided assurance is given that the other signatories of the project document have no objection to the proposed changes:

- revisions in, or addition of, any of the annexes of the project document;
- revisions which do not involve significant changes in the outcomes, outputs or activities of the project, but are caused by the rearrangement of inputs already agreed to or by cost increases due to inflation.

List of Annexes

- Annex 1: Draft ToR for National Project Director (NPD)
- Annex 2: Draft ToR for National Project Manager (NPM)
- Annex 3: Draft ToR for Radio Board
- Annex 4: Draft ToR for Baseline Study of Information Needs
- Annex 5: Draft ToR for Media Associate
- Annex 6: Draft ToR for Station Manager
- Annex 7: Draft ToR for Training Provider
- Annex 8: Draft for initial procurements

Section II - RESULTS AND RESOURCES FRAMEWORK

SECTION II RESULTS FRAMEWORK FOR THE KHOUN RADIO SUPPORT PROJECT – BRINGING LOCAL NEWS TO LOCAL PEOPLE IN XIENKHOANG

<p>Project outcomes:</p> <ul style="list-style-type: none">- Improved access to Information through local reporting and radio programme making in local languages- Increased voice of Lao citizens, in particular of ethnic people, in newsmaking to help them participate in development decisions
<p>MYFF Service Lines:</p> <p>Service Line 2.6 Decentralization, Local governance and urban/rural development Service line 2.5 E-Governance and Access to Information</p>
<p>Intended Outcome as stated in the Strategic Results Framework:</p> <ol style="list-style-type: none">1. Citizens' participation, especially of vulnerable groups, in policy dialogue increased through enhanced access to information2. Capacities and partnerships developed of local governance actors in urban/rural areas for policy formulation, service delivery and resource management
<p>Partnership strategy</p> <p>The project will be anchored to the Provincial Information and Khoun District Information Offices with support from line agencies (Education, Agriculture and Forestry, Health, Planning) under the overall supervision of the Ministry of Information and Culture. Active participation of radio volunteers from local communities of all ethnic groups and Unions - particularly Women's Union - is a critical factor for success.</p> <p>The project will be supported by UNDP in partnership with UNESCO. Funding will be provided by the UNDP Democratic Governance Thematic Trust Fund (TTF). The project will benefit from collaboration with and add value to other initiatives in the province, especially GPAR Xiengkhouang, SADU, UNICEF, PSI and LEAP projects. It will establish close linkages and exchange experience and share training opportunities with the radio initiative in Ta-Oy District, Saravane.</p>



Intended Outputs	Output Targets (yrs)	Indicative Activities	Inputs
<p>1. Local Radio Station established in Khoum District</p> <p>Indicators:</p> <ul style="list-style-type: none"> - Regular meetings of Radio Board - Number of community volunteers engaged in the management of the radio 	<ul style="list-style-type: none"> ▪ Radio site identified ▪ Procurement of Equipment finalized ▪ Studio building constructed ▪ Installation of broadcasting equipment finalized ▪ Local staff is able to monitor and maintain broadcasting equipment ▪ Board consists in cross-section of community, including 30% or more women 	<ol style="list-style-type: none"> 1.1. Technical appraisal mission in Khoum District 1.2. Procurement of radio equipment and furniture 1.3. Installation and initial training in use and maintenance of equipment 1.4. Support Establishment and regular meetings of radio board 1.5. Procurement of radio receivers and equipment for field productions 1.6. Construction of studio building 1.7. Contingency for upgrades of the Equipment 	<ul style="list-style-type: none"> ▪ Equipment and Installation ▪ Training in maintenance ▪ Facilitator
<p>2. Enhanced news making skills of Public Information Officers at provincial and district level</p> <p>Indicators:</p> <ul style="list-style-type: none"> - Officers trained (no. of men and women, ethnic group) - Training evaluation - Study tour report - Number of local programmes - Number of programmes in local languages broadcasted on the provincial radio - Number of calls and feedback from listeners 	<ul style="list-style-type: none"> ▪ International Media Advisor/trainer or company recruited ▪ Training programme designed ▪ At least 20 people trained in radio production (including volunteers) 	<ol style="list-style-type: none"> 2.1. Training of Public Information Officers in news writing, editing, (field) reporting and interviewing 2.2. Study visit to Thailand 2.3. Support translation of relevant news and information in local languages 2.4. Support field reporting activities 	<ul style="list-style-type: none"> ▪ Media Trainer ▪ Translators ▪ Production of content (e.g. local news, drama..) ▪ Link with existing projects initiatives from UNICEF, SADU, UXO Laos, LEAP, others
<p>3. Community volunteers and radio board members engaged and trained in news making and media management</p> <p>Indicators:</p> <ul style="list-style-type: none"> - Number of community reporting 	<ul style="list-style-type: none"> ▪ Radio board holds regular meetings to overlook content and quality of programming ▪ The board consists of government officials, key stakeholders from different ethnic communities and 	<ol style="list-style-type: none"> 3.1. Training of community volunteers in news writing, editing, (field) reporting and interviewing 3.2. Study visit to Thailand 3.3. Training of Radio Board members in basic media management 3.4. Support establishment and regular 	<ul style="list-style-type: none"> ▪ Media Trainer ▪ Station Administrator ▪ Media Associate ▪ Translators ▪ Grants ▪ Travel ▪ Production of

Intended Outputs	Output Targets (yrs)	Indicative Activities	Inputs
<p><i>broadcasted (in ethnic languages)</i></p> <ul style="list-style-type: none"> - <i>Number of programmes broadcasted</i> - <i>Number of minority people trained and mobilized in the management of the station</i> - <i>Feedback from the listeners recorded by the radio team</i> - <i>Board Meeting minutes</i> 	<p>representatives from mass organisations. 30% or more are women</p> <ul style="list-style-type: none"> ▪ 30% of the trainees are women ▪ Community volunteers produce local reporting 	<p>meetings of radio board</p> <p>3.5. Support the production of radio programmes in villages with involvement from communities</p>	<p>content (e.g. local news, drama..)</p> <ul style="list-style-type: none"> ▪ Link with existing projects initiatives from UNICEF, Sadu, UXO Laos, LEAP, others
<p>4. A baseline of information needs conducted in Khoun District and a technical cooperation initiated with other radio initiatives</p>	<ul style="list-style-type: none"> ▪ Series of consultations conducted ▪ Questionnaire jointly designed with UNESCO ▪ Focus groups organized ▪ Field visit of the radio team to Nong Het organized ▪ 1 joint training with Ta Oy district information officers 	<p>4.1 Conduct baseline study</p> <p>4.2 Conduct audience survey</p> <p>4.3 Provide training opportunities and exchange visits for radio staff from Ta-Oy District</p>	<ul style="list-style-type: none"> ▪ Short-term mission ▪ Travel
<p>5 Project support</p> <p>Indicators:</p> <ul style="list-style-type: none"> - <i>Recruitment reports</i> - <i>Monthly Meeting minutes</i> - <i>Evaluation report</i> 	<ul style="list-style-type: none"> ▪ Project support team recruited ▪ Equipment/vehicle(s) procured ▪ Project support team recruited ▪ Equipment/vehicle(s) procured ▪ Operations & maintenance costs covered 	<p>5.1 Establish project support team</p> <p>5.2 Procure equipment/vehicle(s)</p> <p>5.3. Operations and maintenance</p> <p>5.4. Provide selective English training</p> <p>5.5. Provide selective Lao language training for international staff</p>	<ul style="list-style-type: none"> ▪ Salaries ▪ Travel ▪ Equipment ▪ Office costs recurrent expenditure

ANNEX 1

DRAFT TERMS OF REFERENCE FOR NATIONAL PROJECT DIRECTOR KHOUN RADIO SUPPORT INITIATIVE

Job Summary

1. Reports to: The Governor at the Provincial Administration level, as well as the Project Steering Committee.
2. Major Role: The National Project Director (NPD) is the focal point for responsibility and accountability. The primary function of the NPD is to represent the project, supervise and provide direction to the Project Manager. The NPD position is part-time job in addition to the NPD's regular work.
3. Nomination: The NPD will be nominated by the Governor of Xiengkhouang Province in consultation with MIC, DIC and UNDP.

Duties and Responsibilities

- Act as the focal point and responsible party for the project on behalf of the Government.
- Provide institutional leadership by promoting the project, advocating project accomplishments and effect on development results, and providing public information.
- Ensure that the Project Manager has sufficient authority to implement the project.
- Approve annual, quarterly and total project work plans and financial reports.
- Review and approve project budget and its revisions.
- Review and approve all procurement and contracting for equipment, and goods and services, respectively.
- Act as the approving officer for all financial transactions related to project activities.
- Review request to UNDP CO for quarterly advance of funds for project operation.
- Review and approve reconciliation of all project accounts including reconciliation of bank book, cash book, etc. on a monthly basis.
- Represent the project at meetings of the parties to the project agreement.
- Ensure all procedures including documentation are completed for winding up of project activities and closure of the project. Submit proposal to DIC/MOFA for transfer/disposal of project equipment upon closure of the project.

Skills, Knowledge and Attitudes:

- Understanding of the Government's policy directions and development priorities.
- Time available according to the needs of the project.
- Technical knowledge in Public Information and experience related to programme management and related areas.
- Authority, credibility and seniority in executing agency that is appropriate to the project.
- Leadership and supervisory experience.

ANNEX 2
DRAFT TERMS OF REFERENCE FOR
NATIONAL PROJECT MANAGER
KHOUN RADIO SUPPORT INITIATIVE

Job Summary

1. Report to: National Project Director
2. Major Role: The National Project Manager (PM) has responsibility and authority for the day-to-day operational management of the project. He/she plans, initiates and manages project activities and measures performance and reports on project results and outcomes.
3. Nomination: The NPM will be appointed by the NPD in consultation with MIC, DIC and UNDP

Duties and Responsibilities

- Provide operational leadership to project implementation.
- Coordinate project activities that involve other agencies of the government.
- Mobilize government inputs for the project, in particular assistance from the provincial Information and Culture Department
- Provide overall guidance to the Station Manager and the Radio Board in Khoun District without micro-managing radio activities
- Prepare routine reporting of progress against the work plan.
- Arrange for selection and recruitment of project staff and consultants as per policies and procedures set out in the Manual for UNDP Supported Projects.
- Manage production project outputs according to the project document.
- Prepare performance assessment report of project staff and consultants.
- Plan for procurement of equipment and contractual services.
- Ensure suppliers and contractors deliver their obligations as per purchase order, bid or contractual agreement.
- Supervise and ensure maintenance of all ledgers/registers of equipment.
- Act as the certifying officer for all financial transactions conducted on the project. Supervise project Accountant and Cashier (where applicable).
- Certify reconciliation of all project accounts including reconciliation of bank book, cash book, etc. on a monthly basis.
- Overlook the Accountant for the preparation of Quarterly Financial Reports and arrange for their submission to the UNDP CO.
- Identify and resolve project implementation issues, with the assistance of the NPD and where needed DIC/MOFA and UNDP CO.
- Make necessary arrangements for operational and financial closure of the project upon its completion. Prepare project final report.

Skills, Knowledge and Attitudes:

- Understanding of the government's policy directions and national development priorities.
- Acquire comprehensive knowledge of the Manual of UNDP Supported Projects, Government decree on ODA management, and Government decree and rules and regulations of procurement of and contracting for goods and services.

- Technical knowledge in the field of radio broadcasting and experience related to project management.
- Leadership, communications and supervisory experience.
- Supportive of community involvement in news-making.
- Knowledge of ethnic languages is a plus
- Preference will be given to female candidates.
- Preference for female candidates.
- Part-time involvement in the project.

ANNEX 3

DRAFT TERMS OF REFERENCE

RADIO BOARD

KHOUN RADIO SUPPORT PROJECT

PURPOSE AND MEMBERSHIP

The Radio Board consists in a group of committed representatives from a cross-section of the community in Khoun District. Its task is to make decisions and formulate policies with respect to the operation of the radio station. The Radio Board consists in 10-15 members that represent the principal sectors in community, including

- local government representatives (e.g. information office, education, agriculture, health)
- union members
- village chiefs
- ethnic people
- women and men
- youth
- teachers
- farmers
- health workers

The chair of the Radio Board will be appointed by the District Chief for one year, renewable for a maximum of three years. Other members will be nominated by the respective sectors. In accordance with the objectives of the station.

At least 30% of the board members are women. Ethnic representation will be ensured.

FUNCTIONS

The Radio Board collectively makes decisions and formulates policies with respect to the radio station. It shall decide and resolve the major issues regarding the radio station and serve as its steering body. Specific functions include:

- Initiate, develop and approve the station's code of conduct;
- Approve job descriptions of the station manager, the cashier, the translator and any other (volunteer) staff member;
- Nominate the station manager, translator and any other (volunteer) staff members, as required;
- Exercise the authority to review the decisions of the station manager to ensure that they are consistent with the goals and objectives of the station;
- Take decisions on fund-raising schemes, announcements and sponsorships; confirm and review fees for announcements, sponsorship arrangements, public awareness spots by individuals, local businesses, development agencies and other organisations;
- Decide on issues related to programme making:
 - broadcast hours;
 - types of programmes to be aired;
 - programme schedule and airtime;
 - programmes to be relayed.
- Deliberate and make a decision regarding any other major issue that is presented by community members, staff and the station management;
- Ensuring that the radio programme is in line with information needs of the local community;

- Decide on honoraria for specific services;
- Decide how often the board will meet.

REQUIREMENTS FOR MEMBERS

Whilst any person with good standing can be a member of the Radio Board, members must:

- have proven integrity;
- be committed and demonstrate a high level of interest in the development of Khoun District;
- possess leadership qualities;
- be committed to ensuring that the information and communication needs of all groups in the community are addressed;
- be willing to participate in workshops/seminars on the operation of the radio station and related issues.

TERMS AND CONDITIONS

The term of office for individual members of the Radio Board is one year and may be renewed based on the acceptance of the member. Inactive members shall be replaced.

Initially, the Radio Board will meet bi-monthly. All decisions will be recorded in minutes for reference. Meetings of the Radio Board are open for observers from the community and resource persons, who may participate in deliberations. However, voting privileges are limited to appointed members.

ANNEX 4
DRAFT TERMS OF REFERENCE
BASELINE STUDY
TO ASSESS INFORMATION AND COMMUNICATION NEEDS
IN KHOUN AND TA OY DISTRICTS
KHOUN RADIO SUPPORT PROJECT

Background

Purpose

The baseline survey of information needs and communication demands will

1. help the project and the radio board in particular to develop a better understanding about where people get their information, what sort of information they need, when and how regularly they get information, what format they prefer, and what knowledge they have in the area of agriculture, health and education.
2. provide recommendations to the Radio Board of the radio station for developing a programme schedule that is tailored to people's preferences and information needs.

This baseline assessment will be carried out in Khoun and possibly extended to other districts by radio Project in collaboration with MIC and line offices at provincial and district levels. The design of the study will be supported by the UNDP Vientiane Public Information Office and UNESCO.

Fields of Interest

Analysis of the existing situation with regard to:

- access to media
 - availability of radio, TV, newspapers in different languages
 - usage of cable, satellite and regular TV, radio, internet
 - principal media source of information (news)
- importance of informal sources of information and means of communication
- individual preferences
 - e.g. local news, sports, music, drama, interviews, educational programmes
 - languages
 - information consumption habits (time, duration, place, where information is absorbed)
- preferred formats to receive relevant information
 - e.g. drama, news, interviews
 - languages
- substantive knowledge of people on
 - education
 - health
 - agriculture

Recommendations:

Based on the findings, the mission will present a draft radio programme schedule for the Radio Board's consideration. The draft programme schedule will be based on the findings of the survey and recommend specific formats and topics that are tailored to the needs and capacities of the radio station.

Methodology

- Desk Review (Statistics, Reports)
- Fact-finding mission
- Local survey, including Focus Group Discussions with:
 - Local government officials (including agriculture, health and education offices);
 - Women and men (Lao Lum; Hmong; Khamu);
 - Youth
 - Teachers
 - Health workers
 - Farmers with road access
 - Small farmers from remote villages
 - Local business people (traders, shop and restaurant owners, ...)

The Focus Group Discussions will be held with 6 to 12 people of a homogeneous groups in terms of social strata, education, life-style, economic status or other criteria as above. The discussions will be run by a facilitator, whose principal task is to get the members of the group talking among themselves about the subject in question, e.g. what type of radio programme would be useful to help mothers safeguard and improve their infants' health. An observer is taking notes of the main points that are made. The main points will in the end be presented to the group for confirmation.

Specific Tasks of the Baseline Study Team

The baseline study team is expected to undertake two missions, resulting in a survey and a report with no more than 30 pages (plus annexes) both in English and Lao. The language of the report will be free of jargon and easy to understand. The baseline study team will make a presentation before the Radio Board in Lao language. The specific tasks of the team, which will be reflected in the report include:

- Design questionnaires and methodology for the baseline survey
- Gather baseline data in the selected districts through a desk review, fact finding mission (meetings with officials and development organizations) and Focus Group Discussions
- Analyze media consumption habits and preferences of the target groups of the radio with special attention to the needs of women, youth and ethnic people.
- Provide recommendations to the radio board, as to what kinds of radio programmes best serve the perceived information needs (including suggestions for programming schedules)
- Make recommendations how to practically implement above recommendations (e.g. broadcasting hours, requirements for volunteers, collaboration with specific government agencies and/or development organizations etc.)
- Provide recommendations for success indicators for improved access to information for the target groups of the project (e.g. hours of daily programming in Hmong/Khamu language)

Organizational Issues

The baseline study will be conducted by a team, consisting in:

- UNDP Public Information Officer (team leader) and one Communications Specialist
- 3-5 Field Researchers (from project staff and/or contracted staff)
- UNESCO Media Advisor (backstopping through e-mail)
- English and Hmong/Khamu translators

UNESCO will provide backstopping services to the study team. The study will be conducted over a period of approximately 30 days and in two missions to Khoun, including the preparation of the draft report and presentation of the results to the radio board.

ANNEX 5
DRAFT TERMS OF REFERENCE FOR
NATIONAL MEDIA ASSOCIATE
KHOUN RADIO SUPPORT INITIATIVE

Job Summary

1. Report to: National Project Manager
2. Major role: The Media Associate has three principal responsibilities, i) assisting the media training organization in training preparation and delivery; ii) mobilizing community participation in all project activities; iii) facilitate other project activities.
3. Duty Station: Khoun District, Xiengkhouang
4. Recruitment: The Media Associate will be recruited in a competitive process with involvement of radio board members.

Duties and Responsibilities

Community Participation

- Assist the Radio Board in the identification and selection of community volunteers.
- Mentor community volunteers to participate in radio programming and participate in the radio board.
- Support the mobilization of inputs from local communities, including identification and recruitment of village volunteers.
- Support the identification and selection of community volunteers to contribute to radio-programmes.
- Assist the project manager in the substantive reporting with emphasis on activities that involve local communities.

Training

- Coordinate and assist the media organization in the preparation and delivery of training
Assist in the identification of training participants.

Other Tasks

- Support the preparation and facilitate exchange visits and short-term missions (e.g. baseline study).
- Prepare and facilitate field broadcasts in remote communities.
- Assist in the recruitment of other project staff, as per work plan of the project.
- Provide other advice and management support, as required.

Skills, Knowledge and Attitudes:

- Degree in Communication, Social Sciences, Development studies or other relevant field
- Working experience in media sector and/or community mobilization.
- Good communications skills, openness and cultural sensitivity.
- Proven ability to work in a team.
- English language skills; ethnic language skills preferable.
- Strong preference will be given to female candidates.

ANNEX 6
DRAFT TERMS OF REFERENCE FOR
STATION ADMINISTRATOR
KHOUN RADIO SUPPORT INITIATIVE

Job Summary

1. Report to: Radio Board
2. Major Role: The Radio Administrator is responsible for the day-to-day administration of the station. This includes i) mobilization of inputs to meet the broadcasting schedule; ii) responsibility for maintenance and operation of technical equipment; iii) responsibility for financial management and reporting; iv) responsibility for (volunteer) staff issues.
3. Selection: The Radio Administrator will be selected by the Radio Board and appointed by the District Governor.

Duties and Responsibilities

- Mobilize inputs to ensure radio operations according to the broadcasting schedule.
- Report to the Radio Board on a regular basis on operational and financial issues.
- Assist the Radio Board in liaising with government agencies, the project manager, UNDP and third-party projects to mobilize news-content and funding for radio operations.
- Support the Radio Board in the selection and recruitment of (volunteer) staff, as needed, through the preparation of job descriptions and participation in selection processes
- Keep inventory list updated and ensure regular maintenance of equipment.
- Responsibility for (volunteer) staff issues, such as coordination of (volunteer) work.
- Supervise the station accountant and cashier, certify payments and prepare financial reports.
- Ensure suppliers and contractors deliver their obligations, bid or contractual agreement.
- Assist the Radio Board in institutionalizing radio activities, e.g. through the development of (volunteer) staff policies, revenue generation policies etc.
- Provide other advice and support to the radio board and the project manager, as required.

Skills, Knowledge and Attitudes:

- Integrity and good standing with local communities of all ethnic groups.
- Openness, cultural sensitivity and good communication skills.
- Committed to the concept of local radio for development and community participation in news-making.
- Proven ability to work in a team.
- Experience in village, business or public sector administration
- Knowledge of ethnic languages highly preferable.
- Strong preference will be given to female candidates.

ANNEX 7

DRAFT TERMS OF REFERENCE FOR

MEDIA TRAINING PROVIDER

KHOUN RADIO SUPPORT INITIATIVE

Summary

1. Report to: National Project Director / National Project Manager and UNDP
2. Mandate: The Media Trainer Provider will support activities under the outputs 2 and 3 of the project document.
3. Selection: The Media Training Provider will be selected in a competitive process according to UNDP/NEX procurement principles and procedures

Duties and Responsibilities

- Training of Public Information Officers and community volunteers in
 - news writing
 - editing
 - (field) reporting
 - interviewing
 - equipment handling and maintenance
 - gender sensitive reporting
 - servicing a multi-lingual audience
- Training of Radio Board members, the station manager and Public Information Officers
 - Media management, including revenue raising
 - Radio programme scheduling and media management
 - Media monitoring and content review
 - Audience survey methodologies / feedback mechanisms
- Support project management in the design and implementation of a training outcome assessment methodology
- Training modules will be documented in English and Lao for replication of courses
- Provide “on the job training” and mentoring to community volunteers and Public Information, as needed, enabling them to operate a local radio that generates news that is relevant to the people
- Support project management in substantial reporting on training-related activities
- Advise project management and the radio board on upgrades / handling of equipment

Requirements

- Proven methodology and experience in media training delivery.
- Experience working with community-based radio and local government officials.
- Cultural sensitivity and working experience in the region, preferably at subnational level.
- Training delivery in Lao or Thai language.
- Preference will be given to female experts.

ToR will be finalized in collaboration with the Radio Board

ANNEX 8
DRAFT TERMS OF REFERENCE FOR
INITIAL EQUIPMENT AND SERVICE PROCUREMENTS
KHOUN RADIO SUPPORT INITIATIVE

Background

The Khoun Radio Support Initiative is a one-year pilot project at sub-national level. For the limited duration of the project, it is critical that procurement considerations are taken into account in the planning of project interventions. With regards to investments in infrastructure and equipment, it has been decided to take a two-step approach. Initial procurements will rely on standardized items and equipment such as the “radio in a suitcase”, which includes a complete set of radio equipment from one single provider. The more customized investments in a permanent studio building and a tower along with services to install the equipment will be made in a second step mid-2006.

Items and Services

- Mobile Radio Station Equipment
- Radio Receivers and equipment for field productions
- Furniture for temporary studio and radio equipment
- Rental of Minivan, 9 months
- Project support equipment

Specifications

- Mobile Radio Station Equipment, including:
 - 1 Suitcase Broadcast Station c/w 100 Watt FM Stereo transmitter
 - 1 Stacked dipole antenna, 30m RG8/U Co-Ax cable
 - 1 - Extension Microphone c/w plastic prop stand holder
 - 1 - 115 or 230 Volt AC to 13.8 Volt DC Switching Power Supply, 30 Amp.
 - 2 - Commercial Quality CD Players
 - 2 - Commercial Quality Tape Cassette Recorder/Players
 - 1 - Audio Mixer, 6 Channel c/w Cue, Control and Audio Level Display
 - 1 - Power distribution board c/w all required cabling
 - 1 - Set Stereo Earphones - Light commercial quality
 - 1 - Gooseneck deck mounted microphone
 - 1 - Audio Input/Output board with Telephone connection (Standard RJ11)
 - 1 - 3 Channel Microphone Mixer Box
 - 1 - Console Tray
 - 1 - Microphone, Tape cassette, switchable for local recording
 - 1 - Sony to Sony Edit Cord
 - 1 - Suitcase, composition, foam packed
 - Audio interconnect cables, studio to transmitter
 - Power connecting cables, studio and transmitter
 - Manuals in English
 - Shipment and Insurance
 - 100 audio cassettes

Budget allocated: 7500 USD

- Radio Receivers and equipment for field productions
 - 1 quality AM/FM hand-held receiver unit for field testing (battery powered)
 - 10 solar powered / crank AM/FM radio receiver units (hand-held)
 - 50 AM/FM radio receiver units (battery powered, low-cost unit with no extras)
 - 2 Speakers, suitable for use in the village (including wiring)

Budget allocated: 800 USD

- Furniture for temporary studio and radio equipment (to be procured locally by the project)

Budget allocated: 300 USD

- Rental of Minivan, 9 months
 - Driver and Insurance
 - 4 wheel drive
 - 8-10 seats
 - Spacious trunk
 - Top rack suitable for transportation of equipment

Budget allocated: 7000 USD

- Project Support Equipment
 - 1 Laptop, UNDP standard configuration, solid case
 - 1 Laser Printer (stand-alone), UNDP standard configuration
 - 1 Digital camera, UNDP standard
 - 1 Motorbike (approx. 100ccm), robust make for use in district

Budget allocated: 3200 USD

Total budget allocated: 17 800 USD