



Programme National de Développement Participatif

## **NATIONAL SUPPORT PROGRAMME FOR COUNCILS AND COMMUNITIES THROUGH COMMUNITY RADIOS**







## THE STAKES OF THE PROJECT

The role assigned to community radios in the development process of decentralized territorial units was enshrined in the Growth and Employment Strategy Paper (GESP), particularly in section 5.1.4 on **“improving citizens’ access to information for better management”** whose paragraph 376 states that *“Cameroonian authorities are aware of the role of local communication in citizens’ access to information to enable them take the best decisions to increase their revenues, market their produce, make relevant choices in relation to employment, education, health, etc. In this respect, the promotion of community radios, a commitment made since the first generation Poverty Reduction Strategy Paper (PRSP) given the positive impacts observed, will have to be continued through support for the establishment of hundreds of community radio stations for women and youth*

*particularly in rural areas.”*

Drawing lessons and teachings from consultations undertaken about the contribution of community radios in the development process and in accordance with the GESGP, the PNDP with the support of development partners, notably the French Cooperation Agency, found it worthwhile to support municipal / community radios in two main areas:

- Support existing community radios to ensure their viability and make them feasible and sustainable tools for local development and decentralization
- Technical and financial support for the establishment of 15 new stations, in response to the quantitative problem identified in the PRSP and upheld in the GESGP.

## SPECIFIC OBJECTIVES OF THE PROJECT

To ensure the sustainability of existing community radios and those to be set up, the Program took a couple of precautions when preparing the project:

- Aligning the stations with communities resulting in yearly inclusions in the budget to meet the running costs of the community radios. This commitment will be embodied in a Memorandum of Understanding signed between the PNDP, the community and endorsed by the Ministry of Territorial Administration and Decentralization (MINATD) to give clout to the provision. In this regard, stress will be laid on those communities that will incorporate dynamic community relations in their quest to benefit from project support;
- The ability of the radio stations to seek financial independence through the promotion of revenue-generating management approaches to balance the budget over time. In this regard, training in management, entrepreneurial skills and marketing will be provided;
- Effective collaboration between ongoing projects and programs

in the rural sector and community radios, to ensure that the population is effectively informed of opportunities offered by these initiatives. To this end, during the course of the project, these initiatives will produce and broadcast programs on the radio stations concerned and the related costs will be borne by the project to support community radios;

- Use simple equipment, adapted to rural zones and advances in new information and communication technologies;
- Effective integration of gender sensitive management, especially effective involvement of women and youth in the management, production and broadcast processes;
- In the medium term, advocate for Government to accord community radios a special legal status and put in place a mechanism to enable them to have adequate resources, particularly within the context of transfer of resources as provided for by provisions on decentralization.

## PROJECT VALUE

The project which is worth 2,445,102 U.S. dollars (beneficiaries’ contribution: 613 000 U.S. dollars or 25, 07% of the funding, C2D funds set aside for the PNDP: 1 832 102 U.S. dollars or 74, 93% of the funding), has two sub-projects:

1) A sub-project that focuses on supporting 40 existing community radios over a one-year period totalling 445,960 U.S. dollars distributed as follows:

-Beneficiaries’ contribution: 163 000 U.S. dollars (36.5%)

-CD2- PNDP funding: 282,960 U.S. dollars (63.5%)

2) The second sub-project which will span three years will be aid the development of the communities through the establishment of community radio stations in 15 localities in Cameroon amounting to 1,999,142 U.S. dollars divided as follows:

-Beneficiaries’ contribution: 450,000 U.S. dollars (22.90%)

-CD2- PNDP funding: 1,549,142 (77.10%)

## MAIN PROJECT ACTIVITIES

- |   |  |   |
|---|--|---|
| - Acquisition of equipment for 15 new radio stations        | radio stations   | - aid for the production of content for 55 radio stations |
| - Acquisition of spare parts for 40 existing radio stations | - Training of the staff of new and existing radio stations |   |

## FOCUS ON THE CREATION OF 15 NEW RADIO STATIONS

The setting up and effective operation of 15 new community radio stations was made af-

ter a strong awareness campaign and selection was based on screening and selection criteria

already presented.

## CRITERIA FULFILLED BY BENEFICIARY COMMUNITIES

### Socio-economic viability

The beneficiary community should have minimal requirements for the functioning of a community radio (electricity, human and financial resources considered sufficient) to ensure the sustainability of the project. In this regard, for communities to be selected, they ought to have made a number of commitments, notably making available a number of facilities to kickoff the project (purchase and installation of the tower, provide a premises, buy a motorcycle). They should have resolved to include running costs (electricity, water, purchasing supplies, bankroll production costs and motivate personnel who are essentially volunteers) in the Council's annual budget. These expenses must have been estimated and budgeted.

### Dynamism of local population and councils

Without being enterprises in the strictest sense, community radio stations need resources in order to function. These resources which may come from external sources must first be mobilized within the community itself. In this regard, account must be taken of the endogenous resources in the final selection of beneficiary communities. This will

prevent these entities from becoming white elephant projects after significant investments. An analysis will be made of the level of municipal revenue that will be combined with other factors (level of transparency in the management).

### Estimated audience rating

Community radio stations typically have a radius of 50 km. Depending on the terrain and transmitter power, some could cover 100 km. Given the range, it is necessary that as many communities as possible be reached by the tool. As such, emphasis will be placed during screening on the number of people likely to be reached by the programs. In this context, attention will be given to densely populated areas.

Taking into account shadowed municipalities This refers to areas where people can neither receive radio nor television. Insofar as these areas are viable, attention will be given them.

### Areas with high population mobility

Municipalities or communities where different population groups intermingle making the areas vulnerable to the spread of HIV/AIDS and other social ills like insecurity, the consumption of drugs, would be given pre-

ference.

### Border areas

Municipalities or communities in border areas, because of their geostrategic position, will also be taken into account, given the need to equip them with tools that will enable them convey positive messages about maintenance of peace and peaceful coexistence.

The Principle of fairness and concern for national coverage

### Promotion of intermunicipal relations

Municipalities that will jointly seek support will be favoured over those who undertake the individual approach.

### The principle of subsidiarity

Some community radios cover several communities at the same time (for example communities in the West region of Cameroon). To avoid unnecessary duplication, this factor will be taken into account in order to avoid a concentration of support in some communities where it may not actually be justified as a response to a real need. Thus, a list of radios, accompanied by their radius of coverage will be provided and taken note of.

## AUXILIARY ACTIVITIES

Audience Research Technical feasibility studies Mobilization of financial and logistical support;

Support municipalities through the creation / implementation over a period of one year of a training plan for broadcasters, leadership teams and management committees of each radio in the following fields:

- Administrative, financial and operational management of community radio stations;
- Information and communication techniques (including the right to information

and ethics);

- Production and dissemination of thematic programs;
- Maintenance of equipment

Training of radio staff, municipalities and community representatives in new information and communication technologies (ICTs);

Acquisition, installation and maintenance for a period of two years of production, post production, broadcast equipment for each radio

Technical and financial support for 15 radio stations in the production and dissemination of thematic content throughout the duration of the project;

Support for communities seeking funding and partnerships;  
Development of a simplified administrative, technical and financial procedures manual for community radios;

Support for the definition of a specific legal status for community radios

## IMPLEMENTATION MODALITIES

### Partners

- Ministry of Communication
- Ministry of Posts and Telecommunication
- UNESCO

- CRTV

- CVUC

- Civil Society

Government's commitments (MINCOM and MINPOSTEL)

Provide institutional regulation of community radio stations in this agreement;

Validate the administrative and technical documents presented by the applying municipalities;

Assign the necessary frequencies based on

availability;

Participate in staff training of community radio stations in question, on issues within its area of competence.

### Obligations of the Municipality:

Provide the building;

Get required authorizations;

Recruit and financially support staff;

Buy a motorcycle specifically for the radio.

- Obligations of the supported radio stations:

- Complete the project in full within the time prescribed by annual contracts they

will sign;

- Produce programs and reports on issues related to the project;

- Produce and broadcast programs to raise awareness among decision makers and the public on the various areas of the project

- Allow production exchanges between member stations and other audio-visual media houses within Cameroon;

- Provide interim and final reports;

- Provide interim and final financial statements, accompanied by all supporting documentation of actual expenses;

- Submitting to any control by the PNDP or any entity authorized by it

**BENEFICIARIES OF COMMUNITY RADIO STATIONS****GRANT RECIPIENT RADIO STATIONS****Adamawa:**

- Nyambaka
- Ngaoundal

**Centre:**

- Endom

**East:**

- Atok
- Angossas

**Far North:****Littoral:****North:**

- Pitoa

**North West:**

- Wum
- Nkor

**West:**

- Magba

**South:**

- Niete
- Mvangan

**South West:**

- Alou
- Bangem

**Adamaoua :**

- Radio
- Radio

**Centre :**

- Radio
- Radio

**East :**

- Radio
- Radio

**Far North :**

- Radio
- Radio

**Littoral :**

- Radio
- Radio

**North :**

- Radio
- Radio

**North-West :**

- Radio
- Radio

**West :**

- Radio
- Radio

**South :**

- Radio
- Radio

**Adamaoua :**

- Radio
- Radio

**Centre :**

- Radio
- Radio

**East :**

- Radio
- Radio

**Far North :**

- Radio
- Radio

**Littoral :**

- Radio
- Radio

**North :**

- Radio
- Radio

**North-West :**

- Radio
- Radio

**Ouest :**

- Radio
- Radio

**Sud :**

- Radio
- Radio

**South-West :**

- Radio
- Radio

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