

## **Existing Projects and Organisations that could benefit from Community TV**

### **ActionAid**

ActionAid (<http://www.actionaid.org/aboutus/home.shtml>) campaigns for a world without poverty in which every person can exercise their right to a life of dignity. Wherever possible, ActionAid works with community groups so that change is appropriate and long lasting. Could community TV assist in this work?

ActionAid has launched a campaign calling on the UK government to fund the fight against AIDS:

- In 2003: the UK government should urgently commit at least £32m towards the £1bn shortfall that the Global Fund to Fight AIDS, TB and Malaria faces this year
- In 2004-5: alongside other ways of supporting the fight against AIDS, the UK should commit at least £284m to the Global Fund
- The European Union and private businesses must also be encouraged to pay their share.

### **ActionAid in Ghana**

ActionAid began operating in Ghana in 1990 and now works with over 31,000 people in sparsely populated areas. ActionAid supports the basic needs and rights of poor people, working at a practical level to improve their access to services, and lobbying government and others to change the policies and practices that affect their lives.

### **Marie Stopes - Family Planning**

Marie Stopes International (MSI)

([http://www.imdc.co.uk/marie\\_stopes\\_international.html](http://www.imdc.co.uk/marie_stopes_international.html)) is a global family planning agency working in over 30 countries around the world.

### **Reproductive health care in Honduras**

Marie Stopes Honduras (MSH)

(<http://www.mariestopes.org.uk/ww/honduras.htm>) is working closely with the Honduran public sector to help ensure the provision of quality reproductive health care for urban and rural populations, with a strong focus on the prevention and treatment of sexually transmitted infections and the prevention of HIV/AIDS.

To achieve this, MSH has developed a model of low-cost centres supported by networks of community referral agents in the cities of San Pedro Sula, El Progreso, Santa Barbara, La Ceiba and Tela. The flagship centre in San Pedro Sula provides services to factory workers, while the centres in Tela, El Progreso and Santa Barbara are supported by community outreach workers who work with rural communities, schools and ethnic minority populations.

A range of centre-based and outreach sexual and reproductive health services include: family planning and contraceptive services; youth services; the prevention, diagnosis and treatment of sexually transmitted infections (STIs); and STI/HIV/AIDS awareness-raising initiatives.

### **Reproductive health care in South Africa**

South Africa's health statistics belie wide variations in mortality, family size and contraceptive access. Most at risk are women and girls in black townships and rural areas.

Marie Stopes (<http://www.mariestopes.org.uk/ww/south-africa.htm>) has a range of centre-based and outreach sexual and reproductive health services including: family planning and contraceptive services; ante-and post-natal care; female sterilisation; vasectomy; safe abortion, youth services; the prevention and diagnosis of sexually transmitted infections (STIs); STI/HIV/AIDS awareness-raising initiatives; and voluntary confidential counseling and testing for HIV/AIDS clients.

### **Population Concern – Reproductive Health Care**

Population Concern (<http://www.populationconcern.org.uk/>) works for the improvement of the quality of life worldwide by advancing the right of all people to exercise free and informed reproductive health choice and to have access to confidential sexual and including family planning. It has a number of projects. Examples in Africa include:

#### Example: Iringa Youth Centre Project, Tanzania

Organisation: UMATI      Country: Tanzania      Funded by: DFID

The Iringa Youth Centre has been set up to provide information, education and communication for young people concerning sexual health issues. The Centre offers services to young people such as STI screening and treatment and the provision of contraception such as foam, pills and condoms. The Centre combines its awareness raising with the provision of recreational games and income generating activities in the form of a library in the Centre's grounds. The project also trains young people as peer educators who act as community based distributors of contraceptive services and information to youth in and out of schools in the local community.

#### Example: Sexual Health Services for Street Youth, Accra, Ghana

Organisation: Youth Development Foundation      Country: Ghana      Funded By: NCLB

This project, based in Kaneshie district of Accra, Ghana, aims to provide quality reproductive and sexual health services, education and counselling for young

people. It operates using street youth selected to work as peer motivators and by running a youth centre which offers clinical services by specially trained medical staff as well as recreational facilities for the young people. The project also has a special skills training component for the young people to help them find their own economic self-sufficiency and security.

Other projects run by Population Concern have received funding from:

National Lottery Charities Board, Headley Trust

EU

Comic Relief - [Millennium Children's Promise Grant]

### **UNICEF: Children's rights**

UNICEF (<http://www.unicef.org.uk/aboutunicef/index.htm>) works in over 160 countries and territories to fulfill children's rights to health and nutrition; education; emergency relief; protection; and water and sanitation. By working in partnership with others, from governments and teachers to youth groups and mothers, UNICEF is a driving force for people throughout the world working to ensure a better future for children.

### **'SAT 36 Multimedia Interactive Links' - Health in Latin America**

'SAT 36 Multimedia Interactive Links'

([http://www.oneworld.org/ips2/sept00/10\\_19\\_033.html](http://www.oneworld.org/ips2/sept00/10_19_033.html)) is a private company using satellite technology and computers to connect the medical community in the large Latin American nation.

"Through a network of tele-centre sites that link 10 Argentinean cities, we are able to deliver live, simultaneous information to doctors who do not have to leave their cities or lose income in order to attend a refresher course,"

It is also a practical example of how technology can be used effectively for 'tele-health' and other forms of distance learning in developing countries, he added.

Accordingly, he believes, the model of using technology to create "a learning community" and getting the pharmaceutical industry to foot the bill, could be copied by other Latin American and developing nations. It solved the problem of distance and extended the reach of scarce resources.

A constant theme of the discussion here was how to bridge the digital divide between developed and developing nations and between information-rich and information-poor communities within each country.

Tele-health and distance learning also have applications in developed countries with the global market for education estimated at over two trillion dollars in 1999. This included 700 billion in the United States and 300 billion dollars in developing countries.

Given the way the new technologies have emerged, it was widely acknowledged that growth of the sector (internet) will be private-sector driven. However, efforts

by the United Nations and other multilateral bodies would help developing countries, especially those which are not attractive to private capital.

**Summary: Existing Projects and Organisations that could benefit from Community TV**

There are currently many charities and organisations undertaking development and health work in developing countries. Some of these are already using community-based media. However, some of these projects have expressed the need to work at a community level, so these may benefit from the use of community TV. These organisations will have detailed knowledge of specific areas and their problems, leading to a valuable source of information to be used to make a community TV project more successful in that area. Therefore, depending on policies, community media could 'help out' the aid organisations, at the same time as improving the quality of information they broadcast.

## Finance

### Differences between Countries

As already stated by <http://www.openchannel.se/cat/index.htm>, different countries have different ways of financing their local community TV stations. For example, in Denmark they will be governmental supported by fees both from commercial TV-stations and the license fee, and in the USA cable operators give concessions to local governments.

### Finance for distribution and programming

<http://www.openchannel.se/cat/overview.htm> gives a table showing the countries, number of TV stations, distribution, financing, and commercials/sponsorship. Generally, distribution is financed by self, cable or community. Programme production is financed by self, licence fee, and local government.

### Differing Budgets

<http://world.std.com/~rghm/> gives a table showing the annual budgets of US PEG Access Centers, descending by Annual Budgeted Expenditures. The table column headings are shown below.

Source: ACM CMRD 2000

ST City Center	Budget	Pop	Capita	Subs	Per Sub	Hrs/wk	Cost /hr
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## Funding Opportunities

### UNESCO

[http://portal.unesco.org/ci/ev.php?URL\\_ID=1657&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201&reload=1034690896](http://portal.unesco.org/ci/ev.php?URL_ID=1657&URL_DO=DO_TOPIC&URL_SECTION=201&reload=1034690896) describes how UNESCO's work in the field of public broadcasting focuses on two areas:

- Encouraging media coverage of educational and cultural matters and promoting public service broadcasting
- Developing the capacity of disadvantaged communities to express and define themselves

#### Example: Moroccan News Agency Computerises

UNESCO's International Programme for the Development of Communication (IPDC) provided US\$70,000 and the French Government, contributed US\$100,000.

#### Example: Afghan Media

Italy has provided UNESCO with \$4.0m to help develop the media in Afghanistan. The funds are aimed primarily at supporting television production at Radio-Television Afghanistan (RTA) and in re-establishing the country's educational television service.

### Comic Relief

Comic Relief ([www.comicrelief.com](http://www.comicrelief.com)) make grants to UK-registered charities whose main aim is development and who work with African organisations. We do not currently fund direct to charities registered in African countries but we do expect UK organisations to be working closely with partners in Africa.

We expect all UK organisations to share and discuss these guidelines with African partners so that the application and budget has been jointly agreed. We fund all sizes of UK charities. We also welcome applications that come from groups of UK charities that can show how working together will improve the impact of their work.

We will consider applications that target one of the following groups of people.

- People affected by conflict.
- Women and girls.
- People living in towns and cities.
- Disabled people.
- Pastoralists – people who traditionally make a living from raising cattle, goats and sheep – and hunter-gatherers.

- People affected by HIV and AIDS.

### **Commonwealth Science Council Grants**

The Commonwealth Science Council (CSC) (<http://www.comsci.org/>) is an intergovernmental organisation with membership open to all Commonwealth countries (includes Ghana and South Africa).

The CSC is an innovative, creative and proactive organisation that seeks to leverage the science and technology (S&T) capability in the public and industry domain within the Commonwealth through networking of both knowledge and finance using modern information technologies to facilitate the application of S&T by member countries for sustainable economic, environmental, social and cultural development.

#### Fellowship Scheme

The Fellowship Scheme of the Commonwealth Science Council (CSC) was established in 1980 to provide opportunities for scientists and engineers from member Commonwealth developing countries to enhance their professional skills and experience through short-term attachments in other Commonwealth countries. The purpose of the fellowship is to enable professionals involved in the programs of the Council (see no.3 of criteria for allocation of CSC Travel Grants and Fellowship awards) especially those promoting the activities of the Commonwealth Knowledge Network (CKN) to exchange know-how and expertise.

Fellowships will consist of financial support (the equivalent of GBP2,000) for the fellow's travel and maintenance not covered by the nominating or host country or its institutions; and will include return air fares, local subsistence and travel costs, and insurance (both travel and medical).

A successful candidate must use the award within the financial year in which it is awarded. The CSC financial year is 1 July to 30 June.

### **DFID Funding Schemes**

**Financial Deepening Challenge Fund** (<http://www.dfid.gov.uk/>)

#### **Eligible organisations**

Eligible bidders will be:

a for-profit private sector entity registered in one of the Fund's countries of operation; or associations representing such entities; or a consortium led by such an entity,

in satisfactory financial health and able to show at least three years of unqualified audited accounts, and

registered in selected countries across Africa and Asia or the UK.

<b>Funding criteria</b>	The Financial Deepening Challenge Fund (FDCF) encourages and supports banks and other commercial financial institutions to develop innovative and sustainable products and services that benefit the poor. The Fund aims to contribute to developing strong financial services sectors that allow the poor, and enterprises owned by or employing the poor, to access financial services. The FDCF expects to support projects involving (a) the development and piloting of a broad range of innovative financial services (e.g. in credit, savings, insurance, health cover, mortgages, pensions, leasing, working capital and remittances), and (b) improvements to the regulatory and supervisory environment.
<b>Funding available per activity</b>	Cost-sharing grants of £50,000 to £1,000,000
<b>Total available</b>	
<b>(2002-2003)</b>	£3,150,000
<b>(2003-2004)</b>	£2,525,000
<b>(2004-2005)</b>	£3,500,000
<b>Contact department</b>	Enterprise Development Department, administered by Deloitte & Touche
<b>Contact details</b>	<a href="http://www.challengefunds.org">www.challengefunds.org</a>

### **INTERFUND - Financial support for S. Africa**

INTERFUND (<http://www.interfund.org.za/>) was founded in 1986 as a consortium of donors mainly based in Europe (and in particular Scandinavia) to help advance democracy through offering financial support for South African civil society organisations.

Criteria for INTERFUND's support programme reflect its commitment to development, equality, social justice and poverty alleviation. Projects assisted are non-governmental and/or community-based, and operate on principles of transparency, accountability, fairness and honesty. Priority is given to those projects which support marginalised and rural black communities, women, youth and people affected by HIV/AIDS. Although INTERFUND provides grants to organisations nationally, it prioritises for the purpose of provincial transformation, organisations in the provinces of KwaZulu Natal, Northern Province, Eastern Cape and Mpumalanga.

As a general rule INTERFUND prefers to jointly fund projects with other donors.

### **Ford Foundation**

The Ford Foundation (<http://www.fordfound.org/>) is a resource for innovative people and institutions worldwide. Our goals are to:



- Strengthen democratic values,
- Reduce poverty and injustice,
- Promote international cooperation and
- Advance human achievement

Many grants are available for Community and Resource Development. See: [http://www.fordfound.org/grants\\_db/view\\_grant\\_detail1.cfm?expand1=Asset+Building+and+Community+Development&expand2=Community+and+Resource+Development&office=&grant\\_year=2003](http://www.fordfound.org/grants_db/view_grant_detail1.cfm?expand1=Asset+Building+and+Community+Development&expand2=Community+and+Resource+Development&office=&grant_year=2003)

### **Project Example: Agencia Informativa Pulsar, Ecuador**

This project has been mentioned previously, but includes detailed accounts of funding. It is among many case studies listed by <http://www.rdg.ac.uk/AcaDepts/ea/AERDD/Csds.htm> about new communication technologies and existing information systems of small scale-farmers and entrepreneurs in rural communities

Project began in March 1996.

#### Organizations Involved

- World Association of Radio Broadcasters (AMARC) Latin America and Caribbean office, Ecuador.
- Centro de Educacion Popular (CEDEP) - until 1998.

#### Donor Agencies

- CAF (Holland)
- SIDA (Sweden)
- Fredrich Ebert Foundation (Germany)
- UNESCO

Budget around US \$100,000 per year

#### Situation

Civil societies' access to radio and television frequencies through fair and transparent means is necessary for democracy and freedom of expression.

Liberalisation of the broadcasting airwaves dramatically increased the number of radio stations operating yet the actual advertising revenue did not increase leaving more stations competing for a relatively fixed amount of revenue.

Some Latin American country policies provided broadcasting licences for community radio stations.

The project began with an evaluation of Latin American independent and community radio stations. This included an analysis of the sources available to them for international news, which found that relatively few stations had access to international news other than regurgitating day old news from newspapers.

#### Solutions

- Daily news from the internet.

- Programmes in indigenous language.
- Weekly news service for and about Latin American women.

### Funding

Total cost is estimated at \$100, 000 per year. 40% goes to cover salaries, 12% communication costs and 6 % to pay correspondents. Pulsar did not anticipate becoming self-sustaining in the first years of production. Providing information that is 100% free of charge requires that funders step in to pay for the operational costs.

It is anticipated that future funding of the project will be sought from advertising though they are unclear about the exact shape this will take though there are novel ideas being put forth.

### Language and Content Development

With the objective of providing Latin American news service and local language content provided over the Internet in audio Pulsar provides an audio service in the predominantly oral language of Quechua and news pertaining to the cultural diversity of the region.

### Sustainability / New technology

One of the goals of Pulsar is to promote new communication technologies to enhance the subscriber network and create awareness surrounding ICTs. Aspects for evaluating Pulsar are emphasised Technology. The technology used should be evaluated over time with a view to its appropriateness and to making use of new technological developments.

## **United Nations Population Fund**

The United Nations Population Fund (<http://www.unfpa.org/>) is the world's largest international source of funding for population and reproductive health programmes. Since we began operations in 1969, the Fund has provided nearly \$6 billion in assistance to developing countries.

UNFPA works with governments and non-governmental organisations in over 140 countries, at their request, and with the support of the international community. We support programmes that help women, men and young people:

- plan their families and avoid unwanted pregnancies
- undergo pregnancy and childbirth safely
- avoid sexually transmitted diseases (STIs) - including HIV/AIDS
- combat violence against women.

UNFPA works to raise awareness of these needs among people everywhere. We advocate for close attention to population problems and help to mobilise resources to solve them.

## **Summary: Finance and Funding**

All community media projects will require at least an initial input of money to acquire premises, equipment, staff and training. The running of many local media initiatives is low cost, and there are varied examples of how these sums

are reached. There are many charities and organisations that provide grants or funding for projects, although these often must conform to strict guidelines, and most involve a pilot scheme.