

For 'new-line' in text fields pres [ALT] and [ENTER] keys on keyboard (do not insert spaces to create line shift)  
Please do not change the format of the form (including name of page) as this may prevent proper registration of project data.



For new proposals, please complete the tab for 'Project Document', 'Budget' and 'Locations'  
Mandatory fields are marked with an asterisk

## Project Document

### 1. COVER (to be completed by organization submitting the proposal)

(A) Organization*	International Media Support		
(B) Type of Organization*	<input type="checkbox"/> UN Agency <input type="checkbox"/> International NGO <input type="checkbox"/> Local NGO <input checked="" type="checkbox"/> International NGO		
(C) Project Title*	Radio Ergo - Strengthening Access to Humanitarian Information in Somalia and the Somali-Speaking Region		
(D) CAP Project Code	SOM-12/CSS/48485	Not required for Emergency Reserve proposals outside of CAP	
(E) CAP Project Ranking	High	Required for proposals during Standard Allocations	
(F) CHF Funding Window*	Standard Allocation 2 (Oct 2012)		
(G) CAP Budget	\$ -	Must be equal to total amount requested in current CAP	
(H) Amount Request*	\$ 399,379.00	Equals total amount in budget, must not exceed CAP Budget	
(I) Project Duration*	12 months	No longer than 6 months for proposals to the Emergency Reserve	
(J) Primary Cluster*	Enabling Programmes		
(K) Secondary Cluster	Only indicate a secondary cluster for multi-cluster projects		
(L) Beneficiaries	Direct project beneficiaries. Specify target population disaggregated by number, and gender. If desired more detailed information can be entered about types of beneficiaries. For information on population in HE and AFLC see FSNAU website ( <a href="http://www.fsnau.org">http://www.fsnau.org</a> )		
		Men	Women
	Total beneficiaries	3000000	6000000
Total beneficiaries include the following:			
	Internally Displaced People	0	1000000
	Pastoralists	0	1000000
	Staff (own or partner staff, authorities)	0	30
	Aid Agencies	0	20
(M) Location	Precise locations should be listed on separate tab Regions: <input type="checkbox"/> Awdal <input type="checkbox"/> Banadir <input type="checkbox"/> Bay <input type="checkbox"/> Gedo <input type="checkbox"/> Juba <input type="checkbox"/> M Juba <input type="checkbox"/> Mudug <input type="checkbox"/> Sanaag <input type="checkbox"/> Togdheer <input type="checkbox"/> Bakool <input type="checkbox"/> Bari <input type="checkbox"/> Galgaduud <input type="checkbox"/> Hiraaan <input type="checkbox"/> Shabelle <input type="checkbox"/> Nugaal <input type="checkbox"/> Sool <input type="checkbox"/> W Galbeed		
(N) Implementing Partners	(List name, acronym and budget)		
	1	Budget:	\$ -
	2	Budget:	\$ -
	3	Budget:	\$ -
	4	Budget:	\$ -
	5	Budget:	\$ -
	6	Budget:	\$ -
	7	Budget:	\$ -
	8	Budget:	\$ -
	9	Budget:	\$ -
	10	Budget:	\$ -
		Total Budget:	\$ -
		Remaining Budget:	\$ 399,379
Focal Point and Details - Provide details on agency and Cluster focal point for the project (name, email, phone).			
(O) Agency focal point for project:	Name*	Title	Radio Ergo Programme Manager
	Louise Tunbridge		
	Email*	Phone*	+254-(0)733 604587/+254-(0)20-4002101/2
	louiset@radioergo.org		
	Address: c/o FAO Ngacha Road, Lower Kabete, Nairobi. PO Box 2234, 00621 Village Market, Nairobi		

### 3. BACKGROUND AND NEEDS ANALYSIS (please adjust row size as needed)

(A) Describe the project rationale based on identified issues, describe the humanitarian situation in the area, and list groups consulted. (maximum 1500 characters) *	<p>With around a third of the Somali population living in crisis, and against the backdrop of the fledgling new government and ongoing insecurity in many areas, access to reliable information is critical for Somalis both for helping them to cope with daily issues of a life-saving nature (health, protection, livelihoods, etc) and in terms of shaping their ideas and decisions for the future. While recent food security and nutrition assessments indicate continued improvements in food security around Somalia, the UNs Food Security and Nutrition Analysis Unit (FSNAU) estimates that 2.12 million people will remain in acute food security crisis for the August to December 2012 period. This is a 16 percent reduction from the beginning of 2012. However, with four million having been affected by last years famine, humanitarian assistance remains necessary between now and December to help food insecure populations meet immediate food needs, protect livelihoods, and build resilience. The forthcoming rains are expected largely to prove beneficial, but at the same time are expected to cause major problems in some areas and have already wreaked disaster on flood-affected families in the Shabelle river area in Beletweyne, where flash floods displaced 3,500 families and killed several people. According to the Humanitarian Country Team for Somalia, the vulnerability caseload will continue to var; access will continue to be unpredictable; and protection concerns will remain high.</p>
(B) Describe in detail the capacities and needs in the proposed project locations. List any baseline data. If necessary, attach a table with information for each location. (maximum 1500 characters) *	<p>While radio is the most powerful medium in Somalia, there is no national, let alone public service, broadcaster. Local Somali radios operate in a difficult political and security environment. Fifteen journalists are reported to have been killed in Somalia so far this year. The local media is characterised generally by poor journalistic standards, lack of equipment and training. Few local radios provide consistent quality public service material for local listeners, or seek to amplify the voices and views of their local audience. Radio Ergo fills the gap, providing the only national humanitarian programming and reaching significant rural communities unserved by FM using shortwave broadcasts. In terms of content, the Radio Ergo programming provides quality information on health, food security, farming and livestock, youth and employment, governance, gender issues, education, refugees/IDPs, environment, peace and reconciliation, minority rights, among others. Much of the content is crafted with the UN/NGO technical experts and incorporates practical advice and messaging e.g. flood warnings, health advisories. This level of comprehensive and consistent information is not available to Somali listeners elsewhere. The latest audience survey in 2010 found that the radio was trusted by listeners, especially because of its apolitical approach and strong focus on informative humanitarian issues.</p>
(C) List and describe the activities that your organization is currently implementing to address these needs. (maximum 1500 characters)	<ol style="list-style-type: none"> <li>Daily Somali programming is produced by Radio Ergo stringer network and staff production team and broadcast directly across Somalia on shortwave, covering the entire country and refugee camps in neighbouring countries.</li> <li>Partnerships with 11 local Somali FM radio stations are maintained and developed and the Ergo programming is rebroadcast by these partner radios daily.</li> <li>Radio Ergo website is updated daily with multimedia content and hosts the daily audio programming for streaming and downloads.</li> <li>Radio Ergo participates in key meetings of UN/NGO information and communications officers to coordinate on messaging and programming.</li> <li>Radio Ergo holds a number of bilateral meetings with agencies to develop content for programming.</li> <li>A schedule of stringer training courses and courses for radio partners is in place, with in-house training curricula and materials prepared by Radio Ergo and external resource persons where necessary.</li> <li>Radio Ergo conducts training courses for Somali journalists (stringers and radio partners) to improve standards of reporting in local media.</li> <li>Periodic monitoring of is conducted using radio and website data available, comments from listeners, dialogue with local radio partners, stringers, and agency/NGO partners.</li> </ol>

#### 4. LOGICAL FRAMEWORK (to be completed by organization)

<b>(A) Objective*</b>	Strengthening humanitarian information in Somalia and the Somali-speaking region through the Radio Ergo broadcasts, facilitating t		
<b>(B) Outcome 1*</b>	The Radio Ergo service continues to provide comprehensive and credible information on life-saving and other humanitarian issues d		
(C) Activity 1.1*	Producing original humanitarian news and programming on key issues of concern using a variety of appropriate formats for radio an		
(D) Activity 1.2	Gathering humanitarian news and information using Radio Ergos network of 20 local Somali stringers (correspondents) across Som		
(E) Activity 1.3	Maintaining partnerships with at least 10 local FM radio for rebroadcasting of Radio Ergo programming.		
(F) Indicator 1.1*	Enabling Programmes	<b>Target*</b>	365
(G) Indicator 1.2	Enabling Programmes	Managing stringers in all regions to localised news gathering	<b>Target</b> 20 stringers
(H) Indicator 1.3	Enabling Programmes	Working in partnership with local Somali radios for rebroadcasting	<b>Target</b> 10 local FM radio partners
<b>(I) Outcome 2</b>	Radio Ergo engages regularly with the international agencies and NGOs working in Somalia to develop radio messaging and other r		
(J) Activity 2.1	Attending regular meetings of the UN/NGO PI and communications officers group and engaging in other bilateral meetings (physica		
(K) Activity 2.2	Producing and broadcasting information to inform Somali listeners about interventions, disaster preparedness and mitigation measu		
(L) Activity 2.3	Gathering feedback from Somali listeners on programming segments and feeding back to international agencies		
(M) Indicator 2.1	Enabling Programmes	<b>Target</b>	24
(N) Indicator 2.2	Enabling Programmes	Producing and airing humanitarian announcements and messag	<b>Target</b> 365 messaging programmes
(O) Indicator 2.3	Enabling Programmes	Feedback quarterly on different programme segments from Som	<b>Target</b> 4 feedback reports shared
<b>(P) Outcome 3</b>	At least 25 Somali journalists (local stringers, producers and radio partners) are trained on aspects of professional journalism includ		
(Q) Activity 3.1	Facilitate journalism training workshops in Somalia for Somali journalists including Ergo stringers, focusing on aspects of humanitar		
(R) Activity 3.2	Provide training for local Somali FM radio partners on humanitarian and public service broadcasting		
(S) Activity 3.3	Update Ergo reporters manual and guidelines for stringers		
(T) Indicator 3.1	Enabling Programmes	<b>Target</b>	2
(U) Indicator 3.2	Enabling Programmes	Training workshops for Somali FM radio partners	<b>Target</b> Minimum 1 per year
(V) Indicator 3.3	Enabling Programmes	Reporters manual updated	<b>Target</b> 1 updated reporters manual
<b>(W) Implementation Plan*</b> Describe how you plan to implement these activities (maximum 1500 characters)	<p>1.1. Radio Ergos Nairobi newsroom headed by senior editor and programme manager oversee programme production; programmes aired daily on Babcock UKs shortwave transmitters covering the Horn of Africa; also shared with local FM radios and podcast.</p> <p>1.2. 20 Ergo stringers across Somalia contribute information and recorded materials for output, collated by experienced team of staff producers in Nairobi newsroom.</p> <p>1.3. Ergos network of partner radios receive the daily programme and rebroadcast it daily at regular times.</p> <p>2.1. Programme manager participates in key agency meetings and develops bilateral relations with agencies to produce content for programming.</p> <p>2.2. Programme manager liaises with agency experts to identify messages for broadcast.</p> <p>2.3. Ergo team gather feedback on one thematic programme segment quarterly for programme manager to feedback to agencies.</p> <p>3.1. Two training workshops held in Somalia by Radio Ergo for journalist participants from all regions.</p> <p>3.2. Training workshops organised and facilitated by Radio Ergo inviting representatives from local partner radios, with external resource persons as required.</p> <p>3.3. Reporters manual to be updated by Senior Editor for distribution in Somali.</p>		

**5. MONITORING AND EVALUATION (to be completed by organization)**

(A) Describe how you will monitor, evaluate and report on your project activities and achievements, including the frequency of monitoring, methodology (site visits, observations, remote monitoring, external evaluation, etc.), and monitoring tools (reports, statistics, photographs, etc.). Also describe how findings will be used to adapt the project implementation strategy. (maximum 1500 characters) \*

Daily programmes are archived on Radio Ergo website; materials contributed by stringers, including audio and photos, are logged and archived on hard drive. Shortwave transmission company Babcock UK generates reports documenting any break or irregularity in normal successful daily broadcasts on shortwave. Regular contact with local partner radios supported by monitoring by local stringers verifies rebroadcasting of Ergo programmes daily. Web statistics are gathered and analysed using Google Analytics. Participation of Ergo at agency meetings is recorded in meeting minutes; bilateral meetings are diaried and documentation on collaboration on programming stored in project folders. Training workshops are summarised in a report documenting the activity, with photos, feedback forms filled by participants, and signatures to receipt cash received for travel, per diem and/or any other fees. Radio listeners spontaneous feedback on the programming is gathered via the Ergo website and by emails or texts. Stringers and local radio partners also contribute feedback on effectiveness of particular segments of programming in their local areas. Each quarter, one thematic segment will be the focus of a survey using questionnaire and/or focus group methodology to gather quantitative and qualitative data from audiences. The data will be used to assess the usefulness or otherwise of a particular programme or set of messages. The programme manager reports as required to the various project donors.

(B) **Work Plan**  
Must be in line with the log frame. Mark "X" to indicate the period activity will be carried out

Activity	Timeframe					
	Please select 'weeks' for projects up to 6 months, and 'months' for projects up to 12 months					
	Month 1-2	Month 3-4	Month 5-6	Month 7-8	Month 9-10	Month 11-12
1.1* Producing original humanit	X	X	X	X	X	X
1.2 Gathering humanitarian	X	X	X	X	X	X
1.3 Maintaining partnerships	X	X	X	X	X	X
2.1 Attending regular meetin	X	X	X	X	X	X
2.2 Producing and broadcast	X	X	X	X	X	X
2.3 Gathering feedback from	X	X	X	X	X	X
3.1 Facilitate journalism train		X			X	
3.2 Provide training for local			X		X	
3.3 Update Ergo reporters r			X			

**6. OTHER INFORMATION (to be completed by organization)**

(A) **Coordination with other activities in project area**  
List any other activities by your or any other organizations, in particular those in the same cluster, and describe how you will coordinate your proposed activities with them

	Organization	Activity
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

(B) **Cross-Cutting Themes**  
Please indicate if the project supports a Cross-Cutting theme(s) and briefly describe how. Refer to Cross-Cutting respective guidance note

Cross-Cutting Themes (Yes/No)	Outline how the project supports the selected Cross-Cutting Themes.	Write activity number(s) from section 4 that supports Cross-Cutting theme.
Gender	Yes	Gender is one of the Radio Ergo themes, meaning that gender issues are the
Capacity Building		