



World Association of Community Radio Broadcasters

Project Implementation Report Number 2:
Report on the Roundtable Phase
AMARC Community Radio Impact Evaluation:
Removing Barriers, Increasing Effectiveness.
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Community Radio Impact Evaluation: Removing Barriers, Increasing Effectiveness
Project Report Number 2.: Methodology and Activities Specifications

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Community Radio Impact Evaluation: Removing Barriers, Increasing Effectiveness

Report 2. July 24, 2006

1. Introduction

The Project “Strengthening Community Radios in the Digital Age through Removing Barriers and Increasing Effectiveness: Knowledge Sharing and Impact Evaluation Project of the World Association of Community Radio Broadcasters (AMARC) 2006”, is a participatory capacity building action research seeking the removal of barriers that limit the potential positive impact of community radio in democratisation and to increase the effectiveness of community radio in the development of local communities. The themes on specific objectives that organise the participatory action research process are to engage stakeholders in : (a) the elaboration of a consensual community radio global review documents resulting from local, regional and global perspectives, keeping in mind the diversity of challenges confronting community radio in achieving democratisation and development objectives; (b) exploring, analysing and internalising best experiences, existing measurements and impact assessment material and approaches on the social impact of community radio, as well as recommending a toolkit for impact assessment and; (c) Defining an strategic Plan for 2006-2010 that considers an evaluation of AMARC’s effectiveness and defining its priorities and strategies as a leading network of the community radio movement.

2. Update on Activities implemented since report 1.

2.a. – The regional Roundtables phase:

The activities implemented so far correspond to the face-to-face participatory process in Regional Roundtables with the core group of community radio practitioners and stakeholders. So far, a total of 157 core-group CR practitioners and stakeholder from 49 countries have discussed in depth in their regions the review of community radio, the assessment of CR social impact and on AMARC effectiveness and future priorities. (38 in Colombo, 43 in Lima, 39 in Abuja, 37 in Europe).

The Asia Pacific Round table was held in Colombo, Sri Lanka, on May 5; The Latin America & Caribbean Roundtable was held in Lima, Peru, the 24-25 May, the Africa Roundtable was held in Abuja, Nigeria, July 5, the European Roundtable was held in Brussels the 11 July and the North American Roundtable will be held in Madison, Wisconsin, July 30. Two basic documents have been produced from the discussion. First of all a verbatim on the proceedings has been produced; secondly, a synthesis capturing the essence of the discussions on the three themes, for further comments and on line discussion in the region has been produced. These documents will inform the production of three global documents on the review of CR, the assessment of CR social impact and on AMARC effectiveness and future priorities, that will be discussed in three languages in an on-line forum in August (see next steps)

What follows is a synthesis of the principal content discussion held in the roundtables. (Please see annexed documents for further details)

2.b. - The Asia Pacific Roundtable.

The Asia Pacific Roundtable was held in Colombo Sri Lanka in combination with The World Press Freedom Day. 38 participants including community radio practitioners and stakeholders attended the Roundtable (please find attached the list of participants). The participation of James Deane from the CSCC gave expert advice on the proceedings. In terms of content, (Please see attached the verbatim of procedures and the synthesis summary) the participants contributed consistently in the three themes through workshops.

In the workshop on the *Review of Community Radio in Asia Pacific Context* the participants considered the absence of a friendly legislation, media oppression and military threats to be a consistent barrier to the development of community radio in the region. Likewise the sustainability of CR is difficult and geographical barriers create hard technological challenges to access. On the other hand the main opportunities arise from the benefits in mixing old and new technologies with CR with appropriate capacity building permitting to circumvent restrictive media legislation and strengthening the CR movement. Other key opportunities to the development of CR are related to challenges on disaster prevention/relief, as well as in peace building and working in favor of women empowerment through CR.

In the workshop “*Evaluation of impact of CR in poverty reduction and sustainable development*”, the participants highlighted the need to incorporate the values and social objectives of the CR sector in the impact evaluation process. In that regards, participating community radio practitioners and stakeholders highlighted 5 areas in which CR consistently has a social impact in the Asia Pacific Region.

- (a) The protection, security and safety of communities against danger. (Natural disaster prevention/relief and conflict resolution)
- (b) The well being of local communities, meaning the ameliorating quality of life, self-esteem and facilitating achieving the millennium development goals
- (c) The building of citizenship by the recognition of individuals whose lives have been improved by community radio. The issue being not only to hear, but also to be heard and participate in political processes by having one’s point of view recognised;
- (d) The inclusion coming from added value to information on shared cultures and values and also in recognition of individual rights specially for women;
- (e) The building of communities and socialisation, including solidarity, social inclusion, rights of people to speak.

The participants in the workshop also considered the importance of defining the *why, what, how to evaluate*. On the *why*, the evaluation is done mainly to increase the effectiveness of our work and also to show results to those that are supporting us financially. Regarding the *what*, we need to elaborate the tools for measurement that correspond to peace building and conflict resolution for instance. In that respect, the *Listeners clubs*, feedback and letters measurements need to be fine-tuned. There is need for measurement tools to measure how things are changing, not on how large our audiences are but what the audiences contain, or ethnographic details that show the role community radio is playing.

In terms of how to evaluate, the *time of measurement* is vital; the real measurements of community radio impact assessment should be longer than months or years. In that regard

testimonials powerfully document the impact of community radio as long as they come from a variety of experiences and backgrounds. In that perspective, mere Statistics are not good for measuring CR impact, specially if CR has 2,5 Km reach and serves a small community. An example by a participant illustrated this: In Thailand they measure CR impact by the sales of FM radios, but the real impact of CR is not the sale of radio apparatus but the feeling of dignity that comes from it. There is also a matter of context, the impact of CR is more easily measured in emergency situations as when there is an earthquake.

The participants considered necessary to do further research and also to consider adaptation of impact analysis to the contextual infrastructure in countries. Capacity to measure impact is not equally distributed everywhere in the Asia Pacific Region.

In the Workshop 3. *Increasing the effectiveness of the community radio movement in Asia Pacific: How can AMARC make a difference?* The community radio practitioners and stakeholders advanced a large number of ideas.

One of the main priorities was to properly document experiences where CR can work best, mainly in peace building and conflict resolution, as well as in natural prevention/disaster relief management.

The participants insisted also in the need to build bridges with the Human rights and multilateral sector and the Asia Pacific Human rights system to support the efforts for the recognition of community radio in the region.

AMARC could also support in increasing membership in the region to reinforce the network of community radios in Asia Pacific.

AMARC should also use its global experience and serve as a consultation body to advice governments on how to further legislation favourable to community radio.

More generally, AMARC should use its links with international forums to support lobbying and advocacy in the region in defence of freedom of expression, in encouraging the participatory nature of community radio and support women empowerment.

For more details please see annexes or visit <http://evaluation.amarc.org>

2.c. -The Latin America Roundtable.

The Latin America and Caribbean Roundtable “*Community Radios and Social Change in Latin America & the Caribbean*”, was held in the headquarters of the National Coordination of Radios, Lima, Peru, Wednesday 24 and Thursday 25, May 2006. There were 45 participants from 19 countries between community radio practitioners and stakeholders. The Latin American region is one of the oldest of AMARC and the nature of challenges proved to be particular. (See annexes)

On the workshop 1: *Review on the challenges and the situation of community radio* the participants considered the Latin American context to be marked by a democratic deficit in spite of the replacement of military dictatorships by democratic governments. There have not been advances in democratic culture and in the distribution of wealth and the establishment of equitable public policies. The challenge of CR is to work in an unfriendly economic and legal environment that builds barriers to the existence of community radios.

Community radios have played a role in the region denouncing neoliberal policies and have opened the microphones to the dispossessed and marginalized. The participants see

the role of community radio not as a technical one, but rather ontological one. The existence of individuals in the public sphere depends on the access to media. The participants points some key challenges for community radio in Latin America and the Caribbean. First of all they see an *identity crisis* of what community radio is, expressed in different models of “doing” community radio. They see the need to reinforce a communications political project integrating radios and networks to de-marginalize community radio.

There is also a *sustainability* problem for community radio in the region. By now community radios depend mainly on *social sustainability*. If it were economic sustainability the key word, they would no longer be community broadcasting. The economic sustainability remains the most difficult one and there is need to tackle it.

The *legal environment and the communication policies* are general challenges in spite of the diversity of conditions community radios operate. In some places there have been important negotiations with the political power, but the implementation of a proper legal environment and the recognition of communication rights as a basic human right remains a challenge.

Other challenges include: the risk of losing autonomy from governments; the lack of proper capacity building and the absence of communication for development curricula in Universities; the insufficient visibility of the actions of CR and of AMARC.

The participants also insisted in the strengths of community radios. Mainly the *horizontality and diversity* of community radios expressing that they are built from the bottom up, thus reflecting as a network of universe of universes, multiple languages, and in the expression of differences. This diversity actualizes the representation of the excluded, the survival of historic memories, of cultural diversity and an equitable approach.

On the workshop 2. *Evaluation of the impact of community radios* the community radio practitioners and stakeholders insisted that the evaluation of community radio needs to be seen as part of communication process of a political nature.

The impact of community radio has been in extending the communication rights, including the right to be heard and not only to be informed. There is an impact from the existence in itself of community radio, in the democratization of communication and in the establishment of the public agenda by civil society organizations. The right to the information was placed in political context and not only as a problem of journalists. There is need for more coordination with social movements to increase the impact of CR if we want to counteract *factual* powers. An indicator of this is that governments have recognized AMARC as an interlocutor, when it comes to community radio.

The impact of community radio is stronger at the local level especially in making possible for citizens to participate in setting the public agenda. This permits to recover the sense of politics and the democratization agenda: Politics not as the space of politicians but including citizens. Community media has a role in the representation of civil society organizations and in building of a type of politics that is collective, dynamic and in dialogue that can only be measured in quality and not in terms quantity.

The participants raised the issue of the importance to define the impact depending on local/national/regional and global levels. The 4 levels need to be articulated depending of

the citizenship agendas. In that regard the humane dimension becomes a fundamental issue in defining the impact, because it includes the subjectivity.

Likewise, the increase in impact is related to empowerment, to decentralization, to the establishment of citizenship agendas, and the content of strategies directed to the radios and to the networks with clear concepts and goals.

To increase CR impact there is a need to create the conditions for such an impact through a strategy for capacity building in radio language and communication strategies within the CR themselves. Externally there is need to create conditions to have an impact in the academic agenda, in the definition of legal frameworks, in setting the public citizen agenda, the media agenda, the cooperation agencies agenda. For this, coalition building is essential. It allows to abandon a corporatist discourse, it permits the expression of social minorities rights, to decentralize AMARC network, to link community radio objectives to the larger process of democratization of societies.

In order to increase the impact of community radio there is a need to place community radios as an expression of right and not to separate communication rights from other rights or challenges. This will allow to have an impact in the relation with governments without losing autonomy and maintaining the legitimacy in the communities. There is need to have an impact in the global agendas, with multilateral organizations and with cooperation agencies to give a global scope to community radio movement.

In the workshop 3, *What AMARC needs to do* the community radio practitioners and stakeholders considered necessary to build further and collectivize the identity of AMARC as being a movement that has a political impact and not only an NGO. The Latin American experience should be known to the associates in other regions and discussed in the AMARC 9 World Conference of Community Radio Broadcasters. It is important to discuss the identity of AMARC and exchange on the good experiences and the mistakes. It is important that a more global vision of the movement be undertaken, to share the experiences of other regions, decentralize the visions and seize the deeper sense of the movement. There is need to involve radios and production centers in these debates. On the other hand it is also important to define the cooperation agencies we work with, they need to be compatible with AMARC mission.

The increasing impact of AMARC in its relations with governments rise the need that the national representations will be legally incorporated by changing the consequently the statutes of AMARC. In the case of Bolivia for instance where AMARC has received the mandate to define what and which is a community radio, but does not have a legal status. This national recognition would consolidate the decentralization

Community radios introduce a communication approach and allow for grassroots appropriation of new technologies. The government's approach on ICTs, is business oriented. We need to transform it into a rights approach. The contemporary question of the convergence of media, of the contents, is not only a matter of changing equipments it is a matter of communication rights in the information society.

There is need to ameliorate the defense of the associates by distribution alert through the networks, furthering solidarity networks etc. The need is to open new spaces for exchanges and solidarity to prevent the repression against the radios.

The participants also highlighted the need to support the role of community radios in recovering historical memory and to show some aspects on how history has been told.

2.d. - The Africa Roundtable.

The African Roundtable “Community radio social impact: removing barriers, increasing effectiveness” was held in Abuja, Niigeria on July 5, followed by a workshop on advocacy for Community radio in Nigeria. It was attended by 38 community radio practitioners, and stakeholders from 14 countries. Among others, there were contributions from Uganda, Benin, South Africa, Ghana, Senegal, and Nigeria, drawing experiences and examples from Mali, Zambia etc.

The verbatim and synthesis are still in preparation What follows are some of the key highlights.

The keynote speaker of the Roundtable made a general remark on the movement of community radio, how far some countries have gone, and narrowed it to the current Nigerian process of starting the community radio. Words of reflection: **“thinking without action is hallucination and acting without thinking is decent lunacy”**.

From the Minister’s speech read on his behalf by his special assistant:

The key challenges and opportunity comes from the minister’s address: **“it is great to discover that we are united by a determination to optimize the limitless potential of Community Radio in expanding the geography of the democratic space.”**

So we tried to rise to the challenge posed by the minister in the light of the topics discussed in the various sessions:

Session 1 Community Radio in the African Context: Challenges and best Practices.

The participants agreed that:

- Community Radio is for the people/by the community,
- It is differently run and managed, and differently regulated by different legislation in the various countries.
- CR should be expanded and allowed to grow – government must create an enabling environment for this important tool to thrive.
- CR helps empowering communities by redistribution of power : **“Participation is the engine of democracy and community radio is a tool for participation”**

Some of the issues arising in discussing community radio in the African context, challenges and best practices were related to :

Community Radio and Politics. It became clear that Community radio is about politics in terms of democratisation of societies but not in terms of partisan politics and radios must maintain their independence.

Governance. The role of community radio in good governance was highlighted through several experiences.

Ownership. The question of ownership by the community of the community radio was considered as a key element of community radios

Content: in terms of what interests local communities is the key to sustainability.

Sustainability. When it comes to sustainability, the issue of social sustainability is a fundamental one. It is also important to consider the public role of community radio when it comes to economic sustainability.

Gender equity: Community radio can effectively empowerment the excluded and can be effective in engendering contents and advancing in gender equity.

In session two, Impact assessment of CR in Poverty reduction and on Sustainable development

The discussion was on the impact of community radio on poverty reduction and sustainable development. The participants agreed that:

- We must decide the agenda of what and how community radio can participate in poverty reduction and sustainable development in collaboration with the communities in which they are set
- We must create our own tools to measure the impact of community radio in order that the assessments clearly reflect what community radio is set to do.
- We must not try and create or expect community radio to be what it is not. A more clear definition of community radio in the law will be needed so that the spirit of community radio is clear.
- In order to maximize the impact of community radio, we must ensure that it meets the needs of its listeners and there is local ownership through participation in the CR;
- How is the assessment used and who uses such information, we must be careful not to misuse the information that has been collected.

In session three on increasing AMARC Effectiveness

The participants explored the role AMARC in supporting the development of CR:

- The participants, members of CR considered a key point that, AMARC is us, so we must act to strengthen AMARC in Africa as part of this global movement.
- They also considered that they must not dissociate themselves from AMARC and expect it to serve us – we must act as part of AMARC.
- CR stakeholders need to ensure through their actions that AMARC advocate for the following and through it's membership
 - Provision of training in order to improve the quality of programmes;
 - Advocating and lobbying so that the ideas stated in the African charter on broadcasting prevail in the African countries;
 - Promoting gender equity both in management and governance and programme production;
 - Lowering the licenses fees for community radios to ensure an equitable access to frequencies by communities;
 - Strengthen networks and decentralize operations in order to be effective in delivering services to its members

It is important to consider that we are dealing with the people to get community radio moving;

There is need to be working with the governments but maintain independence and keep lobbying the ministers especially on issues for licenses

Putting theory into practice. Deepen the theory and document the theory for communication for development for others to be able to use.

Let us leave here with these words from Fr. Patrick Tor Alumuku's book *Community Radio for Development* which says somewhere that, '**freedom of expression is significant because human life depends on communication, and to be fully human, people must communicate.**'

We all work towards the development of community radio in our various countries and all through the world.

2.e. - The European Roundtable

The European Roundtable "Community Media Social Impact: Removing barriers, increasing effectiveness" was held in Brussels, in European Parliament on July 12. 37 participants attended it, from 12 European countries. The verbatim and the synthesis are in preparation and will be forwarded in the next Report.

2.f. – The North America Roundtable

The North America Roundtable will be held July 31 in Madison, Wisconsin, with the Grass roots radio conference with participation of representatives from Canada and the United States. It will be included in the next report.

3. Next Steps on the Evaluation Process:

In concordance with the planned process of the project evaluation: *Community Radio Social Impact: Removing Barriers, Increasing Effectiveness*. The next steps will consist in on line dissemination and consultation on the products of the Roundtables; an electronic discussion on the three main documents treating globally on the three themes of the evaluation process; the implementation of a survey with a global scope on community radio practitioners and stakeholders; and the production of a background document on the literature on the theory and evaluation methods of community radio, the compilation of best experiences and the definition of a tool-kit for self evaluation of community radio social impact. The planned activities are on schedule and we expect to conclude this phase of the evaluation process in time for the end of September in preparation of the AMARC 9 World Conference of Community Radio Broadcasters, to be held in Amman, Jordan from 11-17 November.

3.a. - On line dissemination of information & Consultation.

The outputs of the Roundtables will be posted on-line and distributed through our lists in English, French and Spanish in order to be shared and reinforced. They will constitute basic information documents to document the regional lines of action.

- Use of website for Information dissemination. Please visit <http://evaluation.amarc.org>
- Electronic lists distribution to 4576 addresses in our data base.;

3.b. Survey on the Social Impact of Community Radio for targeted Research.

A survey on community radio social impact will be conducted on line.

- The objective of the questionnaire is to serve as a balance to the core-group discussions;
- The survey will be conducted in Spanish, French and English;
- Please see the proposed questionnaire annexed;
- The process in which will be conducted the survey is as follows:
 - The survey will be sent to all the list of participants in the Roundtables and to all the lists of AMARC.
 - The survey will be answered in our website with a coded form to facilitate compilation and analysis of the responses;
 - The answered questionnaires will be normalised to represent equal percentages by geographical regions of AMARC;
 - The compilation of questions will be available;
 - The analysis will produce a research document on the quantity and quality approaches
 - The questionnaire will allow for further identification on the best experiences of CR radio and better define the mechanisms for evaluating community radio impact;
 - The questionnaire will be conducted from August 15 to 30.

3.d. – Electronic Discussion of the Global Documents

The electronic discussion will be conducted through a period of three weeks on the themes defined for the evaluation process and building on the discussions held in the Regional Roundtables.

Objectives.

The electronic discussion will have the following objectives:

- Complement content of the global synthesis issued from the Roundtable discussions;
- Facilitate further participation in the themes discussed in the Roundtables for those that were not able to attend and are willing to do so.
- Reinforce the consensus and awareness of the global dimension of community radio practitioners and stakeholders overcoming linguistic barriers by using new technologies and supporting staff;
- Gather new information and ideas regarding the evaluation process.

Contents:

Based on the verbatim and the synthesis of the roundtables, three synthesis documents will be proposed for discussion to a forum composed by a list of the core-group participants (roundtables) and to new community radio practitioners and stakeholders that wish to participate.

The synthesis documents that will be supporting the discussions will be:

- Global Review of the situation of Community Radio;
- Community Radio Social Impact Assessment;
- Evaluation of AMARC effectiveness and future priorities.

The discussions around the documents and themes will be done in the three languages with electronic support for translation (Bablefish), translation and secretariat support to the coordinators of the discussion.

Multilingual Interactive Forum discussion on 3 Themes;

The reasons to hold a multilingual concurrent discussion organised by themes and not by language discussion are the following:

- Capture the richness and diversity of interpretations and facilitate exchanges between the participants on areas known to them, between people who are not normally interconnected;
- Avoid language divisions because AMARC has chosen a regional geographical approach that recognises the importance of local languages even if it uses 3 main languages as *linguas franca*. This avoids that the discussion in Spanish be only a discussion for AMARC LAC and Spain being only an extension of the Regional roundtable. In that case it will even leave out the French and English speaking participants from the Caribbean region. The same thing may happen between English and French speaking participants in Africa and North America and even Europe;
- Innovate on language as a means of communication and not a barrier for content analysis and sharing experiences, knowledge and innovation;
- Avoid the bad experience of unilingual parallel discussion forums, where there is a clear disproportion between the number of participants in each language avoiding for proper synergies (English dominance)
- Innovate in bridging the language divide by the proper combination of New information and communication technologies and human supported translation, secretarial and coordination;
- Insist on the nature of the action-research methodology. This permits the appropriation of the discussion by the participants and facilitates the construction of networks and exchange possibilities among the participants;
- Reduce the costs and the complexity of following and subsequently putting together 9 separated forums;
- Extend the interest by community radio practitioners and stakeholders for participation in a global multilingual forum like the one they will encounter in AMARC 9 World Conference of Community Radio broadcasters.

Activities and procedures of the multilingual Forum Discussions

The procedures for the electronic discussion are as follows:

1. An announcement of the Electronic discussion will be sent to all participants in Round tables and all stakeholders in our list (3567), containing the supporting documents and reference to the evaluation process and to the electronic website <http://evaluation.amarc.org> for :
 - Registration to obtain a password (to avoid spam)
 - Get all information needed to participate
 - Ask questions as needed in English, French, Spanish
2. A most Frequently Asked Questions' page on the Forum usage will be distributed to the registered participants and posted in the forum discussion page;
3. The three (3) forum of discussion will be accessible to all participants and will be running concurrently. They will be:
 - Global Review of the situation of Community Radio
 - Community Radio Social Impact Assessment
 - Evaluation of AMARC Effectiveness and future priorities
4. The Forum Discussion Page will be established with the following characteristics:
 - The three synthesis documents and the weekly synthesis of the discussions and new information documents (Testimonies and others) will be permanently posted besides the interactive forum interventions of the participants
 - The coordinator starting proposal, and the weekly synthesis will be posted on top of the lists;
 - The postings of the participants will have the capacity to:

- Write to the Forum in the language of choice;
 - The Babelfish translation of the document as needed;
 - When the automatic translation is not enough a “Help” button will direct an email to a translator in the language in question to give direct assistance;
 - The possibility of sending attached documents to be posted as new information in the website and the Forum page as contributions and experiences;
5. The role of the moderator will be to:
- make a weekly synthesis of the discussions into the synthesis document on the topic at hand in the language of his/her choice;
 - To write a synthesis of the discussions held during the week and highlight supporting documents posted and new ideas;
 - Re-launch the discussions in topics that have not been discussed and precise differences on topics that require further discussion;
 - Produce a final document that will be edited and review to be presented to the AMARC 9 World Conference of Community Radio Broadcasters;
6. The supporting resource person will help people to communicate properly and help the coordinator to produce the synthesis documents:
- The translators will be available:
 - to give service to the participants that need extra details on Babelfish translation;
 - To support the coordinator in the preparation of the synthesis by producing resumes of the Emails;
 - Translating the weekly review synthesis of the coordinator
 - Translating the changes introduced to the synthesis documents of the specific Forum;
 - The Secretarial support will ensure:
 - Communication between the support staff and coordinators as needed;
 - Schedule the translator teams support;
 - Help in terms of logistical and other capacities as needed
 - The Webmaster will:
 - Give up to date information and assistance to the participants and produce reports on participants;
 - Solve any bogues the Forum may have;
 - Ensure proper coordination between the Forum page, the evaluation website and other sites of AMARC
7. The electronic forum will proceed for 3 weeks.

3.e. Production of a literature review on impact assessment

AMARC will subcontract the production of a literature review on impact assessment theory in the field of communication for development and in the field of impact assessment .

This literature review will inform the publication of two documents:

- A literature review of impact assessment and community radio;
- A manual to serve as a self evaluation toolkit;

This documents should be ready by September 30.

3.f. – Production of a document compiling best experiences of CR

On the basis of subcontracted literature review and of the documents and testimonies gathered during the evaluation process, an advocacy publication on best experiences of community radios social impact will be published. This document should be ready for print by September 30.

4. Outputs and Dissemination Materials

4.a. First phase materials

In the first phase the project has produced the following documents:

- Community Radio Regional Roundtable verbatim (Asia Pacific; Latin America and Caribbean; Africa, Europe and North America)
- Community Radio Regional Roundtable Synthesis (Asia Pacific; Latin America and Caribbean; Africa, Europe and North America)

4.b. – Second Phase Materials

The project second phase is intended to produce the following outputs:

- Community Radio Global Overview Report
 - The Community Radio Global Overview Report will feed into a political declaration to be developed for discussion, negotiation and approval at AMARC 9: The Amman Declaration
- Community Radio Impact Assessment Report;
 - Besides the Community Radio Impact Assessment discussions a Review of the literature will be produced to inform and develop capacity building for community radio practitioners and stake holders:
 - Literature Review and bibliography o theory and methods for Impact evaluation of Community radios
 - The Community Radio Impact Assessment Report will form the base for two accessible publications that will be widely disseminated including through BCO networks:
 - Publication: Best experiences in community radio;
 - Publication: Toolkit for evaluation of community radio impact.
- Evaluation Report of AMARC activities and effectiveness
 - The evaluation report of AMARC activities and effectiveness will feed in to the preparation by the AMARC International Board and Secretariat of:
 - AMARC Strategic Plan 2006 - 2010

7. Logical Framework

Goal and Objectives	Strategies	Activities	Outputs	Participants
<p>Goal The goal of the project “<i>Community Radio Impact Evaluation: removing barriers, increasing effectiveness</i>”, is to contribute to the reduction of poverty by undertaking impact assessment and evaluation that can lead to the removing of barriers and increasing the effectiveness of community radio in achieving social and development goals.</p>				
<p>Objective A. Community Radio Global Review To undertake a global review of Community Radio assessing the diversity of situations, the impact and challenges of community radio including historical aspects as well regional and international perspectives and progress at country level.</p>	<p>Knowledge sharing Diversity recognition Interactivity Cumulative External Support & screening</p>	<p>Planning & Conceptualisation; First part of Interactive Roundtable. Asia-Pacific; Latin America & Caribbean, Africa and International On line dissemination of information & Consultation; Drafting And Distribution of final Documents</p>	<p>Community Radio Global Review - state of play report</p>	<p>Leading Team and external advisors Core Group participants; Stakeholders Group Community radio, communications for development Specific projects General stakeholders interested in CR, AMARC 9 Conference</p>
<p>Objective B. To assess the community radio impact in poverty reduction and to develop tools for community radio impact assessment as “the continuous process of learning, feedback, reflection and analysis of what works (or does not work) and why” (UNAIDS).</p>	<p>Participation & Knowledge sharing Diversity recognition Interactivity Cumulative External Support & screening</p>	<p>Planning & Conceptualisation; Second part of Interactive Roundtable. Asia-Pacific; Latin America & Caribbean, Africa and International On line dissemination of information & Consultation; Questionnaire for Targeted Research; Drafting And Distribution of final Documents</p>	<p>Community Radio Impact Assessment Report</p>	<p>Leading Team and external advisors Core Group participants; Stakeholders Group Community radio, communications for development Specific projects General stakeholders interested in CR, AMARC 9 Conference</p>
<p>Objective C. AMARC Effectiveness Evaluation To engage community radio leaders and stakeholders in a participatory and interactive process contributing to an evaluation of AMARC’s effectiveness in relation to its mission and goals and informing its future priorities and strategies.</p>	<p>Participation & Knowledge sharing Diversity recognition Interactivity Cumulative External Support & screening</p>	<p>Planning & Conceptualisation; Third part of Interactive Roundtable. Asia-Pacific; Latin America & Caribbean, Africa and International; On line dissemination of information & Consultation; Questionnaire for Targeted Research Drafting And Distribution of final Documents</p>	<p>Evaluation Report of AMARC activities and effectiveness</p>	<p>Leading Team and external advisors Core Group participants; Stakeholders Group Community radio, communications for development Specific projects General stakeholders interested in CR, AMARC 9 Conference</p>

8. Timetable of Activities Updated

Date	Activity	CR Global Review	CR Impact Assessment	AMARC Evaluation
Jan 2006	Id21 CR E-conference	Fund-raising and project definition	Fund-raising and project definition	Fund-raising and project definition
	BCO Meeting - Kathmandu	Fund-raising and project definition	Fund-raising and project definition	Fund-raising and project definition
Feb 2006		Fund-raising and project definition	Fund-raising and project definition	Fund-raising and project definition
Mar 2006		Fund-raising and project definition	Fund-raising and project definition	Fund-raising and project definition
Apr 2006		Fund-raising and project definition	Fund-raising and project definition	Fund-raising and project definition
May 2006	Asia Pacific regional Roundtable- Colombo, 5 May			
	LAC regional workshop – Lima, Peru 24-25 May			
July 5 2006	Africa regional workshop – Abuja July 5, 2006			
	European Roundtable Brussels 12 July			
	North American Roundtable, Madison, 30 July			
August 2006	Electronic Discussion of global documents	Discussion	Discussion	Discussion
August 2006	Survey Questionnaire Implementation			
Aug 2006	BCO Meeting – The Hague			
Sep 2006	Production of global analysis of literature review on impact assessment	Production of Global Review Report	Production of Impact Assessment Report	Production of AMARC Evaluation Report and Strategic Plan
	Production of Tool-kit for CR Impact Assessment			
	Production of Best experiences Advocacy publication			
Oct 2006	Distribution	Distribution of Global Review Report	Distribution of Impact Assessment Report	Production of AMARC Evaluation and Strategic Plan Proposal
Nov 2006	AMARC 9 - Amman	Discussion of Global Review Report	Discussion of Impact Assessment Report	Discussion of AMARC Evaluation and adoption of Strategic Plan 2006-2010