

## Media Development and Sustainability Grants

### *Evaluation process report*

#### 1. Introduction

The United Nations Development Program (UNDP) in collaboration with the Government of Rwanda through the Rwanda Governance Board availed 100,000,000 Frw to be awarded to media houses in grants through a competitive process. It is the second phase of the grant launched in September, 2020 to help media houses mitigate the effects of the COVID-19 on their operations and increase their role in the fight against the Pandemic. The current phase focuses on enhancing the contribution of the media in the national recovery process and ongoing vaccination campaign, but also aims at allowing the beneficiary media houses to recover and become more sustainable. It is in that framework that, a call for proposals was published on September 10, 2021 urging media houses to compete for the grant.

#### 2. Applications

A total of 25 applications from different categories of media houses were received by the deadline set on 16<sup>th</sup> September 2021 at 4pm, as shown below:

Type of Media House	Total applicants
Online	18
Radio	4
Radio&TV	1
TV	2
Total	25

### 3. Evaluation process

A pre-selection exercises to check fulfillment of administrative requirements was done and eliminated 5 applications which did not meet administrative requirements below:

- Registration certificate provided by the competent authority;
- Being in operation for at least three years;
- Recommendation letter from the Media Self-Regulatory Body attesting to the ethical conduct of a media house;

The media houses that were shortlisted for the final evaluation are categorized as follows:

Type of Media House	Eligible
Online	16
Radio	2
Radio & TV	1
TV	1
Total	20

An evaluation committee composed of representatives of the grants initiative partners (RGB & UNDP) and representatives of the media fraternity (ARJ & RMC) was constituted to conduct the evaluation exercise that took place from 20<sup>th</sup> to 22<sup>nd</sup> September, 2021.

The evaluation was based on the 4 criteria below that had been communicated to the applicants as part of the call for proposals.

m α SS (S)

NY I

No	Criteria	Score
1	A media house that employs at least 3 staff	05
2	How the fund will develop the media house and improve its potential for sustainability in future	05
3	Clear definition of how the fund will contribute to the awareness of the national recovery process	05
4	Clarity and consistency of the messages on the efforts for national recovery, and on the promotion of the vaccination campaign as a prerequisite for opening the business	05
<b>Total</b>		<b>20</b>

### Summary of results:

Out of the 20 shortlisted applicants, 13 applicants that scored 12 and above were selected in the different categories of media houses.

Besides considering the scores attained by each applicant, applicants were categorized according to the nature of their media houses i.e. Radio plus TV category; Radio category, and online media houses. The analysis of the requirements for each category of the media house reveals that online media would need lower investment to mitigate the impact of COVID-19 than TV and Radio. As a result, it was decided that successful online media houses will be given a maximum grant of seven million except where an online media house requested for less than that. For the category of Radio and/or TV, each media house will be given what they requested but not more than the communicated ceiling of ten million francs (10,000,000 Frw).

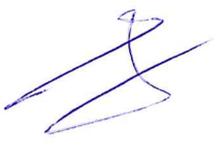
m

α

88

805

Ny

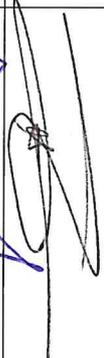


List of awardees

No	Name of Media House	Marks/20	Type of media	Amount of grant (Frw)
1	The Bridge Magazine	16.67	Online	7,000,000
2	Agasaro Women's Magazine	16.50	Online	7,000,000
3	Intego Media Group	15.25	Online	7,000,000
4	Royal FM	15.17	Radio	10,000,000
5	ADECO / Radio Izuba	14.92	Radio/TV	9,030,000
6	Igih.e.Ltd	14.90	Online	7,000,000
7	The Inspirer	14.50	Online	3,627,000
8	Radio Inkoramutima	12.92	Radio	9,970,000
9	Prime TV	12.83	Radio	9,639,000
10	Panorama	12.67	Online	7,000,000
11	Mama Urwagasabo	12.58	Online	7,000,000
12	Umuseke IT	12.17	Online	7,000,000
13	Rwanda News Agency	12.25	Online	7,000,000
	<b>Total</b>			<b>98,266,000</b>

m 88 4 Ng

Evaluation committee

Names	Institution	Signature
1. RUSHINGABIGWI Jean Bosco	Rwanda Governance Board	
2. MACUMU Emmanuel	United Nations Development Program	
3. SIFA Seraphina	Rwanda Governance Board	
4. AYANONE Solange	Association of Rwanda Journalists	
5. NDAYIKUNDA Lydia	Rwanda Media Commission	
6. UFITINEMA Remy Maurice	Rwanda Governance Board	

Report approved by

KALISA Edward



Secretary General/RGB

