Navigate between sections by using the links above. Remember to save your work using the "Save and Continue" button. All fields must be completed before submitting your proposal.

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About Your Project

About Your Project

Project Title:

Exchangeville Community-Based Radio (ECBR)

Enter the name of your project below

Which theme does your project address?

Building Civic Participation, Good Governance, and Resilient Communities

Select only one theme.

Primary Location of Project

Select the primary country where project activities will take place from the drop down below. If the project is taking place in multiple cities,states or provinces within the same country, please enter all locations separated by comma.

Country	Algeria
City/Town	Exchangeville
State/province	Exchangeton

Are there additional locations where your project will take place?

No

Select Yes below if your project will be implemented in more than one country. you may add up to two (2) additional locations.

Alumni Team Information

Alumni Team Information

Alumni Team: You must have a **minimum of three team members** (this number includes the team leader) in order for your project to be considered for funding.

Please enter the First Name, Last Name, Email address below. Select the exchange program and country of each member from the drop down. Please also indicate how each alumni team member will contribute to the implementation of the project.

Project Leader: Team Member 1 (you)

First Name	Suzanne
Last Name	Miller
Exchange Program	TechGirls
Email	SMiller@IEAalumni.com
Country from	Algeria

If you do not see the exact program listed for your team member from the drop down, choose the closest option, or "Other".

Team Member 2

First Name	John
Last Name	Smith
Exchange Program	American Film Showcase
Email	smithj@gmail.com
Country from	Morocco

Team Member 3

First Name	Jane
Last Name	Doe
Exchange Program	English Access Microscholarship Program (Access)
Email	janedoe@hotmail.com
Country from	Lebanon
Add another member	✖

Detailed Project Description

Detailed Project Description

Describe the specific need or challenge that your team will address with this project.

(3-4 sentences) 150 word limit

From independence in 1990 to the present, Alumniland has received over $628 million in international assistance to address a wide variety of political, economic, and socio-cultural issues—issues that continue to prohibit the adoption of sustainable reforms and prevent social progress. Although some positive benefits resulted from these projects, Alumniland remains reliant upon donor support while many of the country's socio-political and economic challenges are left unresolved. At the heart of the many challenges is an apathetic and demoralized citizenry. There exists a culture of "me versus them," where the majority seeks individual interests rather than the interests of the community. Few people fully understand how democracy and good governance, human rights, gender equality, respect for the rule of law, and inclusiveness can improve the lives of the citizenry. Consequently, social progress remains stagnant, the level of civic engagement is almost non-existent, and voter turn-out is dismally low.

Briefly describe how you will address the need or challenge.

(3-4 sentences) 150 word limit

The Exchangeton Community-Based Radio (ECBR) project proposes to apply the theory of human centered design (HCD) via community-based radio in order to foster an ecosystem for local people to craft local narratives that promote local solutions to local problems. Radio content will address issues relevant to community members and promote the ideals and values of civic duty and responsibility to resolve communal problems. We anticipate this project will spark a community dialogue that cultivates new ideas and effective strategies for promoting political, economic, and socio-cultural progress. These strategies and local solutions can then be coupled with ongoing international development programs and initiatives to substantially increase their impact. This pilot project is limited to the Exchangeton province. If successful, we will seek sponsorship and funding to scale it up in other parts of the country.

How will the project impact the community and what changes (in people, institutions, attitudes, practices) will you see?

300 word limit

By applying human centered design through community-based radio programming, this project will identify the needs of the local residents and take them into account when designing the radio programs. We expect the project to inspire intellectual talent and innovation, engender ownership and buy-in for both problems and solutions. We think that the radio program will raise awareness of critical issues, compel positive civic engagement, and strengthen ongoing international development efforts.

Beneficiaries: Describe the groups or communities your project targets.

250 word limit

The primary audience for this project is the residents of Exchangeton province. Secondary and tertiary audiences are the government of Alumniland (GoA), international organizations present in the country and individual donor countries.

How many people will directly benefit from your project?   280000

Local partners: List your project partners and explain their specific responsibilities. Please note if you have an existing relationship with your partner organization(s) and describe their role in the project. If you do not have an existing relationship, how do you anticipate establishing a partnership with the organization(s)?

500 word limit

This project will work closely with the following organizations for the reasons annotated therein.

• Fulbright Alumni Association of Alumniland (FAAA)—will serve as the officially recognized and registered non-governmental organization which will handle grant funding and the overall financial management.
• Alumniland Student Union Association, University of Exchangeville—will assist with recruiting volunteers and radio show talent as well as supporting endeavors to brand the station.
• School of Journalism and Mass Communications, University of Exchangeville—will assist with recruiting volunteer journalists and other radio show talent as well as provide use of sound recording and broadcasting studio.
• School of Humanities and Social Sciences, University of Exchangeville—will assist with baseline and final evaluation surveys, in depth interviews, and focus group discussions supporting the evaluation of the projects impact and outcomes.
• In addition to working with organizations, the project will partner with carefully selected influential community leaders, civil society activists, elected officials, and civil servants to develop programming content, host guest speakers, and promote the stations' brand.

What role will the team members have in the project? Please indicate the name of each team member in your responses.

200 word limit

Role of Project Leader	Suzanne Miller: As the team leader, I will be responsible for all aspects of project planning and implementation. I am well-positioned to carry this project out based on my work as Assistant Professor in the University of Exchangeville School of Humanities and Social Sciences. I have excellent relationships with my colleagues in my department and in the School of Journalism and Mass Communications. • Obtain the necessary licensing and permits; identify radio stations • Sign memorandum of understanding with the School of Journalism and Mass Communications for the use of their sound recording and broadcasting studio • Oversee the procurement of computers, peripherals, radio and broadcasting equipment, and supplies • Coordinate with partners at the University of Exchangeville to recruit general volunteers, volunteer journalists, and radio show talent as well as to initiate baseline and final public opinion surveys, in-depth interviews, and focus group

	discussions • Establish a positive relationship with selected community leaders and civil society activists • Guide the development of radio content, themes, narratives, and selection of guest speakers and content contributors • Allocate the project budget and oversee financial management controls • Direct monitoring and evaluation; review and approve project reports
Role of Team Member 2	John Smith: John will be the senior project officer, assisting the project manager in all facets of project planning, implementation, financial management, and evaluation, including: • Assist the project manager with licensing and permits • Oversee the set-up of radio / broadcasting equipment • Lead the development of programming content, themes, and narratives • Develop and implement the monitoring and evaluation plan; assist with drafting project reports
Role of Team Member 3	Jane Doe: Jane will be the project assistant, providing administrative, technical, and clerical support for the planning, implementation, and evaluation of the project. His duties include: • Manage the project budget to ensure proper financial management • Assist project officers in the preparation of project reports
Role of Team Member 4 (optional)	(No response)
Role of Team Member 5 (optional)	(No response)

Implementation Plan

Implementation Plan

Implementation Plan and Timeline: How will you actually make this happen? Outline the proposed steps for implementation, including the timeframe for each major activity. List proposed dates (month, quarter, etc.) for each major activity. Include quantitative information about participants and activities. Include the specific responsibilities of the alumni team.

750 word limit

This project will be implemented in three phases over a one year period of performance. We will begin activities when we receive the first grant disbursement and end when we submit the final report. This project will be conducted in partnership with the Fulbright FAAM—a licensed non-governmental organization—to facilitate grant funding and financial management processes in accordance with local statutes and U.S. federal acquisition regulations.

Phase I—Coordination, Preparation, Procurement & Set-up —Months one through three.
Phase one will begin upon receipt of the first grant disbursement and end after a period of 12 weeks. This phase includes obtaining necessary licensing and permits from the Government of Alumniland, coordinating and collaborating with partners at the University of Exchangeville, cultivating relationships with community leaders and civil society activists, procuring all required equipment and supplies, signing the memorandum of agreement with the School of Journalism and Mass Communications for the use of their sound recording and broadcast studio, procuring print media and outdoor advertising, and developing the processes and individual work-plans for implementing and providing for the administration of this project. During phase one, student volunteers from the School of Humanities and Social Sciences will also conduct the baseline survey, in-depth interviews, and focus groups testing.

Phase 2—Broadcasting—Months four through ten.
During this phase, we will focus on developing a continuous cycle of developing programming content, maintaining and expanding relationships with partners, selecting and hosting guest speakers and subject matter experts, branding the station, leveraging social media platforms, and broadcasting live and pre-recorded content. During the broadcasting phase, the project will create and produce a weekly two-hour live broadcast consisting of opinion editorials, host v. cohost discussions of important issues, news, interviews, guest speakers, and Q&A with listener calls. Live broadcasts will be recorded to be rebroadcast later in the day and evening hours.

Phase 3—Evaluation—Months 10 thru 12.
The evaluation phase begins at the beginning of the 10th month and ends with the submission of the final report at the end of one year. During this phase, the project team will simultaneously focus its work efforts on maintaining daily broadcasting and social media engagements while working with partners from the University of Exchangeville, School of Humanities and Social Sciences to conduct an impact/outcome evaluation of the project.

Evaluation: How will you evaluate the success/impact of the project? Explain any tools or methods you will utilize to measure results. (i.e. surveys, interviews, focus groups, meetings, analytics, metrics, etc.)

350 word limit

The project will conduct a quantitative and qualitative evaluation of the project using baseline and final impact/outcome public opinion surveys, in-depth interviews, and focus group discussions as well as social media metrics to assess and evaluate changes in public opinions, attitudes, and behaviors with respect to critical issues and civic engagement.

Sustainability: How do you plan to ensure that the impact of the project continues beyond the initial year of funding?

350 word limit

The impact of the project rests in the change of attitudes and behaviors toward any number of important socio-cultural issues, increased civic engagement, and strengthened international development efforts. Therefore, if content were no longer broadcast at the end of the grant period, the impact will remain and potentially spread by the simple fact that once new ideas and concepts are introduced to a society, people will adopt them and eventually propagate them. Consequently, the seeds of human centered social progress will be planted.

Communication Plan: How will you promote your project? Include social media, websites, print news, or other forms of media you intend to use to share information about your project to beneficiaries and the public.

350 word limit

ECBR will brand itself primarily by the content it broadcasts and by word of mouth. Secondary and tertiary methods include using social media platforms such as Facebook, YouTube, Twitter, and WhatsApp as well as the full suite of social media platforms offered by the U.S. Embassy. This project will further promote its brand through university student associations, community leaders, and civil society activists. Lastly, the project will maximize the use of posters, handbills, stickers and two contracted billboard placements.

Please list any website or social medial platform or account that you may have for your project in the fields below: (Optional)

Website	www.ecbradio.com
Facebook	Facebook.com/ECBRadio
Twitter	@ECBRadio
Instagram	@ECBRadio
Youtube	(No response)
Other	(No response)

Funding Information and Budget

Funding Information and Budget

Total funding requested

Alumni can request between U.S. **$5,000 to $25,000** in AEIF funds in support of their project (please note, project will be disqualified if the amount requested is lower than $5,000 or higher than $25,000). Enter only whole numbers in U.S. dollars (i.e. "5,000").

18,502.50

Please download the [AEIF Budget Form](#) to enter budget details.

Once you have completed the form, please upload it below.

You can complete the budget from the link above, or If you have already downloaded and completed the budget from alumni.state.gov, upload it here.

Ensure that the file type is an .xls

https://AEIF.fluidreview.com/resp/23463004/dGWChMT4Om/

Budget Justification

In this section, refer to your budget form and in the fields below **explain how these costs are necessary for the activities in your project** and also provide **details about how you arrived at the calculations** for both the costs you are requesting from AEIF and also for cost share/in-kind support. If your budget has no costs associated with a category, please write **"N/A"** in the field. See example here.

Venue	We request 3 months rental of a broadcasting studio for the radio show at $750/mo. The School of Journalism and Mass Communications will cost share 3 months' rent for the broadcasting studio.
Promotional Items	Our communication campaign includes promotional items to advertise the community-based radio program. The majority of the 250 posters, 2,500 stickers, and 5,000 handbills will be disseminated at the local universities, while the rest will be sent to community centers outside of the capital. The six unipoles will be located in the second largest city in the busiest intersections. The two billboards will be placed on the major highway going into and out of the capital city.
Meals and Beverages	We request $5 refreshments each for 30 participants taking part in the focus group discussions. The light refreshments will provide a modest and comfortable setting for participants who will lead 4 hour discussion sessions and are expected to travel from provinces that are an hour away from the Exchangeton province. A lunch stipend of $12/day will be provided to the two-person evaluation team while they are planning the baseline focus groups and interviews, preparing the final survey, and writing the report. We anticipate they will spend 50 days working on all three phases of the evaluation process.
Speaker Fees	The Alumniland Student Union Association members will recruit six expert guest speakers from Exchangetown, the most developed city within the country. The speakers will be interviewed during the radio show program and will each receive a $100 honorarium. This fee will cover their time for four hours, which includes travel time, show preparation, and the live interview. Guest speakers will include a civil association leader, a journalist from the Exchangetown Post, two international development advisors, and political and economic professors.
Lodging and Per Diem	The six guest speakers will be traveling from Exchangetown, which is approximately a three hour trip by car to Exchangeville. Their lodging will be covered for the day preceding their participation in the program.
Travel	The amounts requested for travel may seem slightly high but the costs have been calculated in line with the recent increase in fuel prices in Exchangeville and Kharimand (though we anticipate those may decrease toward the final months of the program). Costs include travel to and from the university ($150 x 9 months = $1,350) and travel throughout Kharimand for nine months ($250 x 9 months = $2,250). Travel also includes the costs associated with the survey/evaluation teams that will travel to conduct public opinion surveys. Four teams (each with a separate vehicle)

	will travel for six weeks each (three weeks in phase one and three weeks in phase three). Expense allocation is $84 per vehicle per week ($84 x 6 weeks x 4 cars = $2,016).
Supplies, Materials and Equipment	The broadcasting studio we plan to rent from the School of Journalism and Mass Communications does not come equipped with sufficient sound recording and broadcasting equipment. We will need to purchase audio cables, adapter, connectors, headphones, external hard drives, etc. for the radio show to have a clear audio sound. The equipment will remain in the studio for future Alumni Student Union Association members to use as we anticipate this pilot program to continue for many years to come. The additional office supplies are necessary for our daily operation in the studio.
Other	We will pay a one-time $400 licensing and permit fee during the first phase of the program in order meet the Exchangeville government radiobroadcasting guidelines. Our partnership with the School of Humanities and Social Sciences has allowed us to connect with the school's monitoring and evaluation experts who have agreed to conduct the baseline and final evaluation of the program. They will also provide qualitative/quantitative analysis and report one month after the program is completed. We hope to share the results with future radio show practitioners as an example of how a radio show can successfully achieve social progress within a community.