

# Policy Model & Plan for Community Media in the Czech Republic

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## **Preface**

The efficacy of community media is inextricably linked to governmental politics and policy. Favorable community media environments are primarily the product of effective community media policy, and are often the direct result of the successful intervention by organized interests into the policy development process. In response to the public consultation on community media initiated by the Council for Radio and Television Broadcasting in the Czech Republic, the author composed a model for a new community media sector. It is informed by consultations among experts in Europe and the United States, research conducted in cooperation with regulatory agencies in Europe, and by interviews with media and civil society stakeholders in the Czech Republic.

This model for community media is first intended to contribute to the discourse for the development of community media in the Czech Republic. Second, it presents a plan for the implementation of a new community media sector in the Czech Republic, including community-based radio, television and telecentre organizations. The model consists of two parts: components related to the composition of legislation, and then a detailed plan and budget for the construction of the sector.

CZ Community Media Legislation

updated 4.10.12

	General	Radio	TV	Telecentre
DEFINITION				
	>Community Media is not-for-profit, mass media created and controlled by a local community defined by geography, identity or interest.	>Linear delivery of audio services on terrestrial delivery platforms in designated coverage areas	>Linear delivery of video services on wired/wireless local systems and selected terrestrial delivery platforms in designated coverage areas	>A public space equipped with devices and services for information and communication technology
REASONS WHY				
	>Inform the community about issues, activities, and events >Provide access and participation >Strengthen local communities >Promote local arts & culture >Serve marginalized and underserved groups >Provide discourse for civil society and promote active citizenship >Independent media watchdog role >Improve media literacy >Development of employment skills			
REQUIREMENTS				
	>Not-for-profit social enterprise >Local community-based >Volunteer supported >Open to all voices >Sustainable >Alternative to the mainstream			

LICENSING	
Eligibility	<p>&gt;RRTV endorses and implements the "Community Media Sector General Plan" licensing mandates.</p> <p>&gt;Not-for-profit civic associations, public benefit corporations, churches, schools (all must have DIC); no individuals</p> <p>&gt;Must be transparent &amp; registered for min 1 year; Consortiums are welcome if at least 50% of partner orgs have min 1 year legal registration; min 50% of board members must live in the designated coverage area; Board members must be volunteer</p> <p>&gt;No owners, licensees, board members or salaried employees of commercial media, elected officials, or political party officials may be board members or salaried employees.</p>
Application	<p>&gt;Temporary Service License (TSL) - max 60 days; no funding available (CapEx expenditures applicable for re-imbursement under guidelines if full-term license granted); max 2 TSL's per applicant/ year</p> <p>&gt;Standard license: 6 year term, award licenses in open competitions among eligible community non-profit orgs utilizing points system; then open renewal competition with current license holder given points for effective operation;</p> <p>&gt;Applicant must submit a standardized "License Applicant General Plan" containing proposed business plan, budget, technical plan, social gain plan, access &amp; participation plan, volunteer plan, and program output plan.</p> <p>&gt;License is non-transferable; must be re-allocated by RRTV</p>
Fulfillment	<p>&gt;Licensee must keep a "public file" of relevant information relating to the delivery of their key commitments that must be available for inspection within 2 business days of any written citizens' request</p> <p>&gt;Licensee must adhere to the terms and conditions set forth in approved license application</p> <p>&gt;Upon repeated, deliberate and/or serious breach of the terms of its licence conditions or RRTV codes by licensee, RRTV may impose sanctions including fines, restrictions and/or cancellation of license. The penalty must be appropriate and proportionate to the breach for which it is imposed.</p> <p>&gt;Licensee must submit to RRTV a standardized "Annual Licensee General Report" with P&amp;L, balance sheet, public file, technical report, social gain report, participation &amp; access report, volunteer report, updated business plan/budget and tax filing; due according to govt fiscal year deadlines.</p> <p>&gt;Licensee must maintain a minimum ratio of volunteer hours to paid staff (1 volunteer hour for each 1.000kc of salary)</p> <p>&gt;Salaries may not exceed 50% of total expenses</p>
Programming	<p>&gt;The fair and comprehensive journalistic coverage of community activities, concerns and issues.</p> <p>&gt;No advertising: including no call to action, specific items, prices, or offers</p> <p>&gt;</p> <p>&gt;Paid sponsorship announcements maximum 15 seconds length; maximum 8 announcements per hour</p> <p>&gt;Clearly distinguish sponsorship from regular program content</p> <p>&gt;Minimum 50% of total output must be original content from licensee facilities</p> <p>&gt;Maximum 20% of total output from network programs</p> <p>&gt;Ensure that reasonable efforts are made to correct substantial errors of fact at the earliest possible opportunity</p>

n/a

Tier 1 & 2 live original content minimum 4 hours daily (6am-8pm M-F)

TECHNICAL SPECIFICATIONS				
	>RRTV endorses and implements the "Community Media Sector General Plan" technical mandates.			
	>RRTV, and/or external providers to analyze spectrum (analogue and digital), identify available frequencies, and provide access to those frequencies	HPFM/LPFM/DRM+/DAB+	Cable Access/DTV/IP	Broadband ISP
	>"Must Carry" rules apply to all platforms			
	>Ceske Kommunikace, private tower, multiplex, IP, telephone network and cable systems operators guarantee special non-profit access rates in negotiation with RRTV & CMA			
	>"Platform Neutral" policy applies to all platforms	HPFM - Min 60% coverage in tier 1; 80% coverage in tier 2,3,& 4. LPFM - min 20% coverage in tier 1; 40% coverage in tier 2		
	>Allocated frequencies shall fulfill coverage mandates		All platforms	
REGULATORY ROLES				
	>RRTV responsible for the successful deployment of the "Community Media Sector General Plan"			
	>Separate RRTV sections for licensing, technical, funding			
	>No implicit obligation is attached to "structural" funding, and requirements for any management decisions or program output by any government agency (state or local) other than RRTV is prohibited. Agreements related to "project" funding are subject to separate rules and regulations of the appropriate ministries.			
	>Government ministries are responsible for developing and executing project-based funding initiatives which comply with RRTV licensing regulations			

<b>FUNDING</b>	
	<p>(see attached funding detail)</p> <p>&gt;RRTV endorses and implements the "Community Media Sector General Plan" funding mandates.</p> <p>&gt;Due to it's important role in civil society, community media could be funded directly from the TV/Radio tax, or from the General Fund.</p> <p>&gt;Both state and local govt funding is mandated (no option out) upon license approval and subsequent annual endorsement by RRTV.</p> <p>&gt;All structural funding must be in accordance with the approved "Applicant General Plan"</p>
Capital Expenditures	<p>&gt;Capital Expenditure fund (CapEX) available only at the start of full-term license; licensee submits "License Applicant Capital Expenditure Plan" for approval; one ammendment permitted; expires after 18 months; 80% gov't (state &amp; local combined) 20% matching funds required.</p>
Operating Expenditures	<p>&gt;Operating Expense fund(OpEx) available each year subject to approval of required documentation by RRTV; 80% (state &amp; local combined) 20% match</p>
Project funding	<p>&gt;Project funding directly from ministries for specially designed projects utilizing CM; 20% match required; apllication approval/ terms &amp; conditions autonomous to each ministry</p> <p>&gt;Project funding requires separate P&amp;L; no salaries or CapEx; limits on travel spending; volunteer minimums apply; 20% match (donated labor OK); activities report included in Licensee Annual General report</p>
<b>COMMUNITY MEDIA ASSOCIATION</b>	
	<p>&gt;RRTV endorses and implements the "Community Media Sector General Plan" mandate for the Community Media Association.</p> <p>&gt;Non-Profit org with volunteer elected board, paid president and staff person.</p> <p>&gt;Subject to same CapEx/OpEx funding requirements, including 20% match</p> <p>&gt;Submit "CMA Annual General Report" with p&amp;L, balance sheet, public file, technical report, social gain report, participation &amp; access report, tax filing; due according to govt fiscal year deadlines</p>

## CZ Community Media Plan

updated: 4.10.12

All figures represent max 80% funding, and require 20% co-financing match (Kc x1mil)

	Year 1			Year 2			Year 3			Year 4			Year 5			5-Year Total	State (75%)	City (25%)
	CapEx	OpEx	Total	CapEx	OpEx	Total	CapEx	OpEx	Total	CapEx	OpEx	Total	CapEx	OpEx	Total			
<b>Community Media Association</b>																		
Structural	1	1.5	2.5	0.5	1.5	2		1.5	1.5		2	2		2	2	10		
Training, Research & Development			0		0.25	0.25		0.25	0.25		0.5	0.5		0.5	0.5	1.5		
<b>CMA Total</b>			<b>2.5</b>			<b>2.25</b>			<b>1.75</b>			<b>2.5</b>			<b>2.5</b>	<b>11.5</b>		
<b>Ministries' Community Media Project Funds</b>																		
Culture		0.5	0.5		2	2		4	4		6	6		8	8	20.5		
Education		0.5	0.5		2	2		4	4		6	6		8	8	20.5		
Employment		0.5	0.5		2	2		4	4		6	6		8	8	20.5		
Minorities		0.5	0.5		2	2		4	4		6	6		8	8	20.5		
Justice		0.5	0.5		2	2		4	4		6	6		8	8	20.5		
Health		0.5	0.5		2	2		4	4		6	6		8	8	20.5		
<b>Project Funds Total</b>			<b>3</b>			<b>12</b>			<b>24</b>			<b>36</b>			<b>48</b>	<b>123</b>		

Radio, TV & Telecentre Organizations																							
	R	TV	TC																				
Tier 1 (>300.000 population)																							
Praha RH-1 (radio high coverage)						0			0			0	1.5	1.5	3		1.5	1.5		4.5			
Praha RH-2						0			0			0			0	1.5	1.5	3		3			
Praha RL-1 (radio low coverage)				1	1	2		1	1		1	1		1	1		1	1		6			
Praha RL-2						0			0	1	1	2		1	1		1	1		4			
Praha RL-3						0			0		1	1	1	1	2		1	1		4			
Praha TV-1 (television)						0	3	2	5		2	2		2	2		2	2		11			
Praha TV-2						0			0	3	2	5		2	2		2	2		9			
Praha TV-3						0			0			0		2	2	3	2	5		7			
<b>Total</b>	<b>5</b>	<b>3</b>				<b>2</b>			<b>6</b>			<b>11</b>			<b>13</b>			<b>17</b>	<b>49</b>	<b>37</b>	<b>12</b>		
Brno RH-1						0			0			0	1.5	1	2.5		1	1		3.5			
Brno RL-1				1	1	2			0		1	1		1	1		1	1		5			
Brno RL-2						0			0	1	1	2		1	1		1	1		4			
Brno TV-1				3	1.5	4.5		1.5	1.5		1.5	1.5		1.5	1.5		1.5	1.5		10.5			
Brno TV-2						0	3	1.5	4.5		1.5	1.5		1.5	1.5		1.5	1.5		9			
<b>Total</b>	<b>3</b>	<b>2</b>				<b>6.5</b>			<b>6</b>			<b>6</b>			<b>7.5</b>			<b>6</b>	<b>32</b>	<b>24</b>	<b>8</b>		
Ostrava RH-1						0			0			0	1.5	1	2.5		1	1		3.5			
Ostrava RL-1						0			0	1	1	2		1	1		1	1		4			
Ostrava RL-2						0			0			0	1	1	2		1	1		3			
Ostrava TV-1				3	1.5	4.5		1.5	1.5		1.5	1.5		1.5	1.5		1.5	1.5		10.5			
Ostrava TV-2						0	3	1.5	4.5		1.5	1.5		1.5	1.5		1.5	1.5		9			
<b>Total</b>	<b>3</b>	<b>2</b>				<b>4.5</b>			<b>6</b>			<b>5</b>			<b>8.5</b>			<b>6</b>	<b>30</b>	<b>23</b>	<b>7</b>		
<b>Tier 1 Total</b>	<b>11</b>	<b>7</b>				<b>13</b>			<b>18</b>			<b>22</b>			<b>29</b>			<b>29</b>	<b>111</b>	<b>83</b>	<b>28</b>		



Tier 2 (>100.000 population)																							
Plzen RH						0			0			0	1	1	2			1	1		3		
Plzen RL						0			0	1	1	2		1	1			1	1		4		
Plzen TV						0	3	1.5	4.5		1.5	1.5		1.5	1.5			1.5	1.5		9		
Total	2	1				0			4.5			3.5			4.5			3.5		16	12	4	
Liberec RH						0			0			0	1	1	2			1	1		3		
Liberec RL						0			0	1	1	2		1	1			1	1		4		
Liberec TV						0	3	1.5	4.5		1.5	1.5		1.5	1.5			1.5	1.5		9		
Total	2	1				0			4.5			3.5			4.5			3.5		16	12	4	
Olomouc RH						0			0			0	1	1	2			1	1		3		
Olomouc RL						0	1	1	2		1	1		1	1			1	1		5		
Olomouc TV						0	3	1.5	4.5		1.5	1.5		1.5	1.5			1.5	1.5		9		
Total	2	1				0			6.5			2.5			4.5			3.5		17	13	4	
Usti Nad Labem RH						0			0			0	1	1	2			1	1		3		
Usit nad Labem RL						0			0	1	1	2		1	1			1	1		4		
Usti nad Labem TV						0	3	1.5	4.5		1.5	1.5		1.5	1.5			1.5	1.5		9		
Total	2	1				0			4.5			3.5			4.5			3.5		16	12	4	
Hradec Kralove RH						0			0	1	1	2		1	1			1	1		4		
Hradec Kralove RL						0	1	1	2			0		1	1			1	1		4		
Hradec Kralove TV						0	3	1.5	4.5		1.5	1.5		1.5	1.5			1.5	1.5		9		
Total	2	1				0			6.5			3.5			3.5			3.5		17	13	4	
Ceske Budejovice RH						0			0			0	1	1	2			1	1		3		
Ceske Budejovice RL						0			0	1	1	2		1	1			1	1		4		
Ceske Budejovice TV					3	1.5	4.5	1	1.5	2.5	1.5	1.5		1.5	1.5			1.5	1.5		11.5		
Total	2	1				4.5			2.5			3.5			4.5			3.5		18.5	14	5	
Pardubice RH						0			0			0	1	1	2			1	1		3		
Pardubice RL						0			0	1	1	2		1	1			1	1		4		
Parducice TV						0	3	1.5	4.5		1.5	1.5		1.5	1.5			1.5	1.5		9		
Total	2	1				0			4.5			3.5			4.5			3.5		16	12	4	
Tier 2 Total	14	7				4.5			33.5			23.5			30.5			24.5		117	87	29	

Tier 3 (>25.000 population)																							
Havirov RH/L										1	1	2			1	1			1	1	4	3	1
Havirov TV							2	1	3			1	1			1	1		1	1	6	4.5	1.5
																					0	0	
Zlin RH/L										1	1	2			1	1			1	1	4	3	1
Zlin TV				2	1	3			1	1		1	1			1	1		1	1	7	5.25	1.75
																					0	0	
Kladno RH/L										1	1	2			1	1			1	1	4	3	1
Kaldno TV							2	1	3			1	1			1	1		1	1	6	4.5	1.5
																					0	0	
Most RH/L														1	1	2			1	1	3	2.25	0.75
Most TV							2	1	3			1	1			1	1		1	1	6	4.5	1.5
																					0	0	
Karvina RH/L										1	1	2			1	1			1	1	4	3	1
Karvina TV							2	1	3			1	1			1	1		1	1	6	4.5	1.5
Frydek-Mistek RHL										1	1	2			1	1			1	1	4	3	1
Frydek-Mistek TV				2	1	3			1	1		1	1			1	1		1	1	7	5.25	1.75
Opava RH/L														1	1	2			1	1	3	2.25	0.75
Opava TV							2	1	3			1	1			1	1		1	1	6	4.5	1.5
Karlovy Vary RH/L										1	1	2			1	1			1	1	4	3	1
Karlovy Vary TV										2	1	3			1	1			1	1	5	3.75	1.25
Teplice RH/L										1	1	2			1	1			1	1	4	3	1
Teplice TV							2	1	3			1	1			1	1		1	1	6	4.5	1.5
Decin RH/L				1	1	2			1	1		1	1			1	1		1	1	6	4.5	1.5
Decin TV							2	1	3			1	1			1	1		1	1	6	4.5	1.5
Jihlava RH/L														1	1	2			1	1	3	2.25	0.75
Jihlava TV							2	1	3			1	1			1	1		1	1	6	4.5	1.5
Chomutov RH/L										1	1	2			1	1			1	1	4	3	1
Chomutov TV							2	1	3			1	1			1	1		1	1	6	4.5	1.5
Prerov RH/L										1	1	2			1	1			1	1	4	3	1
Prerov TV				2	1	3			1	1		1	1			1	1		1	1	7	5.25	1.75
Mlada Boleslav RH/L														1	1	2			1	1	3	2.25	0.75
Mlada Boleslav TV							2	1	3			1	1			1	1		1	1	6	4.5	1.5
Tier 3 Total	14	14				11			34			35				32			28	140	105	35	

[illegible]

Tier 4 (<25,000 population)																						
4A RH/L							1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75	4	3	1	
4A TV							2	1	3		1	1		1	1		1	1	6	4.5	1.5	
4B RH/L							1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75	4	3	1	
4B TV							2	1	3		1	1		1	1		1	1	6	4.5	1.5	
4C RH/L							1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75	4	3	1	
4C TV							2	1	3		1	1		1	1		1	1	6	4.5	1.5	
4D RH/L										1	0.75	1.75		0.75	0.75		0.75	0.75	3.25	2.4	0.8	
4D TV					2	1	3		1	1		1	1		1	1		1	1	7	5.25	1.75
4E RH/L							1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75	4	3	1	
4E TV							2	1	3		1	1		1	1		1	1	6	4.5	1.5	
4F RH/L					1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75		0.75	0.75	4.75	3.5	1.2
4G RH/L					1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75		0.75	0.75	4.75	3.5	1.2
4H RH/L					1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75		0.75	0.75	4.75	3.5	1.2
4I RH/L					1	0.75	1.75	1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75	5.75	3.5	1.2
4J RH/L							1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75	4	3	1	
4K RL							1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75	4	3	1	
4L RL							1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75	4	3	1	
4M RL							1	0.75	1.75		0.75	0.75		0.75	0.75		0.75	0.75	4	3	1	
4N RL										1	0.75	1.75		0.75	0.75		0.75	0.75	3.25	2.4	0.9	
4O RL										1	0.75	1.75		0.75	0.75		0.75	0.75	3.25	2.4	0.9	
4P RL										1	0.75	1.75		0.75	0.75		0.75	0.75	3.25	2.4	0.9	
4Q RL										1	0.75	1.75		0.75	0.75		0.75	0.75	3.25	2.4	0.9	
4R RL										1	0.75	1.75		0.75	0.75		0.75	0.75	5.25	3.9	1.3	
Tier 4 Total	17	5				10			31			25			19			19	105	77	26	

Tier 5 (Telecentres)																						
5a TC				0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25		0.25	0.25	1.5	1.2	0.3	
5b TC				0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25		0.25	0.25	1.5	1.2	0.3	
5c TC				0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25		0.25	0.25	1.5	1.2	0.3	
5d TC				0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25		0.25	0.25	1.5	1.2	0.3	
5e TC				0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25		0.25	0.25	1.5	1.2	0.3	
5f TC				0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25		0.25	0.25	1.5	1.2	0.3	
5g TC				0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25		0.25	0.25	1.5	1.2	0.3	
5h TC				0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25		0.25	0.25	1.5	1.2	0.3	
5i TC							0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25	1.25	0.9	0.3	
5j TC							0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25	1.25	0.9	0.3	
5K TC							0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25	1.25	0.9	0.3	
5l TC							0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25	1.25	0.9	0.3	
5m TC							0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25	1.25	0.9	0.3	
5n TC							0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25	1.25	0.9	0.3	
5o TC							0.25	0.25	0.5		0.25	0.25		0.25	0.25		0.25	0.25	1.25	0.9	0.3	
5p TC										0.25	0.25	0.5		0.25	0.25		0.25	0.25	1	0.75	0.25	
5r TC										0.25	0.25	0.5		0.25	0.25		0.25	0.25	1	0.75	0.25	
5s TC										0.25	0.25	0.5		0.25	0.25		0.25	0.25	1	0.75	0.25	
5t TC										0.25	0.25	0.5		0.25	0.25		0.25	0.25	1	0.75	0.25	
5u TC										0.25	0.25	0.5		0.25	0.25		0.25	0.25	1	0.75	0.25	
Tier 5 Total			20			4			5.5			6.25			5			5	25.75	19	6.5	
Total (Radio, TV, Telecentre)	56	33	20			43			122			11			115.5			105	497	373	125	
State (75%)						32			92			83			86			78	373			
City (25%)						11			31			28			29			26	125			
	R	TV	TC			Y1			Y2			Y3			Y4			Y5				