

ECUADOR

A. PROJECT IDENTIFICATION	
1.	PROJECT TITLE Open course for journalists and journalism students on the ethics of covering and reporting human mobility, gender, human rights, refugees and children issues.
2.	NUMBER IPDC/59 EC/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA CAPACITY DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL) National
6.	TYPE OF ASSISTANCE REQUESTED Professional fees for national and international trainers, travel allowances, snacks and office supplies.
7.	TOTAL COST OF PROJECT USD 18,150
8.	AMOUNT REQUESTED FROM IPDC USD 13,550
9.	BENEFICIARY BODY School of Journalism, Faculty of Communication, Universidad de las Américas. Address: Av. de los Granados E12-41y Colimes esq., Quito - EC170125 Contact: Yolanda Aguilar, Director, School of Journalism E-Mail: yolanda.aguilar@udla.edu.ec Phone number: (+593)(2) 3981000 / (+593)(2) 3970000 Extension: 101
10.	IMPLEMENTING OFFICE Main offices in Quito, representing Bolivia, Colombia, Ecuador and Venezuela Contact: Indira Salazar
11.	PROJECT LOCATION Universidad de las Américas, Quito, Ecuador
12.	PROJECT PREPARED BY Project by: Yolanda Aguilar, Director of the School of Journalism Received by: Indira Salazar , Program Direction Assistance

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Mass media and communications are a constant debate in Ecuador. There have been a series of changes and progress to improve the mass media, such as the professionalization of journalists in Ecuador. One of the most important elements during this process is protecting the audience through the broadcast of quality information.

The newly-approved Organic Communication Law is an example of the debate around media's role in Ecuador. The law classifies the media into three types: public, private and community media. According to the latest census, if the media outlet reaches 30% of the total population it is considered a "national" media outlet.

At present time, media outlets are in the process of registering at the CORDICOM (Regulation and Information Development Board) which is expected to result in precise data on audience and content. According to the last data provided, there are 1,048 private media outlets, 63 public media outlets and 35 community media outlets in Ecuador. They are classified in the following way: 38 open television VHF channels, 41 open television UHF channels, 166 AM radio stations, 497 FM radio stations and 2 shortwave length radio stations registered.

There are 38 Web Sites on the Internet, 105 newspapers and 84 magazines. Most of the media are located in the provinces of Guayas (197), Pichincha (192) and Azuay (72). In contrast, the provinces with least media representation are Galapagos (12) and Zamora (11).

An important element for consideration is the need for gender, intercultural learning and diversity to be better included in the content of the media. It is also important to promote standards for the effective reporting of sensitive topics and issues, following strict ethical norms, since the people who are subjects of this type of news are generally in a vulnerable situation.

It is worth noting that Pichincha's Journalism Club included an "Autoregulation and Gender Treatment" section in its Media Handbook. This project was supported by the International Programme for the Development of Communication (IPDC) of UNESCO.

The Open Course for Journalists project of this proposal will, through 40 hours of training, contribute to strengthening journalists' and journalism students' awareness on how to report on sensitive issues including gender, human rights, human mobility, refugees and children issues in Ecuador.

2. DESCRIPTION OF THE TARGET GROUP:

Public and private mass media journalists and journalism students in Ecuador. Total number of participants: 50. It is estimated a participation balanced by gender, with the presence of 50% female and 50% male.

3. DEVELOPMENT OBJECTIVE:

The project will help to improve skills in reporting on gender, human rights, human mobility, refugees and children issues in Ecuador through professional training for Ecuadorean journalism students and journalists.

4. IMMEDIATE OBJECTIVE:

To organize a seminar for 50 Ecuadorean journalists and journalism students on how to effectively and ethically report on sensitive issues related to gender, human rights, human mobility, refugee and child issues, following ethical standards. Participation is to be gender equal.

5. PROJECT OUTPUTS:

A total of 50 journalists and journalism students from Ecuador professionally trained in how to report on sensitive issues of gender, human rights, human mobility, refugees and children issues following ethical standards.

6. ACTIVITIES:

1. To establish the proposal, methodology and tentative schedule for the seminar.
2. To identify national and international experts on the training of subjects.
3. To coordinate national and international experts' participation.
4. To assemble a database with the information of the institutions and professionals who might be interested in being part of the training.
5. To design the outreach strategy including printed informative material and invites for the seminar.
6. To promote the seminar. An Ecuadorian consultant, expert in media positioning campaign will be in charge of its promotion. Universidad de las Américas will deal with external and internal communications.
7. To video-record the training.
8. To compile data (dossier) of the seminar and to publish it.

7. PROJECT INPUTS:

1 highly qualified international trainers
3 highly qualified national trainers
Material infrastructure for the training
2 computers
2 projectors
2 whiteboards
1 box of whiteboard markers
20 flip charts
1 box of permanent markers
50 plastic folders
50 blue ballpoint pen
50 notebooks
1 printer
2 video cameras

2 tripods
4 memory cards
2 voice recorders

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
To establish the proposal, methodology and tentative schedule for the seminar.	X											
To identify national and international experts on the training subjects	X											
To coordinate national and international experts participation			X									
To assemble a database with the information of institution and professionals who might be interested in being part of the training	X	X										
To design the outreach strategy which includes printed informative material and invites for the seminar			X									
To promote the event				X	X	X						
To generate an audio-visual record of the training								X				
To compile data (dossier) of the seminar and to publish it									X	X	X	X

9. INSTITUTIONAL FRAMEWORK:

Universidad de las Américas (UDLA) is an educational institution focused on professionally educating men and women in Ecuador. Approximately 14,000 students from the whole country study different careers at the university. The university was founded in 1994 and has kept a steady growth, which can be seen through the addition of new careers, the increasing number of students, new infrastructure and campus constructions. The university's mission is: "To train competent, entrepreneurial, successful people fully committed with society, based on excellence and values".

The university currently has some 900 full-time teachers. These teachers are part of the different areas of study and all hold postgraduate studies, as required by the university. UDLA's educational programs follow international standards, in order to guarantee an integral education that will allow students to face different professional challenges. The School of Journalism has a

professional team of teachers and students committed to a responsible, critical, ethical and high standard professional training.

10. SUSTAINABILITY:

This project focuses on promoting an adequate ethical approach through communication. It is important to generate connections and partnerships that will allow a constant work on subjects such as human rights, human mobility, refugees and gender, through workshops and seminar.

The School of Journalism's teachers have incorporated in their own classes frameworks these important subjects aimed to better the lives of Ecuadorian citizens.

11. PRIOR EVALUATIONS CARRIED OUT:

Since October 2013, Universidad de las Américas (UDLA) through their Faculty of Communication, has worked together with UNHCR and UNESCO to generate tools and actions for strengthening professional journalists' and students' approach towards subjects such as gender, human mobility, human rights, refugees and children issues.

Professors and students have contributed to generate new tools and areas, through their knowledge of communication, where UNHCR can pass on its message about human mobility to raise awareness to the Ecuadorians.

The UDLA- UNHCR joint project has finished its phase one satisfactorily. The second phase is expected to begin by the end of 2014. Through a deeper analysis of human mobility issues, the need of educating professional journalists about the importance of issues such as gender, human mobility, human rights, refugees and children showed to be pressing and urgent.

Esperanza Foundation and UDLA have also worked together to generate several co-operation activities. The most important was training senior journalism students on human mobility issues in order to ensure the adequate and ethical reporting of these issues in their future careers.

12. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

UNESCO Office in Quito oversees project implementation. Universidad de Las Americas will provide additional oversight to the process of monitoring and evaluation. In the first month of the project, a work plan will be developed. Monthly internal meetings are held to plan activities and monitor those taking place.

A narrative report will be provided to UNESCO reporting project progress. In the same way, Universidad de Las Americas will promote the activities and products from the project in social media

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Universidad de las Américas undertakes to report on project progress on a four-month basis to the relevant UNESCO Field Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The name and title of the person who will prepare and submit the reports should be indicated.

Universidad de las Américas School of Journalism Director's Office will hand the progress reports, after the validation of progress of project execution in following up commitments and deliverables established in the Terms of Reference.

Name of responsible person: Yolanda Aguilar, Director, School of Journalism

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
3 national trainers (US\$150 X 3 X 2 days)	900
1 international trainer (US\$250 X 1 X 2 days)	500
National and international trainers travel expenses	3,500
Snacks	1,250
Office supplies	400
Outreach strategy and promotional materials	2,500
Consultancy for preparation of graphic pieces. Design and layout.	1,000
Printing of materials	1,500
Publication of seminar dossier (250 copies)	2,000
Total IPDC	US\$13,550

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Human Resources UDLA	1,600
Project Coordinator	1,300
Administrative Assistant	300
Infrastructure	2,500
Technological Resources	3,000
Total	US\$ 7,100