

BOLIVIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PUBLICATION AND SOCIALIZATION OF UNESCO'S MEDIA DEVELOPMENT INDICATORS IN BOLIVIA
2.	NUMBER	IPDC/59 BO/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	All - Research report covering categories 1,2,3,4 and 5
4.	IPDC PRIORITY AREA	Human Resource Development. Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National: La Paz, Cochabamba and Santa Cruz
6.	TYPE OF ASSISTANCE REQUESTED	Support for publishing and dissemination of MDI findings
7.	TOTAL COST OF PROJECT	19,448 USD
8.	AMOUNT REQUESTED FROM IPDC	13, 848 USD
9.	BENEFICIARY BODY	National Observatory of Media (ONADEM in Spanish) - UNIR Bolivia Foundation. Tel.: (591-2) 2117069 – 2110665 Fax: (591-2) 2119767 2528 6 de Agosto Avenue Contact: Erick Torrico, ONADEM's Coordinator E-mail: etorrico@unirbolivia.org
10.	IMPLEMENTING OFFICE	UNESCO-Quito Office
11.	PROJECT LOCATION	La Paz – Bolivia
12.	PROJECT PREPARED BY	Erick Torrico, ONADEM's Coordinator

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Bolivia is the second Latin American country where the Media Development Indicators (MDI) were applied following the methodology developed by the United Nations for Education, Science and Culture Organization (UNESCO).

This study was carried out from June 2011 to June 2012 by the Bolivian Media Observatory (ONADEM in Spanish) from UNIR Bolivia Foundation and supervised by Rosa González, the Communication and Information Counselor for the UNESCO's Representation of Andean countries.

After finishing the application, the 250 page report was submitted to a peer review assessment. The peer review comments were implemented by UNIR and another version of the document was presented to UNESCO by the end of 2012. Due to lack of funds to translate the entire document into English for UNESCO final comments, it was needed to find a solution. In 2014, the report was updated and a robust executive summary was produced in Spanish (80 pages) for further translating into English. Since, 2014 was an electoral year in Bolivia, the decision was to present the final updated report to new authorities in the first semester of 2015.

The research identifies the characteristics of the media landscape in Bolivia according to international freedom of expression standards right and provides a roadmap for the way forward. The results show a balanced overview of the current situation thanks to answers obtained from a wide range of personal, institutional and documentary sources.

Two advanced drafts of the report were presented to the Advisory Council in October 2011 and February 2012. The information and recommendations included in the report can be used by political, social and cultural actors when designing public policies about communication and information in the near future in Bolivia.

The study used the methodological approach of the MDIs which were endorsed in (2008 by the Intergovernmental Council of the International Programme for Development of Communication (IPDC). The MDI framework includes five categories:

1. A system of regulation conducive to freedom of expression, pluralism and diversity of the media.
2. Plurality and diversity of media, a level economic playing field and transparency of ownership.
3. Media as a platform for democratic discourse.
4. Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.
5. Infrastructural capacity is sufficient to support independent and pluralistic media.

An advisory council was formed comprising of 22 institutions²⁸ to receive their suggestions about the methodological design of the projects as well as relevant information sources to be consulted from among journalists' trade unions, media enterprises, civil society, non-governmental organizations and universities.

The research involved an in-depth review of international and national laws related to the media and journalists' codes of ethics in place in the country. Eighty interviews were carried out with a wide range of stakeholders in different cities of Bolivia.

This report needs to be published to promote the public discussion about media development in democracy. That is why this proposal intends to publish the research report in an executive synopsis and then raise awareness, both its findings and recommendations among public and social actors.

It will be particularly important to develop a process of dissemination of the report in the three cities with the largest population in Bolivia (La Paz, Cochabamba and Santa Cruz) to open the public debate about advances, strengths, challenges and risks in the field of communication and information.

This goal will be achieved through two workshops in each of the three cities according the following modalities:

- 1) The content of workshops will focus on the presentation of the main research results of UNESCO Media Development study in Bolivia, in each of the categories of indicators, to promote a discussion about public policies, media-related rights, and professional standards in journalism.
- 2) The 6 workshops will be developed in coordination with the UNIR Bolivia office in La Paz, Cochabamba and Santa Cruz. In each city, local authorities, journalists and representatives of journalists' trade unions will be invited. Each workshop will have a one-day duration.

2. DESCRIPTION OF THE TARGET GROUP

The proposal plans to work with 120 representatives. In La Paz, Cochabamba and Santa Cruz, each workshop will involve:

- 1) 5 public authorities and social actors.
- 2) 5 mass media journalists and trade unions' representatives.
- 3) 10 students and professors from public and private universities.

In each case, men will represent the 50% of beneficiaries and women the other 50%.

3. DEVELOPMENT OBJECTIVE:

To have an impact on the Bolivian media ecosystem through an in-depth discussion using the data collected from the application of the media development indicators. We aim to offer the decision-makers objective inputs to change the current regulatory framework.

²⁸ Media owners associations, media profesional associations, media researchers associations, Journalist training institutions, Media self-regulatory institutions, Ngo's, Governmental bodies among others.

4. IMMEDIATE OBJECTIVE:

Socialization of UNESCO Media Development Indicators in Bolivia through the dissemination of the research results. The socialization will include the training of 120 actors involved with Bolivia's media sectors in workshops in La Paz, Cochabamba and Santa Cruz (the cities with the largest population) to generate a public discussion about the advances, strengthens, challenges and risks for the Communication and Information area.

5. PROJECT OUTPUTS:

- A concise version of UNESCO's Media Development Report on Bolivia and an online publication to be share with journalists, government authorities, social leaders, journalism professors and students in La Paz, Cochabamba and Santa Cruz to share with them the main reflections about the media and journalism situation in Bolivia.
- Six workshops in La Paz, Cochabamba y Santa Cruz (two per city) to analyze and discuss the research results about indicators but also to foster a discussion on solutions to the detected problems.

6. ACTIVITIES:

- 1) Publication of the Bolivian MDI research report.
- 2) Design and execute a Dissemination Campaign of this publication through the organization of workshops in three cities

7. PROJECT RESOURCES:

- A consultant who will design and implement the campaign for disseminating the publication.
- Two facilitators for workshops
- Office supplies
- Printing costs of the printed report.
- Travel and accomodation allowances.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Design, edition and publication of the research report	X	X								
Campaign design and organization		X								
Workshops			X							
Systematization of experience and final report of this project				X						

9. INSTITUTIONAL FRAMEWORK:

ONADEM belongs to the Democratic Communication Area of UNIR Bolivia Foundation, an institution which works since 2005 to promote democratic communication, an information society and a culture of peace in Bolivia.

ONADEM has a coordinator, 2 researchers and 3 research assistants. It is working to promote Information and Communication Rights and to improve media watching.

10. SUSTAINABILITY:

An agreement signed between ONADEM, the directors of Schools of Communication and the representatives of journalism trade unions will guarantee the dissemination and analysis by these organizations of UNESCO Media Development Indicators in Bolivia with information and discussion activities up to one year after the research is published.

11. PRIOR EVALUATIONS CARRIED OUT

From April 2006, ONADEM has organised 50 meetings with journalists, citizen and university professors and students in the nine main cities of Bolivia. Those activities repeatedly showed the need for Bolivian journalists to receive training in technical abilities, ethical evaluation and human rights defense and promotion.

12. MONITORING FRAMEWORK:

The monitoring will be made by the UNESCO Quito Office for the Andean region in close cooperation with ONADEM's coordination from the UNIR Bolivia Foundation.

This monitoring will be done according the objectives, schedule and budget of the project; it will evaluate the execution efficiency and organize the feed-back information from the workshops beneficiaries. These results will be included in the preliminary and final reports of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Erick Torrico, ONADEM's coordinator will send a report of activities every two months to UNESCO Quito: preliminary or progress reports and a final report.

C. ADDITIONAL INFORMATION

IPDC, through the UNESCO Office in Quito, financed part of the cost of elaboration of UNESCO's Media Development Indicators report on Bolivia but it has never supported any other ONADEM project.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (in U.S. dollars)	IPDC
Professional fees of a Consultant (40 hours x US\$ 60)	2.400,00
Professional fees of workshops facilitators (6 x workshops x 2 facilitators x 150 dollars per day)	1.800,00
Printing of an executive synopsis of UNESCO's Media Development Indicators in Bolivia research final report	6.000,00
Two travel air round tickets La Paz-Cochabamba-Santa Cruz-La Paz	900,00
Travel allowances (2 x 3 days x 2 - \$us 36 per day)	432,00
Accommodation (2 x 3 x 2 - \$us 40 per night)	480,00
Local Transportation (2 x 3 x 2 - \$us 23)	276,00
Auditoriums rent (6 days x \$us 200 per day)	1.200,00
Snacks (20 x 6 days x \$us 3)	360,00
TOTAL REQUESTED IPDC	13,848

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Telephone and communication expenses	200,00
Office Supplies	250,00
Sending of books by courier	350,00
Salary of a secretary (4 months)	4.800,00
Total	5.600,00