

CUBA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Las Tunas: Women and sustainable development in local media contents.
2.	NUMBER	IPDC/59 CU/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and press freedom, pluralism (particularly community media) and independence.
5.	SCOPE (NATIONAL, REGIONAL, INTER)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial support - institutional capacity building
7.	TOTAL COST OF PROJECT	US\$33,040
8.	AMOUNT REQUESTED FROM IPDC	US\$18,640
9.	BENEFICIARY BODY	Las Tunas Delegation of the Cuban Journalists Union.
10.	IMPLEMENTING OFFICE	UNESCO Office in Havana Contact: Isabel Viera, Program Officer, Communication and Information i.viera@unesco.org
11.	PROJECT LOCATION	Las Tunas, Cuba
12.	PROJECT PREPARED BY	Adalys Ray Haines, President of Las Tunas Delegation of the Cuban Journalists Union and UNESCO Office in Havana

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Local media play an important role in shaping the perceptions of political and economic institutions and civil society as well on the development priorities set out by municipalities and communities. This underlines the importance of addressing the ways in which media institutions frame development policies, the status and / or contribution of different social actors to the transformation of the territory and the benefits or limitations of the programs and projects being implemented in a given locality.

In Cuba all broadcasting services are State-owned. There are five TV channels with national coverage and 16 local stations with provincial coverage which have a large audience at local level. Cuban Radio is one of the oldest in the world. It has one international radio station, 7 national stations, -20 provincial stations and 35 municipal stations. This local media network promotes and shows the rich culture of the various local spaces and supports community action. Among them all, community radio has the most developed infrastructure and the closest relationship with local audiences.

Local development is still a relatively unknown topic for general audiences in the country. Notwithstanding this is one of the main priorities of the new economic and social policy of the Cuban government, much of both policy makers and the population's understanding of local development is strongly linked to the improvement of territorially-based economy, providing much less importance to the social, cultural, environmental and institutional dimensions of sustainable development.

This problem is also evident in the media discourse of local and provincial media, which often do not address the issue from a multidimensional approach, such as that described above.

Las Tunas province, located in central-eastern Cuba, is divided in 8 municipalities with a population of 532 645 inhabitants, 50.7% of which are male and 49.3% female. It has an urbanization level of 65.2%. The local communication system is composed by a weekly provincial newspaper, one provincial and two municipal TV channels, one provincial and five municipal radio stations and several scientific and cultural publications.

Considering this scenario, this project seeks to focus on a key aspect of media discourse on local development: the participation of women and disadvantaged groups in development.

Drawing from Media Development Indicators' Category 3 (indicators 3.2 and 3.11) and from all indicators included in Category B1 of the Gender-Sensitive Media Indicators, the project aims to study the prevailing approach to gender and social diversity in the discourse on local development broadcasted by provincial and municipal radios stations in Las Tunas province. It also intends to characterize the participation of women and disadvantaged groups in communicative production and to describe the main perceptions showed by audiences regarding the portrayal of this topic on radio contents, all with the goal to make recommendations to overcome the identified limitations or extending good practices, thus to foster diversity in the local media, particularly as acknowledged by gender dimensions.

As part of the research, several in-place meetings will be organized: an initial one day consultative meeting to fine-tune the project and methodology, a two-day workshop for training enumerators and a three-day validation workshop including local media and other local stakeholders to discuss preliminary findings. Also, a national seminar will be held in Havana for launching the final publication and to promote knowledge sharing and raise awareness among national media and other national stakeholders. It will facilitate research findings to be widely shared with a knowledge-driven approach aiming at having a positive impact on local media development in the country at large.

2. DESCRIPTION OF THE TARGET GROUP:

The target group for this project will be the journalists, reporters, editors, managers and other content producers of provincial and municipal radio stations in Las Tunas.

3. DEVELOPMENT OBJECTIVE:

To enhance women and disadvantaged groups' portrayal in local radio discourses through building media professional's capacities and generating relevant knowledge to better reflect and represent the diversity of views and interests of the society in local media contents.

The project's objective corresponds to category 3 of UNESCO Media Development Indicators "Media as a platform for democratic discourse".

4. IMMEDIATE OBJECTIVE:

To produce a set of recommendations, extensive to other provinces, for a better representation of issues related to local development in Las Tunas media, particularly those linked to the situation of women and disadvantaged groups and their contribution to local sustainable development.

5. PROJECT OUTPUTS:

- An assessment about the portrayal of gender and social diversity issues in the discourses on local development produced by provincial and municipal radios in Las Tunas province based on selected GSIM and MDI categories.
- A workshop to discuss the prevailing approaches to gender and social diversity issues in media content in Las Tunas province as well as the alternatives to either overcome the limitations identified or to promote best practices. This workshop will be designed for journalists, media managers, local leaders, representatives of political and productive bodies as well as members of civil society.

6. ACTIVITIES:

- One-day consultative meeting for project and research team aimed at determining and agreeing on the research's methodological framework.
- Preparation of the methodological design of the research, including the development and reproduction of instruments
- A two-day workshop for training enumerators and interviewers
- Fieldwork: surveys, individual and group interviews to journalists, media managers and listeners, document analysis and content analysis of selected news items
- Analysis of results. Drafting the research report and recommendations
- A three-day validation workshop to discuss the preliminary findings as well as the alternatives to overcome the shortfalls and to extend best practices. Validation of the research report and recommendations.
- Reproduction of the final report
- A one-day national seminar for launching the final research report and the recommendations arising from it.
- Submission of partial project monitoring reports.
- Submission of final project report.

7. PROJECT INPUTS:

- National consultant
- Expert in statistics and 8 enumerators (one for each municipality)
- Transportation from and to the selected municipalities, accommodation and meals
- Workshops venues
- Printing and photocopying materials
- Project Coordination Costs
- Office supplies

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
One-day consultative meeting	X											
Preparation of the methodological framework and survey instruments		X										
Two-day training workshop for enumerators/interviewers			X									
Fieldwork				X	X							
Analysis of results						X	X					
Drafting the research report and recommendations								X	X			
Three-day validation workshop										X		
Publication and reproduction of the final report											X	
One-day national seminar for launching the final publication											X	
Submission of partial project monitoring reports and final project report						X						X

9. INSTITUTIONAL FRAMEWORK:

Las Tunas Delegation of the Cuban Journalists Union is the provincial body of the Unión de Periodistas de Cuba (Cuban Journalists Union, UPEC for its acronyms in Spanish). This is a non-governmental professional and social organization, established on 15 July 1963. Among its general objectives and obligations are: to defend journalists in the legal and ethical practice of the profession, to support the fair access to sources and to contribute to journalists training.

The organization has provincial delegations, which are responsible for supporting local members in their daily work. The delegation of Las Tunas brings together more than a hundred journalists.

10. SUSTAINABILITY:

Once project's external assistance is completed, the results and benefits of this assessment are maintained over time by sharing research results among media professionals and other stakeholders of Las Tunas province. Sustainability is also ensured by implementing the outlined recommendations, all of which will be monitored by the participating media institutions and UPEC Las Tunas. The project model may be replicated in other provinces, as well as in neighboring countries.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will have a communication strategy to guarantee the production and publishing of project's relevant information. Target media are both national and provincial, with an emphasis on the participating province. In addition to journalists and media managers, women and representatives of disadvantaged groups will be prioritized as main news sources.

Project implementation will be monitored by the Communication and Information Program Officer of UNESCO Office in Havana, Cuba.

12. EVALUATIONS CARRIED OUT:

Previous research on the proposed topic have covered the treatment of local development issues in the print and television media in the province Pinar del Rio, located in western Cuba (Graduate dissertation, School of Communication, University of Havana) and gender portrayal in Guarera local radio station, Las Tunas. Both constitute a starting point for this project, which attempts to provide a more in-depth approach to the topic using MDIs and GSMI.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

UPEC Delegation in Las Tunas will send a monitoring report on project implementation to the UNESCO Office in Havana every six months. It will also provide a final project report containing the extent to which project's objectives were fulfilled. Both reports shall be signed by the person responsible for the project.

C. ADDITIONAL INFORMATION

The institution has never applied for IPDC funding.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

One-day consultative meeting for launching the project, raising awareness and agreeing on methodology, in Las Tunas	
Transportation -bus ticket round trip- for participants from all municipalities in Las Tunas, except for venue location (\$20 x 7 participants -one per municipality-)	140
Meals for participants (lunch and coffee break: \$12 x 10 participants x 1 day)	120
National Consultant and Facilitator - Fees and Travel Expenses (\$100 one day fees + \$120 bus ticket round trip + \$100 two nights' accommodation including meals)	640
Two-day training workshop for enumerators and interviewers, in Las Tunas	

Transportation (bus ticket round trip) and accommodation in Las Tunas, for participants from all municipalities, except for venue location (\$60 x 7 participants - one per municipality-)	420
Meals for participants (lunch and coffee break: \$12 x 10 participants x 2 days)	240
National Consultant and Facilitator - Fees and Travel Expenses (\$200 two days fees + \$120 bus ticket round trip + \$150 three nights accommodation-meals)	940
Fieldwork, analyzing results and drafting report	
10 Enumerators-interviewers applying research instruments and conducting interviews (10 x \$200 for 3 months work)	2000
Analyzing results and drafting report and recommendations (Consultant fees)	700
Three-day validation and knowledge-building workshop in Las Tunas	
Transportation (bus ticket round trip) and accommodation in Las Tunas for participants from all municipalities, except for venue location (\$60 x 14 participants - two representatives per municipality-)	840
Meals for participants (lunch and coffee break: \$12 x 3 days x 30 participants)	1080
National Consultant and Facilitator - Fees and Travel Expenses (\$300 three days fees + \$120 bus ticket round trip + \$200 four nights accommodation-meals)	1240
One-day final Seminar for launching the final publication, knowledge sharing and awareness raising	
Final Report production and printing (graphic design, edition and printing)	3400
Transportation (bus ticket round trip) and accommodation in Havana, for participants from all municipalities in Las Tunas, plus one participant from each Cuban province (\$120 x 25 participants)	3000
Meals for participants (lunch and coffee break: \$22 x 1 day x 40 participants including national stakeholders)	880
National Consultant and Facilitator - Fees (\$100 one day fees x 2)	200
Communication and visibility	
Graphic design of project visual identity	600
Printing and distribution of visibility materials	1400
Office supplies, equipment rental telephone communications	
Office supplies	600
Telephone communications	200
Total IPDC	US\$18,640

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordination	2400
Secretarial assistance and administrative assistance	3000
Delegation facilities and office space	4200
Internet costs (\$300 x 12 months)	3600
Project reporting	1200
Total	US\$ 14,400