

GUATEMALA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DIGITAL SKILLS TRAINING FOR WOMEN JOURNALISTS WORKING IN COMMUNITY RADIO IN GUATEMALA
2.	NUMBER	IPDC/59 GT/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	4. Professional training and institutions which support freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Capacity Development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	23315.00 USD
8.	AMOUNT REQUESTED FROM IPDC	14,475.00 USD
9.	BENEFICIARY BODY	CEPPAS, 13 calle 2-14, Zona 1, Ciudad de Guatemala
10.	IMPLEMENTING OFFICE	Guatemala
11.	PROJECT LOCATION	Guatemala
12.	PROJECT PREPARED BY	

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Guatemala is a post-conflict country in which media plays a key role in strengthening democratic processes. Community media provides a unique opportunity to rural, marginalized and indigenous communities to participate in public debate. Guatemala's population is predominantly female, young and rural. However, this profile does not correlate with gender distribution within community media. For example, female media workers can only prepare and present news. Technical and management functions are historically dominated by men. In general, women's participation in Guatemalan media is characterized by four patterns: an overall low number of female media workers, a slow career development, underrepresentation in senior positions in newsrooms and absence in management positions.

Vulnerability of female media workers was also reflected in the Report on the State of Freedom of Expression in Guatemala published by CERIGUA, which noted that between January 2013 and April 2014, 15 attacks on women journalists were documented, "which included threats, intimidation, physical assaults and arrests". Also, according to UNESCO's Gender-Sensitive Indicators for Media "there is a clear intersection between women's empowerment and media development" and addressing equality and gender issues is an indicator of social diversity of media.

This project will be particularly address the remaining challenges of the Beijing Declaration and Programme of Action, which by 2015 will be celebrating it's 20th anniversary whose Strategic Objective B.3 is to "Increase the access of women to professional training, science, and technology and permanent education" and Objective J.1 to "Increase the access of women and their participation in the expression of their ideas and the adoption of decisions in the media and through them, as in the ICTs".

CEPPAS proposes to train women journalists on the use of ICTs for investigative journalism. The project targets Verapaces, North East and Petén; Western; South East, Central and Metropolitan Regions which suffer a profound digital divide and where women have little say in the community media, in which they work. The proposal is based on three pillars: gender equality; community media; technology and innovation with emphasis on FOSS.

Three workshops of three days each will involve women-journalists. CEPPAS will also hold a Forum on Women and Journalism involving media and advocacy organizations, journalists and gender experts. All contents resulting from these events will be uploaded to our website as an open on-line course.

2. DESCRIPTION OF THE TARGET GROUP:

45 women journalists working at community radios of three regions of Guatemala

3. DEVELOPMENT OBJECTIVE:

To increase plurality, gender balance and linguistic diversity of media as a platform for democratic discourse in Guatemala

4. IMMEDIATE OBJECTIVE:

To build capacities among 45 women journalists from community radio in Guatemala on the use of ICT and digital journalism to improve programming and media content.

5. PROJECT OUTPUTS:

- 45 women journalists and popular communicators enabled to use ICT for investigative journalism
- 12 radio testimonies about the experience of women in journalism uploaded to the audio exchange platform Radioteca.net, our website, and UNESCO's website, if possible.
- Web section which compiles materials on ICT, digital journalism and gender, and presents results of the workshops (interviews with participants, their digital journalism projects, methodological guide to the workshops, photographs, etc.) so other journalists can learn from this experience
- 1 video about project experiences.
- Forum on Women and Journalism in Guatemala.

6. ACTIVITIES:

- Select participating community radios of Guatemala and conduct a brief survey of technical skills of their female staff and professional development needs
- Design the content and the methodology of workshops, as well as training materials, hand-outs, etc.
- Conduct three workshops in CEPPAS' offices in Guatemala City, of three-days each, targeting women journalists from Verapaces, North East and Petén; Western; South East, Central and Metropolitan Regions. The workshops will focus on the use of ICT and digital journalism to improve programming and media content. There will be two trainers per workshop: one women journalist from CEPPAS, specialized in digital security and one journalist from Radioslibres.net expert in the use of ICT in community radio.
- Interview 4 women per workshop about their experience working with digital media in community journalism, for further publication
- Design and program web page on gender and digital journalism
- Organize and run the Forum on Women and Journalism.
- Create mail group on women and digital journalism for participants to communicate and share experiences after the workshops

7. PROJECT INPUTS:

IPDC Contribution:

- Skilled trainers in ICTs
- Transportation, accommodation and meals for participants
- Training materials produced (photocopies, prints, USB for the participants, etc.)
- Equipment rental for workshops
- Editor hired to work on interviews
- Coffee break for the "Forum on Women and Journalism"

CEPPAS contribution:

- Coordinator for workshops
- Design workshop's dissemination pieces
- Accommodation of coordinator for workshop and the Forum
- Office facility and resources for coordination (computers, telephones, supplies)

- Administrative assistant
- Venue for the workshops
- Equipment to record interviews
- Web platform’s designer/developer, and website hosting

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identify community radios to participate in the workshop and conduct a survey	X											
Analysis and needs identification	X											
Preparation of the survey report		X										
Design content and methodology of workshops		X										
Coordinate workshop logistics with local partners			X									
Conduct workshops				X								
Interviews with women journalists				X								
Preparation of progress report					X							
Edit and publish interviews					X							
Design and program web page on gender and digital journalism						X						
Organize and run the forum on Women and Journalism.						X						
Establish a mailing list and email network for project participants							X					
Monitor research projects							X	X	X			
Prepare final report									X			

9. INSTITUTIONAL FRAMEWORK:

CEPPAS Guatemala is a non-governmental organization devoted to research, training and advocacy of public policies. In the area of communication, CEPPAS Guatemala promotes: 1. **Media democratization**, with special emphasis on strengthening community media practice. 2. **Free Culture**, to ensure access to knowledge and its democratization. 3. **Radio production of community radios**.

10. SUSTAINABILITY:

CEPPAS will monitor and support women journalists who participated in the training for three months following the end of the project. CEPPAS will serve as a helpdesk to answer questions and sort out technical problems. Email messages will be answered within 48 hours. Project participants

with no regular email access, will keep in contact through phone. Women have access to Internet connection in the radios but not at their houses. The same with the computers. They have desktop computers that is why we have to rent laptops for the workshop. In addition, an email group will be created so they share experiences and questions about their projects.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Monitoring will be undertaken by the UNESCO Specialist for Communication and Information in consultation with CEPPAS. Consolidated reports produced by the partners and UNESCO CI expert will be submitted to the IPDC on a recurrent basis by UNESCO Guatemala Office through UNESCO San Jose. Mrs. Inés Binder, coordinator of CEPPAS, will prepare the reports.

The project's visibility, the support of the IPDC, UNESCO Guatemala and SJO Offices will be guaranteed at all stages of the project implementation. Not only the logos will appear on all printed materials and web platform but the national office will be invited to the workshops and the forum. In addition, the forum will be an opportunity to establish strategic institutional relationships between organizations that work on a national and regional level.

12. EVALUATIONS CARRIED OUT:

CEPPAS' work was evaluated several times, in regards to the implementation of projects financed by the European Union, ILO, the Ministry of Social Development of the City of Buenos Aires, the Ministry of Culture of Argentina and many other agencies. These assessments concluded that the projects were implemented on time and achieved its objectives.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress on quarterly basis and after each activity. At the end of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved.

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Professional fees for two trainers-specialists in ICTs and digital journalism (2 trainers x 150\$ x 9 days)	2700
Computer rental (30\$ x 10 computers x 6 days)	1800
Travel to Guatemala city and back (\$15 x 45 tickets)	675
135 hotel accommodations (20\$ x 45 women x 3 nights)	2700
144 meals and coffee breaks (25\$ x 48 participants x 3 days)	3600
Training materials (photocopies, prints, USB for the participants, etc.)	1000
Edition of interviews (125\$ x 12 interviews)	1500
Forum coffee break	500
Subtotal	14475

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)

Accommodation for coordinator during workshops (\$120 x 9 days)	1080
Coordination (\$300 x 9 months)	2700
Office - computers, phone, supplies- (350\$ x 9 months)	3150
Assistant (\$60 x 9 days)	540
Rental of equipment for interviews (\$50 x 9 days)	450
Web hosting (\$60 x 2 years)	120
Digital Journalism Projects Monitoring (\$200 x 3 months)	600
Forum accommodation for coordinator	100
Subtotal	8740