

DOMINICAN REPUBLIC

A. PROJECT IDENTIFICATION		
		TAINOS CYBER-JOURNALISTS:
1.	PROJECT TITLE	BUILDING PROFESSIONAL CAPACITIES FOR LOCAL JOURNALISTS
2.	NUMBER	IPDC/59 DO/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, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	Financial support
7.	TOTAL COST OF PROJECT	US\$ 40,400
8.	AMOUNT REQUESTED FROM IPDC	US\$24,100
9.	BENEFICIARY BODY	MunicipiosAIDía.com, Grupo Multimedia AVT Address: No.52 José Desiderio Valverde, Zona Universitaria, Santo Domingo, DN, Dominican Republic. Tel.: 809-221-0030, 809-519-1030 Contact: Augusto Valdivia, President E-mail: valdivia@municipiosaldia.com
10.	IMPLEMENTING OFFICE	UNESCO Office in Havana Contact: Isabel Viera, Program Officer, Communication and Information i.viera@unesco.org
11.	PROJECT LOCATION	Dominican Republic
12.	PROJECT PREPARED BY	Augusto Valdivia, President, MunicipiosAIDía.com and Grupo Multimedia AVT Advised by: Isabel Viera, NPO/CI, HAV

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In the Dominican Republic there are 7 national printed newspapers and an imprecise number of local newspapers. Over five hundred radio and television stations and more than three hundred domestic and international TV cable stations. The practice of journalism is governed by the Constitution of the Dominican Republic; 61-32 Law on Freedom of Expression and Media; by Law 10-91 of licensing of journalists; 200-04 and the Law on Free Access to Public Information.

The Dominican College of Journalists (CDP) has more than four thousand (4,000) members journalism professionals, divided into (1) a National District; ten (10) regions; (31) thirty-one provinces; hundred fifty five (155) municipalities and two hundred thirty-two (232) boroughs. Its members are organized in twenty-three (23) Sectional throughout the national territory, three (3) in the United States and one (1) in Puerto Rico.

The widespread access to Internet and to information and communication technology (ict) significantly increases the autonomous usage of the resources for the creation, edition and publication of texts, videos and sounds of local and diverse content fostering more than ever, that individuals, groups and communities produce and distribute their communication outlets in the digital world. The emergent formulas of the multimedia and hypermedia communication have had a strong impact in the field of local communication, but even more with the diffusion of Web 2.0.

In the Dominican Republic, these practices have a critical communicational value, especially regarding the on-growing local and community media. Relying on the strong national technology platform it is relatively easy to establish productive networks that facilitate the sharing of knowledge as well as the production and wide distribution of local contents, in particular those produced by the alternative local media.

With the development of Web 2.0, where the production of information becomes horizontal, local journalists and media may have an excellent Internet resource for producing and disseminating news of their communities, increasing the number of local on-line newspapers and blogs and fostering interaction between local and national/international scopes. The diversity of contents enriches the democratic system and favors media pluralism.

The proposal aims at enhancing the professional capacities of local journalists and community media for the production and distribution of multimedia products through local and community media and moreover to external audiences using ict and Internet tools. The project seeks to improve the skills of local journalists through four training workshops (one workshop in each Dominican region) with a 4-day training methodology. Through the trainings the participants will be provided with techniques for effectively communicating through the Internet the reality of their municipalities. The project will benefit from the technology platform installed in MunicipiosALDia.com to facilitate that the journalists can exercise more efficiently and effectively virtual communication that happens in their communities.

The proposal pursues gender equality. Women candidates will be strongly encouraged to apply and their applications will receive special consideration to ensure equal opportunities for women and men. Also, educational materials will be peer reviewed in order to ensure an adequate gender perspective in training materials.

2. DESCRIPTION OF THE TARGET GROUP:

120 local journalists and/or media professionals, working in all types of local media (alternative media, community media, press, TV and radio, etc.) selected from municipalities and communities all over the country. The selection of participants will include gender criteria to foster equal opportunities for both men and women.

3. DEVELOPMENT OBJECTIVE:

To enhance the capacities of communities to use media as platform for democratic discourse by building professional capacities of local journalists and community communicators in the use of hypermedia and Web 2.0.

The project's objective corresponds to category 3 of UNESCO Media Development Indicators. It contributes to greater pluralism and diversity of media in Dominican Republic.

4. IMMEDIATE OBJECTIVE:

To train 120 local journalists to facilitate self-expression, local communication, sharing and accessing knowledge at grassroots level through a four-day workshop (one in each of 4 regions). To provide skills and knowledge related to the Web 2.0, as well as for digital techniques to create and edit texts, voice and video.

5. PROJECT OUTPUTS:

- 120 local journalists trained with skills for producing digital and hypermedia content for the local media in their municipalities and communities which will be able to skillfully handle the tools of web 2.0.
- Tainos Cyber-journalists Network created and running in the 155 municipalities of Dominican Republic with ability to report clearly on community news, concerns, needs and other socio-cultural local matters.

6. ACTIVITIES:

- Establishing the project management team;
- Identifying the work processes and objectives;
- Establishing the workshops' plan and agenda;
- Call to participate in the workshops to journalists from all country regions;
- Selection and contracting of instructors;
- Preparation of the training materials for the workshops;
- Selection of participants;
- Logistical organization of the workshops;
- Arrangements for local transportation and accommodation;
- Four workshops one in each Dominican region for 30 local journalists each;
- Producing and delivering a comprehensive report of workshops recommendations;
- Promoting and distributing recommendations report to media professionals (national scope);
- Preparation of monitoring and evaluation reports;

7. PROJECT INPUTS:

- Project coordinator
- Administrative support
- Communication costs
- Instructors and experts for the workshops;
- Meeting venue and equipment expenses for the workshops (meeting room, podium, multimedia hardware and software)

- Training material and supplies;
- Reproduction costs (printing, photocopying);
- Participants' transportation, accommodation and meals expenses;
- Suitable hardware and software;

8. WORK PLAN:

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Establishing the project management team												
Identifying the work processes and objectives												
Establishing the workshops' plan and agenda												
Call to participate in workshops to journalists from all country regions												
Selection and contracting of instructors and consultants												
Preparation of the training materials for the workshops												
Selection of participants												
Logistical organization of the workshops												
Arrangements for local transportation and accommodation												
Four workshops for local journalists												
Producing and distribution of a comprehensive report of workshops recommendations												
Monitoring and evaluation												
Progress report												
Final report												

9. INSTITUTIONAL FRAMEWORK:

MunicipiosALDia.com is a free, non-for-profit digital newspaper established in 2010 aiming at providing local audiences with a communication outlet with horizontal, participatory and inclusive communication approaches.

MunicipiosALDia.com was created by AV Creative Productions, with over 15 years of experience serving national NGOs and international cooperation, and it is now part of Grupo Multimedios AVT with the mission of creating products and services devoted to supporting municipal development.

Currently, MunicipiosALDia.com is one of the most referenced on-line newspapers in the Dominican society.

The project will benefit from strong strategic alliances with the Dominican Federation of Municipalities, the College of Dominican Journalists and other grass-root institutions located all over the country.

10. SUSTAINABILITY:

As a training project, it will be sustained by the knowledge being transmitted to each one of the participants, which will in turn be reflected in their daily work and in the audience of the information they will produce.

Also the reproduction of training materials will facilitate replicating the workshops.

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. It will include an online forum and a special section in the proponent's website, together with the production and wide distribution of news items in printed, broadcasted and digital press about project main features and results. The workshops practical exercises will include the production of news items that once corrected will be distributed through local media and social networks.

Target audience will include media at national and local scope. Community members and women 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:

The relevance of the workshops' subject has been proved through informal discussions with local media professionals and other experts, as well as through findings from MunicipiosALDia.com, related to existing professional capacities for using Web 2.0 and hypermedia tools.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

MunicipiosALDia.com undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The reports will be signed by the person responsible for the project, Lic. Augusto Valdivia, President, AVT Media Group.

C. ADDITIONAL INFORMATION

Previous IPDC support received by Dominican Republic:

2012: Promoting high quality journalistic coverage on environment issues in the Dominican Republic.

2011: Training workshop on raising gender awareness through media

2013: Media assessment in Dominican Republic using the Media Development Indicators

2014: Safety training for Dominican journalists

The submitter has never before applied for IPDC funding.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Participant's meals (lunch and coffee break) (\$25 x 30 participants x 4 days x 4 workshops)	12,000
Local Transportation (rent and fuel) (\$200 x 4 days x 4 workshops)	3,200
Rental of training aids (laptop, datashow, screen, sound equipment) (\$200 x 4 days x 4 workshops)	3,200
Trainers Fees (\$100 x 2 trainers x 4 days x 4 workshops)	3,200
Trainers Travel Expenses (\$50 bus ticket+ \$60 accommodation x 5 nights x 4 workshops x 2 trainers)	2,500
Total IPDC	US\$ 24,100

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

Project reporting	\$1,200
Project coordination and staff	\$9,100
Office space and facilities	\$6,000
Total	US\$ 16,300