

CHILE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	<i>VUELAN LAS PLUMAS</i>
2.	NUMBER	IPDC/59 CL/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Community Media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	42,250
8.	AMOUNT REQUESTED FROM IPDC	19,750
9.	BENEFICIARY BODY	Vuelan las Plumas. Miguel Claro 509, Providencia, Santiago, CHILE Telephone: +(56-9) 97992398 E-mail: contacto@vuelanlasplumas.cl
10.	IMPLEMENTING OFFICE	UNESCO Montevideo
11.	PROJECT LOCATION	Chile
12.	PROJECT PREPARED BY	Vivían Lavín, Director of Vuelan las Plumas Andrés Pascoe, Communication and Publications coordinator, UNESCO Santiago

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The *Vuelan las Plumas* platform seeks to become an example of quality cultural journalism whose content production can be taken advantage of by many other media and forms of communication.

The creation of content requires a professional team with the capacities to develop quality programs and interviews. *Vuelan las Plumas* consists in generating and broadcasting live via radio and TV, and then uploading the content produced to the website to be downloaded by other communications media professionals and the wider public. To achieve this, capacity building is essential.

For the creation of content the team will form strategic alliances with important cultural organisations in Chile and Latin America, as it has done in the past. This will allow the promotion of a culture of freedom of speech, access to media and to promote culture in the country and in the rest of Latin America. Thus, along with the Chilean Academy of Language, the Fidel Sepúlveda Llanos Corporation and the Book and Reading Observatory there will be audio-visual and radio programme cycles as well as written reports uploaded to www.vuelanlasplumas.com and associated websites, and shared through social media.

The content presented at www.vuelanlasplumas.com is varied, with the most important genres being:

1. Audio-visual, radio and written reports: reports on cultural issues that seek to capture the interest of the audience and that are based on solid journalistic research and supported by valuable material found at cultural sites and online.
2. Interviews, the specialisation of journalist Vivian Lavín, which are available at the VLP archive and in the two books Vivian Lavín has written. These interviews will also be available in three formats (TV, radio and print).
3. Opinion columns and book commentary: important writers of Chilean and Latin American culture share their points of view regarding different topics, and also comment on books.

The generation of this content is done through the radio programme and TV channel NOVASUR. The content will be available on a newly updated website that will provide other cultural, educational and communications media organizations and entities with free multi-media content to share with their audiences.

This project will develop the capacities and skills young journalism in the area of culture and education through a training methodology course. At least 10 young journalists (with a particular emphasis on female students of journalism) will be capacitated on new media competencies, and will be also trained to capacitate other students.

In order to develop this project, strategic support is being provided by different companies from a variety of areas, such as La Marraqueta for audio-visual production; Altavoz for software support and the housing of content on reliable servers, and BakerStreet, for journalistic research.

This project will also address the great need for content in small communications media entities which do not have the resources to produce their own. The past and current content of the *Vuelan las Plumas* radio programme has been broadcasted by many university and community radio stations. However a larger production effort is needed to reach a wider audience, increase the presence in social networks and generate more audiovisual content. At present, most of the content developed by *Vuelan las Plumas*

is transmitted via the University of Chile Radio station, Radio Etchegoyen of Talcahuano, which broadcasts the radio programme and audio-visual interviews, and Radio Anáhuac-Mayab from the Yucatan peninsula in Mexico.

Given this scenario, we also believe that the contents developed will contribute to enrich the programming of other emerging media, through open-access licenses. To do this not only requires continuing to do what it has been doing, but also to grow and forge alliances with companies that provide essential tools to meet these objectives.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target audience are young journalists that have an interest in culture and in the development of new media, particularly those interested in literature and arts. A network of journalists and media professionals with nation-wide coverage will be created to raise awareness on the issue, with particular attention to gender representation.

3. DEVELOPMENT OBJECTIVE:

- To generate a network of national and Latin American cultural communications media with world-class material to enhance reading in their audiences.
- To take advantage of the characteristics of audio-visual, radio and written production to foster reading and promote books and their authors through witty and entertaining narration with plenty of images and/or make certain topics and/or institutions related to books and reading more accessible to the public. The same applies to the Chilean Academy of Language, whose work is not widely seen by audiences.

4. IMMEDIATE OBJECTIVE:

To develop capacities of journalist in the development of high-quality content, both for radio and for TV, regarding the freedom of the press, access to media and culture.

5. PROJECT OUTPUTS:

- To broadcast the generated content – in its radio format - through the University of Chile radio station, Radio Etchegoyen of Talcahuano, Radio Anáhuac-Mayab of the Yucatan peninsula in Mexico, and in its digital TV format through the NOVASUR channel of CNTV and its associated channels in order to reach different audiences in Chile and Latin America.
- To improve the quality and quantity of cultural content in radio in Chile.
- To disseminate the work of young artists and writers in the country.

6. ACTIVITIES:

NAME OF ACTIVITY	DESCRIPTION	LOCATION
GENERAL EDITING	Coordination and production of the weekly programme. Selection of programme interviewees and material; coordination with the TV and website teams, and relations with all strategic	Santiago, Chile

	partners: communications media and sponsors.	
CREATION OF CULTURAL MEDIA NETWORKS	Online research along with Baker Street and other organisations, such as the Global Association of Community Radio of Chile, for the creation of a database to reach different communications media and offer them this content. Online advising to communications media on the creation of their own content.	Santiago, Chile
PRODUCTION	Coordination with different co-production organisations to produce the respective programme cycles on different topics. Production by the <i>Vuelan las Plumas</i> team of the radio programme and the material in the online VLP library to be uploaded and shared.	Santiago, Chile
DEVELOPMENT	Preparation of contents for the radio programme and audio-visual coverage of cultural events. This work will be done by two professional journalists (one male, one female) and by Vivian Lavín, director of the project. The work will last 12 months.	Recording Studios, La Marraqueta, Santiago, Chile
MEDIA TRAINING	Offer media training in culture and content development to young journalists from different universities in an eight-week workshop. The student will apply online and 10 will be selected after review of their application and CV. Six women and four men will be selected.	Santiago, Chile (Universidad de Chile)
WEBSITE UPDATING	Continual text drafting, editing of audio and uploading material to www.vuelanlasplumas.com	Santiago, Chile
PRESS CAMPAIGN	Production and issue of press releases, Facebook and Twitter updates	Santiago, Chile
EDITING OF AUDIO-VISUAL MATERIAL	Alteration and editing of audio-visual material.	La Marraqueta, Santiago, Chile.

7. PROJECT INPUTS:

Equipment inputs:

- Already available:

2 digital voice recorders

2 Laptops with licensed software

1 digital video camera

- What is the equipment requested in the project and why should it be purchased rather than rented?

Six notebooks (Dell Inspiron 14, Intel Core i5-4200U, 1.6 GHz, Dual Core, 6 GB DDR3 1600 MHz, 1 TB hard drive, \$900 each)

Editing software (Six licences of Wavepad, \$50 each)

Professional Digital recorders (Records WAV or MP3, Records to microSD/SDHC Flash Memory, Adjustable Mics, 3.5mm Mic/Line Input with Plug-in Power, 3.5mm Headphone/Line Output, Integrated Speaker, USB 2.0 Port, Six for \$400 each)

Nikon D3200 Camera

It should be purchased given that the VLP project will continue to operate and produce contents after the IPDC is terminated.

- If they are to be purchased with IPDC funds, specify the types, models, number of units and unit price for each equipment item

The values are stated in the budget.

- Clearly state what will happen to the equipment after the end of the project.

The equipment will continue to be used by the journalist and trainers in the ongoing development of new contents and further workshops, as part of the sustainability commitment of VLP

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Website development and updating	X											
Capacity building (training)		X	X	X	X							
Press campaign		X	X	X	X	X	X	X	X	X	X	X
Creation of cultural media networks					X	X	X					
Editing and development of materials	X	X	X	X	X	X	X	X	X	X	X	X

9. INSTITUTIONAL FRAMEWORK:

The programme, which is currently broadcast via the University of Chile radio station, Radio Etchegoyen of Talcahuano and Radio Anáhuac-Mayab of Mexico, is seeking to expand its audience and its network of media associates in order to produce more and better content to share.

For this reason, as of September-October 2013, VLP changed its website from www.vuelanlasplumas.cl to www.vuelanlasplumas.com. This platform will allow it to share its content with other communications media, in order to generate and disseminate Chilean and Latin American cultural content in multiple.

The associated organizations of the project are:

1. AltaVoz: a software developer composed of a team of engineers and designers that are innovative in the creation of online and mobile platforms.
2. La Marraqueta: an audio-visual content producer that produces the audio-visual content according to the format required for both TV and the Internet.
3. BakerStreet: a desk research company that works in a number of different areas including communications, products, branding, and consumer trends.

These are primarily technical and production allies, but VLP has also tried to associate itself with important organisations and individuals related to the Chilean and Latin American cultural sphere in order to create better quality content.

10. SUSTAINABILITY:

The project is highly sustainable. It has existed for several years and will continue to do so. However, this particular contribution will help to improve the quality, quantity, range of reach and influence of the content produced, thus promoting UNESCO's objectives of plural, high quality, diverse and cultural media.

Vuelan las Plumas has become an important benchmark for sustainability throughout the cultural scope in Chile. The endurance of a radio show for eleven years, with the participation of a relevant cultural agent at each session, has been made possible through different kinds of human and financial resources. The heterogeneity of the support received by VLP in the past proves that its sustainability is realistic, especially considering its growing audience. Some of the sponsors that have been present throughout these years are: CCU (1991-1996) with the sum of \$1,800 (monthly), Fundación Pablo Neruda (2009-2012) with the sum of \$1,200 (monthly); the Instituto Milenio de Astrofísica Milenium with \$ 8,000 in 2013; the Librería Prosa y Política with \$800 (2014); University of Chile -whose contribution is detailed in the documents presented below-; and the Cultural Corporation MetroArte and Metro de Santiago which funded a series of live interviews open to public in the Quinta Normal Santiago Metro station. At the same time, as mentioned, we have established agreements with "Altavoz" a company that has paid the initial costs for the creation of the digital platform that makes feasible the existence of the repository (this is described in the budget section). We're also considering the future incorporation of new companies into the project as a result of the Chilean Cultural Donations Law (Ley Chilena de Donaciones Culturales Act 20.675). This will allow us to gain funding for the project from private entities that may benefit from these new legal provisions.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

A key aspect of this project is for the media associates to have continual information about the new content that is being uploaded to the website, and e-mails are sent to them with this information by the journalist in charge of contacting media associates, media in general and social media. One can already see the presence of *Vuelan las Plumas* on their respective websites and in their respective line-ups.

Additionally, Facebook and Twitter will be used as means to communicate and share the new content that is updated on the VLP website.

There will also be a mass press campaign for the Chilean media sector using the database developed by VLP for the 11 years it has been on air. Once this project begins, we will need to work to create and maintain a line of contact with foreign media entities.

VLP will provide constant monitoring elements regularly, including:

- Workshop reviews and evaluations
- Workshop attendance
- Number of contents (stories, interviews, media files) produced
- Number of contents re run in different stations
- Number of contents viewed online

12. EVALUATIONS CARRIED OUT:

During the years that Vuelan las Plumas has existed, a constant demand for more content and more cultural media has become evident. The lack of resources and trained professionals has hindered advances in this sense. The need to promote cultural digital media in Chile is clear.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency 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.

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

I. Training staff	
Teams transportation and meals (\$ 30 per day x 4 participants x 25 days)	3000
Four Trainers (camera, editing, story development, interviewing – 100 students from 25 schools- 25 days training at a rate of \$80 per day)	8000
II. Equipment	
Six notebooks (Dell Inspiron 14, Intel Core i5-4200U, 1.6 GHz, Dual Core, 6 GB DDR3 1600 MHz, 1 TB hard drive, \$900 each)	5400
Editing software (Six licences of Wavepad, \$50 each)	300
Professional Digital recorders (Records WAV or MP3, Records to microSD/SDHC Flash Memory, Adjustable Mics, 3.5mm Mic/Line Input with Plug-in Power, 3.5mm Headphone/Line Output, Integrated Speaker, USB 2.0 Port, Six for \$400 each)	2400
Nikon D3200 Camera	650
Total IPDC	US\$ 19,750

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Content development, editing and publication	5000
Website updating	1500
URL sustainability	500
1 Project Coordinator	10000
Printing workshop manuals for 100 students and other documents	2500
1 Journalist	3000
Total	US\$22500