INTERNATIONAL

PROGRAMME FOR THE

DEVELOPMENT OF

COMMUNICATION

NEW PROJECTS
SUBMITTED TO THE
IPDC

Part III: LATIN AMERICA AND
THE CARIBBEAN

IPDC BUREAU
Forty-eighth meeting

UNESCO HEADQUARTERS, PARIS
7-9 MARCH 2005

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REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	**IMPROVING MEDIA COVERAGE OF PUBLIC AFFAIRES IN THE ANDEAN REGION**
2.	NUMBER	**PDC/48 RLA/01**
3.	CATEGORY OF MASS MEDIA	PRINT PRESS, AND BROADCAST MEDIA (RADIO AND TV)
4.	IPDC PRIORITY AREA	PRESS FREEDOM AND ACCESS TO INFORMATION, TRAINING
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 35,000
8.	AMOUNT REQUESTED FROM IPDC	US$ 35,000
9.	BENEFICIARY BODY	UNESCO/INSTITUTO PRENSA Y SOCIEDAD (PRESS & SOCIETY INSTITUTE)
10.	IMPLEMENTING BODY	INSTITUTO PRENSA Y SOCIEDAD, IPYS
11.	PROJECT LOCATION	INSTITUTO PRENSA Y SOCIEDAD (IPYS) CALLE SUCRE 317, BARRANCO LIMA 4, PERÚ
12.	PROJECT PREPARED BY	IPYS

DECISION OF THE BUREAU:

1.   <u>BACKGROUND AND JUSTIFICATION</u>

The project aims to train experienced journalists in five South American countries (Peru, Argentina, Chile, Colombia and Venezuela) in matters not yet tackled by traditional journalism courses or seminars: in-depth coverage of public expenses, money laundering, corruption and the courts; and produce an extended report on how are media in these countries currently covering these topics.

Its main objective is to improve the quality of the information citizens receive, as to enable them to make better political decisions. This project is presented within a general context of high levels of freedom of the press in Latin America, which nevertheless have not resulted in a better treatment of public issues by the media, but rather a search for more ways to entertain, especially due to the need to reserve or expand their markets.

Premise 1: **Latin American media treat public affairs' issues deficiently.** According to *Latinobarómetro,* confidence in the media has dropped dramatically: In 2003, only 36% of those polled trusted information shown in TV, the highest of all media, but still 14 points below its 1996 record of 50%. Only 8% consider dailies as its more trusted source of information (7% for Colombia, 9% for Peru and Venezuela). These percentages clearly show, among other things, that published information regarding public affaires is far from satisfactory.

Premise 2: **The power of the media in Latin America has become a decisive factor for governability issues, especially in Andean countries**. This concept is widely accepted among the ruling classes in Latin America, even when figures as those exposed above would make believe otherwise. The situation is worrying, and UNDP's last report *Democracy in Latin America* (UNDP 2003) is conclusive: The majority of 231 Latin American political leaders interviewed, including active presidents and vice presidents, chose media as one of the most important limiting factors for democracy to work in their countries. Some leaders even considered media as one of the three principal risks against the good functioning of democratic order, above business groups' private interests or drug traffic. At the same time, the majority polled believed business groups and mass media are the sectors with most power besides governments in the subcontinent, even more than Congress, security forces or extraterritorial factors (other countries). Although these perceptions might be debatable or even untrue, they are still very relevant. It is also clear that this power and influence attributed to the media is even more decisive in countries with political instability, such as those where it is intended to develop this project; people have generally low expectations for democracy and are desperately in need of better quality information.

Premise 3: Journalists in media are poorly informed about public affaires. Despite their huge influence in governability, media do not monitor some of the problems considered to be most relevant to the people, and – in some cases – their journalists do not know even the most basic background information regarding such issues. This normally occurs with reporters from those sections that deal with day-to-day reporting. Media have to deal with data and facts about poverty, unemployment, IDB / IMF, justice administration, money laundering, public expenses and other topics with little more than their own sense of the news, frequently forgetting to challenge those facts with other valid sources, or leaving out crucial background information. In other words, media receive much information about these topics, but have little capacity to discern over the quality of such information, as well as poor searching skills. Reporting and investigation of these topics is, thus, very limited, revealing a need for training in these matters.

For example, the main sections in media (Politics, Current Events) do not scrutinize public expenses, leaving this task to the Economy section, which normally deals with macro economy issues and

businesses, and will also turn to outside experts for analysis and opinion. The same happens with the courts. It is not analysed how is justice being administered, but just those trials that involve newsworthy people. Finally, as *Latinobarómetro*'s figures also show, there is an increasing demand for in-depth information on corruption cases, a topic that has been effectively covered by media in the past, but not to the extent needed. For this it is necessary to promote investigative journalism, with special emphasis on documenting corruption cases effectively, something IPYS has concentrated on for the last 2 years.

Premise 4: The main cause for this deficient coverage of public affairs is lack of training. The above exposed happens mainly because traditional journalism education does not cover such issues. Journalism training in universities is centred on techniques to communicate effectively, as are the courses aimed at professionals. As stated before, most media cover public affairs in search of entertaining news, so when they decide to train their staff, their objective is that they improve in this same type of coverage.

Premise 5: IPYS has the capacity to train effectively on these matters. This project aims to train intermediate journalists and editors, those who administer news and decide what to cover and what not. The objective is to provide them with enough information on public expenses, money laundering, corruption and the courts, as to allow them to understand, select, search for the most relevant information available. The project also offers to its trainees some of the best tools available regarding investigative reporting of corruption in Latin America.

IPYS has ample experience organizing successful workshops in various countries, specially about investigative reporting and corruption; together with Transparency International, it holds the most important award for the best investigative report of a corruption case in Latin America and the Caribbean. It also counts with experience on monitoring the press and evaluating how media treat topics such as the Judiciary and access to information issues. With regards to public expenses and budget analysis, IPYS has initiated talks with the Budget Project and other civil society organizations looking forward to working together.

2.   **DESCRIPTION OF THE TARGET GROUPS**

The immediate beneficiaries of this project are 200 intermediate journalists from print media, TV or radio, working in Peru, Colombia, Venezuela, Chile and Argentina.

3.   **IMMEDIATE OBJECTIVES**

The course is designed for forty journalists; and lasts for 1 and a half days. Its structure is as follows:

DAY 1
9AM
Coverage of Public Expenses: How are media currently reporting on this topic? Report prepared by IPYS specifically for the course.
How to obtain and handle information regarding international and multilateral organizations. Globalisation
11.30AM
Coverage and investigation of Money Laundering. How are media currently reporting on this topic? Report prepared by IPYS. Best investigations and reports. Methodology.
3PM
Coverage of the Courts. How are media reporting on this topic? Report prepared by IPYS. New issues. Jurisprudential tendencies in South American countries.
5.30PM
Workshop: Access to Information as a valuable tool for investigative reporters and editors.

DAY 2
9AM
How to investigate Corruption. Best investigative reports of 2004, methodology and impact.
Paper prepared by IPYS. Fighting corruption in governments and international organizations.
Planning strategies for effective investigative reporting. Project evaluation.

4.   DEVELOPMENT OBJECTIVE

This courses will have a direct impact in how the topics mentioned are covered and treated. Because it is a new approach to journalism training, it is this project's intention to repeat the experience, increasing its level of specialization and tackling other important, relevant topics.

5.   PROJECT INPUTS

Equipment and infrastructure: Provided by IPYS' main office in Lima.

Courses designed: IPYS already has the course's basic structure.

Investigative Reports' Databank: Described in point 9.

Reports on coverage of specified topics: Needed for Colombia, Chile, Argentina, Peru and Venezuela, they will serve as a basis for the courses. Topics: Public Expenses, the courts, money laundering and investigating corruption.

Trainers: Both journalists and specialists in the fields mentioned.

6.   PROJECT OUTPUTS

Reports:

40 journalists per country will be trained to cover public expenses, courts, corruption and money laundering in depth. The following will be available in a CD-ROM, which will be distributed to our donors and other press organizations:

- Accurate descriptions and analysis on how media cover public affaires in Argentina, Peru, Chile, Venezuela and Colombia
- An agenda with a list of issues needed to be tackled by the media, product of debate during the course, for each topic: money laundering, public expenses, corruption and the courts.

7.   WORK PLAN

ACTIVITY	MONTH	ACTIVITY	MONTH
Course's Design	1	Course 4 summoning	7
Course 1 summoning	2	Course 4	8
Reports for Course	2	Course 5 summoning	9
Course 1	2	Course 5	10
Course 2 summoning	3	CD-ROM	6-12
Course 2	4	Evaluation of impact	6-12
Course 3 summoning	5	Project Administration	1-12
Course 3	6	Final Report	12

Founded in 1993, the *Instituto Prensa y Sociedad* (IPYS) is one of the only non-governmental organizations in Latin America formed solely of active journalists. IPYS promotes the freedom to inform and defends the need for an independent press. It produces reports on situations in various countries, elaborates specialized studies, and encourages debate about the role of the press in society. It is a group without any commitments to economic, political or ideological groups. IPYS reacts against limitations, aggressions or attacks to the press or to freedom of expression. This defence responds to IPYS belief in the public's right to be informed, being the media's first responsibility to do so without allowing other interests (economic, political) to interfere. IPYS administers a network of monitors in 10 countries in Latin America, whose reports are published both as Action Alerts or articles on the electronic bulletin *Interprensa*. This publication comes out once a week thanks to support from UNESCO and the *Consell Insular de Menorca*, Spain. IPYS has three programs: Press Freedom, Access to Information and Investigative Journalism. It also develops workshops and seminars and administers a Journalism Library in Lima.

During the last two years, also with financial support from UNESCO, IPYS has gathered the best Latin American investigative reports of the last 25 years, and has systematically analysed their elaboration and final publishing. With over 100 reports studied, this databank counts not only with the original report as it was published or aired, but also an analysis and a filmed interview with the author. For the first time, it is possible to identify methodological patterns in investigative reporting in Latin America, not only by country, but by topics, year, sources, and over 70 other variables. In addition, IPYS holds the most important investigative journalism award in the region: in alliance with *Transparency International*, every year IPYS gives US$ 25 000 to the author of the best investigative report on a corruption case, elected by a five-member first-class international jury. Both these initiatives are extremely useful tools when training journalists and may directly influence on how media cover corruption from now on.

8.   SUSTAINABILITY

IPYS will consider the possibility to reduce costs further by requesting participants to pay an application fee.

C. ADDITIONAL INFORMATION

IPYS has not received previous contributions from the IPDC.

Preparatory activities completed before presenting the project to IPDC:

- Investigative reports databank
- Courses' Design
- Profile and selection of trainers

Contributions to the project by the grantee:

- Investigative reports' databank.
- Co-financing of country reports for Course parts 1 and 2
- Administration

Other Donors besides IPDC:

IPYS currently receives support from various organizations: The Ford Foundation funds IPYS' network of monitors in Peru and most of our activities regarding the protection of journalists and freedom of the press. The National Endowment for Democracy (NED) also supports freedom of the press, with emphasis on direct training of journalists in the provinces of Peru and Venezuela.

FreeVoice works with IPYS investigating the role of non-commercial media in Peru, Colombia and Venezuela, as well as the use of access to information and investigative journalism tools for better reporting. The Open Society Institute (OSI) funds IPYS' Award for the Best Investigative Report of a Corruption Case in Latin America, an annual event co-organized with Transparency International. IPYS has a strong relationship with UNESCO, thanks to which IPYS has built an Investigative Reports Databank and produces a weekly news bulletin called *Interprensa*, distributed via e-mail to more than 3000 contacts in 14 countries.

D. BUDGET

	IPDC	IPYS	Total (US$)
Air tickets			
Lima-Bogotá-Lima (3)	1 200		1 200
Lima-Caracas-Lima (3)	1 500		1 500
Lima-Santiago-Lima (3)	1 200		1 200
Lima-Buenos Aires-Lima (3)	1 500		1 500
Lima			
Sub Total	**5 400**		**5 400**
Accommodation and per diem			
Accommodation			
Bogotá (3p × 3n× 85)	765		765
Caracas (3p × 3n× 85)	765		765
Santiago (3p × 3n× 85)	765		765
Bs Aires (3p × 3n× 85)	765		765
Per diem			
Bogotá (80 × 3p × 3)	720		720
Caracas (80 × 3p × 3)	720		720
Santiago (80 × 3p × 3)	720		720
Buenos Aires (80 × 3p × 3)	720		720
Sub Total	**5 940**		**5 940**
Fees / research and trainers)			
Country Reports			
Public Expenses Research	500	500	1 000
Defence and security research	500	500	1 000
Courts research	500	500	1 000
Poverty research	500	500	1 000

Bogotá	1 500	500	2 000
Caracas	1 500	500	2 000
Santiago	1 500	500	2 000
Bs. Aires	1 500	500	2 000
Peru	1 000	500	1 500
Local trainers (2 × 5 × $ 150)	1 500		1 500
Sub Total	**10 500**	**4 500**	**15 000**
General expenses			
Web administrator		1 500	1 500
Monitoring of courses topics		1500	1 500
Editing and publishing *Interprensa*		3 000	3 000
Materials	1 400		1 400
Coffee breaks (5 countries × 3 times)	2 630		2 630
Lunch (5 countries × 40 participants)	3 200		3 200
Equipment	750	750	1 500
Communication	1 200	500	1 700
Administrative expenses	1 500	1 500	3 000
Coordinator	1 500	1 000	2 500
CD	980	1 000	1 980
Sub Total	**13 160**	**10 750**	**23 910**
TOTAL	**35 000**	**15 250**	**50 250**

REGIONAL LATIN AMERICA

	A. PROJECT IDENTIFICATION	
1.	TITLE	INFORMATION AND EDUCATION FOR REGIONAL INTEGRATION
2.	NUMBER	PDC/48 RLA/02
3.	CATEGORY OF MASS MEDIA	PRINT AND BROADCAST
4.	IPDC PRIORITY AREA	MASS MEDIA, COMMUNITY MEDIA, JOURNALIST TRAINING. ACCESS TO INFORMATION
5.	SCOPE (national, regional, interregional)	REGIONAL SOUTH AMERICA (MERCOSUR AND ANDEAN REGION)
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 48 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 33 500
9.	BENEFICIARY BODY	THE CEFIR FOUNDATION TRAINING CENTRE FOR REGIONAL INTEGRATION
10.	IMPLEMENTING BODY	THE CEFIR FOUNDATION TRAINING CENTRE FOR REGIONAL INTEGRATION
11.	PROJECT LOCATION	MONTEVIDEO, URUGUAY
12.	PROJECT PREPARED BY	THE CEFIR FOUNDATION TRAINING CENTRE FOR REGIONAL INTEGRATION
	DECISION OF THE BUREAU:	

1. BACKGROUND AND JUSTIFICATION

In several training activities organised by CEFIR, media professionals have insisted on the necessity to solve information deficiencies regarding Latin American integration processes. These deficiencies include: insufficient interchange between national and international civil servants, journalists and civil society; problems of transparency and information access; problems of specialisation and training on Regional Integration issues for journalists; problems of consistency and follow-up of the information given by the mass media to the public.

Journalists and the communication media play an essential role in the real and effective participation of the civil society in the integration process. Some valuable spaces for participation of civil society organisations in MERCOSUR and the Andean Community exist, such as the Economic and Social Forum of MERCOSUR or the Andean Consultative Business and Labour Councils, but communication can be improved through regional spaces and channels where the diverse actors may relate, recognise themselves in pluralism and diversity, and share problems and aspirations, thereby creating a common regional agenda.

Media inform and, most importantly, form public opinion, thus journalists' access to specialised training to strengthen their capacity is a crucial tool for a democratisation and a participative civil society.

2. DESCRIPTION OF THE TARGET GROUPS

The training activities and discussion forums are designed for journalists, mass media executives and national and international civil servants, with special emphasis on those working in areas of Communication, Regional Integration and International Affairs. Special emphasis will be made to involve representatives of regional organisations and representatives of civil society organisations.

3. IMMEDIATE OBJECTIVES

- To strengthen the capacities of media professionals for the promotion of freedom of expression, circulation, access to information and media pluralism;

- To empower media professionals and their organisations to participate in the social and political debate and in the decision-making processes regarding Regional Integration;

- To contribute to the knowledge of MERCOSUR and the Andean Community, and promote common projects of cultural, social, political and economic development;

- To encourage a constructive relationship between the media and civil society organisations, government authorities, international and regional organisations.

4. DEVELOPMENT OBJECTIVE

The activities designed for the development of the Project are intended to contribute to the enhancement of the role of communication media, as well as the civil society, in the Regional Integration processes, by promoting practices and principles of transparency in decision-making, accountability, pluralism and free media.

Creating spaces of reflection and promoting free circulation, access and accuracy of information will strengthen the communicative capacity of MERCOSUR and Andean Community's countries, and thus will build a stronger democracy and citizenship.

5. PROJECT INPUTS

Training / trainers, seminars, trips, material, publications.

6. PROJECT OUTPUTS

50 journalists, civil servants and NGO representatives from MERCOSUR and the Andean community will be trained on political, social, economic and cultural aspects of Regional Integration;

A regional network involving media professionals as well as representatives of civil society will be built as a platform for future activities and permanent communication. A website will be developed as an electronic system for information of regional integration process / e-learning platform;

The activities will be publicised through press articles, interviews etc. in regional press media;

Development of reference materials, training tools and electronic resources with terminology, descriptions and monitoring of the development of integration processes.

7. ACTIVITIES

All of the following activities will feature prominent roles for journalists, both as presenters and panellists and as interactive participants. A central aspect of the activities is the methodology proposed, in which the interchange of ideas and experiences between participants will be stressed and promoted. Experts in one panel may act as participants in another panel. Debates will follow each segment, and journalists will have the opportunity to hold press conferences and interviews with other actors, in addition to their role as experts / participants.

Speeches and debates, as well as other documents resulting from the activities such as conclusions, and recommendations and press notes on the Project, will be published on the CEFIR website and in a CD-ROM that will be distributed to regional organisations, agencies, civil society organisations, government institutions and media in order to improve regional networking.

- Round table on "Public information access: accurate information and in time on Regional Integration";
- Panel with the Secretaries of MERCOSUR and CAN;
- Workshop with social and business actors;
- Training course on journalistic treatment of the economic information of integration processes;
- Training course on journalistic treatment of the political, social and cultural information of integration processes;
- Round table on "Citizenship, public opinion and regional integration";
- Workshop on "Education for a Culture of Integration";
- 8 working sessions with policy-makers.

8. WORK PLAN

	Month											
	1	2	3	4	5	6	7	8	9	10	11	12
Round table on "Public information access: accurate and timely information on Regional Integration"		X										
Panel with the Secretaries of MERCOSUR and CAN		X										
Workshop with social and business actors		X										
Training course on journalistic treatment of the economic information of integration processes					X							
Training course on journalistic treatment of the political, social and cultural information of integration processes					X							
Round table on "Citizenship, public opinion and regional integration"								X				
Workshop on "Education for a Culture of Integration"											X	
Working sessions with policy-makers (working breakfasts)	X		X	X		X	X		X	X	X	
Publication of results (CEFIR website and CD-ROM)												X

9. INSTITUTIONAL FRAMEWORK

CEFIR has the appropriate infrastructure and staff to implement training activities. Since its creation in 1992, CEFIR has carried out more than 110 training courses on Regional Integration issues. During this period, the organisation has published on its website more than 400 studies and printed 4 books. CEFIR currently has two documentation centres (European Documentation Centre and Documentation Centre for Regional Integration Management) and a wide range of local and regional partner organisations.

10. SUSTAINABILITY

The proposed activities are situated within the framework of CEFIR's general performance and contribute to the fulfilment of its institutional objective. As a result, the outcome of the Project will complement CEFIR's training and educational programmes on Regional Integration, and will add feedback to current and future activities. A systematisation of this experience and a previous project carried out by CEFIR and IPDC (UNESCO) will be made, aiming to design further activities.

11. FRAMEWORK OF MONITORING

Participating students and experts will evaluate each activity. Internal evaluation workshops will also be implemented after concluding the project. CEFIR also counts with regular external assessments that analyse and evaluate the programme as a whole.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The CEFIR Foundation will report on a regular basis to the UNESCO Office in Quito/Ecuador about the ongoing of the project and will present an academic and financial final report in compliance with UNESCO and IPDC requirements.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

From 2001 to 2003, CEFIR implemented the Programme "Strengthening the Communicative Capacities of MERCOSUR", in cooperation with UNESCO and the IPDC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Specialist / coordinator:	2 500
Specialist / editor:	2 700
TRAINING	
▪ Airfares:	14 200
▪ Accommodation:	4 150
▪ DSA:	1 850
▪ Cafeteria during activities:	1 100
▪ Local transport:	900
▪ Honoraria of experts:	3 600
Publication of a CD-ROM, website design and maintenance for the project:	2 500
TOTAL:	**33 500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Experts, moderation and evaluation:	2 000
Teaching materials:	2 000
Infrastructure and services:	2 500
Communications:	1 000
Staff, administrative support and supplies:	4 500
Specialist / coordinator:	2 500
TOTAL:	**14 500**

REGIONAL PROJECT

	A. PROJECT IDENTIFICATION	
1.	TITLE	CARIBBEAN REGION: ETHICAL PRACTICES, JOURNALISM TRAINING AND MANAGEMENT OF FREEDOM OF THE PRESS
2.	NUMBER	PDC/48 RLA/03
3.	CATEGORY OF MASS MEDIA	RADIO, TELEVISION, PRINT AND MULTIMEDIA
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL & TECHNICAL
7.	TOTAL COST OF PROJECT	US$ 48 400
8.	AMOUNT REQUESTED FROM IPDC	US$ 33 900
9.	BENEFICIARY BODY	CARIBBEAN JOURNALISTS AND MEDIA HOUSES
10.	IMPLEMENTING BODY	EASTERN CARIBBEAN PRESS COUNCIL
11.	PROJECT LOCATION	SEVERAL SMALL EASTERN CARIBBEAN COUNTRIES
12.	PROJECT PREPARED BY	EASTERN CARIBBEAN PRESS COUNCIL

DECISION OF THE BUREAU:

1. **BACKGROUND AND JUSTIFICATION**

The Caribbean countries are part of an archipelago. Although among the English-speaking countries there are great similarities, there yet exists differences that pose challenges.

Generally speaking, the media in this region are free. However, those in some of the Eastern Caribbean countries need help so that that freedom is not abused, particularly in the face of political polarisation and surreptitious forms of bribery.

Journalists and media practitioners need to be schooled in how to manage that freedom and preserve it and to be fully aware of their roles and responsibilities. While a Caribbean Code of Practice exists that outlines these responsibilities, it is not widely known (by journalists nor by the public) or fully adopted in practice.

Many journalists are young, eager, and willing to work, though at times that eagerness and a certain over-enthusiasm tend to affect good judgement and lead to infringement on the rights of the public or of specific individuals. The challenge for the Eastern Caribbean Press Council (ECPC) is to train and guide such professionals so that they may function with appropriate knowledge, skill and a sense of responsibility.

Over the past year especially, there was much public criticism relating to reporting standards and credibility of the media in the Eastern Caribbean. Intensive training appears the only solution in rebuilding respect and regaining public confidence and support for the region's media.

As it strives to improve media practitioners' skills, the ECPC experiences tremendous difficulty in keeping up with information and demands of the media and the public at large, particularly on issues relating to freedom of the press such as media laws, policies and practices of the various Caribbean countries, complaints to the Press Council and resulting adjudication, and other sometimes even basic questions concerning media houses and practitioners.

This project therefore aims to raise professional journalism standards in order to manage the responsibilities that come with Freedom of the Press. To this end, professional development training workshops will be conducted throughout at least six countries in the Eastern Caribbean. Emphasis will be placed on reporting in crisis situations, such as natural disasters; instances of terrorism, narco-trafficking and national elections. It will also support internship attachments to various media houses by the young professionals to be trained through the workshops. Community-based, participatory public awareness sessions will also be conducted to educate the public about their media rights. The project also foresees reinforcement in the documentation practices of the ECPC and provision of reliable information to the public through the development of databases in matters relating to freedom of expression and freedom of the press in the Caribbean. These databases are expected to be posted on the website of the ECPC which is presently being conceptualised.

In addition to the actual training courses for which local logistical support will be provided by media houses in the different countries, computer equipment and software will be needed in building the repository of information necessary, the retrieval of that information and access to the Internet.

2. **DESCRIPTION OF THE TARGET GROUPS**

The immediate beneficiaries of the project are Caribbean journalists, Caribbean media houses and the public.

3.   IMMEDIATE OBJECTIVES

- To hold a series of 6 national and 2 sub-regional workshops (2 days in duration each) spread over at least six Eastern Caribbean territories in the region for approx. 15 persons per workshop ;
- To develop databases in matters relating to freedom of expression and freedom of the press in the Caribbean for public access

4.   DEVELOPMENT OBJECTIVE

Reinforced training in issues relating to freedom of the press as well as easier access to required information are key components in the democratic process and the practice of freedom of expression and will also help to build the communicative capacity of people. Planned interactive public fora will assist in promoting the habit of dialogue between the general public and the media and encourage the communicative capacity of people.

5.   PROJECT INPUTS

- 2 trainers/consultants (print and broadcast),
- 6 facilitators,
- Stipends for participants (sub regional courses),
- Workshop materials,
- Promotional materials for the public and the media,
- Premises,
- Overheads,
- Laptop computers,
- Multimedia projector,
- Desktop computer and accessories.

6.   PROJECT OUTPUTS

- 150 journalists and media practitioners trained,
- Communities in at least 6x countries sensitised to the media's role and public rights,
- Training materials available from workshops and public fora on CD-ROMs,
- Databases completed for web hosting,
- Reports of workshops and public consultations,
- Evaluation report.

7.   WORK PLAN

Activities	Months 1-2	Months 3-4	Months 5-6	Months 7-8	Months 9-10	Months 11-12
Recruitment of training consultants	****	****				
Procurement of equipment	****	****				
Production of training workshop Materials		****	****	****		
Conduct of 10 training workshops including community public fora		****	****	****	****	
Attachments to media houses		****	****	****	****	
Production and dissemination of promotional materials	****	****	****	****	****	****
Database design and development	****	****	****			
Monitoring and evaluation		****		****		****
Final report						****

8. INSTITUTIONAL FRAMEWORK

The project will be implemented throughout the sub-region by the Secretariat of the Eastern Caribbean Press Council. The ECPC was established in 2003 to fill the gap in information on freedom of expression and freedom of the press particularly in the Eastern Caribbean, ever since the closure of the Caribbean Press Council in 1987. It is housed at a major media house in Barbados and run by a Board drawn from the senior managers of Eastern Caribbean media houses, with appropriate legal support and a competent staff of volunteer media professionals.

9. SUSTAINABILITY

Training will be carried out with the integral involvement of supporting media houses. It will build on basic learning materials available through production of self-learning workbooks following the experiences of the workshops and public community sessions, and which will be used by the participating media houses. Workshop modules will be developed in collaboration with the Caribbean Institute of Media and Communication (CARIMAC). A website already being put together will house materials emanating from this exercise for public use.

10. MONITORING FRAMEWORK

CARIMAC may be called upon to assist with the monitoring of the project.

11. EVALUATIONS CARRIED OUT

None available

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The ECPC will undertake to supply all reports as required by contract

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

A number of IPDC projects have been granted in various media areas on the regional level in the Caribbean ever since its inception, though this is the first time that the ECPC submits a proposal.

Preparatory activities completed prior to submission of the project to IPDC

Since the establishment of the ECPC, members of the public and the media have been airing their complaints and have received guidance as to the procedure for adjudication. Some limited training has been carried out in a few countries, the experience of which gave rise to this proposal. A Caribbean Code of practice for journalists was developed and disseminated to all media houses.

Contribution foreseen by the beneficiary agency during the project period

Even though it does receive some level of support from sensitised media houses in the sub-region this is inadequate to carry out its project activities. The ECPC will contribute to the project by providing volunteer time of the ECPC Board and staff, premises, overheads, equipment for training and Internet connectivity.

D. BUDGET

Items	Total Cost	Local contribution	Amount. requested from IPDC (US $)
Equipment (laptops): Desktop computer and accessories	5 000 2 000	5 000 *****	****** 2 000
Training/ workshops: 2 trainers/consultants (fee, travel and subsistence), 6x facilitators, Stipends for sub regional workshops, Training materials, Promotional materials:	19 900	2 000	17 900
Premises for workshops:	1 000	1 000	******
Database development and hosting:	10 000	2 000	8 000
Overheads including internet connectivity:	3 500	3 500	*******
Miscellaneous (communications costs etc.):	3 000	1 000	2 000
Evaluation & final report:	4 000	******	4 000
TOTAL	**48 400**	**14 500**	**33 900**

BELIZE

A. PROJECT IDENTIFICATION		
1.	TITLE	**BELIZE: REINFORCEMENT OF HAMALALI GARIFUNA COMMUNITY RADIO**
2.	NUMBER	**PDC/48 BZE/01**
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 47 910
8.	AMOUNT REQUESTED FROM IPDC	US$ 40 000
9.	BENEFICIARY BODY	NATIONAL GARIFUNA COUNCIL
10.	IMPLEMENTING BODY	NATIONAL GARIFUNA COUNCIL
11.	PROJECT LOCATION	DANGRIGA TOWN, BELIZE, CENTRAL AMERICA
12.	PROJECT PREPARED BY	NATIONAL GARIFUNA COUNCIL
DECISION OF THE BUREAU:		

1. BACKGROUND AND JUSTIFICATION

The Belizean media enjoys constitutionally guaranteed freedom of the press and has benefited from Freedom of Information legislation since 1977. There are two private TV stations that offer little more than local coverage in terms of daily news programmes and a few talk shows. There are twenty-eight of the private Cable TV stations that re-broadcast exclusively from satellite TV. With respect to the print media, there are four national newspapers and approximately ten localized weeklies with an average circulation of around 8 000 / 10 000.

Radio began in the mid 1950's in Belize and until 1989, only one government-controlled radio station existed. Since then, other radio stations have been licensed and operate under Belize Broadcasting Authority guidelines. Today, over 24 radio stations exist. Of these, half are religious stations operated by U.S.A evangelical groups while the others are regular commercial entities.

While radio remains the most widely used and cheapest broadcast medium, there is no public service radio (or television) in Belize today and the cost of air time can be prohibitive. However, it is relatively easy to get the news media to cover local and upcoming events. Most media stations are partisan-affiliated resulting in heavily biased content. There is very little in the way of investigative journalism. Call-in talk shows though very popular in allowing large numbers of people to air concerns and discuss issues, are rarely guided in an informed manner. This is also countered by the bombardment of foreign content on radio and TV (primarily from the United States) which has many negative implications for both the Indigenous Garifuna and overall Belizean cultures.

English is the preferred language of broadcast, with most stations offering some Spanish programmes and one dedicated to programming Bileez Kriol. Only one station, the Hamalali Garinagu broadcasts in the language of the indigenous Garifuna people. Garifuna music is more popular and is broadcast on six stations, including Hamalali Garinagu.

The Hamalali Garinagu community radio station began broadcasting in 1995 with the objective of ensuring the preservation and awareness of the Garifuna language which permeates every aspect of Garifuna life and culture in Belize, Guatemala, Honduras, and Nicaragua. Lifestyle changes, socio-political pressures and market influences have engendered a gradual but ever escalating rate of decline in the practice of this language and customs by Garinagu, occasioning a negative impact on the Garifuna people. Its equipment included a 5-Watt transmitter donated by the Inuits of Canada and limited elements of low-cost production materials. This provided insufficient coverage for the communities of 15 000 Garifuna in Belize. Due to technical problems the station remained off air until 2001 on reception of a COL (Commonwealth of Learning) donation of a 25-Watt FM transmitter which is now in use, but still fails to reach the target audiences. A hodgepodge of used production equipment donated by community members strives to fulfill the needs of programming. An occasional computer borrowed from the Cable television station/cybercafe where the station is hosted allows for experiments in digital production and archiving. Service is all voluntary and provided by untrained producers. This project seeks to reach all 10 traditional Garifuna communities in Belize through expansion of the signal range from 25 to 600 watts, obtain standard production equipment for quality programming and digital archiving for local use and income generation as well as training in community radio production techniques.

2. DESCRIPTION OF THE TARGET GROUPS

These include all of the Garinagu in Belize as well as the Belize nation as a whole with emphasis on children, youth and women.

3.   IMMEDIATE OBJECTIVES

- Upgrade broadcast and fm transmission equipment,
- Provide radio production, archiving and management training for 10 new producers, both men and women,
- Produce and broadcast local content programming in the Garifuna language.

4.   DEVELOPMENT OBJECTIVE

A radio station devoted to the Garifuna culture and community development issues will provide its target audience with unfettered access to the airways with a view to stimulating self expression and increased participation in civic and national affairs.

5.   PROJECT INPUTS

- 2 training programmes in community radio production, digital archiving and management techniques,
- Garifuna language training materials in multimedia format,
- Standard production and broadcast equipment.

6.   PROJECT OUTPUTS

10 new producers and operators in community radio skills;
Local content materials in Garifuna language for broadcast;
10 producers trained in Garifuna language;
Programme production based on community participation techniques.

7.   ACTIVITIES

1. Identification and selection of trainee cadres;
2. Identification and recruitment of trainers;
3. Acquisition and installation of appropriate equipment;
4. Organization and conduct of training programme;
5. Production of multimedia training materials;
6. Production and broadcast of local content programming;
7. Reporting evaluation.

8.   WORK PLAN

Activity	Timeline of activities (Month #)					
	1	2	3	4	5	6
Identification and selection of trainees	▓					
Identification and recruitment of trainers	▓	▓				
Acquisition and installation new equipment		▓	▓	▓		
Organisation and conduct of training programme		▓	▓	▓	▓	
Production of multimedia training materials					▓	▓
Production and broadcast of local content programming						▓
Reporting and evaluation						▓

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by Hamalali Garinagu, a division of the *National Garifuna Council*, a non-profit, non-governmental organization of and for the Garifuna people of Belize, founded in 1981. Its mission is to promote the cultural identity, economic development and general well-being of the Garifuna people, as well as inter-racial harmony, through means that ensure the sustainability of the organization, being mindful of the responsibility to protect the environment.

10. SUSTAINABILITY

As with other existing radio stations in Belize, Hamalali Radio will be able to be self-sufficient and sustainable through the sale of on-air advertisements and local content materials on completion of the project. Its newly trained staff would also be an asset in the steady production and marketing of new products.

11. EVALUATIONS CARRIED OUT

Consultations were held with experienced radio and cable television broadcasters on the feasibility and sustainability of Hamalali Garinagu and possible advertising revenues. Hamalali Garinagu is currently in negotiations with the local school district as well as local businesses to begin selling both ads and programming space.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Monthly progress reports will be submitted to UNESCO. This will be prepared by the Project Manager.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Belize benefited from IPDC in 1988 in the purchase and installation of an outside broadcasting facility for the then operational Broadcasting Corporation of Belize. IPDC also facilitated a series of local television productions by the independent *Great Belize Television* that is very popular to-date on library and tourist boutique shelves and other distribution outlets. A third grant from IPDC under the execution of the Belize Broadcasting Authority, to enable countrywide access to national radio through the upgrading of community radio facilities, production and training was not implemented due to inadequate local counterpart capacity.

Preparatory activities completed prior to submission of the project to IPDC

Consultations were held on the feasibility and sustainability of Hamalali Garinagu. The Prime Minister of Belize, who is also responsible for broadcasting has indicated his support for the project and a willingness to allow waive import duties on equipment.

Contribution foreseen by the beneficiary agency during the project period

Hamalali Garinagu will bear routine operating costs during this project, including building rent, utilities, and standard staffing costs.

Assistance sought other than IPDC.

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Training programme expenses (workshops, trainers, etc.)	10 500
Equipment (300w transmitter, studio production, etc)	20 000
Production materials	6 000
Communicationsand miscellaneous	3 500
TOTAL:	**40 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Staffing/admin expenses	
Admin / communications: (30 hours/week × 24 weeks)	5 400
Secretarial support (5 hours/week × 24 weeks)	900
Construction workers	50
Subtotal staffing/admin expenses	6 350
Premises	
Soundproofing carpet tiles	250
Sheetrock	300
Antenna	60
Soundproofing ceiling tiles	150
Rental	400
Electricity, water, telephone etc.	400
Subtotal premises	1 560
TOTAL:	**7 910**

BOLIVIA

	A. PROJECT IDENTIFICATION	
1.	TITLE	**BOLIVIA: DEVELOPMENT OF THE COMMUNITY RADIOS "ALIANZA DE RADIOS COMUNITARIAS AYMARAS"**
2.	NUMBER	**PDC/48 BOL/01**
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIOS
4.	IPDC PRIORITY AREA	TRAINING, DEVELOPMENT OF COMMUNITY MEDIA, PROMOTION OR FREEDOM OF EXPRESSION
5.	SCOPE (NATIONAL, regional, interregional)	NATIONAL (WITH EMPHASIS IN THE RURAL AREA AND URBAN PERI OF THE AREA AYMARA)
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 51 041
8.	AMOUNT REQUESTED FROM IPDC	US$ 34 941
9.	BENEFICIARY BODY	CENTRE OF EDUCATION AND COMMUNICATION FOR COMMUNITIES AND INDIGENOUS COMMUNITIES (CECOPI)
10.	IMPLEMENTING BODY	CECOPI
11.	PROJECT LOCATION	EL ALTO
12.	PROJECT PREPARED BY	TANYA AYMA, CECOPI
	DECISION OF THE BUREAU:	

1.   **BACKGROUND AND JUSTIFICATION**

Many rural community radios do not have access to information and face serious limitations in the field of production, resulting in unattractive programming and loss of audience to the advantage of commercial stations. Community radios need to strengthen their educational programming that contributes to the exercise of rights of the indigenous communities.

The main objective of Atipiri Community Educational Radio, authorised by the Superintendence of Telecommunications, is the defence and promotion the human rights of the communities and indigenous towns speaking the Aymara language, to facilitate their access to information.

To broaden this objective, Radio Atipiri promotes the cooperation and inter-institutional solidarity with other Aymara community radios of El Alto and the Highland of the Department of La Paz. This cooperation enables the sharing of Radio Atipiri's educational programmes with the community radios that want to diffuse this alternative programming.

The project concerns the province of La Paz, in the northwest of Bolivia. It will be centred on the Municipality of El Alto. The population of El Alto exceeds 700 000 people, the vast majority of which being composed by Aymaras of rural origin and relocated miners who are in danger of losing their traditional culture and community values. El Alto's rapid demographic growth and lack of urban planning has resulted in sub-standard housing conditions and widespread poverty for the majority of its inhabitants.

2.   **DESCRIPTION OF THE TARGET GROUPS**

Indigenous Aymaras who live in the rural and peri-urban areas of the La Paz province.

3.   **IMMEDIATE OBJECTIVES**

To strengthen the alliance among Radio Atipiri (in the city of El Alto) with the 5 community radios of Desaguadero, Tiwanaku, Pucarani, Jesús de Machaca and Huarina of the La Paz Province.

To produce 75 educational radio programmes (5 programming cycles of 15 programmes each) with special emphasis on human rights and cultural rights in the Aymara language for diffusion across the 5 community radios. The priority topics are the following:

- Gender issues and ending gender-based violence;
- Civil and political rights;
- Rights of the indigenous towns;
- Generational rights;
- Democratic culture.

To develop 3 courses on upgrading the production skills for Aymara communicators from the community radios. They will have spread over 4 months, with bi-weekly sessions; each session will last 16 hours over two consecutive days. The objective is to train 60 people (30 men and 30 women). The instructors will be hired on account of their experience in radio, training in educational methodologies and command of the Aymara language. The central topics of the training will be the following:

- Short-duration formats;
- Management of news and information;
- Scripting and writing skills;
- Use of new digital technologies for radio production.

To conduct an investigation on the situation of the Aymara population in relation to communication problems. It will be useful for the radio professionals and will provide information about gender stereotypes, generational issues, level of knowledge on human rights, incidence of domestic violence and knowledge, attitudes and practices on media use.

4. DEVELOPMENT OBJECTIVE

To strengthen the processes of social mobilisation and civic participation of the indigenous sectors in order to promote and defend their human rights and contribute to the improvement of their quality of life.

5. PROJECT INPUTS

- Radio equipment: some complementary fittings will be required for the area of production at Radio Atipiri;
- Material for recording the educational programmes;
- Human resources for the design, production and broadcasting of the programmes, for the training of the communicators and for the pursuit and evaluation of the project.

6. PROJECT OUTPUTS

A strengthened alliance between Radio Atipiri and 5 Aymara community radios.

5 cycles of 15 educational radio programmes each (total 75) covering different themes of social interest in Aymara for their diffusion by Radio Atipiri and the community radios.

Cycles	Number of programmes	Topics
1	15	Gender and violence in gender reason
2	15	Civil and political rights
3	15	Rights of the indigenous towns
4	15	Generational right
5	15	Democratic culture

Organisation of 3 training courses for Aymara communicators.

An investigation has been conducted on the situation of the Aymara population in relation to the communication problems.

7. ACTIVITIES

Alliance among Radio Atipiri and the Community Radios

Workshops to exchange experiences, diagnosis of problems and challenges, and planning of strategies;
Signature of agreements of inter-institutional cooperation..

Production and diffusion of educational radio programmes in Aymara

Investigation participative for the identification of work topics;
Scripting educational programmes;
Production and validation of the educational programmes;

Distribution of the educational programmes to the community radios;
Diffusion of the educational programmes;
Evaluation of the results.

Upgrading courses for Aymara communicators

Convocation;
Teaching recruiting;
Realisation of the course ;
Participative evaluation of the course.

Investigation on the situation of the Aymara population

Identification of the environments of the investigation;
Design of reference terms;
Research recruiting;
Follow-up to the investigation;
Diffusion of the results.

8. WORK PLAN

Activities / Months	1	2	3	4	5	6	7
Alliance between Radio Atipiri and the community radios							
Realisation of exchange shops and diagnosis	X						
Signature of cooperation inter-institutional agreements	X						
Organisation of the seminars		X					
Production and broadcasting of educational radio programmes in Aymara							
Participative investigation for the identification of the topics	X						
Scripting of educational programmes		X	X				
Production and validation of the educational programmes			X	X			
Distribution of the educational programmes to the community radios				X	X		
Diffusion of the educational programmes				X	X	X	X
Evaluation of the results							X
Upgrading course for Aymara communicators							
Convocation			X				
Recruitment of teachers				X			
Realisation of the upgrading course					X	X	
Participative evaluation of the course						X	
Investigation on the situation of the Aymara population							
Identification of the reference terms	X						
Recruitment of the researchers		X					
Continuation of the investigation		X	X	X	X		
Diffusion of the results						X	X

9. INSTITUTIONAL FRAMEWORK

Radio Atipiri is part of CECOPI; it is specialised in the production of educational programmes. Located in El Alto, CECOPI administers the Atipiri community radio and builds networks among other community radios.

10. SUSTAINABILITY

The sustainability of the project will be directly related to the activities of the "*Alianza entre Radios Comunitarias Aymaras*" as well as to the impact and acceptance of the programmes.

11. FRAMEWORK OF MONITORING

Lic. Mario González, who has more than 10 years experience in that monitoring and evaluation process of social projects, is a specialised professional of CECOPI. He will carry out the follow-up and evaluation of the project, its activities and strategies.

12. EVALUATIONS CARRIED OUT

Evaluations and population surveys have provided the elements for the design of this project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

CECOPI will submit reports every four months, according to the IPDC's requirements.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

SECRAD, at the *Universidad Catolica Bolivian San Pablo*, received in 2004 US$ 31 000 in FIT from Luxemburg for a project submitted through the IPDC. ERBOL.
Educación Radiofonica de Bolivia, received US$ 20 000 for a project submitted in 2001 but not funded until 2003.

Contribution foreseen by the beneficiary agency during the project period

See budget.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Workshops (travel, refreshments):	800
Seminars:	500
Design and production of the programmes:	6 000
Equipment (minidisk recorders, CD players, amplifiers, microphones, cabling and connectors, UPS, batteries, cassettes etc.):	4 541
Distribution and broadcasting of the programmes:	11 200
Upgrading courses for the Aymara communicators:	3 200
Survey and research on the Aymara population:	5 600
Project coordination:	1 000
Follow-up and evaluation:	2 100
TOTAL:	**34 941**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Production and broadcasting of educational radio programmes in Aymara:	3 000
Upgrading courses for the Aymara communicators:	300
Survey and research on the Aymara population:	2 600
Project coordination:	6 000
Follow-up and evaluation:	4 200
TOTAL:	**16 100**

BRAZIL

A. PROJECT IDENTIFICATION		
1.	TITLE	**BRAZIL: PREVENTION OF WOMEN'S PARTICIPATION IN ORGANISED ARMED VIOLENCE**
2.	NUMBER	**PDC/48 BRA/01**
3.	CATEGORY OF MASS MEDIA	BROADCAST AND PRINT MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION. FREEDOM OF THE PRESS AND ACCESS TO INFORMATION; TRAINING (PROFESSIONALS, WOMEN, YOUTH); STRENGTHENING OF COMMUNICATION NETWORKS AND INTERNATIONAL PARTNERSHIPS
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 65 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 30 000
9.	BENEFICIARY BODY	VIVA RIO
10.	IMPLEMENTING BODY	VIVA RIO
11.	PROJECT LOCATION	RIO DE JANEIRO
12.	PROJECT PREPARED BY	VIVA RIO
DECISION OF THE BUREAU:		

B. PRESENTATION

1.   BACKGROUND AND JUSTIFICATION

Beginning October 2004, *Viva Rio* will undertake a groundbreaking research on the roles and reactions of women and girls in organised armed violence in Rio de Janeiro. As opposed to traditional declared wars, the 'battlefields' of Rio's high-intensity armed confrontations are densely populated residential areas, and its 'soldiers' are civilians - mainly young uneducated men and boys from marginalized neighbourhoods or *favelas*. In the year 2000 alone, 3 120 people were murdered in Rio city, with firearms responsible for nearly 80% of these deaths. Although to a much lesser degree than men, women and girls are victimised by gun violence, both directly (as those shot or at risk due to gun violence) and indirectly (as with those who must care for victims or deal with its psychological and economic consequences as more men are killed or injured).

In Rio, as elsewhere in the world, women are involved in and affected by armed violence, though their voices are often undermined or left out of policy and research discussions. Recent news reports point up a tendency for increased involvement of young women in organised armed violence, including armed robberies and drug trafficking. Women in Rio are actively engaged in demanding tougher gun laws and justice for victims of gun violence. They have been at the forefront of a successful movement to tighten gun laws in Rio State and nationally through the disarmament campaign "*Arma Não! Ela ou Eu*" and are well organised in politically active victim's support groups.

In Brazil, the Disarmament Statute calls for a national referendum in October 2005 to ban gun sales throughout the country, currently ranked fifth in the world for gun deaths (*Small Arms Survey, 2004*). It is clear that the participation of women, who form the majority of voters, will be decisive in promoting this radical step to improving human safety in the country.

The goal of this project, then, is to promote women's voices in these discussions, and facilitate communications on women and armed violence in the media and among relevant organisations. This project, as one of its high priorities, will include the training for journalists on approaches in covering the issue of prevention of women in armed violence.

The abovementioned goal will be achieved by using the findings of the research (including qualitative and quantitative data related to the relationship of women, armed violence, development, and human rights) to develop content that can be reproduced in the media, through existing channels at *Viva Rio*. At the same time, we aim at building capacity among women and girls affected by armed violence to situate their personal histories in hard data and relevant policy recommendations.   By providing this information to journalists and women's organisations, as well as facilitating communications through maintaining an updated database with information and contacts, we seek to enhance the quality and quantity of references to the issue in the media. We will be able to evaluate our results by carefully monitoring print media coverage and using an electronic clipping service.

2.   DESCRIPTION OF THE TARGET GROUPS

Immediate beneficiaries of this project are mainly women and girls, who will receive training on media advocacy and covering issues of armed violence in Rio. These can be grouped into three areas:

- Women and girls who have been directly or indirectly victimised by armed violence;
- Representatives of organisations working on women's issues related to security and development;
- Rio-based journalists, particularly women, who cover these issues;

- Ultimately, working with these groups aims to raise awareness on the issue will in turn influence policy-makers, in Brazil and internationally, by increasing public pressure and accountability.

3. IMMEDIATE OBJECTIVES

Specifically, the project aims at increasing the quality and quantity of coverage on women and the related issues of armed violence, human security and development in the lead-up to the 2005 gun ban referendum by:

- Developing accurate and analytical content on women and organised armed violence in Rio for dissemination in the media, including TV, radio, newspaper and electronic outlets;
- Training women from affected communities (*Group A*) to build capacity for media advocacy and develop skills for working with journalists from all media, including safety considerations;
- Training representatives of civil society organisations working on women's issues (*Group B*) on the relationship of armed violence, human insecurity and underdevelopment to express a unified message and raise the profile of the issue in the media;
- Holding training sessions with Rio-based journalists, particularly women (*Group C*), to provide information and new approaches to covering the city's armed violence problem, with an emphasis on gender sensitivity; training of women and professional journalists is a key priority and goes to the heart of development of communication;
- Building an international database of contacts and other useful information on women, human security and development, in order to aid journalists and others in networking and researching the topic;
- Monitoring media coverage on these issues in the print media and through an electronic clipping service.

4. DEVELOPMENT OBJECTIVE

- To build women's capacity to act as advocates to improve the development and security situation by influencing public opinion through the media;
- To raise the media profile of women's voices and perspectives on armed violence and underdevelopment in Rio, and in doing so make visible the impact of this violence on women's lives;
- To stimulate reflection and encourage debate on gender perspectives of gun violence and underdevelopment within affected communities, civil society, and at the public policy level;
- To facilitate communications – via the media, electronic networking, and regular meetings – on women's contribution to evaluating and improving existing initiatives to reduce armed violence and underdevelopment in Brazil, with an eye toward the National Gun Ban referendum in October 2005 and implementation of the UN Mille*nnium Goals* by 2015.

5. PROJECT INPUTS

The following inputs will be needed to achieve the project:

- Trainings / discussion groups: facilitators for discussion groups and training sessions; training materials, developed and produced;
- Media monitoring / evaluation: subscription to electronic media clipping service (to analyse media coverage of women and armed violence and evaluate results of efforts to improve it); staff to monitor media;
- Communications: database created; staff to seek out and input contacts and information; electronic mailings to disseminate information.

6. PROJECT OUTPUTS

- Compilation of an up-to-date and thorough data base with contacts in related fields (gender, public health, development, armed violence reduction, disarmament, human rights, etc.), including research institutes, civil society groups, government and media, to facilitate international communications on the issue of women in organised armed violence;
- Women from gun-affected communities trained in media advocacy around reduction of armed violence, human security and development.
- Representatives from civil society organisations trained in media advocacy around reduction of armed violence, human security and development, as it relates to their work;
- Workshop with journalists covering related topics on covering women and armed violence, human security and development;
- A system for tracking mainstream media coverage on women, armed violence, human security and development, in order to identify gaps and potential allies, as well as evaluate the project's effectiveness;
- Increase in quality and quantity of references to women and armed violence, human security and development in the media in the lead-up to the October 2005 referendum.

7. ACTIVITIES AND WORK PLAN

ACTIVITIES	Months 1 / 2	Months 3 / 4	Months 5 / 6	Months 7 / 8	Months 9 / 10	Months 11/ 12
Development of materials for trainings, discussion groups	X	X				
Organisation of trainings, discussion groups				X	X	X
Trainings, discussion groups				X	X	X
Creation of database	X				X	X
Input / updating of the database		X	X	X	X	X
Dissemination of content, contacts and information		X	X	X	X	X
Media coverage monitoring	X	X	X	X	X	X

8. INSTITUTIONAL FRAMEWORK

Viva Rio was created in December 1993 by representatives of diverse sectors of civil society to work towards social integration and seek to overcome violence and social exclusion within the city of Rio de Janeiro. *Viva Rio* co-ordinates peace campaigns and community-based projects in the areas of human rights and public safety, education, and community development and sports/recreation, through a network of over five hundred local partners. *Viva Rio* also co-ordinates national and regional campaigns, including a women's disarmament campaign called "*Choose Gun Free! Its Your Weapon or Me*", and other projects and research programmes on disarmament in Brazil and the *Mercosur* region. News and information websites developed and hosted by *Viva Rio* will facilitate networking and communications: *Desarme*, covering human security and armed violence in Spanish and Portuguese; *COAV*, covering children and youth in organised armed violence; and *Viva Favela*, covering life in *favela* communities.

In 2003, *Viva Rio* developed, in partnership with UNESCO Quito, a project that promoted training workshops for 20 young women in production of gender spots for radio programmes that were disseminated by radio and the Internet. The project also produced 300 kits in booklet and CD formats with information about all the process of implementation and production of a community radio. The kits were distributed to community radios of Rio de Janeiro and São Paulo.

In 2004, *Viva Rio*, with the support of UNESCO Quito, is developing a book on methodology of researching the impact of the Internet on low-income urban residents. The book will include the results of the previous research on Internet impact on poverty completed by the contractor, and an analysis of previous results including the methodological and analytical lessons of the study.

9.   SUSTAINABILITY

Rather than developing a new website or news source, which would require rather high levels of long-term funding, we are endeavouring to build capacity of women to seek out and provide this information themselves, contributing to improvements in the quality and quantity of reference to women and armed violence in media coverage in Rio. This one-year project seeks funds to build the infrastructure and capacity needed to achieve it.

10.   FRAMEWORK OF MONITORING

We propose that a professional organisation be assigned by UNESCO to monitor the project progress. Our suggestion is that the UNESCO offices in Ecuador or Brazil perform the monitoring of the project's progress.

11.   EVALUATIONS CARRIED OUT

Informal interviews during voluntary weapons collections have shown that women play a key role in motivating (mostly male) gun owners to make their homes safer by turning over weapons. The campaign has been extensively covered in the Brazilian as well as international media, and featured by global organisations such as UNIFEM and the Control Arms Campaign (jointly organised by Amnesty International, Oxfam, and the International Action Network on Small Arms--IANSA). Preliminary interviews with women and girls in *favela* communities in Rio has shown that the key to making this prior work more effective now is to provide and circulate more information through the mass media, networking and public awareness communications.

12.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four- month basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Viva Rio has not previously received any IPDC support. IPDC has provided US 25 000 in 2004 to the Brazilian Association of Newspapers for a free press network; in 2004, the *Agencia de Noticias dos Direitos da Infância* (ANDI) received US$ 31 000 in a F.I.T. from Luxemburg for a project submitted through the IPDC. In 2004, CEMINA (Communication, Education and Information Gender) received US$ 20 000 for a project on "*Strengthening women's leadership role in community development through training in Radio Internet in Brazil*".

Assistance sought other than IPDC

Viva Rio will receive partial funding from the Ford Foundation to conduct in-depth research over a one-year period on the roles and reactions of women and girls in organised armed violence in Rio beginning in October/November 2004. Communications are a key component of the second phase of this work, in order to raise awareness around the findings of the research, which will include hard data and personal testimonies. We will also be seeking additional funding from UNIFEM.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
4 TRAINING SESSIONS	
2 media trainers:	2 400
Development and production of training materials:	3 250
Travel expenses:	400
Space rental for the sessions:	400
Miscellaneous:	400
3 JOURNALIST TRAINING GROUPS	
2 facilitators:	1 800
Development and production of training materials:	2 250
Space rental for the sessions:	300
Miscellaneous:	600
4 WOMEN'S ORGANISATIONS DISCUSSION GROUPS	
2 facilitators:	2 400
Development and production of materials:	1 600
Travel expenses:	400
Space rental for the sessions:	400
Miscellaneous:	800
DATABASE	
Creation of database:	1 000
Input, updating and dissemination of data:	5 000
MONITORING AND ADMINISTRATION	
Subscription to electronic clipping service:	1 800
Monitoring of other print media:	2 400
Telecommunications, overheads:	2 400
TOTAL:	**30 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Coordinator / researcher (12 months):	24 000
Research assistant (12 months):	6 000
Production, printing and publication:	3 500
Translations (Portuguese, English):	750
Targeted mailing (policy-makers, government and NGOs, agencies and the media):	750
TOTAL:	**35 000**

COLOMBIA

	A. PROJECT IDENTIFICATION	
1.	TITLE	**COLOMBIA: ORGANISATIONAL STRENGTHENING AND COORDINATION WITH COMMUNITY MEDIA IN COLOMBIA**
2.	NUMBER	**PDC/48 COL/01**
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	DEVELOPING HUMAN RESOURCES PROMOTING FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 41 900
8.	AMOUNT REQUESTED FROM IPDC	US$ 29 740
9.	BENEFICIARY BODY	FUNDACIÓN COLOMBIA MULTICOLOR
10.	IMPLEMENTING BODY	FUNDACIÓN COLOMBIA MULTICOLOR
11.	PROJECT LOCATION	BOGOTÁ
12.	PROJECT PREPARED BY	FUNDACIÓN COLOMBIA MULTICOLOR

DECISION OF THE BUREAU:

B. PRESENTATION

1.   BACKGROUND AND JUSTIFICATION

The Communication for Peace System (SIPAZ) was created through the initiative of the *Fundación Colombia Multicolor*, which is the national coordinating entity today, for the purpose of benefiting the population that has traditionally been excluded from both political and economic participation and therefore affected by serious problems of communication which prevent them from advancing towards repossession of their socio-economic rights.

Its work with these communities has enabled it to integrate 14 regions of Colombia today, which include 107 community radio stations, 18 television channels, 84 children's, juvenile and cultural communication collectives, a printed newspaper and a Web portal that currently registers an average of 30.000 visits per month.

SIPAZ has carried out research on the use and appropriation of new research and communications technologies in Colombia; it has held workshops on communication for peace and offered the course entitled "*Research and Communication for Peace*" in conjunction with the IDRC of Canada and the *Minuto de Dios* University.

The *Fundación Colombia Multicolor* received honourable mention during the Information Society Summit (Geneva 2003) for the best publication on the use of new information and communication technologies, along with the IDRC, Bellanet and GKP. SIPAZ has currently assumed the position of Operating Secretariat of AMARC Colombia, whose main objective is to strengthen the regional networks, which will make it possible to articulate a bottom-to-top national movement.

The creation of regional networks has been fundamental in this process. These networks are strengthened through the interchange of experiences and the joint production of high-quality messages in terms of both technique and content. SIPAZ has been a space for collaboration among the networks, which should be consolidated as an entity at the national level that will permit better interlocution with the State and with other communications organisations around the world.

This is especially necessary in the present environment, taking into account the legislation in force regarding community radio in Colombia, which has led to the closing down of 72 stations, 50 more being currently in the process of license cancellation. The right to communication consecrated in the Constitution of Colombia and in the international treaties is clearly at risk.

2.   DESCRIPTION OF THE TARGET GROUPS

- Community media practitioners and civil society groups;
- Marginalized and indigenous populations of Colombia.

3.   IMMEDIATE OBJECTIVES

- To support the interchange of experiences and coordination among the networks through four regional encounters.
- To strengthen the communication processes, giving priority to diversity, citizen participation and the construction of peace, by convoking regional leaders so that together with the media they can analyse the situation, challenges and projection through participation in the four regional encounters;

- To generate a space for dialogue among the social organisations, community communicators and government agencies that will make it possible to discuss current topics and to create the conditions for permanent arrangements for coordination.

4. DEVELOPMENT OBJECTIVE

To contribute to the strengthening of community and civic media organisations in Colombia, at both the regional and national levels by means of carrying out three preparatory regional workshops and a subsequent national forum.

5. PROJECT INPUTS

- Execution of four workshops;
- Organisation and realisation of a national forum;
- Production of five videos: four regional ones and one of a national scale;
- Materials and communications (Internet, fax, telephone).

6. PROJECT OUTPUTS

- Regional networks interchange experiences and information and acquire new strengths for their communication activities;
- Social organisations integrated into the communications issue participate and assume a role in the process;
- Four workshops held with participation of representatives of the 13 regional focal points, called "nodes", with audiovisual recording and memoirs;
- A national forum carried out with audiovisual recording and memoirs;
- Five videos made in professional format and circulating among the networks and via the television channels;
- Cooperative agreement processes initiated with established agendas and work plans.

7. ACTIVITIES

Preparatory workshop in each of the four zones (Eastern, Western, Northern and Southern):

- Convoking of the workshops;
- Evaluation and systematisation;
- Filming of videos recording the four regional experiences.

National forum with participation of the communicators from the 13 nodes Panels about:

- The legal situation of community radio stations;
- The role of community media in the construction of peace;
- The role of the media in the strengthening of social organisations;
- The relations and communication between community media and government.

Towards the creation of a negotiation table to achieve a national cooperative agreement:

- Convening of the forum;
- Evaluation and systematisation;
- Filming of a video recording the experience.

8.   WORK PLAN

Months 1 / 3:	Preparatory workshop in the Eastern zone:
	Convocation;
	Evaluation and systematisation;
	Filming of the video.
Months 2 / 4:	Preparatory workshop in the Western zone:
	Convocation;
	Evaluation and systematisation;
	Filming of the video.
Months 4 / 6:	Preparatory workshop in the Northern zone:
	Convocation;
	Evaluation and systematisation;
	Filming of the video.
Months 6 / 8:	Preparatory workshop in the Southern zone:
	Convocation;
	Evaluation and systematisation;
	Filming of the video.
Months 3 / 8:	Convocation of the national Forum;
Months 8 / 9:	Evaluation and systematisation;
Months 8 / 10:	Filming of the video for television;
Months 10 / 11:	Installation of tables to achieve cooperative agreements;
Months 11 / 12:	Final report.

9.   INSTITUTIONAL FRAMEWORK

For the past 8 years, the *Fundación Colombia Multicolor* has worked to support social movements in the field of communication and environmental education. It has been responsible for projects in communication, consulting, audits, research and training with indigenous communities in the Amazon region of Colombia and the central jungle of Perú. FMC has also extended its work to urban and rural communities in 14 regions of Colombia.

These projects have been carried out with the support of entities like the European Union, the International Development Research Centre of (IDRC) of Canada, the Office of the Mayor of Bogotá, the Office of the President of the Republic of Colombia, and the Colombian ministries of Culture, Communications, and Labour among others. It has also provided consulting services for Bellanet and the Institute for Connectivity in the Americas (ICA) research centres.

In the course of this experience, FCM has contributed to extending the influence of its focus on communication as an instrument for peace in more than 50 projects. All of them were aimed at the consolidation of social processes revolving around the respect for cultural and biological diversity as the basis for a peace pact with social justice.

10.   SUSTAINABILITY

- Legal and organisational aspects identified in common among the regional networks for their recognition at the national level;
- The creation of a mechanism for achieving a cooperative agreement that will permit permanent interlocution with the government;

- The diffusion of the results of the process in each region. The project materials will be used for their diffusion and discussion, as well as for increasing the critical mass regarding the general topic of community and civic communication.

11.   FRAMEWORK OF MONITORING

For the evaluation and the monitoring of this project, the presence of an international entity such as AMARC ALC, which knows about the problems of community media and can contribute with the knowledge and necessary adjustments, will be fundamental.

12.   EVALUATIONS CARRIED OUT

This project is the result of the different works made by us and other organisations that work on the crisis of community media in Colombia. These documents include the study *Radio Comunitaria* "Community Radio" of the Ministry of Communications; *Camino a la Radio Comunitaria* "The Road to Community Radio" and a text summarising regional communication problems to the Minister of Communications.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four-month basis in accordance with UNESCO and IPDC reporting guidelines.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

The following activities have been held as preparation for the current project:

National encounter of the Communication System for Peace SIPAZ (July 2004);
Communicative media workshops in Guvaiare (July 2004);
Prospective regarding media in the Amazon Piedmont (June 2004);
Communications for social change workshop with the collective of Montes de Maria and the Universidad del Norte.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
FOUR PREPARATORY 3-DAY WORKSHOPS (20 PARTICIPANTS)	
Accommodation:	3 920
Meals:	4 560
Transportation:	1 400
Stationery, printed matter, folders, photocopies etc.:	800
Communications:	1 600
Production of the videos:	2 000
3-DAY NATIONAL FORUM (120 PARTICIPANTS)	
Accommodation:	4 280

Meals:	3 380
Transportation:	4 200
Stationery, printed matter, folders, photocopies etc.:	1 700
Production of the national video:	1 000
Diffusion:	900
TOTAL:	**29 740**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
FOUR PREPARATORY 3-DAY WORKSHOPS (20 PARTICIPANTS)	
Production of the videos:	4 000
General coordinator:	6 000
3-DAY NATIONAL FORUM (120 PARTICIPANTS)	
Internet:	160
Production of the national video:	2 000
TOTAL:	**12 160**

COLOMBIA

	A. PROJECT IDENTIFICATION	
1.	TITLE	COLOMBIA: "DER–HECHOS". AN INFORMATIVE RADIO PROGRAMME THAT DEFENDS HUMAN RIGHTS OF COLOMBIAN CHILDREN AND TEENAGERS
2.	NUMBER	PDC/48 COL/02
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	MEDIA PLURALISM; TRAINING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 28 129
8.	AMOUNT REQUESTED FROM IPDC	US$ 21 209
9.	BENEFICIARY BODY	INSTITUTE OF SOCIAL AND CULTURAL STUDIES (PENSAR)
10.	IMPLEMENTING BODY	INSTITUTE OF SOCIAL AND CULTURAL STUDIES (PENSAR)
11.	PROJECT LOCATION	BOGOTA, COLOMBIA
12.	PROJECT PREPARED BY	DIRECTOR: CARMEN MILLÁN DE BENAVIDES – COORDINATOR AND RESEARCHER: CLARA ROCIO WILCHES FLORES
	DECISION OF THE BUREAU:	

1. BACKGROUND AND JUSTIFICATION

Since 1997, Colombia has been suffering of an intense activity of expulsions due to an internal conflict. For this reason, the situation has created a new social problem that has overflown into the economy and generated the displacement of a large number of families from various regions of the country. The most vulnerable people in this situation are the children and adolescents who arrive in cities and must begin caring for themselves. These rural children are put to work to earn their subsistence when they should be at school, sharing these moments with other children of their age group.

However, they are forced to endure this upheaval and have to take decisions that make them responsible not only for themselves but often for the entire family.

This project seeks to raise the awareness of the population on these children and adolescents, exploited through child labour, and on those who live in Bogotá due to a forced displacement. Through this programme, we hope to prevent the problems and find the appropriate legal solutions.

The priorities are then:

- To inform children and adolescents on their rights;
- To specify these rights to the people who are responsible for the children, and to their possible exploiters;
- To prevent the indiscriminate use of child labour in the work force which may affect them physically, psychologically and spiritually.
- To alert the displaced population against the exploitation of children in the cities.
- To warn all child exploiters about the measures that can be taken against them in case of child exploitation.

The radio programme is part of the solution, because the Colombian children and adolescents of student age do not study, and therefore are not aware of their rights as human beings and as children. For this reason, a radio programme with the participation of children is necessary, not only for the knowledge and for the defence of these boys and girls, but also as an important component of the education of the adults responsible for these children and of the displaced families who do not realise the dangers of the city. It is also aimed at the exploiters of children to make them conscious of the rights of this population and of the sanctions they incur.

The children and adolescents participate in the radio programmes one week per month; they run the whole broadcasts by directly interviewing the people responsible for the government institutions, as well as NGOs and representatives of international institutions, on specific topics concerning the issue of child labour exploitation in Colombia.

These young people have come to the radio programmes through calls, mail and legal consulting agencies. Some workshops were organised on the techniques of speaking to prepare them for the proceedings of a radio studio. They have also produced a soap opera in which each of the characters is somehow involved in the problems of child labour exploitation.

This project proposes to strengthen communication between the oppressed children, the children population at risk, young lawyers, investigators, the art community and different governmental and private institutions that defend Colombian children's rights. In this project, the government, communication media and the art community are associated in order to raise the awareness on the need to protect minors from the risks they face in the streets.

2. DESCRIPTION OF THE TARGET GROUPS

Children, adolescents exploited in labour force.

3. IMMEDIATE OBJECTIVES

To open a public space about the rights and obligations concerning the Colombian children population exploited in the workplace, and to establish a dynamic between the radio space and the exploited children that aids in drawing up project processes and programmes in favour of this population.

4. DEVELOPMENT OBJECTIVE

- To defend the child labour laws, in the understanding of children exploited in any activities that imply production, commercialisation or services that cause physical, psychological and/or social detriment, and to defend children as human beings with rights and obligations for themselves and with others.

- To defend the child population as active participants within the Colombian Constitutional structure and to begin child defence and help them to be aware of their rights.

Workshops in communication will also be held for children to call up the programme so that they can create new alternatives of diffusion of the rights and responsibilities of the Colombian children population.

The workshops organised for the children offer communication alternatives created by children for children. To this end, the children have attended script writing and public speaking workshops. All the children have generated a support network against child abuse and child labour exploitation in Colombia.

5. PROJECT INPUTS

María Patricia Medrano, legal consultant; Alberto Paez Bastidas, legal consultant;
Public speaking training: Colombian Academy of Communication and Image;
Informative segments on the problem of child labour exploitation in Colombia: Cesar Lopez.

6. PROJECT OUTPUTS

- To open a space for legal consultation for the child population exploited in the work area;
- To extend the time during which the programme will be produced from the initial six months to one year;
- To make the listeners aware, in order to put the onus on the enforcement of the rights of the Colombian child population especially with respect to displaced and exploited children;
- To sensitise different sectors of Colombian society through the use of photography by having urban expositions about children's rights and by uniting three fundamental segments: communication, legal aspects and art;
- To promote projects and programmes involving the children population with training that will help them to improve their integration in the society.

7. ACTIVITIES

1. Research;
2. Production and broadcasting of programmes;
3. Analysis and presentation of selections taken from the Colombian Constitutional Courts, Inter-

American Courts of Human Rights and Colombian Judiciary;

4. Participation of the children in the programme: they have conducted interviews of policy-makers concerned by the situation of the children in the country; they also produced a radio soap opera dealing with the problem of child labour exploitation in Colombia

5. Children (laboratory). These are public speaking and script writing workshops on the techniques of radio production;

6. Artistic work related with photography;

7. Awareness campaign.

8. WORK PLAN

- Research: 8 months;
- Production and broadcast programmes: 6 months;
- Analysis and presentation of selections taken from Colombian Constitutional Courts, Inter-American Courts of Human Rights and Colombian Judicature: 8 months;
- Participation of children in the programme: 5 months;
- Children (laboratory): 3 months;
- Artistic work related with photography: 5 months;
- Awareness campaign: 15 days.

9. INSTITUTIONAL FRAMEWORK

In support of its social and educational projects, the Javeriana University has created the Institute of Social and Cultural Studies Pensar in 1998. Attached to the Rector's office, Pensar orients its activity towards a trans-disciplinary research able to give an account of serious economical political and cultural problems across Colombia. The Institute of Social and Cultural studies Pensar, in collaboration with Javeriana Stereo, has developed programmes for communication transmission through the Ministry of Culture's radio Division.

Pensar will be contributing materials such as computers, Internet service, academic net connections, legal data bases, two pilot programmes made for Javeriana Stereo, one pilot cassette with music for young people, a video-recorder and a tape recorder.

10. SUSTAINABILITY

For the pilot and materials, Pensar has contributed 2 000 000 Pesos to date. It is hoped that through the programme, other institutes will be attracted, so that they will contribute to this project in order to create a shared network centred on child labour exploitation.
The maintenance of the space by means of announcements in the defence of children's rights was managed with the private sector.

11. FRAMEWORK OF MONITORING

Carmen Millán de Benavides, Investigator Pensar, Professor at the Javeriana University;
.Jaime Borja, Professor of History, Javeriana University.
Following the standards set forth by UNESCO and the IPDC.

12. EVALUATIONS CARRIED OUT

Two qualified professors evaluated this project for the Pensar Institute, and gave the green light to allow institutional and financial backing from other entities.

13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The beneficiary agency will submit every four months a report on the project progress.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

Two pilot programmes will be sent to each one of the visited institutions to obtain institutional endorsement and possible financing for the project

In June 2004, an advertising campaign advocating children's rights was launched. Billboards were displayed in Santa Fe and Candelaria, Bogotá localities, and in Javeriana University.
500 posters and 500 postcards were distributed to the public. Simultaneously, 70 packages with private letters against child labour were sent by mail. This countrywide campaign was supported by OIT / IPEC.

Contribution foreseen by the beneficiary agency during the project period

We hope to receive the institutional support from the *Defensoria del Pueblo* and the *Procuraduria de la Nación*, with whom contacts have been established.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Team members:	8 853
Recording studio:	922
Production of the pilot cassette:	554
Audio course:	1 106
Materials for programme production	922
Technical adviser:	2 213
Photography:	738
Studio with children:	4 426
Monitoring:	1 475
TOTAL:	**21 209**
BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Music:	332
Posters and postcards against child exploitation:	516
Books on the topic:	627
Use of equipment:	223
Personnel expenses met by the Institute:	1 534
Urban visual show:	1 106
Field travel by two members:	922
Advertising the radio programmes on various media:	1 106
Workshops on the rights of children held in several zones of Bogotá:	554
TOTAL:	**6 920**

COSTA RICA

	A. PROJECT IDENTIFICATION	
1.	TITLE	COSTA RICA: TRAINING OF JOURNALISTS IN MODERN MEDIA PRACTICES
2.	NUMBER	PDC/48 COS/01
3.	CATEGORY OF MASS MEDIA	PRESS, RADIO, TELEVISION,
4.	IPDC PRIORITY AREA	PROMOTING FREEDOM OF THE PRESS AND TRAINING JOURNALISTS IN THE USE OF ICTs
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 50 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 30 000
9.	BENEFICIARY BODY	COLEGIO DE PERIODISTAS DE COSTA RICA (COSTA RICAN ASSOCIATION OF JOURNALISTS)
10.	IMPLEMENTING BODY	COLEGIO DE PERIODISTAS DE COSTA RICA (COSTA RICAN ASSOCIATION OF JOURNALISTS)
11.	PROJECT LOCATION	COSTA RICA
12.	PROJECT PREPARED BY	LICENCIADA CLARIBET MORERA BRENES, LIC. RAÚL SILESKY JIMÉNEZ
	DECISION OF THE BUREAU:	

1. BACKGROUND AND JUSTIFICATION

The diversity of Costa Rica's national and regional media as regards the printed press and electronic media makes it an example for the rest of the countries in the region, which lack the alternative or rural press that has been established in this country for the last 30 years. Twenty-first-century society's growing demand for information and the emergence of new information technologies require communication professionals to continually bring themselves up-to-date and acquire the skills that will enable them to efficiently perform their jobs.

The *Colegio de Periodistas de Costa Rica* (Costa Rican College of Journalists) recent study on the current situation of communication professionals and freedom of the press in the country shows that Costa Rican journalists are in great need of quality training.

It should be noted that Costa Rican laws regarding freedom of the press in many ways limit the access to and processing of information. Additionally, these laws cannot protect journalists from the constant threats and pressures they face in the practice of their profession. This situation hinders the media's work and prevents complete transparency in public resource management, which in turn negatively affects the quality of our democracy.

What this involves, among other considerations, is the responsibility of ensuring the ethical foundation and scientific and technological competence of communications professionals; the constant struggle to democratise communication and information; and the permanent obligation to contribute to sustainable social, political and economic development in a sustainable and global environment. By improving the quality of journalism, we also improve the analytic capacity of our audience and, as a direct result, democracy itself.

Training journalists in both technical and ethical aspects of the country's various branches of media is therefore essential to the improvement of professional practice, the strengthening of freedom of the press and the consolidation of democracy.

2. DESCRIPTION OF THE TARGET GROUPS

250 journalists and communication professionals work in various media in the country (radio, press and television, including national, regional, governmental and private). It is intended that at least 50% of the journalists be women.

3. IMMEDIATE OBJECTIVES

- Training communication professionals in the understanding and correct use of new information technologies as a way of closing the digital gap and improving information quality;
- Improving the quality and quantity of Costa Rican society's access to information by optimising the search, treatment, analysis and presentation of news and other products by journalists and communications professionals in general;
- Training communication professionals in the correct use of journalistic genres (interviews, articles, reports etc.) and in modern media management practices.

4.   DEVELOPMENT OBJECTIVE

By training journalists, we hope to promote and defend freedom of expression, to improve the quality and quantity of the information broadcast through the country's branches of media in general, and to motivate Costa Rican communication professionals through modern training programmes that are in accordance with the development needs of the country and indeed, the world.

5.   PROJECT INPUTS

In order to achieve our immediate objectives, the following items will be required:

- Computer room for Internet journalism and training in new technologies;
- Rental of recording and video editing equipment for digital production training;
- Rental of high-tech radio equipment for modern radio broadcasting techniques training;
- Rental of necessary equipment for digital photography training;
- International exhibitors and professionals who are pioneers in new technologies;
- Rental of training rooms;
- Documentary material for each training event.

6.   PROJECT OUTPUTS

- 250 journalists trained in the use and application of new information technologies and communication and research tools;
- 250 journalists trained in the correct application and proper use of journalistic genres, as well as investigative journalism;
- Costa Rican society will have better sources of information, with up-to-date and complete data, resulting in a more informed public and improved quality and objectivity through a media made up of better-trained journalists.

7.   ACTIVITIES

1. Two workshops on Internet journalism, design and management of websites
The workshops will last 24 hours, which will be spread out as best suits the participants. Two identical workshops will be held, with different participants.

2. Two workshops on investigative journalism
Workshops of 16 hours will be spread out as best suits the participants. Two identical workshops will be held, with different participants.

3. Workshop on digital technology applied to audiovisual journalism
A workshop of 24 hours will be spread out as best suits the participants.

4. Two seminars on strategic media planning and management
Workshops of 16 hours will be spread out as best suits the participants. Two identical workshops will be held, with different participants.

5. Workshop on radio production techniques
A workshop of 24 hours will be spread out as best suits the participants. Two identical workshops will be held, with different participants.

6. Two seminars on journalistic genres
Workshops of 16 hours will be spread out as best suits the participants. Two identical workshops will be held, with different participants.

8. **WORK PLAN**

ACTIVITY / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Workshop preparation: finding experts, publishing notices etc.	X	X	X	X	X	X	X	X	X	X	X	
2 workshops on Internet journalism		X						X				
1 workshop on digital editing			X									
2 workshops on investigative journalism				X						X		
2 seminars on strategic media planning and management						X					X	
1 seminar on radio production							X					
2 workshops on journalistic genres					X				X			
First progress report				X								
Second progress report								X				
Report of activities carried out												
Final report with narrative and financial report												X

9. **INSTITUTIONAL FRAMEWORK**

The Costa Rican College of Journalists is an association of communication professionals created by Law in 1969, and modified by Law in 1972. It is a public, non-state entity.

Its vision is to be a leading and consolidated association that guards and strengthens the rights and obligations of communication professionals and contributes to the sustainable, political, social, economic and cultural development of Costa Rica.

The College's mission is to strengthen communication professionals, helping them to adapt to the demands and needs of their environment through an ethical, modern, efficient and shared institution.

One of the fundamental goals of the College of Journalists is to promote quality in the training of communication professionals in higher learning centres and to influence professional practice in information excellence and communication quality as a means of contributing to the sustainable, political, social, economic and cultural development of the country.

10. **SUSTAINABILITY**

The training project will sustain itself with the knowledge imparted to the participants – knowledge that will be reflected in their daily work and in the audience receiving the information produced.

Communication professionals will have resources that will enable them to impart the learning they have acquired to new generations of journalists working in their fields.

11. **FRAMEWORK OF MONITORING**

All training projects will be under the direct supervision of the *Área de Proyección Institucional* (Institutional Planning Area), a unit specialised in the continual updating of Costa Rican communication professionals.

There will be continual supervision by the heads of the College of Journalists, and result reports will be sent to UNESCO for Central America every four months, or when requested by UNESCO.

12. **EVALUATIONS CARRIED OUT**

Evaluations will be continual within the work team of the Costa Rican College of Journalists.

13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The Costa Rican College of Journalists will submit a report every four months for the first eight months and a final report at the end of the project's year of implementation.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

Thanks to UNESCO's support, the Costa Rican College of Journalists is undertaking a series of studies and activities throughout 2004, aimed at strengthening freedom of the press in Costa Rica and Central America.

The College has limited resources to develop its continual training programmes, which is why it must seek agreements with international organisations, state institutions and non-governmental organisations in order to cover its members' wide range of training needs.

With support from the World Bank, and in coordination with other regional journalistic organisations, the Costa Rican College of Journalists is in the process of creating a Regional Training Centre in the country that will be open to national and Central American journalists.

In addition, training programmes are being instigated in Human Rights, especially freedom of expression and the press, with the office of the Special Rapporteur for Freedom of Expression of the Organization of American States, Article XIX, Centre for Justice and International Law (CEJIL), Committee to Protect Journalists (CPJ), Inter-American Press Association (IAPA), Open Society Justice Initiative (OSJI) and World Press Freedom Committee (WPFC).

Also worth mentioning is the close relationship the College has with academic excellence systems such as the National System of University Education Accreditation (SINAES), the universities, the National Learning Institute (INA) and Radio Nederland, with the purpose of raising the professional level of journalists.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
2 workshops on Internet journalism:	8 000
Workshop on digital editing:	4 000
2 workshops on investigative journalism:	5 000
2 seminars on strategic media planning and management:	4 000
2 workshops on journalistic genres and specialised journalism:	5 000
Workshop on radio production:	4 000
TOTAL:	**30 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
2 workshops on Internet journalism:	2 000
Workshop on digital editing:	2 000
2 workshops on investigative journalism:	1 000
2 seminars on strategic media planning and management:	1 000
2 workshops on journalistic genres and specialised journalism:	2 000
Workshop on radio production:	3 000
Coordination and supervision:	8 000
Systematisation of the experience:	1 000
TOTAL:	**20 000**

DOMINICAN REPUBLIC

	A. PROJECT IDENTIFICATION	
1.	TITLE	**DOMINICAN REPUBLIC: STRENGTHENING JOURNALIST'S CAPACITIES**
2.	NUMBER	**PDC/48 DOM/01**
3.	CATEGORY OF MASS MEDIA	PRESS, RADIO AND TELEVISION
4.	IPDC PRIORITY AREA	JOURNALIST TRAINING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 50 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 30 000
9.	BENEFICIARY BODY	CENTRO PARA LA LIBERTAD DE EXPRESIÓN
10.	IMPLEMENTING BODY	CENTRO PARA LA LIBERTAD DE EXPRESIÓN
11.	PROJECT LOCATION	DOMINICAN REPUBLIC
12.	PROJECT PREPARED BY	RAFAEL MOLINA MORILLO
	DECISION OF THE BUREAU:	

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The progressive and accelerated growth of knowledge that characterises our era and causes the great transformations that are evident all around us, is complemented in a remarkable way by the dizzying advance of communications and information.

Societies change along with people's relationships and interests. Decisions become increasingly involved with media, and the society seeks its space to participate. Consequently, all community members must have access to free and balanced communication resources both in order to receive pertaining information and to express their needs and aspirations.

Training journalists who work in the different mass media helps form a better professional practice, democracy consolidation and an appropriate development of the media in the technical and ethical aspects. Besides this, it also makes professionals stronger as instruments of the free press service.

In numerous occasions, journalists have failed to manage situations properly because they had not acquired the adequate knowledge or abilities to do so. This proposal being made is to equip these journalists for such situations by training and updating their knowledge and skill.

Furthermore, it is necessary that journalists hold a full understanding of new information technologies so that they may use them properly and skilfully. Evidently, this will not only improve their performance, but the level of information being received by their audiences or readers.

The Centre for Freeedom of Expression in the Dominican Republic (*Centro para la Libertad de Expresión de República Dominicana*) deems its mission the continuous contribution of an academic, ethical and intellectual vision of journalism. In other words, to take part in the formation of journalists capable of dealing with technological and global challenges, combined with a common good and consciousness of his/her social responsibilities and the defence of the freedom of the press.

2. DESCRIPTION OF THE TARGET GROUPS

Participants will be journalists who work for different media (press, TV and radio; community and traditional media) in the Dominican Republic. 50% of the participating journalists will be women.

3. IMMEDIATE OBJECTIVES

1. To improve in quality and quantity the access to the information from the Dominican society by means of optimising the search, treatment, analysis and presentation of the news and other journalistic products.

2. To train 200 journalists in the knowledge and accurate management of the new information technologies as a way of minimising the digital gap as well as improving information quality.

3. To update 200 journalists in the practice of different journalistic genres (i.e. interviews, reports, chronicles, columns, features) and the modern methods of media management.

4.   DEVELOPMENT OBJECTIVE

This project intends to strengthen and improve the technical, administrative and professional development of the different media in the Dominican Republic. By achieving this, we improve the quality of information being broadcast through the media and motivate the Dominican journalists with modern training processes according to the country's development requirements.

5.   PROJECT INPUTS

1. Instructors and experts for the workshops and the seminar;
2. Conference rooms for workshops;
3. Didactic material and rent of equipment to carry out the workshops.

6.   PROJECT OUTPUTS

1. A better informed Dominican society, with increased quality and objectivity by means of communication, which relies on better trained journalists;

2. 200 journalists trained in the use and application of new information technologies;

3. 200 journalists trained in a more accurate application and the proper use of journalistic genres as well as in investigative journalism;

4. 50 reinforced local and community media.

7.   ACTIVITIES

- **2 workshops on introduction to virtual journalism**
  The workshops will last 24 hours to be distributed in the most convenient way for the beneficiaries. There will be two identical workshops per year that should be carried out by different people.

- **2 workshops on introduction to the use of Spanish applied to journalistic language.**
  The workshops will last 16 hours to be distributed in the most convenient way for the beneficiaries. There will be two identical workshops per year that should be carried out by different people.

- **2 workshops on investigative journalism addressed to 30 journalists**
  The workshops will last 16 hours to be distributed in the most convenient way for the beneficiaries. There will be 2 identical workshops per year that should be carried out by different people.

- **2 workshops on new technology management**
  The workshops will last 24 hours to be distributed in a convenient way for the beneficiaries. There will be 2 identical workshops per year that should be carried out by different people.

- **1 seminar on publicity strategies and space commercialisation for provincial press**
  The seminar will last 12 hours during one day and a half of continuous work.

- **2 seminars on planning and strategic management of the media addressed to provincial press.**
  The seminars will last 16 hours to be distributed in the most convenient way for the beneficiaries. There will be 2 identical workshops per year that should be carried out by different people.

- **3 workshops on journalistic genres**
  The workshops will last 24 hours to be distributed in the most convenient way for the beneficiaries. There will be two identical workshops per year that should be carried out by different people. They will cover interviews, reports, chronicles and news composition.

- **A national seminar on free access to public information**
  It will last two full days.

- **Systematisation and publication of the experience.**

8.   WORK PLAN

Activity /Month	1	2	3	4	5	6	7	8	9	10	11	12
2 workshops on introduction to virtual journalism	X						X					
2 workshops on introduction to the use of Spanish applied to journalistic language		X						X				
2 workshops on research journalism addressed to 30 journalists			X						X			
2 workshops on new technology management				X						X		
1 seminar on publicity strategies and space commercialisation					X							
2 seminars on strategic planning and management of the media						X					X	
3 workshops on journalistic genres			X				X				X	
A National seminar on free access to public information						X						
Systematisation / publication of the experience												X
First report on progress				X								
Second report on progress								X				
Final report containing a narrative section and a financial report												X

9.   INSTITUTIONAL FRAMEWORK

The Centro para la Libertad de Expresión de República Dominicana made its first steps on April 21st, 2004 with the celebration of the "International Forum on Current World Expression Freedom Challenges". The main purpose of the Centre is to promote, support and spread the foundations of the expression freedom in its widest sense, and to struggle for its thorough validity in the Dominican Republic.

The Centro para la Libertad de Expresión is a non-profit, non-governmental organization with no link to political parties. Its president, Rafael Molina Morillo, is also chairman of the Commission for Freedom of the Press of the Interamerican Press Society.

10.   SUSTAINABILITY

Being 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 receptors of the information they will produce.

Communication professionals will use this newly acquired information to help new generations of journalists to master the new advances made in technology and communication.

11. FRAMEWORK OF MONITORING

Monitoring will be continuous and carried out by the Journalist Association responsible. Results will be sent to UNESCO for Central America by means of quarterly reports or upon request.

12. EVALUATIONS CARRIED OUT

Evaluations will be continuous by the work team of the *Centro para la Libertad de Expresión de República Dominicana.*

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The *Centro para la Libertad de Expresión de República Dominicana* has assumed the responsibility of delivering a report every four months during the first eight months and a final report at the end of the implementation year of the project.

C. ADDITIONAL INFORMATION

The *Centro para la Libertad de Expresión de República Dominicana* has supported UNESCO in the execution of various activities, among which the celebration of the World Freedom of the Press Day, the International Forum of Local Culture and Communication, the UNESCO Chair Organization on Communication, Democracy and Governability.

Besides this, as a joint venture, UNESCO and the *Centro para la Libertad de Expresión* organised the recent "The High level technical meeting for the evaluation and critical appreciation of the Declaration and the Plan of Action of Santiago: a Decade later", which took place in Santo Domingo on August 13th and 14th, 2004.

Additionally, *the Centro para la Libertad de Expresión* has developed communication activities with the Catholic University of Santo Domingo and the University of Mother and Teacher in the Dominican Republic.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
2 workshops on introduction to virtual journalism:	4 500
2 workshops on introduction to the use of Spanish applied to journalist language:	4 000
2 workshops on investigation journalism:	4 000
2 workshops on TIC management applied to journalistic work:	4 500
Seminar on legal aspects that protect freedom of the press and opinion:	2 000
2 seminars on local media management:	4 000
3 workshops on the various journalistic genres:	5 000
National seminar on the right to free access to public information:	2 000
TOTAL:	**30 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Project coordinator:	7 000
2 workshops on introduction to virtual journalism:	2 500
2 workshops on introduction to the use of Spanish applied to journalist language:	1 000
2 workshops on investigation journalism:	1 000
2 workshops on TIC management applied to journalistic work:	2 500
Seminar on legal aspects that protect freedom of the press and opinion:	1 000
2 seminars on local media management:	1 000
3 workshops on the various journalistic genres:	2 000
National seminar on the right to free access to public information:	1 000
Publication of a study on development and experiences obtained during project implementation:	1 000
TOTAL:	**20 000**

ECUADOR

1.	**TITLE**	**ECUADOR: CAPACITY STRENGTHENING OF THE COMMUNITY RADIO "THE VOICE OF IMBABURA"**
2.	**NUMBER**	**PDC/48 ECU/01**
3.	**CATEGORY OF MASS MEDIA**	BROADCASTING
4.	**IPDC PRIORITY AREA**	TRAINING. PROMOTION AND STRENGTHENING OF FREEDOM OF EXPRESSION.
5.	**SCOPE** (national, regional, interregional)	NATIONAL
6.	**TYPE OF ASSISTANCE REQUESTED**	TECHNICAL AND FINANCIAL
7.	**TOTAL COST OF PROJECT**	US$ 64 000
8.	**AMOUNT REQUESTED FROM IPDC**	US$ 30 000
9.	**BENEFICIARY BODY**	MUNICIPALITY OF IBARRA, THROUGH THE MUNICIPAL RADIO "THE VOICE OF IMBABURA"
10.	IMPLEMENTING BODY	MUNICIPALITY OF IBARRA, THROUGH THE MUNICIPAL RADIO "THE VOICE OF IMBABURA"
11.	**PROJECT LOCATION**	IBARRA
12.	**PROJECT PREPARED BY**	RICARDO RUIZ-MENA DIRECTOR OF MUNICIPAL RADIO "THE VOICE OF IMBABURA"

DECISION OF THE BUREAU:

1.   BACKGROUND AND JUSTIFICATION

"The Voice of Imbabura" began transmissions on December 31, 1938 with the mission to project the town's image and the residents' collective thoughts on art, culture, civic duty, and society through a permanent medium for the defence of the most basic rights and morals of the citizens of the town and of northern Ecuador.

Currently, "The Voice of Imbabura" is broadcast in AM, with the hope of establishing an FM system that would allow the station to extend their social messages to further reaches of the community. The project will be developed in the city of Ibarra. The increase of equipment and the training activities will enhance the quality and services of the radio station, thereby allowing "The Voice of Imbabura" to offer a radio service appropriate to the expectations and needs of the population of the region, province and northern part of the country.

2.   DESCRIPTION OF THE TARGET GROUPS

"The Voice of Imbabura" has more than 60 years' experience working in community development, promotion of freedom of expression and strengthening of local participation, thus contributing to the strengthening of democracy in the country.

In addition, the ultimate beneficiaries of the project will be the population of Ibarra and of the other cities and regions of northern Ecuador.

3.   IMMEDIATE OBJECTIVES

- To strengthen the institutional, technical and professional capacity of "The Voice of Imbabura" to serve as a mechanism for promoting education, information and the diffusion of cultural knowledge in the urban and rural areas that receive the signal;
- To modernise the radio station through installation of new digital equipment in order to offer a better service to all of the communities in northern Ecuador;
- To improve the programming by means of restructuring and producing informative, educational and cultural programmes;
- To create radio spots for the participation of youth and women (through journalism clubs).

4.   DEVELOPMENT OBJECTIVE

- To develop a training programme for radio personnel and communicators who work with the station.
- To design educational programmes that contain information on health, rights, human relations, etc.;
- To promote the development of programmes that enforce cultural identity, promote cultural diversity and motivate artistic and musical activities in the region.
- To produce informative radio programmes based on local priorities with information that responds to the listeners' needs.
- To cooperate with the activities planned by the city to promote development in the province of Imbabura;
- To strengthen community values (i.e. national identity, civic duty, civil unity) while supporting the processes of accountability and equal rights;
- To generate a consciousness of the importance of freedom of expression and free access to information for the strengthening of democracy.

5. PROJECT INPUTS

- Strengthening of the professional capacities of the radio communicators of "The Voice of Imbabura";
- Improving the radio programming through workshops on training in radio formats;
- Improving the technical capacity for the production of radio programmes through the operation of modern radio equipment;
- Implementation of a digital radio archive in order to utilise digital formats for production.

6. PROJECT OUTPUTS

- To rely on the ability of personnel to use new ICTs for the production of radio messages;
- To improve the content quality of radio productions of the station;
- To create a digital archive service;
- To produce spots for the minority groups of the population (i.e. youth, women, indigenous people, etc.);
- To improve the quality of information available to the residents of northern Ecuador.

7. ACTIVITIES

- Purchase and installation of digital equipment;
- Training workshops on operation of the technical equipment;
- Training workshops on radio formats;
- Training workshops on the development of radio content;
- Production of radio programmes.

8. WORK PLAN

Month 1: Agreement between UNESCO, the Municipality of San Miguel de Ibarra and the radio station "The Voice of Imbabura"; request and selection of bids for the acquisition of new equipment; analysis of the best bid (cost/quality relationship);

Month 2: Purchase and installation of equipment; formulation of a plan for the reprogramming of the station in terms of public objectives;

Month 3: Elaboration and presentation the first progress report (technical and financial); first training workshop;

Month 4: Transmission of the first production of the new programming;

Month 5: Second training workshop;

Month 6: Presentation of the second progress report; production of the programme "*Cultural Heritage, Administration of Sectional Government and Civic Participation*";

Month 7: Third workshop; production of new programmes;

Month 9: Fourth workshop; presentation of third progress report;

Month 10: Fifth workshop; continuation of the production of new programmes;

Month 11: Sixth workshop;

Month 12: Submission of final report.

9. INSTITUTIONAL FRAMEWORK

Given the national legislation, the Municipality of Ibarra has the mandate of preserving the community and attending to the needs of the city, the metropolitan area and the surrounding urban and rural areas within their respective jurisdictions. It provides collective services for the districts, and is constantly searching for ways to improve the life of its residents.

10. SUSTAINABILITY

The Municipality of Ibarra depends on its own resources to maintain the operations of the Municipal Radio. Therefore, the radio can be said to operate with direct funds from the municipal budget. In addition, the station is searching for ways to create additional sustainability by selling advertising spots and offering radio production services to government, private and non-profit organisations. The station is also trying to maintain a training programme that can be offered not only to its own personnel, but also to those who may solicit it.

11. FRAMEWORK OF MONITORING

The customary manner of reporting with international organisations in Latin America will be followed. The patterns of costs and expenses used by international organisations, in particular those of UNESCO and IPDC will be utilised. The presentation of progress reports will be on a quarterly basis, and will include summaries and receipts for the activities undertaken within the quarter. The beneficiary and UNESCO will be in charge of evaluating the development of the project in relation to the criteria set forth by the IPDC.

12. EVALUATIONS CARRIED OUT

UNESCO specialists have conducted technical missions to the city of Ibarra to assess the feasibility of the project and the state of radio technology and production currently underway, in addition to establishing contacts with the radio audiences in the city and the surrounding areas.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency will submit a progress report every three months, including a final report.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

CODE received US$ 16 000 for a project in training in digital radio technologies submitted to the IPDC in 2004. The *Casa de la Cultura Ecuatoriana* received US$ 31 000 through Funds-in-trust provided by Luxemburg for a community radio development project submitted to the IPDC in 2004.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
EQUIPMENT	
Studio sound console:	600
4 "Shure" microphones:	800
4 Sony tape recorders (reporter type):	400
2 double cassette decks:	600
Professional recorder:	1 000
4 studio microphone stands:	200
Microphone cable (50 m.):	100

2 headsets:	200
Digital editing computer:	1 200
Digital transmission computer:	1 200
Professional software:	600
4 studio speakers:	700
TRAINING	
Workshop on radio formats:	3 200
Workshop on radio script:	3 200
Workshop on "radio chat"	3 200
Workshop on digital transmission:	3 200
Workshop on administration and management of radio stations:	3 200
Workshop on radio interviewing:	3 200
Workshop on radio news programmes:	3 200
TOTAL:	**30 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Project coordinator:	6 000
Participating personnel:	5 000
Services:	5 000
Production of 10 radio programmes:	3 000
Development and publication of a document on the activities of the project:	2 000
4 radio series:	4 000
Workshop on locution:	3 000
Workshop on social communication and community:	3 000
Workshop on the culture of radio as a medium for social development:	3 000
TOTAL:	**34 000**

GUATEMALA

	A. PROJECT IDENTIFICATION	
1.	TITLE	**GUATEMALA: PROMOTING FREEDOM OF PRESS THROUGH THE STRENGTHENING OF COMMUNITY MEDIA**
2.	NUMBER	**PDC/48 GUA/01**
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA; IMPROVING PRESS FREEDOM AND MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 51 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 21 600
9.	BENEFICIARY BODY	DOSES ASSOCIATION
10.	IMPLEMENTING BODY	DOSES ASSOCIATION
11.	PROJECT LOCATION	GUATEMALA
12.	PROJECT PREPARED BY	MA. SILVIO RENE GRAMAJO DOSES ASSOCIATION
	DECISION OF THE BUREAU:	

1.   BACKGROUND AND JUSTIFICATION

In Guatemala, the concentration of the national media by monopolies has had a negative effect on the practice of freedom of expression and information, not only for journalists but also for the society as a whole.

The consequences for the most marginalized sectors of the country particularly provoke concern in Guatemala. 40% of the members of indigenous communities live in extreme poverty, and 74% in relative poverty, according to the United Nations' definition. Half of the indigenous population is illiterate. They are rarely newsworthy, except when they are being referred to in reports on crime, poverty or malnutrition.

Now, Guatemala's laws regarding freedom of expression cannot protect journalists from the daily threats and pressures they face in the practice of their job. Reporters who expose corruption are particularly vulnerable. This situation obstructs the work being done by the media and dulls the complete transparency of public resource management, negatively affecting democracy.

The initiative to train journalists and technical staff from rural community radios was created as a process stage, which intended to provide more opportunities for expression to huge portions of the society, specifically the indigenous population, that have historically been denied access to the mass media. This was done after the consideration of legal reforms made by the government in the middle of the 90´s regarding the concession of radio frequencies and the commitment to legally protect community radios, acquired through the Peace Agreements.

By implementing this project, we intend to back and strengthen the community radios' role as a fundamental medium to secure the practice of freedom of expression among the most marginalized areas in the country. By achieving this, we will succeed in promoting freedom of expression and we will be helping to reduce the digital gap that prevents the poorest ethnic groups of the country from gaining access to development.

With this project, we intend to offer knowledge of community media experiences and freedom of speech and press regulations to rural community journalists, so that they may be better prepared to perform their communication duties and respond to profession related threats and risks.

2.   DESCRIPTION OF THE TARGET GROUPS

- Journalists employed in various community radio stations legally constituted as well as journalists of the Guatemalan Federation of Radio Schools;
- Journalists and media professionals that work for civil society Organisations;
- Media professionals from the Central American Association of Communication Researchers (ACIC);
- Owners, editors and journalists from the Radio Broadcasting Association of Guatemala;
- 50 % of the journalists and media professionals involved in this project are to be women.

3.   IMMEDIATE OBJECTIVES

- To train 120 journalists and media professionals in the use of community radios and social organisations that deal with the topic;

- To improve the situation of community radios in terms of freedom of expression and media pluralism;
- To elaborate a report on the situation of the community radio in Guatemala.

4.   DEVELOPMENT OBJECTIVE

Initiating training processes for Community Radio can also amount to significant future achievements. First, by enabling journalists and media professionals, the advancement towards consolidation and full respect of fundamental rights is made easier. Consequently, this will aid in the construction of a plural, open and democratic society.

Furthermore, by systematising all the information emerging from the workshops organised, the journalists, media professionals, academics and researchers interested in the subject of radio broadcasting in Guatemala will have valuable input.

Finally, the training given by the thematic experts in all subjects related to community radio broadcasting will allow for a broadened knowledge of routines related to this particular media (from administration to management and production).

5.   PROJECT INPUTS

- Experts to elaborate a research on the situation of community radio stations;
- Training of journalists, media professionals and representatives from private and community radios;
- Coordination of workshops and the elaboration of a report for each workshop;
- Support material for seminars;
- Instructors for seminars;
- Venues to hold the seminars.

6.   PROJECT OUTPUTS

- 120 journalists and media professionals trained in issues related to community radios and access to information legislation;
- Research on the situation of community radios in Guatemala;
- A publication systematising the training experience, debate and implementation of the initiative.

7.   ACTIVITIES

- Preparation of the seminars (instructors, didactic material…);
- Research of theoretical and technical documentation, as well as comparative legislation of the region;
- Elaboration of a methodological strategy that will include the creation of instruments for evaluation as well as workshops for discussion and debate.

- 4 seminars which will last two days on the following subjects:
    - Media legislation;
    - Community radios and access to information;
    - Community radios as a public area to profit from communication;
    - Formats and best practices of community radios in the region (El Salvador and Guatemala).

- Organisation and participation in workshops, conferences, forums and debates with journalists and other social agents involved in the issue;
- Systematisation of information;
- Elaboration of the final report;
- Revision, editing and printing of the report;
- Presentation of results.

8. WORK PLAN

Activities	Jan	Feb	March	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Elaboration of the training materials	X	X										
Hiring the research assistant	X											
Elaboration of the theoretical background and the research	X	X	X									
Methodology			X									
Preparation for the seminars		X		X		X		X				
Seminars			X		X		X		X			
Systematisation of information									X			
Elaboration of the final report (draft)										X		
Revision and printing of the report											X	
Presentation of the report												X

9. INSTITUTIONAL FRAMEWORK

The association for Development, Organization, Services and Socio-cultural Studies (DOSES), founded in March 2001, is a civil society organization for cultural and educational research. It is a non-lucrative, lay organization that was legally registered in Guatemala on June of the same year. DOSES has been dedicated to the research of communication in the country and has already presented two studies about Mass Media in Guatemala. In addition, it publishes a monthly magazine that covers issues regarding journalism and has several other publications that strive to improve the practice of journalism in the country. Its involvement in the project includes being in charge of coordinating, inviting, training and systematising all information resulting from the workshops.

10. SUSTAINABILITY

Since this project is concerned with training, DOSES is contemplating the inclusion, shortly, of the subject of community radios as a permanent theme in its research and training programmes, in order to perform follow-ups on this project and the journalists involved in it.

11. FRAMEWORK OF MONITORING

ASOCIACIÓN DOSES will be responsible for the constant supervision of the project, and will submit a progress report every 4 months or when UNESCO deems it relevant.

12. EVALUATIONS CARRIED OUT

The ASOCIACIÓN DOSES' work team will be responsible for project evaluation.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The DOSES Association will present up-to-date reports every four months or whenever UNESCO's Office deems it relevant. At the end of the project, DOSES will present a Final report to UNESCO San José.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

DOSES initiated its projects in 2002, with the development of an exploratory study entitled "*The impact of the mass media in influencing attitudes and social conducts*". As a result of this study, a formal report was published under the name: "*Mass media and the effect of its message on the Guatemalan society*".

The techniques utilised to conduct the study were: monitoring of the mass media (print, TV and radio) as regards the issue of democracy, and also an analysis of the monitored information through electronic databases and focus groups in the most relevant areas of the country – mediawise.

Due to the support of the Norwegian Agency of Cooperation for Development (NORAD), it has been possible to fulfil these recommendations through the project: "*Implementation of Quality Standards for the Media*", currently being undertaken. During the first stage of this project, a document that establishes these minimum parameters of quality was developed and entitled: "*Journalism for journalists*". For the elaboration of this document, DOSES had immense support from academics, journalists and representatives of several media, both community and commercial.

DOSES also published the study entitled: "*The right to access information: analysing the process of discussion and implementation in Guatemala*". This investigation became one of the theoretical basis used in the creation of a legislative project that is now being discussed in Congress and that in the future may become a national law. In addition, it has been distributed in workshops organised in several universities of the country.

In an effort to also evaluate the performance of the media according to these parameters, DOSES launched a monthly specialised magazine called "*Newsroom*", which focuses on these issues and strives to motivate a serious discussion amongst journalists about how to improve the quality of reporting in the national media (writing, filming, editing, editorialising, etc.) in both print and broadcast media.

Recently, DOSES presented a second investigation: "*Truly influential: the effect of the media in the presidential elections of 2003*". In this research, where five methodological tools were utilised, the media was found to play a key role in the political system of the country and to have a huge impact and influence on the electoral decisions made by the population. Also, a manual entitled "*Investigative Journalism*" was recently published, which is generally directed at students of journalism or those journalists who have recently started to work in the profession.

As part of DOSES´s objectives and activities, on July 2004 the workshop: "*Community Radios: pending legislation*" was conducted. This workshop intended to open a forum for discussion and debate on this issue with all interested agents. One of the main achievements of this activity was that

for the first time representatives of both community radios as well as corporate radio stations addressed the issue seriously.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Seminar on media legislation:	3 300
Seminar on community radios and access to information:	3 300
Seminar on community radios as a public area:	3 300
Seminar on the experiences of community radios in the region (El Salvador and Guatemala):	3 300
Elaboration of the research on community radio:	4 000
Printing of the report:	3 500
Presentation of the report:	900
TOTAL:	**21 600**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Coordination of research:	26 400
Rental of venues for the workshops:	3 000
TOTAL:	**29 400**

GUATEMALA

	A. PROJECT IDENTIFICATION	
1.	TITLE	**GUATEMALA:TRAINING JOURNALISTS IN FREEDOM OF EXPRESSION AND INDIGENOUS RIGHTS**
2.	NUMBER	**PDC/48 GUA/02**
3.	CATEGORY OF MASS MEDIA	PRESS, RADIO TELEVISION
4.	IPDC PRIORITY AREA	PROMOTION OF PRESS FREEDOM AND MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TECHNICAL AND FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 74 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 34 000
9.	BENEFICIARY BODY	PRESIDENTIAL COMMISSION AGAINST DISCRIMINATION AND RACISM TOWARDS THE INDIGENOUS POPULATIONS IN GUATEMALA – CODISRA, AND ALTERNATIVE MEDIA
10.	IMPLEMENTING BODY	PRESIDENTIAL COMMISSION AGAINST DISCRIMINATION AND RACISM TOWARDS THE INDIGENOUS POPULATIONS IN GUATEMALA CODISRA
11.	PROJECT LOCATION	GUATEMALA
12.	PROJECT PREPARED BY	UNIDAD DE EDUCACIÓN Y GÉNERO CODISRA-

DECISION OF THE BUREAU:

1. BACKGROUND AND JUSTIFICATION

Guatemala is recognized as a multi-ethnic, multicultural and multi-lingual nation, constituted by 24 indigenous, linguistic communities. One out of two Guatemalans live in poverty, and one of five live in extreme poverty. Four out of five poor people live in a rural area and three out of five poor people are indigenous. This reality demonstrates how the indigenous populations of Guatemala are isolated from and do not participate in the development because of their ethnic identity as much as for their exasperate economic situation.

Television is one of the most inaccessible forms of media for the indigenous populations. The print medias have become more tolerant on the indigenous issue particularly since the arrival of the UN speaker, specialised in themes concerning contemporary forms of racism, racial discrimination, xenophobia and the related forms of intolerance in Guatemala.

The commercial radios provide little space for native, indigenous communities, and the community radios have been converted into the only media space that the rural and urban communities in the interior of the country can access.

The exercise of free expression is an insuperable human right. At the same time, if people do not have proper access to the media and /or cannot express themselves through the media, they are considered practically non-existent.

For these reasons and because the mass media are created in the public image, the CODISRA (Commission against discrimination and racism) has approached the main media at a national level, and as a result, the theme of discrimination and racism begins to emerge.

With this in mind, the project proposes to train and debrief journalists on the problematic theme of discrimination that surrounds the indigenous populations in Guatemala. At the same time, we intend to broadcast images and contents from the reality of the indigenous populations through the local channels that come out to be less expensive than the commercial television's national coverage.

2. DESCRIPTION OF THE TARGET GROUPS

- Journalists and media professionals, based in the city, (men, women, natives and non natives) and linked to the main media on a national level (print, TV and radio);
- All journalists and communicators within small communication areas located in the remaining 21departments in urban and rural areas;
- Journalists from rural and indigenous communities who have not had proper access to mainstream media nor to the capacity to express themselves freely;
- 50 % of the journalists and communicators are to be women.

3. IMMEDIATE OBJECTIVES

- To train an average of 300 journalists and media professionals (natives and non natives, bilinguals and monolinguals, urban and rural of a national level and local media) in seminars addressed to 25 people. Each workshop will last two days and will deal with the theme of rights for the indigenous communities and the contribution of social communicators to combating discrimination and racism.

- To improve the quality and quantity of news, and other journalistic products concerned with the indigenous problems in Guatemala among the community and national media.
- To produce a television spot, a community video and 2 written materials so as to transmit the rights of women and indigenous communities and to combat discrimination and racism.

4. DEVELOPMENT OBJECTIVE

Through the achievement of the project's objectives, the capacities of communicators will be strengthened both at national and local levels.

By placing the interests, necessities and proposals of indigenous communities in the community and national media, a contribution will be made to combat discriminatory attitudes and actions and ensure the practice of freedom of expression and democratisation of the historically privileged media spaces.

5. PROJECT INPUTS

- Instructors for the workshops;
- Training materials for the workshops;
- Advisers for the elaboration of print and audiovisual materials;
- Recording equipment to produce the spot.

6. PROJECT OUTPUTS

- The journalists and communicators involved in the project are trained and made aware of the rights of the indigenous communities;
- Spaces from and for indigenous communities are created in national and local media;
- Guatemalan society has access to more and better information about the indigenous communities;
- A television spot is elaborated and broadcast by the national media.

7. ACTIVITIES

- Design of the workshops;
- Preparation of print and audiovisual material for the training.
- Organisation of 10 two-day training workshops, on the discrimination of indigenous communities;
- Compilation and publication of materials prepared by the community media at a national level;
- Preparation of written material on the rights of indigenous communities, which will serve as revealing material in the media;
- Organisation of debriefing meetings with the directors and editors of national mass media (press, TV and radio);
- Preparation and broadcasting of a television spot against racial discrimination;
- Monitoring of the spaces provided for national media;
- Monitoring and evaluation of the project.

8.   WORK PLAN

ACTIVITIES	WEEKS
Preparation of the workshops (materials, instructors...)	**5**
Implementation of training workshops	**28**
Preparation of written material on the rights of indigenous communities	**4**
Compilation and publication of materials prepared by the community media at a national level	**5**
Debriefing process for directors and editors of the national mass media (print, TV and radio)	**6**
Preparation of a television spot against racial discrimination	**4**
Monitoring of spaces provided by national media (print, TV and radio)	Since the first meeting with directors and heads of the media, permanent.
Broadcasting of the television spot against racial discrimination	4
Project monitoring	**Permanent**
Evaluation of project	**4**

9.   INSTITUTIONAL FRAMEWORK

The Presidential Commission against Discrimination and Racism towards indigenous communities in Guatemala was founded in 2002. It acts with the representation of indigenous organisations and presidential delegation to guarantee the fulfilment and adherence to human rights as regards the indigenous communities who battle against discrimination and racism.

The Education and Gender Unit of COSIDRA will assume responsibility for the implementation of the project.
This unit has also implemented the Commission's communication strategy and the broadcasting theory plan, which could be included within the framework of this project. Both plans aim at exerting an impact on the transformation of mentalities and attitudes at all social levels and to make firm steps towards achieving a harmonic coexistence between Guatemalans within a culturally diverse framework.

10.   SUSTAINABILITY

The journalists and communicators that are to be part of this training process will rely on the permanent support of CODISRA that will produce informative materials to position the theme in the media.

The project will be sustained by the knowledge acquired by the journalists and the more continuous access for indigenous communities to the media to respect and valorise the genuine opinions and expressions of these communities.

The material produced in the training workshops will be permanently distributed to communicators and entities of communication on a national scale. Direct contact with communicators on a national scale will strengthen the commission's database and will motivate the communicators involved in the fight against racism in Guatemala.

11.   FRAMEWORK OF MONITORING

The Unit of Education and Gender will be responsible for the continuous monitoring of project development. The results will be sent to UNESCO with a copy for the General Coordination of CODISRA.

12. EVALUATIONS CARRIED OUT

The evaluation will be carried out by CODISRA, who will provide UNESCO with continuous information about the development of the project. At the end of the project, the beneficiary agency will produce a final report.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

During the project, CODISRA will submit reports on the development of the project every 3 months or when requested by UNESCO Office in San José.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

CODISRA acknowledges the work performed by UNESCO in Guatemala as regards quality education and cultural pertinence. We have achieved the coordination of punctual actions such as the development of Educational Forums against Discrimination and Racism whose costs have been taken care of by UNESCO in Guatemala. In reference to the UN Speaker against racism and discrimination, UNESCO supported some of our activities.

Preparatory activities completed prior to submission of the project to IPDC

Before the presentation of this project, the Broadcasting Theory Plan for Discrimination and Racism and the Rights of the Indigenous Communities was prepared, as well as the Communication Strategy with an AID fund managed by UNDP.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION IN US$	
10 training workshops (accommodation, food and materials):	15 000
2 workshops for 50 journalists:	2 675
2 advisers for the preparation of written materials:	4 000
Production of a TV spot against discrimination and racism:	3 000
Meetings of approach and debriefing for media managers:	3 000
Elaboration and publication of materials prepared by the community media:	5 500
Production of a community video (testimonies on discrimination and racism):	3 000
Systematisation of project implementation:	2 325
Project monitoring:	1 500
TOTAL:	**40 000**
BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Monitoring and supervision of project:	5 000
Evaluation:	2 000
Equipment of premises for project implementation, monitoring and evaluation:	24 000
Maintenance of equipment and desktop material:	3 000
TOTAL:	**34 000**

GUYANA

A. PROJECT IDENTIFICATION		
1.	TITLE	GUYANA: TRAINING IN MULTIMEDIA PRODUCTION FOR COMMUNITY RADIO
2.	NUMBER	PDC/48 GUY/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA AND HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 31 500
8.	AMOUNT REQUESTED FROM IPDC	US$ 23 000
9.	BENEFICIARY BODY	UNIVERSITY OF GUYANA, CENTRE FOR COMMUNICATION STUDIES
10.	IMPLEMENTING BODY	UNIVERSITY OF GUYANA, CENTRE FOR COMMUNICATION STUDIES
11.	PROJECT LOCATION	RURAL COMMUNITIES
12.	PROJECT PREPARED BY	CENTRE FOR COMMUNICATION STUDIES, DEPARTMENT OF SOCIOLOGY, UNIVERSITY OF GUYANA
DECISION OF THE BUREAU:		

1. BACKGROUND AND JUSTIFICATION

Guyana has two national radio stations and one community radio station called *Radio Paiwomak*. All the radio stations are State-owned by the National Communications Network (NCN) and this has generally resulted in a monopoly of the airwaves. The Guyana government has enforced a freeze on the distribution of radio licences, so NCN's *Voice of Guyana* and *98.1* are the only stations heard by the wider population. *Radio Paiwomak* operates in the hinterland of Guyana and only covers some 13 villages of indigenous people. Apart from the situation with respect to radio, the media is relatively free, particularly with the encouragement of more and more talk shows and pages of letters to the Editor in the daily newspapers.

NCN Radio has a wide audience reach; however, no audience research has been conducted over the last two decades to determine audience needs. As a result, the focus of the stations' programming reflects the government's thrust and an attempt to serve the interests of the dominant ethnic groups. Minority groups and rural communities are not adequately represented.

While radio is considered as the most valuable medium for rural communities largely in the coastal areas that lack access to other media, many more remote and deeply rural communities such as those in the hinterland cannot access the NCN Radio stations because of their location. This is further compounded by a wide gap in programming targeted at youth.

Guyana is a society with deep and invaluable oral traditions. However, for many people the control of the radio by the State has made them voiceless. Grassroots people are popularly given a voice on two (of an existing 26) television stations only, and they often have to travel for miles to appear on such television programmes.

At present, there are approximately 125 000 Internet users (roughly 15%) of the entire population, served by 613 Internet hosts. It is not known exactly how deep rural access to the Internet actually is, but given the remote terrain of much of the country, it is expected that the majority of users are urban rather than rural-based. However, plans to improve connectivity are underway as demand for local content and audio-visual information continues to grow.

The University of Guyana Centre for Communication Studies has had for a number of years, a transmitter and solar energy supply in preparation for permission to go on air as a campus community radio. The Centre now has multimedia and digital radio production facilities. Web streaming is an important dimension of the curriculum in addition to traditional radio and television studies. Students carry out internships at GINA and NCN radio and the university's own website is also a medium for increased practical exposure of the students. The Centre serves the two campuses of the University both of which are situated in rural areas of the country.

Ideally, the communication needs of rural communities such as they exist in Guyana, would best be served by a community radio station. Since no such licenses are currently being granted, it is the intention of the UG Centre for Communication Studies to pursue the next best option. It will then maximise the use of available community multimedia production resources so as to include, radio, video, computers and accessories in order to facilitate digital production with a view to programming on national radio as well as on-line, until such time as community broadcasting is possible. In addition to the students, potential trainers, interested and qualifying persons from surrounding rural communities will also be trained to produce more relevant content using the multimedia facilities and obtain practical experience.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project are potential trainer/producers, communication students of the University of Guyana and residents (particularly youth) of the rural communities surrounding the two campuses of the university.

3. IMMEDIATE OBJECTIVES

- To train trainers, students and community persons in radio production for community-based dissemination, radio broadcasts and on-line audio streaming;
- To ensure regular broadcast of programmes on the available radio stations in the country.

4. DEVELOPMENT OBJECTIVE

To build the communicative capacity of rural people and students through training in radio and multi-media production using community participatory techniques. The project will also deepen a working partnership between the University of Guyana and its outlying rural communities.

5. PROJECT INPUTS

- 3 trainers and 2 facilitators;
- 2 one-week workshops for 24 students, potential trainers and community members;
- Multimedia and digital radio production equipment: computers, software and accessories;
- Internet connectivity charges;
- Project coordination;
- Overheads.

6. PROJECT OUTPUTS

- 24 students, potential trainers and community members trained in radio production and multimedia skills;
- 10 radio programmes streamed on-line;
- 10 digital audio programmes produced in CD-ROM format, disseminated and broadcast on topics relevant to rural communities.

7. ACTIVITIES AND WORKPLAN

The project will seek to closely coincide with the school year, to allow maximum exposure for students to apply their training to course-work projects.

Activity	Month 1	Month 2	Month 3	Month 4	Month 5	Months 6/10
Community sensitisation	********	********	*******			
Recruitment of trainers		********	*******			
Equipment procurement		********	*******			
1st training workshop				********		
2nd training workshop						********
Programme production, broadcast and streaming						********

8. INSTITUTIONAL FRAMEWORK

The project will be carried out under the responsibility of the Coordinator of the Centre for Communication Studies, which is based within the Department of Sociology of the University of Guyana. Local NGOs will also be invited to participate in an advisory capacity.

9. SUSTAINABILITY

The project will serve to enhance the existing curriculum and practical learning related to web streaming for radio that is now offered by UG while serving rural communities.

10. FRAMEWORK OF MONITORING

The Centre for Communication studies will conduct regular reporting.

11. EVALUATIONS CARRIED OUT

None.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Centre for Communication Studies will provide progress reports every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

IPDC has provided support to Guyana over the past 2 decades, to include video production equipment and training in the establishment of a production unit at GINA, formerly Government Information Service. Upgrading of NCN Radio (formerly the Guyana Broadcasting Corporation). Capacity building and training in radio; TV and print for professional staff at GINA and support for the establishment of the Radio production and broadcasting facility at the Centre for Communication Studies at the University of Guyana.

Preparatory activities completed prior to submission of the project to IPDC

The Centre for Communication Studies has an outreach programme for *Social Inclusion in Solutions to Poverty,* that functions in close collaboration with several rural communities, including those in the outlying areas of the campuses. Discussions have taken place with some of these communities with a view to partnership in a multimedia production programme that could be incorporated into an eventual campus-based community radio station for more relevant and reliable information concerning their development.

Training was also initiated for communication students in the delivery of relevant audio/visual material though there is a lack of outlets to practice these new skills. Experimental audio streaming has taken place following a web-casting course that has been successfully conducted in 2003. It is expected that by the time a broadcast license is eventually granted, both the communities and the students will be well-prepared to make the transition to full-fledged community radio operation both using traditional broadcast methods as well as on-line delivery.

Contribution foreseen by the beneficiary agency during the project period

The Centre for Communication Studies at UG will contribute to the costs of trainers, connectivity expenses, coordination, monitoring and evaluation as well as overhead and administrative support.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION
IN US$

Equipment (3 multimedia desktop computers and accessories, 2 printers, 2 digital still cameras, 2 digital video cameras, 2 microphones, 2 minidisk decks, 2 CD data recorders, 200 DVD discs, software and consumables):	14 000
Training (5 trainers, 2 facilitators):	6 000
Coordination (communications, fax, phone, mail):	1 000
Monitoring and evaluation:	2 000
TOTAL:	**23 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US$

Connectivity charges:	1 000
Training materials (paper etc.):	500
Coordination (communications, fax, phone, mail):	4 000
Overheads (premises, support staff etc.):	2 000
Monitoring and evaluation:	1 000
TOTAL:	**8 500**

GUYANA

			A. PROJECT IDENTIFICATION
1.	TITLE		**GUYANA: ENHANCING PROFESSIONAL JOURNALISM SKILLS AMONG INDIGENOUS PEOPLE**
2.	NUMBER		**PDC/48 GUY/02**
3.	CATEGORY OF MASS MEDIA		RADIO AND TELEVISION
4.	IPDC PRIORITY AREA		HUMAN RESOURCE DEVELOPMENT, CAPACITY BUILDING, MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)		NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED		FINANCIAL
7.	TOTAL COST OF PROJECT		US$ 34 600
8.	AMOUNT REQUESTED FROM IPDC		US$ 23 600
9.	BENEFICIARY BODY		THE GOVERNMENT INFORMATION AGENCY (GINA), GEORGETOWN
10.	IMPLEMENTING BODY		GINA
11.	PROJECT LOCATION		GUYANA
12.	PROJECT PREPARED BY		THE GOVERNMENT INFORMATION AGENCY (GINA)

DECISION OF THE BUREAU:

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION**

Over the past fifteen years, Guyana has experienced a rapid increase in media outlets particularly in television and to a lesser extent print. The media is relatively free and pluralistic with the exception of radio that continues to be State-owned pending the finalisation of a national broadcasting policy that has been in the making for a number of years.

The two thirds of the nation's population of approximately 800 000 people who mainly live along the Atlantic coastline have an easy access to radio and television broadcasts. In the deeper rural and more remote parts of the country where the majority of the country (60 000 indigenous people) live, communication service is very poor or non-existent. In these areas, may be found a few privately owned satellite systems largely purchased from neighbouring countries such as Brazil or Venezuela with programming being accessed directly from these countries. In some communities, HF and VHF radiophones are highly popular and often the only available medium of information.

In spite the increase in media outlets, indigenous media practitioners continue to face difficulties of marginalisation and exclusion. Of the total number of media practitioners employed by the Government Information Agency (GINA), a very small percentage is readily visible as on-air radio and TV hosts or broadcasters. A handful may be counted within the print media.

The extension of broadcast coverage to the country's vast remote and forested areas where its indigenous people actually live forms an integral part of the National Development Strategy. Deliberate action is being undertaken to ensure the participation of indigenous practitioners within the existing media, and to serve as information providers, particularly in remote communities. In this respect, the establishment of community communication centres is being advocated as lifelines in bridging the existing information and communication gap in these areas.

The thrust of this proposal is to reinforce the training of indigenous media practitioners (in print, radio and television production) who will then be hired directly by GINA and other media houses. Many of these practitioners are young, in terms of both experience and professional training.

At present, the University of Guyana, situated in the coastland area, is the only institution that offers a Diploma and Degree programme in Communication; there is no institution that provides on-the-job training for journalists in a systematic manner. Practitioners who wish to upgrade their skills cannot afford to leave their work nor to travel the distances necessary from the hinterland to take advantage of the UG programmes.

The current project aims at providing on-the-job, in-house training through a series of structured training sessions in print, radio and television. Participants will be grouped at designated media centres in the hinterland where the indigenous practitioners are being based, but will then be followed with internship attachments at GINA and other media institutions in the capital, Georgetown, to give the trainees even more in-depth practice with the new skills they have learnt. While GINA currently has radio and television equipment, additional materials are needed to facilitate the training process.

2. DESCRIPTION OF THE TARGET GROUPS

The training is targeted at Guyana's hinterland media practitioners, men and women aged 18 to 30 years.

3. IMMEDIATE OBJECTIVES

- Hands-on training in print, radio and television journalism for at least 30 persons;
- Production of training materials on CD-ROM.

4. DEVELOPMENT OBJECTIVE

To enhance the professional communicative capacity of indigenous media practitioners for immediate absorption into the State and private media with a view to improved coverage and inclusion of the remote hinterland communities into the mainstream of national development.

5. PROJECT INPUTS

- 3 one-week training sessions;
- 3 training consultants and six facilitators;
- Stipends for trainees in the field, and on attachment with State and private media;
- Training materials (batteries and cassettes, stationery).
- Equipment and software: tape recorders, computers and camcorders.

6. PROJECT OUTPUTS

- 30 indigenous media practitioners trained;
- Training materials (modules, DVDs, print material) produced;
- Media products and programmes in print, radio and TV produced by the participants.

7. ACTIVITIES AND WORK PLAN

Activity	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Recruitment of 3 training consultants	*********					
Selection of indigenous trainees		********				
Organisation of three training workshops			********			
Production of training materials		********	********	**********		
Trainee internships					*********	******
Monitoring and evaluation					*********	******

8. INSTITUTIONAL FRAMEWORK

The Government Information Agency (GINA) is responsible for public information in Guyana,; it is part of the national communications network comprising broadcasting, radio, television and the national newspapers. Local coordination of the project will be under the direct responsibility of GINA's manager.

9. **SUSTAINABILITY**

- Participants that successfully complete the training programme will be hired directly by GINA and other media agencies in the country;
- The training will also count for the diploma course in Media at the University of Guyana, and certificates will be issued to the participants who properly complete the course.

10. **FRAMEWORK OF MONITORING**

The University of Guyana Centre for Communication Studies.

11. **EVALUATIONS CARRIED OUT**

None.

12. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

GINA will submit periodic reports as required by UNESCO.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

IPDC has provided support to the Guyana National Communications Network over the past 2 decades, when it still was the Guyana Broadcasting Corporation (GBC). This includes the establishment of a video production unit, the upgrading of radio production facilities, and capacity building and training in radio, TV and print for professional staff at GINA. Moreover, UNESCO has also provided additional support for the equipping of radio production facilities at the Centre for Communication Studies of the University of Guyana.

Preparatory activities completed prior to submission of the project to IPDC

Since 1997 especially, journalism opportunities continue to be provided for indigenous people in Guyana through the GINA publication of a newspaper entitled "*Hinterland Highlights*", the establishment of "*Radio Paiwomak*", an Indigenous community radio station, public symposia for indigenous journalists and a few media training workshops.

Contribution foreseen by the beneficiary agency during the project period

GINA will be responsible for overheads, support staff, and local supervision.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
3 training consultants (honoraria, travel and subsistence):	5 000
6 facilitators (honoraria, travel and subsistence):	3 600
Stipends for trainees from rural and remote areas (field training and attachments):	10 000
Additional training materials (4 digital camcorders, 4 computers, minidisk recorders, software):	3 000
Miscellaneous (communications, mail etc.):	2 000
TOTAL:	**23 600**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Additional training materials (4 digital camcorders, 4 computers, minidisk recorders, software):	7 000
Overheads and support staff; premises:	4 000
TOTAL:	**11 000**

HAITI

	A. PROJECT IDENTIFICATION	
1.	TITLE	**HAITI: ESTABLISHMENT OF COMMUNITY MULTIMEDIA CENTRES**
2.	NUMBER	**PDC/48 HAI/01**
3.	CATEGORY OF MASS MEDIA	COMMUNITY MULTIMEDIA CENTRES
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (National, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$45 925
8.	AMOUNT REQUESTED FROM IPDC	US$42 190
9.	BENEFICIARY BODY	YOUNG PEOPLE AND POPULATIONS IN ISOLATED AREAS
10.	IMPLEMENTING BODY	*FONDATION SAKS*
11.	PROJECT LOCATION	PORT-AU-PRINCE
12.	PROJECT PREPARED BY	*FONDATION SAKS*
	DECISION OF THE BUREAU	

1. **BACKGROUND AND JUSTIFICATION:**

Since 29 February 2004, the media landscape in Haiti has considerably evolved. The 160 radio stations, the 3 television channels, the some 15 printed press companies and the cellular telephone networks operate completely freely, thus making it possible for all sections of society to enjoy a climate of freedom of expression. Nevertheless, despite the increase in services in this area, isolation remains a problem.

The presence of 40 community radios attests to a tradition of education for democracy to bring about the changes needed to adjust to the new political context. The latter is dominated by high unemployment levels, lack of security and extreme vulnerability to natural disasters in the light of the catastrophic environmental situation.

Communications infrastructure is woefully inadequate. There are around 300,000 telephone lines for a population of over 8 million. Internet access is expensive, although there is growing demand for it. Given the deplorable state of the Haitian telephone service, added to the problems of accessibility, dial-up connection to the Internet, although less expensive, is very little used. One is obliged to connect via radio or satellite, which considerably limits access to this technology.

The radios alone cannot overcome the problems of isolation, given the inadequacy of national coverage. Four of the stations broadcast via the Internet, which in its turn is only accessible to those who have the means of using the few cybercafés, located mainly in large urban centres. Some schools and libraries are connected to the Internet, which makes it possible for a privileged group of students to have lessons in basic computing.

Since 1992, *Fondation SAKS* has been working with grassroots organizations to help the Haitian people break their isolation and overcome the inadequacies of the communications network. Around twenty local and regional community radio stations have been set up throughout the country. Today, it is important for isolated communities to be kept informed of major national and global events at the same time as city dwellers, to be able to express their own opinions on the major decisions that affect their future, and to be able to enhance their skills using new information and communication technologies.

It is in seeking to attenuate these problems of isolation, access and content that one could resolve the problems faced by community radios, whose managers have great difficulty accessing reliable information at both the national and international levels. The same applies to a large number of young people and grassroots organizations that are cut off from the rest of the country, without telephones and, what is worse, sometimes without roads.

On a trial basis for approximately one-year, our aim is to transform two community radios, situated in Cayes, in the south and Mare-Rouge in the north-west, into community multimedia centres. The centres will be connected to the Internet via satellite and operate using solar panels and batteries. Three computers will be installed in each centre and a schedule will be drawn up to facilitate the rational use of the system by the staff of the radio and members of the community. The staff of each centre will participate in specialized training seminars. Articulated around the overall project of education through radio communication, the project also aims to revitalize and improve the quality and speed of communication links within the community, and above all to enable the community radios to have access to and be able to process the wealth of information and knowledge available on the Internet for broadcast to their respective communities.

Implementation of this project hinges largely on the ability to purchase 6 computers and a dedicated power supply system.

2.   DESCRIPTION OF THE TARGET GROUPS:

In this first phase, at least 200 young people from two provincial communities in the south and north-west will benefit from the project.

3.   IMMEDIATE OBJECTIVES:

- To transform two community radios into community multimedia centres
- To train 6 persons per centre in the running of the centres
- To interconnect the centres via the Internet

4.   DEVELOPMENT OBJECTIVE:

To increase access to information—vital for the promotion of freedom of expression—in isolated communities in particular.

5.   PROJECT INPUTS:

- Technical equipment to facilitate satellite links
- 6 computers and accessories
- Power supply system for the community radios
- 12 training seminars for the staff of the two centres
- Trainers' fees
- Remuneration for the staff for one year
- Coordination and follow-up of activities
- Satellite subscription (8 months)
- Fitting up of the premises.

6.   PROJECT OUTPUTS:

- Establishment of 2 multimedia units accessible to around 1,000 young people from two regions of the country
- Empowerment of 12 young people through training in ICTs
- Offering at least 200 young people distance learning opportunities through the use of ICTs
- Providing people in remote areas with access to national and international news and information

7.   ACTIVITIES

- Purchase and installation of equipment and materials
- Fitting up of the premises
- Training of the staff
- Building and installation of the fittings
- Promotional campaign
- Launch of the project

8.   WORK PLAN:

October 2005:   Symposium on the theme «*Haitian Popular Movement, Community Radios and NICTs*». Official project launch

December 2005:   Purchase of equipment
                Fitting up of the premises
                Training sessions for the staff

January 2006:   Installation of the equipment
June 2006:   Evaluation of the first phase and appraisal of prospects

9.   **INSTITUTIONAL FRAMEWORK:**

Project coordination will be carried out by *Fondation SAKS*, which has 12 years of presence and experience in Haiti in the setting up of community radios (more than twenty in all across the country's nine *départements*). The Foundation has its own audio production studio in Port-au-Prince, a small video studio and a documentation centre with Internet access. The Foundation has already trained more than 500 presenters, journalists and technicians for radio stations and community radio projects throughout the country. The 2 community radios will be responsible for direct management of the project.

10.   **SUSTAINABILITY:**

The project will be housed within existing radio stations. After purchasing the equipment, which accounts for the largest share of capital outlay, the centres will work towards self-sufficiency by putting in place a system to manage the monies paid in by each beneficiary or direct user of the centre. These charges will be fixed in conjunction with the project leaders. Based on the past experience of *Fondation SAKS*, using this strategy the centres can be expected to achieve at least 50% self-sufficiency by as early as their second year of operations. An ongoing promotional campaign will be devised and implemented and radio spots will be broadcast on each of the radio stations. The content of the campaign will also be circulated to schools, grassroots organizations and all the institutions present in the field in order to support the project's activities and secure greater community contribution to its long-term viability.

11.   **FRAMEWORK OF MONITORING:**

For the purposes of monitoring the project we propose *MediAlternatif*, a group specialized in ICTs.

12.   **EVALUATIONS CARRIED OUT:**

This project is based on recent studies conducted by *Fondation SAKS* on the major problems associated with the remoteness of communities.

13.   **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

Fondation SAKS will produce a progress report every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received:

The IPDC has previously provided assistance in establishing rural press in Léogane and also provides assistance to the National Television and Radio Broadcasting Company of Haiti. In the context of the project aimed at setting up the first four community radios in the country, *Fondation SAKS* previously worked with UNESCO on conducting a study, staff training, programme production and broadcasting and the monitoring of these radios. This is the first time that the Foundation has presented a request to the IPDC.

Preparatory activities:

In the context of its intensive training programmes, *Fondation SAKS* has designed and published several brochures on communication for journalists, community radio workers and students in communication. The Foundation also regularly publishes a newsletter on community radios in Haiti and the rest of the world as well as an educational diary every year. On October 28th, the date of the annual celebration of International Creole Language Day, the institution organizes the largest national cultural and artistic event focused on Creole language, communication and culture.

Fondation SAKS has had several meetings with the heads of the two radio stations covered by this project and has made the necessary contacts with the suppliers present in the market to estimate the cost of the equipment. The profiles of the two stations are as follows: ***Radio Vwa Klodi Mizo, in the south of the country:*** This 1-kW station has been in existence for 8 years. It is supported by a group of organizations, including MUPAC (*Mouvement pour l'Unité du Peuple Aux Cayes*) which will be responsible for managing the equipment and drawing up a schedule for the Centre. The latter will be located in the town of Cayes. The radio and member organizations will select the candidates for training in the running of the Centre. ***Radio Bwa Kayiman Mare-Rouge, in the north-west:*** 10 years of existence, 300 W transmitter. This station comes under the umbrella of a federation of farmers' organizations. Firmly anchored in the community, it also runs a cultural centre. The candidates for training will be selected by the radio team and the member organizations of the community radio project.

Contribution foreseen by the beneficiary agency during the project period:

Fondation SAKS will be responsible for project coordination and supervision, rental of the premises (provided by the radios), 4 months of Internet subscription and overhead expenses.

Assistance sought other than IPDC:

None.

D. BUDGET	
BREAKDOWN OF IPDC'S CONTRIBUTION (IN US$):	
INVESTMENT	
Satellite connection (3 351 × 2):	6 702
6 multimedia computers (1 000 × 6):	6 000
8 solar panels (350 × 8):	2 800
12 batteries (70 × 12):	840
Fitting up of the premises (1 300 @)):	2 600
Internet subscription (166.75 × 8 months × 2):	2 668
Maintenance of the equipment (75 × 12 months × 2):	1 800
Running of the telecentres (200 × 2 persons × 13 months):	5 200
Project Leader (500 × 13 months):	6 500
TRAINING (2 sessions of 5 days × 12 staff)	
Accommodation (20 × 12 persons × 10 days):	2 400
Transport (20 × 12 persons × 2 sessions):	480
Trainer (100 × 10 days):	1 000
Miscellaneous (communications, etc.):	2 000
Monitoring and follow-up:	1 200
TOTAL:	**42 190**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US$):	
Rental of premises ($100 \times 12 \times 2$):	2 400
Satellite subscription (166.80×4 months $\times 2$):	1 335
TOTAL:	**3 735**

HAITI

	A. PROJECT IDENTIFICATION	
1.	TITLE	**HAITI: PRESS IN SCHOOL**
2.	NUMBER	**PDC/48 HAI/02**
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA, RADIO AND TELEVISION
4.	IPDC PRIORITY AREA	TRAINING OF YOUNG PEOPLE
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$57 100
8.	AMOUNT REQUESTED FROM IPDC	US$48 500
9.	BENEFICIARY BODY	YOUNG PEOPLE IN SCHOOL AND THE MEDIA
10.	IMPLEMENTING BODY	MINISTRY OF CULTURE AND COMMUNICATION
11.	PROJECT LOCATION	HAITI
12.	PROJECT PREPARED BY	MINISTRY OF CULTURE AND COMMUNICATION
	DECISION OF THE BUREAU	

1.   **BACKGROUND AND JUSTIFICATION**:

In Haiti; most media companies, primarily radio stations, are based in Port-au-Prince. National coverage remains limited, however, as despite the efforts undertaken in the last three years by the Haitian authorities, with the support of various international donors, to put in place a vast improvement programme, implementation is slow. Most programming and broadcasting is, therefore, concentrated in the Port-au-Prince metropolitan area and in a few big towns. With the exception of some community radios, very few media companies (radio, television and print media) are involved in public education and awareness-building activities.

The sense of uprootedness felt by young Haitians is the result of an identity crisis and a marked disinterest in all things Haitian—the environment, politics, culture—and yet they are the future of the nation. Young Haitians' desire to emigrate is often seen as being economically-motivated, which fails to take account of the whole issue of their search for a place to live in where they can see themselves as being valued and having something of value to offer. It is, therefore, important to raise this problem of identity experienced by young Haitians at a time when national reconstruction, social cohesion and sustainable development are being discussed.

The role of the Haitian media has thus far not been clearly defined as it relates to the challenging identity issues that young people face. In view of young people's fascination with the media, particularly television and radio, there is a need to define a regulated framework both for content and form. Actions should, therefore, be taken to try to find ways and means of reconciling young people's quest for knowledge with a content and form that can contribute to the emergence of a generation of youth in tune with their immediate environment .

The aim of this project, *La Presse à l'Ecole,* is to interest young people in school in what is going on around them, in their own school environment. Initially, the target will be secondary level schools, while the primary level will be the focus of a second phase.

If we fail to gain the confidence of media owners in the execution of this project, it will be difficult to create the desired dynamic interaction between critical analysis and the potential production of media content. The solution lies in developing a strategy aimed at building a partnership with media owners from the start, in introducing elements of the press into the school system, while encouraging the active involvement of journalists, facilitators and opinion leaders so as to ensure that the media as commercial enterprises do not overshadow the process. Under the supervision of qualified teachers, the strategic aim is to interest young people in producing school newspapers, in reading, in stimulating debate and in producing media materials for distribution and broadcast. Computers and accessories will be needed to organize the training programmes and for the production and distribution of school newspapers.

2.   **DESCRIPTION OF THE TARGET GROUPS**:

Young people from 7 to 20 years old attending school will be the direct beneficiaries of the activities of this project.

3.   **IMMEDIATE OBJECTIVES**:

- To raise awareness among media owners of the problems of young people
- To raise awareness and train 4,000 young people in schools in the production and reading of newspapers

- To purchase multimedia computers and accessories for training purposes

4. DEVELOPMENT OBJECTIVE:

It is important that young people be involved in democratic debate and in the entire process of development in the country. One way of achieving this is to give young people the opportunity to express their opinion on events in the country, and to create channels such as school newspapers through which they could discuss their problems and their own lives—the only sure way of getting them involved and of developing their civic awareness. Thus, the programme will include a number of young people from the target audience in the area of NICTs.

5. PROJECT INPUTS:

- Study on the behaviour of young people vis-à-vis the media
- 3 trainers
- 6 facilitators/teachers
- 3 training workshops for young people (NICTs)
- 10 computers with peripherals and accessories.

6. PROJECT OUTPUTS:

- Involvement of 3 secondary schools in Port-au-Prince, i.e. over 5,000 young people
- Involvement of 2 secondary schools in provincial areas, i.e. around 2,450 young people
- 4,000 young people will be sensitized and will read at least one newspaper on average
- Establishment of 5 school newspaper production units
- Production of 2 programmes for young people produced by radio stations broadcasting in the country
- Reproduction of articles for young people by at least 2 newspapers
- 5 debating sessions on the press and young people will have been held over the week

7. ACTIVITIES:

- Conducting of the study on the behaviour of young people vis-à-vis the press
- Involvement of media owners and sensitization of schools
- Recruitment of consultants/trainers and facilitators/teachers
- Organization of training workshops
- Production and distribution of newspapers and press materials through traditional channels and via the Internet
- Organization of radio debates on the topic: "*The press as seen by young people*".

8. WORK PLAN:

Activities	Timeframe (in days)
Study of the behaviour of young people vis-à-vis the press.	30
Involvement of media owners and sensitization of schools	30
Recruitment of consultants/trainers and facilitators/teachers	10
Organization of training workshops	30
Production and distribution of newspapers, dispatches and press materials	120
Organization of radio debates	30
Monitoring and evaluation:	30

9. INSTITUTIONAL FRAMEWORK:

The implementing body will be the Ministry of Culture and Communication, in collaboration with the Ministry of Education, Youth and Sports and with media owners. A steering committee provided with the necessary resources will be set up to implement the planned activities.

10. SUSTAINABILITY:

This project will be implemented within the framework of the school system. It will be updated and enriched each year, given the participation of the teaching staff in the training programme. Over its life, the project will make it possible to gauge the behaviour of young people vis-à-vis the press, on the one hand, and it will also serve as a point of reference for the press with regard to its content.

11. FRAMEWORK OF MONITORING:

The *Fokal* Foundation, Haiti, in the capacity of executive director, could be mandated by UNESCO to monitor the project.

12. EVALUATIONS CARRIED OUT:

None.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Ministry of Culture and Communication undertakes to produce a preliminary report at the start-up of activities and at the end of the project, the Ministry will present a detailed report on the prospects offered to the youth of the nation.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

The IPDC has previously provided financial assistance for the creation of a rural press in Léogane, and provides assistance to the Haitian National Radio and Television Broadcasting Company.

Preparatory activities completed prior to submission of the project to IPDC:

Contacts have been organized to identify needs along with the schoolchildren and the school principals of the capital.

Contribution foreseen by the beneficiary agency during the project period:

Overheads; local partners.

Assistance sought other than IPDC:

None.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (in US$):	
Consultant (preliminary study):	6 000
Media sensitization (promotional materials):	2 000
Consultants/trainers:	6 000
Facilitators/teachers:	3 000
Production of 15 newspaper editions (3 per year):	7 500
Recorders, miscellaneous supplies:	2 000
10 multimedia computers with peripherals and accessories:	15 000
Local transportation for free distribution of the materials produced:	3 000
Communications (telephone, fax, mail, etc.):	4 000
TOTAL:	**48 500**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US$):	
Facilitators/teachers:	1 000
Premises (schools):	1 000
Local transportation for free distribution of the materials produced:	600
Secretariat:	3 000
Overheads:	3 000
TOTAL:	**8 600**

HONDURAS

A. PROJECT IDENTIFICATION	
1. TITLE	**HONDURAS: NATIONAL TRAINING PROGRAMME FOR JOURNALISTS**
2. NUMBER	**PDC/48 HON/01**
3. CATEGORY OF MASS MEDIA	RADIO, TELEVISION AND PRINTED PRESS.
4. IPDC PRIORITY AREA	PROMOTES FREEDOM OF SPEECH IN THE MEDIA; IMPROVES THE CAPACITY OF MEDIA PROFESSIONALS.
5. SCOPE (national, regional, interregional)	NATIONAL
6. TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7. TOTAL COST OF PROJECT	US$ 70 000
8. AMOUNT REQUESTED FROM IPDC	US$ 35 000
9. BENEFICIARY BODY	COLEGIO DE PERIODISTAS DE HONDURAS
10. IMPLEMENTING BODY	COLEGIO DE PERIODISTAS DE HONDURAS
11. PROJECT LOCATION	HONDURAS
12. PROJECT PREPARED BY	LICENCIADO JUAN RAMÓN MAIRENA AGUILAR, PRESIDENT OF COLLEGE OF JOURNALISTS OF HONDURAS; JOSÉ ELAN REYES PINEDA, PRESIDENTE HONOR TRIBUNAL COLLEGE OF JOURNALISTS OF HONDURAS
DECISION OF THE BUREAU:	

1. BACKGROUND AND JUSTIFICATION

Honduras boasts approximately 30 television channels, the majority of which transmit informative programmes of political, economic and social analysis. Supported by the Law of Telecommunications, the authorities undergo a biding process in order to emit frequencies. The national coverage channels are owned by three societies that have been supplemented by local channels operating without restrictions.

The radio stations, as much in AM as FM, transmit news and music without any restriction but the frequencies are authorised with a power of 30 MHz. Besides, the national press has had an active roll in the democratic transition of the country, therefore contributing to the consolidation of democracy in Honduras.

After carrying out evaluations among their associates, the *Colegio de periodistas de Honduras*, (The College of journalists in Honduras), which presently adds to the number of working professionals in the media by 500, has found a series of deficiencies in their academic training which have an impact on the work that they are developing. In this sense, the present initiative seeks a greater development of the capacities of journalists in order to improve the quality of their products, to strengthen the freedom of press and expression, and to help the reinforcement of democracy in the country.

The errors made in the handling of information are due to the little knowledge acquired of journalistic techniques and the professional skills of journalism. This provokes concern, taking into account the advantages being offered by new communicative and informative technologies to improve production. This occurs thanks to new accessible sources that influence the improvement of information quality and the development and analysis of investigative journalism.

Around 1960, in the *Escuela superior del Profesorado* (Superior School of Teachers), a group was formed of professionals who had not yet reached third level education. During the 70's, the career of journalism expanded with the creation of the School of Journalism in the Public University, which has now been joined by two training programmes in private universities. None of them boasts high-level educators, as the teachers themselves are the former graduates. Besides, the lack of journalists trained in new technologies as well as the few economic resources available make the production of radio and television programmes difficult.

To put an end to this situation, this project intends to consolidate the first steps towards the creation of a National Training Centre for Journalists.

In this regard, the *Colegio de Periodistas de Honduras* seeks to contribute to the training of journalists being educated in these Universities by supplementing their academic vision, ethics and intellect through the use of ICTs (Information and Communication Technologies), an emphasis on social responsibility, a defence of the freedom of speech and the daily routine in the practice of the profession.

Therefore, the new equipment will not only make the proposed training possible, but it will also form the basis for future improvements in this theme, therefore guaranteeing the sustainability of the project

2.   DESCRIPTION OF THE TARGET GROUPS

- The present project is dedicated to developing specialised training programmes for journalists that work in the various areas of media in the country (television, radio and press), including local and community media;
- At least, 50% of the journalists are to be women.

3.   IMMEDIATE OBJECTIVES

- To improve the quality of productions and the treatment of information carried out by 100 Honduran journalists by means of intense training in the diverse journalistic genres and in the use of new information technologies;
- To improve, in quality and quantity, the access to Honduran cultural sources of information by means of helping professionals to optimise the search, treatment, analysis and presentation of the news and other products;
- To strengthen and improve the technical and administrative development of 100 journalists in the media (including those of a local and community level) in Honduras.

4.   DEVELOPMENT OBJECTIVE

With this project, the *Colegio de Periodistas de Honduras* intends to launch the new training centre for journalists. It will provide Honduran journalists with continuous updated information about new digital broadcasting and editing techniques, as well as information about investigative journalism, and journalistic genres.

5.   PROJECT INPUTS

- Radio production equipment;
- Television production equipment;
- Didactic material for the 4 workshops on journalistic genres and the use of ICTs;
- Instructors for the workshops;
- Venues for the workshops.

6.   PROJECT OUTPUTS

- It is expected that 100 journalists will be qualified in the use of ICTs and will have acquired an appropriate handling of the diverse journalistic genres;

- It is assumed that 30 journalists will be qualified in the techniques of investigative journalism;

- The Honduran society will be better informed, with better quality and objective productions by media that will have better educated journalists;

- More production of information on high-priority topics and those of interest to Hondurans, as much in the national media as in local and community media;

- More production and broadcasting of educational materials through products prepared by the School of Journalists in the television and radio production modules;

- The Honduras School of Journalism will have a radio production centre;

- The Honduras School of Journalism will have a TV production centre.

7. ACTIVITIES

- Preparation of workshops (instructors, didactic materials);
- The following 16-hour workshops will be implemented:
- 1 workshop on journalistic genres;
- 1 workshop on the use of ICTs;
- 1 workshop on investigative journalism. ;
- 1 seminar on the free access to sources of information (regulations and applications);
- Production of television and radio programmes on Freedom of speech in the country to be distributed by the media of Honduras;
- Creation of radio production facilities (computer, mixer, microphones, etc);
- Creation of television production facilities (computer, cameras, lights, microphones);
- Publication of project diary.

8. WORK PLAN

ACTIVITIES	MONTHS											
	1	2	3	4	5	6	7	8	9	10	11	12
Quotes for radio and television module equipment	X											
Selection of the best proposals and purchase of equipment		X	X									
Preparation for the workshop on journalistic genres and ICTs			X									
Presentation of the first progress report				X								
The selection of specialists and preparation of workshop announcements				X	X							
Workshop in journalistic genres is carried out					X							
Preparation of television and radio production modules					X	X						
Workshop on ICTs is carried out							X					
Preparation for the workshop on investigative journalism							X					
Second progress report handed in								X				
Selection of specialists and preparation for the announcement of workshop on investigative journalism								X				
Investigative journalism workshop is carried out									X			
Preparation for the seminar on free information access									X			
Compilation of information for the preparation of project diary									X			
Workshop on free information access is carried out										X		
Production of project diary										X	X	
Preparation of final report and handing in of project diary												X

9. INSTITUTIONAL FRAMEWORK

The *Colegio de Periodistas de Honduras* is a unique institution in the country. Occupational journalists and university professionals founded it in 1979. To date, its membership totals 1 500 journalists.

Our request is directed at the gap that comes about through modernisation by means of laboratories and classes with higher academic levels.

10. **SUSTAINABILITY**

It is hoped that this project is the beginning of the formation of a new Journalistic Training Centre located in the *Colegio de Periodistas de Honduras*. This way, our country will be able to maintain a permanent training of media professionals that supplements their academic formation and reinforces their specialisation and therefore improving the quality of media informative productions.

Likewise, the *Colegio de Periodistas de Honduras* has assumed the responsibility to cooperate in the future with the financing of this training centre.

11. **FRAMEWORK OF MONITORING**

El *Colegio de Periodistas de Honduras* will take charge of the constant supervision of the implementing stage of the project and will present, as indicated in the work plan, a progress report every 4 months or when UNESCO deems it relevant.

12. **EVALUATIONS CARRIED OUT**

El *Colegio de Periodistas de Honduras* will institute and maintain ongoing monitoring of the project development, and will provide periodic reports to UNESCO.

13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The benificiary agency will provide a technical and financial progress report every 4 months, or whenever UNESCO deems it relevant.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

The *Colegio de Periodistas de Honduras* has developed congresses and seminars on freedom of speech and the journalist's participation in the Growth of Democracy under the coordination of the Central American Court (PARLACEN), the United Nations Development Programme (UNDP), the Organization of American States (OAS) (Spokesperson for the Freedom of speech), the Spanish Embassy and UNESCO.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Workshop on the use of ICTs:	4 000
Workshop on investigation journalism:	4 000
Seminar on free information access:	4 000
Television facilities:	7 000
Radio facilities:	5 000
Production of radio programmes:	3 000
Production of television programmes:	4 000
Workshop on journalistic genres:	4 000
TOTAL:	**35 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Workshop on the use of ICTs:	3 000
Seminar on free information access:	1 000
Television facilities:	8 000
Radio facilities:	7 000
Production of radio programmes:	4 000
Production of television programmes:	4 000
Coordination and monitoring:	7 000
Systematising of the experience:	1 000
TOTAL:	**35 000**

JAMAICA

	A. PROJECT IDENTIFICATION	
1.	TITLE	**JAMAICA: BUILDING MOBILE, MULTIMEDIA CAPACITY FOR RURAL YOUTH**
2.	NUMBER	**PDC/48JAM/01**
3.	CATEGORY OF MASS MEDIA	MULTIMEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA, HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 47 800
8.	AMOUNT REQUESTED FROM IPDC	US$ 37 100
9.	BENEFICIARY BODY	RURAL YOUTH
10.	IMPLEMENTING BODY	THE CONTAINER PROJECT
11.	PROJECT LOCATION	PALMERS CROSS, CLARENDON
12.	PROJECT PREPARED BY	THE CONTAINER PROJECT
	DECISION OF THE BUREAU:	

1. **BACKGROUND AND JUSTIFICATION**

Jamaica has a population of 2.75 million people. The mass media is very vibrant and has its origins in print news from over 100 years ago. Today, there are some 20 formal media choices nationally including three television stations, 11 radio stations and a number of cable stations across the island. Since 2000, the media has become particularly active with the addition of three new radio stations, increased competition in coverage by television stations and growth in the cable market. The Jamaica Broadcasting Commission has responsibility for regulating the electronic media. In the year 2002 it was estimated that some 1.92 million people (70 % population) had access to radio; more than 970, 000 had access to television and 268 000 people had access to cable stations across the island.

Two radio stations share 51% of the listenership, while the two largest TV stations reach 98.8% of viewership dominate the market. In recent times there has been an increased interest in community media, and in particular radio as a medium by which to educate and raise awareness of persons on development issues of particular relevance to their everyday lives. One such station is ROOTS FM, initiated by UNESCO and located in inner city Kingston.

Within the emerging community media sector, a number of computer-driven community telecentres are increasingly gaining the interest mainly among young people who are attracted by the benefits in achievement of relevant skills. In an environment increasingly exposed to sophisticated visuals, the demand for multimedia creativity for greater marketability of products and events remains high.

Therefore, there is a need for more education and orientation into the discipline of multimedia and its relevance to job preparedness and job creation. Access to these facilities, including multimedia learning materials, however remain at a premium especially for rural and disadvantaged though talented youth, the intended beneficiaries of this project.

The people in the community of Palmers Cross, Jamaica, (a typical Jamaican peri-urban, drive-through village), especially its youth, have been by-passed by economic development. Although an All-age school serves the district, it produces low levels of academic achievement and a significant population of dropouts. These out-of-school youth tend towards marginal economic activity at best, and at worst, very questionable undertakings. Social and economic problems include growing levels of poverty mainly among youth and women, high levels of disenchantment by youth due to inadequate skills, lack of job opportunities and the increasing threat posed by criminal activity. These problems are not unrelated, as many of the criminal offenders are young men between the ages of 15 and 25. The school system is also faced with the constant struggle to provide the basic infrastructure and methodologies necessary to equip young people with skills necessary for job readiness and /or self-employment in the 21st Century.

With the establishment in 2003 of *The Container Project* whereby a 40 ft container was retrofitted into a 14-computer laboratory, training in various new ICT skills was made possible for a number of marginalized youth, in collaboration with overseas and local partners. These include digital music production, digital photography and videography. The Container offers the only internet /computer access point in the community as well as computer courses certified by the national Human Employment and Resources Training (HEART) Trust. This being the only certification, many of the participants have ever achieved, the Container galvanised tremendous interest in both the immediate and surrounding communities in this alternate mode of training for personal and community development. In light of an increasing demand, plans are underway to retrofit a second container that

will facilitate the surrounding communities so as to avail a wider audience with the multimedia training opportunities. Negotiations were also initiated with Roots FM community radio, and cable television channels to distribute productions and materials.

The solution envisaged by this project is to build the capacity of a rural community to create and disseminate in traditional public education sessions as well as on radio and cable television, a range of multimedia products which will materially impact the lives of its people in general and of its marginalized youth in particular.

The Container's core group of volunteer managers/trainers are expected to receive training in the management of its multimedia facilities and services, quality guidance in ICT applications and the production of requisite training materials. Sample materials produced will be used in a public education drive on the use of ICT for self-motivated development and ongoing hands-on training mainly of community youth for broadcast on community radio, cable television, and dissemination using print media.

2. DESCRIPTION OF THE TARGET GROUPS

The project will target the team of volunteer trainers/managers of the *Container Project*, marginalized youth in the community of Palmers Cross and neighbouring areas.

3. IMMEDIATE OBJECTIVES

- To train the core group of managers/trainers in fields such as multimedia centre management and leadership skills, videography, digital art and music production for use on local radio and cable channels and community/public education, and repair and maintenance of multimedia equipment;
- To build capacity within the *Container Project* to develop local-content training materials for multimedia skills.

4. DEVELOPMENT OBJECTIVE

In fulfilling the abovementioned objectives, this project will build confidence amongst the at-risk youth and marginalized communities concerned; it will open up new avenues for freedom of expression through creative multimedia channels and encourage more and more dialogue through participative techniques of training.

5. PROJECT INPUTS

- Three training workshops;
- Trainers and facilitators;
- Utilities, premises, maintenance, Internet connectivity, and office expendables;
- Trainee stipends;
- Equipment: 3 multimedia computers; camcorders, printer; 2 digital camcorders; DAT minidisk recorders; CD data recorder; photocopier, multimedia projector;
- Consumables;
- Training materials;
- Participatory monitoring and evaluation.

6. PROJECT OUTPUTS

- Skills of 8 / 10 volunteer trainers/managers and 40+ marginalized youth enhanced through hands-on training
- Production and broadcast of a range of creative multi media materials, by 40 rural marginalized youth,
- Dissemination of community/public education materials

7. ACTIVITIES AND WORK PLAN

Activity	Time frame
Workshops Series 1 : multimedia centre management and leadership skills ;	10 FULL TIME DAYS SPREAD OVER 12 WEEKS
Workshops Series 2 : videography, digital art and music production, broadcast and dissemination	10 FULL TIME DAYS OVER 20 WEEKS
Workshops Series 3 : repair and maintenance of multimedia equipment	5 FULL TIME DAYS OVER 20 WEEKS
Production of training materials	6 / 8 WEEKS
Acquisition and installation of equipment	6 / 8 WEEKS
Monitoring and evaluation	6 MONTHS TO ONE YEAR ONGOING

8 INSTITUTIONAL FRAMEWORK

The project will be implemented by the volunteer core management team of the *Container Project*, a non-profit community-based organization committed to provision of training in the widest range of ICTs for the purpose of social and economic upliftment for individual and community development. This team comprises: a project manager, a public relations officer, ICT trainers and a manager.

The *Container Project* has succeeded in forging a number of strategic partnerships which extend its core capabilities to include the Jamaican vocational education programme entitled, HEART Trust NTA which provides support through accreditation of Container staff and clients and the Media Arts Project, U.K., which facilitates from time to time, curriculum development, exchanges and advanced training in multimedia.

It has successfully involved its target group from inception of project in its governance, provided beneficiaries with a sense of ownership of facilities, provided authentic leadership in place which commands high level of enthusiasm and energy and established a record of influencing broader/national initiatives, such as the introduction of computers in Post Offices island wide.

9   SUSTAINABILITY

The project will be implemented within an already existing framework of activities and benefit from reinforced human capacity on-going local fundraising; contribution from local corporate sectors as well as from established project partners

10   FRAMEWORK OF MONITORING

A professional organization could be assigned by UNESCO to monitor the project progress.

11   EVALUATIONS CARRIED OUT

An evaluation study was completed early this year and a self-monitoring system put in place

12   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four- month basis.

C. ADDITIONAL INFORMATION

IPDC has over the years provided assistance to institutions and organisations in Jamaica such as CARIMAC, Creative Production and Training Centre, (CPTC), Women's Media Watch, Roots FM Community Radio, and the Press Association of Jamaica.

Project evaluation carried out and action put in place to deepen public education and awareness on ICTs and the development of marginalized rural youth. The following contribution is to be made by The Container during the project period: utilities, premises, maintenance, Internet connectivity, and office expendables. Partnership arrangements as described are being deepened under this project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Coordinator/trainer (part-time):	3 000
3 training workshops including honoraria and local travel for 3 trainers and 4 facilitators:	10 000
Training materials:	5 000
Trainee stipends	2 500
Workshop materials:	1 000
Internet usage:	500
3 multimedia desktop computers:	4 500
Printer:	600
2 digital camcorders:	500
DAT / minidisk:	1 000
CD data recorder:	1 000
Photocopier:	1 500
Consumables:	2 000
TOTAL:	**37 100**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Workshop materials:	1 000
Internet usage:	1 700
Overheads (phone, power supply, maintenance, misc. equipment, promotion etc.):	8 000
TOTAL:	**10 700**

JAMAICA

A. PROJECT IDENTIFICATION		
1.	TITLE	**JAMAICA: COMMUNITY ACCESS TO PUBLIC MEDIA**
2.	NUMBER	**PDC/48 JAM/02**
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA – TELEVISION
4.	IPDC PRIORITY AREA	PROMOTION OF INDEPENDENT AND PLURALISTIC MEDIA, DEVELOPMENT OF COMMUNITY MEDIA.
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL: EQUIPMENT AND TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US$ 66 200
8.	AMOUNT REQUESTED FROM IPDC	US$ 36 200
9.	BENEFICIARY BODY	COMMUNITIES IN ALL 14 PARISHES IN JAMAICA
10.	IMPLEMENTING BODY	CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION
11.	PROJECT LOCATION	UNIVERSITY OF THE WEST INDIES, MONA CAMPUS, KINGSTON
12.	PROJECT PREPARED BY	CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION
DECISION OF THE BUREAU:		

1. BACKGROUND AND JUSTIFICATION

Jamaican media are commercial in nature and commercial interests rather than the public interest largely drive their programming. There is an urgent need for a public media that can capture the voices and aspirations of people at the community level. This is the gap that the present proposal seeks to fill.

The project will be housed at the Caribbean Institute of Media and Communication (CARIMAC) at the University of West Indies. CARIMAC has a new thrust in development communication with a focus in social and behaviour change at the community level. This project will build on this new initiative particularly in the role of the media and participatory communication in addressing development issues in the Caribbean region. Examples of such issues include the increasing rate of HIV/AIDS, crime and violence, and disaster preparedness (or lack of it thereof), all of which affect the Small Islands Developing States (SIDS).

This project will contribute to the capacity building of the community members in addressing these problems, empowering and giving them a voice to participate in setting the agenda for addressing factors that contribute directly and indirectly to these and other development problems as well as their felt needs. This will be an attempt to move from the top-down approach to development communication where access to and use of the media continues to be dominated by the elite, decision-makers who serve as gate keepers and to set the media agenda.

The project is inspired by the success of Public Television in countries such as the USA and South Africa that provides community-based programs and offers an opportunity for communities to tell their own stories in ways that commercial networks would not. The project will take advantage of an existing Jamaican media law that requires all cable TV services to carry public programmes as part of their licensing obligations. Now, most of the "public" programming aired in Jamaica consists of poorly filmed and often lurid images from popular dance halls that run for hours despite their poor quality. The project will bring quality, depth and dignity to public programmes.

The equipment purchased for this project, including cameras and computers, will be used for training purposes and to produce the media material. The project will take advantage of advances in technology to produce quality products at a moderate cost. Today, with a digital camera and an iMac computer loaded with the i-movie editing software, it is possible to create great quality broadcast programmes. Equipment purchased under this project will be made accessible to the community members under the supervision of the project coordinators.

2. DESCRIPTION OF THE TARGET GROUPS

Members of various communities particularly the youth from all 14 parishes in Jamaica will be the key beneficiaries of the project. In order to be selected, participants will have to demonstrate interest in working with the media and sensitising or influencing others in their communities.

3. IMMEDIATE OBJECTIVES

- To train 140 community reporters from 14 parishes in basic news gathering skills and equipment use;
- To produce 10 development-oriented programmes for community TV channels as part of public education of these issues;
- To establish repositories for public access to such programmes through local channels such as public libraries, schools and other institutions.

4.   DEVELOPMENT OBJECTIVE

To use participatory communication for social change strategies in Jamaican communities to inform policy decisions and harness the people's voice from the ground up.

5.   PROJECT INPUTS

- Equipment: five digital cameras, two iMac computers (CARIMAC: 10 desktops and 4 laptops with accessories);
- Training of community trainers;
- Institutional meetings with respect to partnerships for public access;
- Coordination and administrative costs.

6.   PROJECT OUTPUTS

- 7 training workshops conducted each for 20 community reporters (men and women);
- 10 community-based programmes on development issues produced in the country;
- Creation of linkages with community organisations, neighbourhood associations and public libraries for screening of programmes;
- Availability of videos and CD-ROMs for use in schools and educational programmes;
- Documentation services at CARIMAC and public libraries for access to – to be used for educational and informational purposes.

7.   ACTIVITIES

- Execution of a base-line study on existing community media that focus on development issues;
- Identify participating communities and stakeholders;
- Identify suitable locations for project implementation;
- Acquisition of equipment;
- Launch and promotion of the project;
- Formalisation of collaborative arrangements between various community-based organisations including churches and schools;
- Establishment of partnerships with other funding agencies such as CIDA, the FORD Foundation, and the World Bank;
- Identification of project staff and other implementing officials at the ground level;
- Organisation and conduct of programme-production workshops;
- Pre-testing of programmes;
- Broadcast of programmes;
- Project monitoring;
- Project evaluation after one year and plan for continuation.

8.   WORK PLAN

Month 1:	Media and situation analysis;
Months 1 / 2:	Identification of locations and stakeholders;
Months 2, 3, 4:	Establishment of collaboration and partnerships;
Month 3:	Acquisition of equipment;
Months 3, 4, 5, 6:	Organisation and conduct of workshops;
Months 4, 5, 6:	Production of pilot programmes;
Months 6 / 12:	General programme production and broadcast;
Months 12 / 15:	Evaluation and forward-planning.

9. INSTITUTIONAL FRAMEWORK

The project will be implemented under the professional guidance of a coordinator based at the Caribbean Institute of Media and Communication (CARIMAC), of the University of the West Indies, the premier School of Media and Communication in the English-speaking Caribbean and the only one offering courses in this field. In recent years, CARIMAC has begun to focus on development communication and social change with graduate-level courses treating development issues in the region. It will provide administrative support and execute this project in collaboration with the Institute's short training programmes and summer school. CARIMAC will also use its existing network of alumni in implementation, and use the project as an avenue for internships for its graduates.

10. SUSTAINABILITY

The project is to be sustained as part of the CARIMAC curriculum, offering internships for the communication and media students in the position of trainers.

11. FRAMEWORK OF MONITORING

Monitoring of the project will be continuously assumed by CARIMAC throughout the year, by the means of progress reports from the communities.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

CARIMAC will undertake to report on the project progress on a four- month basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Jamaica has been an IPDC beneficiary since 1983 in a wide range of fields from infrastructure development and capacity building, (CARIMAC, Creative Production and Training Centre, [CPTC], Jamaica Information Service and the Press Association of Jamaica), community media (Roots FM and Radio Bluefields), television co-productions (Television Jamaica [TVJ]), and women and media (TVJ and Womens Media Watch).

Preparatory activities completed prior to submission of the project to IPDC

Institutional discussions were held at CARIMAC in the preparation of this project. Existing models in other countries were reviewed and experience gleaned through participation in various international conventions and workshops including the International Communication Association (ICA), the International Association of Media and Communication Researchers (IAMCR) and the Annual Association of Educators of Journalism and Mass Communicators (AEJMC) and exchanges with other professionals and practitioners in the field.

Contribution foreseen by the beneficiary agency during the project period

CARIMAC will provide administrative services and headquarters for the project as well as some extra equipment needed. It will also offer space for training of the reporters through the short-term summer programmes

Assistance sought other than IPDC

CARIMAC is seeking support from other agencies interested in development communication particularly in the role of community media including the Environmental Foundation of Jamaica, (EFJ), CIDA, the FORD Foundation, UNDP, World Bank and from corporate Jamaica.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Baseline study on needs assessment:	5 000
Training (7 workshops for 140 participants, one week):	16 000
Trainers:	4 000
3 digital cameras:	1 200
2 iMac computers with software:	2 000
Stationery and miscellaneous (including recording tapes and security):	3 000
Project evaluation:	5 000
TOTAL:	**36 200**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Administrative support (secretarial staff, 12 months):	12 000
8 desktop and 4 laptop computers:	12 000
Project coordination (12 months, including travel for resource persons):	6 000
TOTAL:	**30 000**

MEXICO

	A. PROJECT IDENTIFICATION	
1.	**TITLE**	**MEXICO: STRENGTHENING FREEDOM OF EXPRESSION AND COMMUNITY RADIOS**
2.	**NUMBER**	**PDC/48 MEX/01**
3.	**CATEGORY OF MASS MEDIA**	RADIO
4.	**IPDC PRIORITY AREA**	RADIO BROADCASTING
5.	**SCOPE** (national, regional, interregional)	NATIONAL
6.	**TYPE OF ASSISTANCE REQUESTED**	FINANCIAL
7.	**TOTAL COST OF PROJECT**	US$ 67 000
8.	**AMOUNT REQUESTED FROM IPDC**	US$ 28 800
9.	**BENEFICIARY BODY**	AMARC (THE WORLD ASSOCIATION OF COMMUNITY RADIOS)
10.	**IMPLEMENTING BODY**	AMARC
11.	**PROJECT LOCATION**	MEXICO
12.	**PROJECT PREPARED BY**	AMARC – COMUNICACIÓN COMUNITARIA A.C. ALEIDA CALLEJA SIPAM A.C. EMILY BARCKLOW and MARIA EUGENIA CHAVEZ
	DECISION OF THE BUREAU:	

1.   BACKGROUND AND JUSTIFICATION

Mexico, like most countries in the region, is currently undergoing a process of media ownership concentration that often leaves out the most vulnerable groups such as farmers, indigenous cultures, and underprivileged suburban and urban groups. The print media are more diverse than the electronic ones, but unfortunately a very small sector of the population has the money to buy or the ability to read newspapers and magazines, first because of high levels of illiteracy but also because newspapers are more expensive than listening to the radio or watching television.

In Mexico, there are 62 different indigenous groups, and the mass media are not in a position to attend to such an amount of cultural diversity. In this context, radio is very important, as it allows for the access of communication to poor, indigenous and vulnerable groups. In the last few years, the number of community radios has increased rapidly, as people need a media that is closer to their own interests and to the reality in which they find themselves everyday.

The specific problems that are to be addressed to by the strategies implemented in this project are:

- The disregard that community radio journalists have to face in the course of their action for the defence and practice of the right to information and freedom of expression. This is especially the case in those areas where community radios broadcast towards rural, indigenous and suburban populations.

- The necessity to reduce the digital gap in information and knowledge access and to develop abilities in the process of information productions by empowering journalists with skills related to Internet and digital broadcasting production.

We intend to train journalists that work in community radio projects (legally constituted) located in indigenous, rural and suburban marginalized zones. Many of such communities are lacking social development and for this reason we intent to strengthen their cultural values in areas such as language, customs and practices, where communication involvement is particularly important. By achieving this task, we will strengthen their analytic and communicative abilities, stimulate citizen participation among powerless people and therefore improve the quality of democracy.

The strengthening of the journalists' skills would be more effective if they understand, recognise and exert the full freedom of expression, information and communication rights and use these tools to build information pluralism and promote the awareness and experience of Human Rights.

Workshops pursue a two-pronged approach:

The knowledge of the laws and principles that regulate the practice of journalism is a guarantee of development for a democratic society. Providing journalists with this knowledge, especially in the practice and respect of freedom of expression, represents the acquisition of the skills to investigate, seek, produce, receive and impart information and ideas through any medium, as stated in the Universal Declaration of Human Rights. In achieving this, we will be supporting development and a battle against poverty. Our goal is also to improve the plurality of information for the production of community communication services that can strengthen cultural diversity.

We intend to train journalists who work in marginalized zones in the use of new information technologies, especially in radio broadcasting. The acquisition of these skills will help reduce the technological gap. At the same time, this will allow them enough room to share their experiences and promote significant relationships. These communities should have the possibility of developing

abilities to produce their own information and share it with other networks, since diversity and different cultural identities may help develop their own exchange network.

This will be carried out in two ways: first in the use of low-cost production techniques to broaden their capacities; second, in the use of new broadcasting technologies to bridge the digital gap that is obvious in marginalized communities, and to share and reinforce identities through the Internet.

The computer equipment included is devised to open the way to the broadcasting and communication projects that do not currently have access to the Internet or to digital mastering technologies. Six of these communities are poverty-stricken and do not possess such equipment.

2.   DESCRIPTION OF THE TARGET GROUPS

20 legally recognised community radio citizen projects and 10 broadcasting communication centres that broadcast from public radio stations with a citizen profile. In addition, some of them produce radio programmes for NGOs. They are located in indigenous, rural, or suburban marginalized zones. The project will provide training to a minimum of two journalists from each sector. 90 people will directly benefit; 50% of the journalists to be trained are indigenous, 30% farmers and 20% suburban people. It is to be pointed out that 50% of the journalists are women.

3.   IMMEDIATE OBJECTIVES

- By the end of the project, the 30 broadcasting and communication projects legally constituted where journalists are involved will have been instructed in the defence of the freedom of expression, communication and information rights;
- To train the journalists in the use of new information and communication technologies;
- To improve the quantity and quality of information about the regions involved in the project.

4.   DEVELOPMENT OBJECTIVE

By aiming at such objectives, this project seeks to provide journalists with the tools and capacity needed to offer access to more sources of information to their respective communities. Consequently, this will motivate them to participate in the communication process. This situation will strengthen the cultural diversity of the country.

5.   PROJECT INPUTS

- Instructors and training material for the seminars and the workshops;
- Equipment to enable 6 community radios to broadcast and have access to Internet;
- Conference rooms to carry out the workshops and seminars.

6.   PROJECT OUTPUTS

- Community radio projects that include journalists in their communication and broadcasting process will be trained in the use of new technologies;
- 90 community journalists will develop their own network for the exchange of information. Each project is also going to produce its own Web page that includes information and audios of the radio projects that promote and disseminate cultural diversity.
- 90 community journalists trained in the defence of freedom of expression, communication and information rights, especially on issues related to internal normative and rules. They will also be acquainted with internationally established norms as regards freedom of expression and communication rights. Finally, they will produce a radio campaign to promote freedom of expression, communication and information rights.
- A systematisation of the experience will be published (printed and on the Internet).
- Network of rural radio journalists

7. ACTIVITIES

Design of the training plan. (Selection of instructors, training materials);

3 two-day workshops in the use of ICT's:

- One for rural community journalists living in Sonora, Jalisco and Michoacán.
- One for community journalists living in Estado de México and Ciudad de México
- One for community journalists living in Oaxaca y Veracruz.

3 two-day workshops in Freedom of expression and Community Radio:

- One for rural community journalists living in Sonora, Jalisco and Michoacán.
- One for community journalists living in Estado de México and Ciudad de México.
- One for community journalists living in Oaxaca y Veracruz.

Purchase and installation of equipment to improve the communication skills of 6 radio production centres.
Systematisation and publication of the activities (printed and on the Internet).

8. WORK PLAN

Month 1:   Design of training plan and order of equipment;
Month 2:   Presentation of the training plan for the journalists who work in community radios;
Months 3 - 8:   Training seminars and workshops;
Months 9 - 12: Systematisation and publication of the activities.

9. INSTITUTIONAL FRAMEWORK

Comunicación Comunitaria A.C., AMARC – México and the International Network for Cultural Diversity in Mexico will implement regional workshops for the defence of community and communication rights for journalists, indigenous groups, farmers and suburban cultural promoters who work in community radio.

10. SUSTAINABILITY

This project forms part of a larger Latin America project called *Ritmo Sur*. The entire original Mexican proposal for the next three years can be carried out, since training and consultation comprises an important part of the first year of the project.
With these two projects, the broadcasting and communication projects network has achieved financial sustainability for at least the next three years. Through the development of these projects, it is expected that further opportunities for self-sustainability will appear in the future.

11. FRAMEWORK OF MONITORING

The information right, new technologies and community radio workshops have developed the process and result indicators that will be used during and following the implementation of activities by *Comunicación Comunitaria A.C.*

12. EVALUATIONS CARRIED OUT

Process indicators:
Elaboration of the training plan;
Evaluations and dynamics to estimate previous knowledge of the themes.

Result indicators:

The journalists who state that the training has improved their capacity to carry out their work more effectively or with better results;

Evaluations and dynamics to acknowledge the progress in the understanding of the topics dealt with during the workshops;

Systematisation and publication of the activities (printed and on Internet).

13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

Presently, *Comunicación Comunitaria A.C.* represents AMARC in Mexico and is the beneficiary agency. It will be responsible for reporting on project progress on a four-month basis, or whenever required by UNESCO.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

AMARC-Mexico and *Comunicación Comunitaria A.C.* has never received any IPDC funding. Only AMARC Latin America received support from IPDC, but it to be noted that Mexico and the Central American countries are not included, since the UNESCO office in Quito determined that these regions lie under the responsibility of the UNESCO office in Costa Rica.

Preparatory activities completed prior to submission of the project to IPDC:

- To convoke and prepare the agreements with NGO´s and community radios requesting the workshops and intending to obtain the sponsorship to cover the training plan;
- To sign agreements with the *Comisión para la Defensa y Promoción de los Derechos Humanos A.C.* (Commission for the Promotion and Defence of Human Rights) to support training in communication rights;
- To schedule the dates of the training;
- To prepare the training materials for the workshops.

This project forms part of a larger Latin America project called *Ritmo Sur*. The Latin America Regional Coordination is soliciting support for *Ritmo Sur* from two Dutch development agencies that support the project over the course of three years in 12 countries. While the Dutch agencies will pay for many of the components of the Mexican proposal, they will not cover training in issues related with communication rights and use of new technologies.

It is for this reason that we are requesting financial support from IPDC, to cover only the fees of the training. The network receives funding from the United Nations Environmental Programme (UNEP), the Soros Foundation and, since October 2003, from the *Ritmo Sur* funding collaborators. In addition, the Friedrich Ebert Foundation occasionally provides resources for training in radio broadcasting.

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Workshop (Freedom of expression) in the northern region (Sonora, Jalisco and Michoacán) for 30 journalists (instructors, accommodation, meals and transportation):	2 800
Workshop (Freedom of expression) in the central region (Estado de México and México City) for 30 journalists (instructors, accommodation, meals and transportation):	2 800
Workshop (Freedom of expression) in the southern region (Oaxaca and Veracruz) for 30 journalists (instructors, accommodation, meals and transportation):	2 800
Workshop (New technologies) in the northern region (Sonora, Jalisco and Michoacán) for 30 journalists (instructors, accommodation, meals and transportation):	2 800
Workshop (New technologies) in the central region (Estado de México and México City) for 30 journalists (instructors, accommodation, meals and transportation):	2 800
Workshop (New technologies) in the southern region (Oaxaca and Veracruz) for 30 journalists (instructors, accommodation, meals and transportation):	2 800
6 computers for Internet and digital broadcasting:	9 900
Printing of 1 000 brochures:	1 500
Publication on Internet:	600
TOTAL:	**28 800**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Logistic Coordinator:	13 000
Secretary:	10 400
Messenger:	6 600
Publication of the brochure:	1 000
Office space:	7 200
TOTAL:	**38 200**

PANAMÁ

A. PROJECT IDENTIFICATION		
1.	TITLE	**PANAMA: PROMOTION OF MEDIA PLURALISM IN PANAMANIAN RURAL COMMUNITIES**
2.	NUMBER	**PDC/48 PAN/01**
3.	CATEGORY OF MASS MEDIA	RADIO, NEWSPAPER AND TELEVISION
4.	IPDC PRIORITY AREA	PROMOTION OF PRESS FREEDOM AND MEDIA PLURALISM.
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 70 000
8.	AMOUNT REQUESTED FROM IPDC	US$ 30 000
9.	BENEFICIARY BODY	FUNDACIÓN PARA LA EDUCACIÓN EN LA TELEVISIÓN (FETV)
10.	IMPLEMENTING BODY	FUNDACIÓN PARA LA EDUCACIÓN EN LA TELEVISIÓN
11.	PROJECT LOCATION	PANAMÁ
12.	PROJECT PREPARED BY	TERESA WONG AND CARLOS LEE

DECISION OF THE BUREAU:

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

In Panamá there are more than 200 radio stations, 7 newspapers and 5 TV stations with nationwide coverage, 4 of which cover the metropolitan area. However, none of these media institutions strives to incorporate the interest of the most poverty-stricken and marginalized sectors.

As for the 5 television channels, around 85% of the programming is imported from foreign sources. This programming usually takes the form of television serials, which contain quite violent scenes or are of the popular soap opera variety. This content can hardly promote the interests and welfare of rural areas.

Within rural settlements and communities, there are significant amounts of information and data which hardly ever reach the nationwide population. This is because traditional media have grown accustomed to relying on public officers and those apparently responsible for society (businessmen and professionals) for their sources of information. Therefore, important data that may be of interest to rural communities are often ignored and neglected.

We believe that Freedom of speech should not be limited to those groups who have the power and the know-how for the production and broadcasting of communications. It should not be necessary to hold a university degree or the financial resources to persuade traditional media to publish an individual's points of view or subjects of interest.

For these reasons, the *Fundación para la Educación en la Televisión* (FETV) has introduced within its programming segments that permit interaction with its viewers. These segments, which stimulate reflection on various issues, allow their TV audiences some conceptual elements that help them to understand the reality in which they find themselves everyday. We intend to empower people with this understanding in order to build up a more just and humane society.

With this experience in mind, FETV today aims at transforming rural communities that already have basic facilities to receive, analyse and issue information, but do not have the necessary abilities to do it adequately, into sources and issuers of information. By training communicators of these communities, we seek to provide these rural areas with valuable newsworthy information that is of common interest to them, and therefore reinforce the community's capability for communication.

2. DESCRIPTION OF THE TARGET GROUPS

- Rural community journalists living in the provinces of Veraguas, Darien, Cocle and Colón. These journalists will bridge the evident gap that obstructs the entrance of information and communication into the lives of these economically depressed communities.

- 50 % of these trained rural journalists are women.

3. IMMEDIATE OBJECTIVES

- To train 100 rural community journalists from the aforementioned provinces, and endow them with tools of communication, which will help the process of social incidence as a mechanism of strengthening citizen participation in the support of democracy;

- To give these communities the means by which they may obtain and prepare information concerning their own social environment;

- To improve the quality and quantity of the journalistic productions in the rural communities by means of optimising search, treatment, analysis and presentation of the news and other journalistic products;

- To help the Panamanian population to discover and understand the real situation of the rural communities through the widespread sensitising that will be provided by FETV.

4.   DEVELOPMENT OBJECTIVE

With proper training for these rural journalists, and the increase in the quality as well as the quantity of information being issued from these communities, we seek to promote the freedom of speech beyond those groups who have the power to communicate. The goal is to strengthen the construction of a more stable, fair and democratic society.

5.   PROJECT INPUTS

- Conference room provided with tables, chairs, blackboard, etc. to carry out the workshops;
- Recording equipment to film the documentary;
- Computer, multimedia projector, screens for the workshops;
- Instructors, assistants and technicians;
- Study guide, brochures, office supplies for the workshops.

6.   PROJECT OUTPUTS

- 100 communities (25 from each selected province) will be able to rely on a trained journalist who will be in charge of preparing and sending information, news and stories of interest, and broadcasting them to the community through the traditional media (newspaper, radio, television) as well as the modern communication sources (the Internet);

- 100 community journalists will have the tools to improve the communication capacity of their own communities;

- 100 impoverished communities will have permanent sources of information about their reality, their aspirations and their hardships. These will be included in the informative agendas of the traditional and alternative media, for the benefit of the rest of the country;

- A handbook will be prepared as a study and reference manual, and will serve as a documented memory of the experience;

- A filmed documentary of the experience will be shown on Channel 5 FETV.

7.   ACTIVITIES

- A widespread diffusion of the project's programme will be broadcast in each province, resorting to all of the communication media;
- A handbook will be prepared for the participants as a study and reference manual, and will serve as a documented memory of the experience;
- Four 2-day workshops on the subject of "*Genres of Journalism*" will be developed. The workshops will be addressed to rural journalists of the 25 communities in each province;
- Four 2-day workshops entitled "*How to prepare useful information for different media*" (radio, newspaper, and television). They will empower the community journalists to provide national

Panamanian media with information from their regions. The workshops will be addressed to rural journalists of 25 communities in each province;

- The development and the impact of the programme will be evaluated using two evaluations, one after each seminar and the other one with a global perspective at the end of the project.
- The filmed documentary of the experience will be broadcast on the television;
- A final report will be issued.

8.   WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Selection of communities	■									
Visit to the selected communities		■								
Communication through radio and television			■							
Invitation and selection of participants			■							
Preparation of a handbook for the participants			■							
Workshop for community journalists I				■	■	■	■			
Workshop for community journalists II				■	■	■	■			
Preparation of video							■	■		
Evaluation					■			■		■
Broadcast the experience on TV									■	■
Final report										■

9.   INSTITUTIONAL FRAMEWORK

For more than 13 years, FETV (*Fundación para la Educación en la Television*) has engaged with the Panamanian society to build an alternative communication media, to help people to draw their own conclusions, instead of having their information selected for them.

FETV will provide the design of each workshop, taking modern instruments of communication into consideration to discern whether the participants are acquiring the knowledge and necessary skills.

There will be a contribution of one instructor, an assistant and a technician. They will be responsible for the execution of the project, serving as monitors and instructors in each one of the workshops. The Foundation will be responsible for helping in the standardisation of present communication practices in the beneficiary communities.

10.   SUSTAINABILITY

As stated above, these communities already have the basic facilities to receive, analyse and issue information, but they do not have the abilities to do it in an adequate manner. The knowledge and skills acquired by the community journalist participating in the project will guarantee its ongoing support. These journalists will provide FETV CHANNEL-5 with news about their communities. Moreover, the written material (handbook) and the reports prepared during and after the workshops may help to reinforce the experience for other communities in the future.

11.   FRAMEWORK OF MONITORING

FETV will institute and maintain ongoing monitoring of the project development and submit periodic results to UNESCO.

12.   EVALUATIONS CARRIED OUT

We will have two evaluation mechanisms: one at the end of each workshop, and the other one at the end of the project, which will consider overall issues.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

As requested, we will provide a technical and financial progress report every 4 months, or upon request by the UNESCO Office. Upon, completion of the project, FETV will present a final report on the experience.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

Before presenting a request for the project, we contacted the base organisations of these four provinces in order to understand the work in these remote communities, and to inform their leading authorities on the need to generate their own information and broadcast their situation. This process allowed us to identify the beneficiaries in each community.

Contribution foreseen by the beneficiary agency during the project period

The financial support from the communities will consist of wages for the days worked, which will allow the rural journalists to attend the seminars and workshops. These people usually live by the working class system and labour daily to earn a living. When an individual is absent from work, he does not receive any payment. Therefore, when a seminar or workshop occurs, the community takes care of the financial need of their field journalists, so that they can attend without monetary concerns.

Assistance sought other than IPDC

In many previous instances, FETV has collaborated and joined forces with other international organizations, as indicated below:

IPDC – project "*FETV: Opening Horizons in Schools" (1999)*
AECI (*Agencia Española de Cooperación Internacional*). A 110-episode production entitled: "*Living in the Country*".

FRIEDERICH–EBERT FOUNDATION – Training for producers and camera crew.
OIT - 3 commercials about child labour exploitation
DW – Joint production of 7 episodes of "*Out loud*" YA TE VE, AMÉRICA – Training seminar on production.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Trainers:	8 200
Workshop "*Genres of journalism*" (Darien):	3 000
Workshop "*How to prepare useful information for the different media*" (Darien):	3 000
Workshop "*Genres of journalism*" (Colón):	2 500
Workshop "*How to prepare useful information for the different media*" (Colón):	2 500
Workshop "*Genres of journalism*" (Cocle):	2 600
Workshop "*How to prepare useful information for the different media*" (Cocle):	2 600
Workshop "*Genres of journalism*" (Veraguas):	2 800
Workshop "*How to prepare useful information for the different media*" (Veraguas):	2 800
TOTAL:	**30 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Project coordinator:	5 000
Rental of facilities:	1 000
Documentary:	6 000
TV broadcast:	28 000
TOTAL:	**40 000**

PARAGUAY

	A. PROJECT IDENTIFICATION	
1.	TITLE	PARAGUAY: COMMUNICATORS AS PROMOTERS OF HEALTH AND REPRODUCTIVE RIGHTS
2.	NUMBER	PDC/48 PAR/01
3.	CATEGORY OF MASS MEDIA	RADIO, TV AND INTERNET
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION AND MEDIA PLURALISM;
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TECHNICAL AND FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 41 352
8.	AMOUNT REQUESTED FROM IPDC	US$ 30 000
9.	BENEFICIARY BODY	PROMESA
10.	IMPLEMENTING BODY	PROMESA
11.	PROJECT LOCATION	ASUNCIÓN
12.	PROJECT PREPARED BY	PROMESA
	DECISION OF THE BUREAU:	

1. BACKGROUND AND JUSTIFICATION

Radio is the most influential means of communication for the urban as well as for the rural public in Paraguay. Since the restoration of democracy, community radios have become freer and more pluralistic, fulfilling a social role by focusing their programming on promoting rights, diversity of opinion and civic participation. The development problems covered by this project are the following:

- Scarce access to education and health.
- Scarce access to adequate information on health and reproductive rights.
- Gender inequity.
- Low exercise of the health and reproductive rights.
- Lack of opportunities to fulfil life goals
- Sexual oriented discrimination by AIDS/HIV, race, language, gender, religion, social and economic background, age and political ideology.

Through developing communication skills of opinion-leaders, programmes will be produced promoting health and the right to access to information, encouraging citizens to participate through the conformation of a communication network on health and reproductive rights, interconnected with the region and the world.

Alliances will be established with communication networks to facilitate the workshops.

The design and production of printed material and the link of the Web Page of PROMESA for a 5 months period will be started at the same time.

At the beginning of the 5th month, the link of the Web page of PROMESA will be started as well as the other health networks such as the Latin American Consortium of Emergency Contraception (CLAE), The Caribbean and Latin-American Consortium of Civil Organization (LACCASO) with Service on AIDS/HIV, which will enable the formation of a virtual international network.

There will be periodical broadcasts through alternative modern means of communication to inform about the project and its progress, encouraging at the same time the participation of other leaders of opinion.

The interpersonal workshops will take 8 hours on basic aspects for social communicators such as Human Rights, health and reproductive rights and communication skills focusing on gender. They will be carried out at regional level, four-region coverage. The summons will be done through community and commercial radio networks. The materials designed for the purpose will be used through the broadcasts.

Paraguay holds the high rate of infant death, adolescent and adult mothers, and a terrifying increase of AIDS/HIV besides other sexually transmitted diseases and half of the population living in poverty.

Having in mind the abovementioned matters, developing communication skills of the leaders of opinion and interconnecting them with the rest of the country and the world with matters related to specifically matters such as health and reproductive rights and strengthening the articulation of the civil society will allow to foresee that a big part of the population will have access to adequate information and exercise their rights for health and education, increasing the possibility to improve the quality of life and fight marginality and poverty.

2.   DESCRIPTION OF THE TARGET GROUPS

Leaders of opinion and urban and rural areas social communicators summoned jointly by PROMESA and communication networks.

3.   IMMEDIATE OBJECTIVES

Improve the radio communication skills of 120 leaders of opinion, men and women, regarding the development of programming related to health and reproductive rights focussing gender and human rights, through interpersonal workshops to be developed for four months in main four regions of the country.

4.   DEVELOPMENT OBJECTIVE

Health and reproductive rights will be promoted focusing gender and human rights through community popular and commercial radios to guarantee the access to information and freedom of speech with citizenship participation.

5.   PROJECT INPUTS

- Training of leaders of opinion and social communicators through interpersonal workshops with specialised bilingual facilitators in health and reproductive rights education and social communication for the different communities of the country. They will be 8 hours daily training carried out in 4 regions of the country, on health and reproductive rights and communication skills and inviting to participate in the net of social communicators.

- A net of social communicators and promoters trained in workshops on health and reproductive rights who were sensitised and became aware of the problem will find interesting feedback for the task promoting health at the link of PROMESA Web and the international virtual network of social communicators.

- Design and maintenance of a link of web page.

- Design and making of educative and support materials as a guide for the social communicator with basic concepts and source of information on health and reproductive rights as well as a CD-ROM on the experience of the formation of the net of social communicator on health and reproductive rights.

6.   PROJECT OUTPUTS

- A strategic alliance signed with at least one communication network at the end of the project;
- Launching of the web page link and related materials;
- 4 regional workshops (12 hours each) on health and reproductive rights and communication skills, developed in four months;
- 120 leaders of opinion with improved communication skills, including, via radio, on health and reproductive rights at the end of the 4 workshops;
- A network of social communicators on health and reproductive rights;
- A letter of commitment of the members of the network(s);
- Design and publication of an educational manual on health and reproductive rights;
- Distribution of 500 copies of the manual among key actors;
- A operational PROMESA web page link;
- A CD-ROM systematising the experience.

7. ACTIVITIES

- Establishing strategic alliances with communication networks;
- Launching of the project, the web page and presentation of the project results;
- Workshops on health and reproductive rights communication skills;
- Design and production of printed materials;
- Letter of commitment for promoting health and reproductive rights and networks;
- Distribution of printed materials;
- Design and production PROMESA web page link;
- Continuous monitoring;
- Delivery of financial report;
- Final report in CD-ROM.

8. WORK PLAN

MONTHS ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12
Establishing of strategic alliance of communication networks	X	X										
Design and production of printed materials	X	X	X	X	X							
Design and production PROMESA web page	X	X	X	X	X							
Presentation of materials and web page link				X	X							
Publication in the printed press		X			X			X			X	
Workshop on health and reproductive rights and communication skills					X	X	X	X				
Distribution of printed materials					X	X	X	X				
Report on progress				X				X				
Starting PROMESA Web page link				X	X	X	X	X	X	X	X	X
Launching of web page and presentation of project results					X							
Delivery of final report and financial report and final evaluation												X
Monitoring	X	X	X	X	X	X	X	X	X	X	X	X

9. INSTITUTIONAL FRAMEWORK

PROMESA was officially constituted as a civil Paraguayan association with limited capacity in February 1997. Its objectives are implementing cooperation programmes in the matters of prevention, education and technical assistance for the improvement of the population health of Paraguay mainly in reproductive health and infant maternal health through communication and social marketing. PROMESA places special emphasis on its activities reaching rural and marginalized urban areas.

The objective of the project on communication in reproductive health, known as "*Arte & Parte*" is to use radio programming to provide basic information on reproductive health to youth and young adult audiences, including information on prevention of sexually transmitted diseases (STD) and HIV/AIDS. *Arte & Parte* has received finance support from PSI (Population Services International), USAID, PSI Paraguay S.A:, Tulane University, Focus on Young Adults/ Pathfinder, Tosa Foundation, Bergström Foundation, Swiss Embassy, CFH (Conservation, Foods and Health).

10. SUSTAINABILITY

With the training in charge of PROMESA and alliances with community and commercial means of communication for journalists and social communicators, the communication skills are strengthened and sensitised and the basic knowledge necessary for health and reproductive rights is increased, generating the commitment for the promotion of same. The knowledge, the skills and the commitment will be sustained in their own work place and will be strengthened with the work in the networks.

Fund raising activities for the web page maintenance will also strengthen the sustainability.

11. FRAMEWORK OF MONITORING

A professional organization proposed by UNESCO could be assigned to monitor the project. PROMESA will also monitor the project from its inception.

12. EVALUATIONS CARRIED OUT

Previous to the interpersonal workshops PROMESA will conduct a test, and another at its end in order to evaluate the progress in the comprehension of health and reproductive rights. At the same time PROMESA will administer a test to evaluate the quality of the workshops.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four- month basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

In 2004, *Jaku éke* News service received US$ 25 000 from the IPDC for development and training of its youth news service.

Preparatory activities completed prior to submission of the project to IPDC

PROMESA has done a preliminary planning for the workshops including contacting journalist unions and community radios. These contacts allowed defining which would be the best profile of the workshop coordinator and what supporting elements the coordinator might need.

Assistance sought other than IPDC

UNESCO, PSI PARAGUAY S.A., USAID, Government of Canada, CIRD, Government of Switzerland, CFH (Conservation, Food & Health), PSI (Population Services International), UNICEF, GTZ, PATH.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Design, production, printing (IEC graphic materials):	3 000
Web page:	2 500
Presentation of the project to the press:	800
Workshop for 120 opinion leaders in 4 regions of the country:	10 500
Materials and communication:	3 000
Coordination (one year):	7 500
Monitoring:	1 000
Intermediate report, financial report, final report:	1 700
TOTAL:	**30 000**
BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Administrator (15 %):	1 848
Executive Director (15 %):	1 464
Coordinator (39 %):	4 800
Administrative assistant (10 %):	264
Secretary (15 %):	324
Driver (25 %):	804
Water (10 %):	168
Power supply (10 %):	276
Mail (10 %):	102
Telephone (10 %):	372
Rent (10 %):	312
Vehicle insurance (10 %):	72
Photocopier (10 %):	36
Office supplies (10 %):	204
Office maintenance (10 %):	102
Computer equipment (10 %):	204
TOTAL:	**11 352**

PERU

	A. PROJECT IDENTIFICATION	
1.	TITLE	**PERU: RADIO AND DEMOCRACY: PARTICIPATION OF THE DISADVANTAGED AND EXCLUDED SECTORS OF THE PERUVIAN SOCIETY IN THE DECENTRALISATION PROCESS**
2.	NUMBER	**PDC/48 PER/01**
3.	CATEGORY OF MASS MEDIA	COMMUNITY AND EDUCATIONAL RADIOS
4.	IPDC PRIORITY AREA	CAPACITY BUILDING AND TRAINING, FREEDOM OF EXPRESSION, PRESS FREEDOM, MEDIA PLURALISM COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 47 500
8.	AMOUNT REQUESTED FROM IPDC	US$ 30 000
9.	BENEFICIARY BODY	COORDINADORA NACIONAL DE RADIO
10.	IMPLEMENTING BODY	COORDINADORA NACIONAL DE RADIO
11.	PROJECT LOCATION	LIMA
12.	PROJECT PREPARED BY	COORDINADORA NACIONAL DE RADIO
	DECISION OF THE BUREAU:	

1. BACKGROUND AND JUSTIFICATION

Since 2001, the decentralisation process taking place in Peru has not succeeding in promoting an effective civic participation in the reform processes of the government, that also involve various sectors and interests of the civil society. Councils for Regional Coordination Council and for Local Coordination have been created, counting a number of social organisations among their members. However, the regulations in use impede a real participation beyond a little active presence of the social organisations in these arrangements.

The regional and local governments, in general, have not opened dialogue with the citizenry. Nor have they designed transparency mechanisms and access to public information processes that enable civil vigilance over government activities. Nor do the commercial media offer citizens real avenues of participation in civic affairs. This situation gets worse in the most excluded social sectors – in zones of poverty where, due to a lack of information and access to communication, civic participation levels are extremely low. The population does not exercise its participation rights because it is not aware of them.

The *Coordinadora Nacional de Radio* (CNR) promotes the validity and the respect of human rights and citizens, principally the right to communication. It stimulates the civil society's participation and seeks to generate more opportunities for both individual and community development. CNR has a National Office that coordinates the radio network and production centres all over the country by satellite, and has achieved a significant public political involvement level in favour of democratisation of communications and social development. At the beginning of the decentralisation process, broadcasting stations and centres belonging to the CNR network promoted discussions about municipal and regional governments' plans, and supported the signing of agreements on governance among the candidates. In this way, an important contribution was offered to public forum. At present, CNR is following the decentralisation process, contributing to the generation of local and regional public sites and monitoring the process.

The present project seeks to consolidate the advances already achieved and to extend them to other educational and community radios of the country, emphasizing the strengthening of their capacities to produce informative and educational programmes that stimulate participation and civilian deliberation in relation to the role of civic society in the decentralisation process and local / regional development.

2. DESCRIPTION OF THE TARGET GROUPS

The direct target groups are journalists and radio producers of educational and community broadcasting stations located in 8 regions of the country, from north, centre, south and east zones. It has to do with radios that express communication initiatives of civil society sectors in order to exercise the freedom of expression, as well as promote media pluralism and civic educational initiatives.

The indirect target group is the public comprising the community radios' audiences, including people who inhabit marginalized urban and rural zones that do not have an adequate access to information that would enable them to participate more actively in the decentralisation process of local and regional governments.

3.   **IMMEDIATE OBJECTIVES**

- Strengthening the production capacities of 16 community and educational radios of the CNR network and their roles as social actors offering information to citizens and promoting dialogue and civic participation.
- Citizens of disadvantaged and excluded sectors of Peru have access to more information and widen their democratic participation.

4.   **DEVELOPMENT OBJECTIVE**

- To promote the participation of excluded and marginalized populations in the decentralisation process and promoting their involvement through civil society organisations and individually with regional and local governments. It is hoped to reach 800,000 people through the present project.
- To generate stronger public support for educational and community radios.

5.   **PROJECT INPUTS**

Training

- Strengthening the capabilities of educational and community radios participating in the project. Training journalists and radio producers of participating broadcasting stations will be promoted.

In the two-day workshops, the following topics will be discussed:

- The decentralisation process in Peru: balance and perspectives;
- The strengthening processes of capabilities and regional / local development;
- Participation and civilian supervisory role in the decentralisation context;
- The role of the radio in the decentralisation and regional development processes;
- Radio communication strategies in order to promote civic participation and supervision:
- Radio production formats with themes of participation and civic supervision.

A manual will be created for producers and radio journalists on civic monitoring and decentralisation. This manual will gather, as lessons learned, the advances and limitations of the developed work. Conceptual perspectives on decentralisation, regional and local development will be included in the educational material, and coordination of these fields with radio production, expressed in formats and radio resources that will provide journalists and producers basic orientations in their programming development. The manual will be distributed to other CNR radios.

Production

Informative, educational, analytic debate and opinion programmes that widen access to information and promote citizen participation will be produced. The production line will be developing a national theme that will also focus on participating radios' regions and localities. A 30-min. weekly programme will be produced that will include information, analysis and debate on the decentralisation processes and civil monitoring mechanisms. The Press Department and Satellite Production branch of CNR and the broadcasting stations participating in the project will produce it. News reports will deal about decentralisation themes, regional and local development, and participation and civil monitoring of the process and local / regional authorities' performance.

Systematisation and diffusion

It entails a follow-up effort and permanent evaluation of the implementation process and results of project, in order to gather lessons learned and share them with CNR radios and production centres, as well as experiences of educational and communal communication. The results of this systematisation will also permit reflection on the role of educational and communal radio in promoting participation and civil monitoring in the context of decentralisation and regional / local development.

6.   **PROJECT OUTPUTS**

- 4 macro regional workshops: north, centre, east and south.
- 120 journalists and educational / community radios producers with capability to incorporate in their productions the decentralisation and public steps supervisory themes;
- A radio production manual on themes of decentralisation, participation and civilian monitoring;
- 16 radios from 8 regions of the country develop their editorial lines on decentralisation, participation and monitoring themes;
- Approximately 800,000 Peruvians provided with better information on the decentralisation process and mechanisms of participation and civilian monitoring;
- Elaboration and diffusion of systematisation report.

7.   **ACTIVITIES**

Training:

- Diagnosis of training needs of the radio teams in relation to decentralisation, development and democratic governance in regional and local areas;
- Design of content and methodology of training workshops programme to journalists and radio producers;
- Design of educational material that makes possible the thematic organisation with production formats;
- Training workshops;
- Monitoring from coordination to process;
- Decentralised production and diffusion of programmes;
- Decentralised production and diffusion in 8 regions of the country of the 32 weekly programmes on decentralisation, transference of social programmes, participation and civilian monitoring;
- Production and diffusion of 16 news reports about main themes of the project, with contributions from local radios and regional participants;
- Systematisation and diffusion;
- A permanent monitoring of the project by the coordination team;
- Evaluation of the process impact on local / regional actors and audience groups;
- Preparation of systematisation document;
- Publication and diffusion.

9.   **WORK PLAN**

ACTIVITIES	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
I. Training										
Consulting with participating radios to profile training contents	▨									
Methodology design	▨									
Training workshops	▨	▨								
Preparation of the manual	▨									
Production and diffusion of the manual	▨	▨								
II. Decentralized production										
Production and diffusion of decentralised weekly programmes			▨	▨	▨	▨	▨	▨	▨	
Production of semi-monthly news reports on decentralisation and civic participation		▨	▨	▨	▨	▨	▨	▨	▨	

III. Diffusion of the systematisation and experience												
Field work						▓	▓	▓	▓			
Processing and elaboration of document							▓	▓				
Publication and diffusion of systematisation											▓	
REPORTS												
Partial report					▓							
Technical and financial final report										▓	▓	

9. INSTITUTIONAL FRAMEWORK

The *Coordinadora Nacional de Radio* (CNR) is a non-profit civil association that coordinates more than 70 representative institutions of the communal and educational radio movement in Peru. It includes broadcasting stations and wireless production centres committed to the development and strengthening of democracy in several regions of the country. CNR has 26 years of experience working in educational and communal radio. It has defined macro-regional nets: north, centre, south and east, in order to coordinate the movement of communal and educational radio in the decentralisation process in Peru, which also entails the strengthening of development processes and governance in local and regional areas.

10. SUSTAINABILITY

The *Coordinadora Nacional de Radio* is a unique association of radios and production centres that aim at strengthening development and democracy. It is an institution that brings to this project a firm political support as a result of its activities supporting the democratisation of communications in a transitional democratic context. The social support gained by CNR results from the achievement of a strong cooperative link with citizens, civil society organisations and development agents. The CNR activities also benefit from an economic support that permits the organisation and its radio stations to maintain the orientation of its communication programmes on auto-generated resources and institutional alliances with civil society actors and development projects.

11. FRAMEWORK OF MONITORING

Monitoring involves a permanent follow-up effort as part of the project, from the preparation and execution of training workshops to the evaluation of the national and regional productions and to the process of data collecting and establishment of discussion sites to promote dialog and reflection. Monitoring will be under the charge of the CNR National Office, but each participating radio will have to generate monthly reports on their production and diffusion activities that will establish a feedback system to control the level of operations and identify any necessary measures. There will also be established, by agreement with UNESCO, a schedule of progress reports as well as the final activity report.

12. EVALUATIONS CARRIED OUT

As mentioned earlier, CNR has developed a pilot project on decentralisation and civil monitoring. This project was evaluated by the institution, and results have been shared with CNR radios along with other communal communication experiences. The results of the pilot project contribute to the World Bank's Special Programme oriented toward strengthening communal radio experiences linked to communication, freedom of expression and wider access to information.

CNR has also developed an evaluation process of communicational interventions oriented toward development. It is important to highlight the recent evaluation of the Bi-national Development Project that included Peru's and Ecuador's frontier radio stations, with support from the *Agencia Española de Cooperación Internacional* (2003).

13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The beneficiary agency undertakes to report on project progress on a four-month basis.

C. ADDITIONAL INFORMATION

CNR in Peru integrates:

- *Colectivo para que no se repita*, linked to the Commission of Truth in Peru and the defence of Human Rights;
- *Sociedad Nacional del Ambiente*;
- *Red Muqui*, which promotes the defence of communities' rights in the face of mining activities being carried out without social responsibility and that are harmful to the health of populations;
- *Asociación Nacional de Centros*, formed by NGOs.

In the international area, CNR is a member of:

- *Asociación Mundial de Radios Comunitarias* (AMARC–AL);
- *Asociación Latinoamericana de Educación Radiofónica* (ALER)

CNR has been able to strengthen its sustainability through its own earnings from production and diffusion services, agreements of institutional cooperation and from the support of development cooperation organisations such as *Desarrollo y Paz* and the CAFOD.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Training	
Design of workshops (in coordination with participating radios):	1 000
4 training workshops:	8 000
Design and printing of a manual for journalists and community radios:	2 000
Production	
Decentralised production of 40 weekly programmes on participation and supervision of the decentralisation process:	12 000
Production of 20 bi-monthly news reports (decentralisation, participation and civil supervision):	4 000
Systematisation	
Field visits, programme analysis and audience surveys:	1 000
Publication and distribution of the document:	2 000
TOTAL:	**30 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Training	
Design and development of workshops:	3 000
Equipment for workshops:	1 000
Design of the manual:	1 000
Production	
Satellite system:	6 000
Production assistant:	2 000
Elaboration of reports:	1 000
Systematisation	
Principal researcher:	2 500
Distribution of the document:	1 000
TOTAL:	**17 500**

PERU

A. PROJECT IDENTIFICATION		
1.	TITLE	**PERU: TRAINING PROGRAMME FOR JOURNALIST ON THE CULTURE OF PEACE IN ORDER TO STRENGTHEN PARTICIPATIVE DEMOCRACY**
2.	NUMBER	**PDC/48 PER/02**
3.	CATEGORY OF MASS MEDIA	PRINT, RADIO AND TV JOURNALISTS
4.	IPDC PRIORITY AREA	CAPACITY BUILDING – DEVELOPMENT OF HUMAN RESOURCES; PROMOTION OF MEDIA INDEPENDENCE AND PLURALISM
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL SUPPORT
7.	TOTAL COST OF PROJECT	US$ 44 598
8.	AMOUNT REQUESTED FROM IPDC	US$ 30 648
9.	BENEFICIARY BODY	ILLA, CENTRE FOR EDUCATION AND COMMUNICATION, AND THE MEDIA
10.	IMPLEMENTING BODY	ILLA, CENTRE OF EDUCATION AND COMMUNICATION
11.	PROJECT LOCATION	LIMA
12.	PROJECT PREPARED BY	ILLA. CENTRE OF EDUCATION AND COMMUNICATION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The last decade in Peru has been marked by corruption and control of the media, especially television and the tabloid press. There is a lot of criticism here now about the role of the media and the relationship between the media and the State. It has become part of the public agenda and, with much emphasis on "freedom of expression".

At present Peru is in a political crisis that has affected the public agenda. Important issues in relation to development and democracy have not been given priority. For example issues such as the modernisation of the State, decentralisation or the advances made by the Ministry of Transport and Communications are not highlighted.

But the most serious of all is the lack of public interest in the political crisis. Some analysts have stated that both the political debate and the political saturation of the media has generated an atmosphere where government, the opposition parties and the media all operate in their own private worlds.
This has led to an increased lack of confidence in the public about the role of the State, the roles of the public, civil and social institutions and in general around issues of democracy. Polls have found only 10.6 % have confidence in the media.

Project Proposal

To provide local journalists (from radio, TV and newspapers) with training that incorporates conceptual ideas and skills to enable them to work for peace and democracy:

- Generating a flow of favourable opinion around the process of democracy in the media;
- Establishing ways of relating and dialoguing between the State and the civil society:
- Formulating criteria for conflict resolution and creating a culture of consensus between all the actors within the State;
- Promoting ways of enabling citizen participation and consensus;
- Promoting a culture of peace on the bases of solidarity and dialogue and whereby all actors undertake a social responsibility;
- Promoting the formation of new local leaders who are involved in the construction of a culture of peace based on democracy in the country;

In order to take on these new roles and challenges in an efficient way, it is necessary that the journalists are in contact with local people in order to strengthen their ability to communicate what is involved in these themes, and how they relate to building a culture of peace in their everyday lives.

2. DESCRIPTION OF THE TARGET GROUPS

250 journalists from various parts of the country. 100 journalists will participate in the training programme, and 150 more will receive supervision and educational materials. 50% of the participants will be women.

3. IMMEDIATE OBJECTIVES

To provide education and training for 250 journalists from different parts of the country so that they will be able to contribute to the building of democracy and a culture of peace.

- 100 journalists (men and women) participate in a programme of education and formation on Participative Democracy and culture of peace that will enable them to work for these issues in their daily lives.
- 150 journalists will receive supervision and educational materials through e-mail enabling them to include issues related to building participative democracy and a culture of peace in their specific productions.

4. DEVELOPMENT OBJECTIVE

To improve the functioning of the media as news providers, thus strengthening support for press freedom and freedom of expression; to provide more access to information and promote civic participation in public affairs, democratic processes and the culture of peace.

5. PROJECT INPUTS

The main objective of the project is to run an integrated programme on Participative Democracy and a culture of Peace. The programme will take the form of seminars and workshops, distance learning (sending articles via e-mail or post), supervision and the carrying out of a media campaign.

Therefore we will need:

a) Access to the Internet (to communicate and send materials);
b) Specialists in media and communications (supervision and training);
c) Specialists in issues related to peace and democracy (supervision and development of materials).

6. PROJECT OUTPUTS

- 100 journalists, 50% of them women from various parts of the country will be trained to promote a culture of peace and democracy within the country;
- At least 50 media groups from different areas of the media will have participated in the campaign "Culture of Peace";
- To compile a list of all the media groups interested in working for and building up a Culture of Peace. We hope to have 60 media groups to be actively involved;
- 150 journalists who will receive periodically adequate information in relation to the topics.

7. ACTIVITIES

- Research of local, provincial or regional journalists
- Summons to a training programme
- Signature of agreements (the Directors of each media will sign an agreement with ILLA specifying the commitments of each party).

Training activities (*Two levels*):

LEVEL 1:

Workshop / seminary: Violence and peace culture. Conceptual bases of violence. Violence in Peru. Theories of conflict. Analysis of treatment of violence in media. Culture of peace. Ethics. Tolerance as a strategy of a culture of peace.

LEVEL 2:

Workshop / seminary: Culture of peace and democracy. Role of the media in the democratisation process. The social worldwide forum. Different types of democracy. The transit to the democracy in Perú. Design of a media campaign in favour of a culture of peace.

- Convocation to elaborate the list of interest (designing the elements of the media campaign);
- Joint campaign;
- Development of informative packages and diffusion;
- Communication consultancy in subjects referring to culture of peace and democracy: a permanent service will be implemented by telephone, e-mail and mail on thematic consultancy and production.

8. WORK PLAN

ACTIVITIES	MONTHS											
	1	2	3	4	5	6	7	8	9	10	11	12
Profile of journalists	X	X										
Training		X	X	**X**	**X**	X	X	**X**	X			
Implementation of campaign										X		
Continuation and follow-up					X				X	X		
Summons to list of interest		X	X	X	X							
Thematic consultancy		X	X	X	X	X	X	X	X	X	X	X
Manufacture of informative packages			X			X			X		X	
Diffusion of materials				X			X			X		X

9. INSTITUTIONAL FRAMEWORK

- Organisation and elaboration by ILLA of Annual Operational Plan;
- Advertising the project among the journalists and the media by ILLA;
- ILLA, journalists and the Board of directors of the media will be in charge of signing the contracts.

10. SUSTAINABILITY

The project is sustainable because of the good relationship ILLA has with journalists throughout the country. Through participating in the programme, they will be enabled to look at their work from a different perspective and learn new ways of practising journalism.

11. FRAMEWORK OF MONITORING

The person in charge of project planning will also be responsible for its monitoring, in coordination with UNESCO to define the methodology to be used.

12. EVALUATIONS CARRIED OUT

Every activity will be evaluated upon completion and adjustments made where necessary. At the end of the project, there will be an evaluation of the programme impact.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

We will submit three reports on the results achieved in the various domains of the project, and a final report that will deal with its achievement and impact.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Communicator:	6 000
Teacher:	3 000
Workshops:	19 000
Education packs:	400
Diffusion of materials:	280
Administrative costs, monitoring and reports:	1 968
TOTAL:	**30 648**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Communicator:	2 400
Teacher:	3 000
Secretary:	3 600
Workshops:	3 100
Education packs:	400
Diffusion of materials:	200
Communication campaign:	800
Administrative costs, monitoring and reports:	450
TOTAL:	**13 950**

St. LUCIA

A. PROJECT IDENTIFICATION		
1.	TITLE	ST. LUCIA:TRAINING FOR THE DIGITAL NEWSROOM AT RADIO ST LUCIA
2.	NUMBER	PDC/48 STL/01
3.	CATEGORY OF MASS MEDIA	RADIO PRODUCTION AND BROADCAST
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 50 467
8.	AMOUNT REQUESTED FROM IPDC	US$ 43 167
9.	BENEFICIARY BODY	RADIO ST. LUCIA COMPANY LTD
10.	IMPLEMENTING BODY	RADIO ST. LUCIA COMPANY LTD.
11.	PROJECT LOCATION	SAINT LUCIA
12.	PROJECT PREPARED BY	RADIO ST. LUCIA COMPANY LTD.
DECISION OF THE BUREAU:		

1.   BACKGROUND AND JUSTIFICATION

At the moment, the broadcast landscape in St. Lucia consists of six radio stations (five privately-owned commercial FM stations and the state-owned Radio St. Lucia which operates in both the AM and FM bands), two private commercial terrestrial television stations (one of which also owns one of the FM radio stations), two private commercial cable operators (a third has been granted a license and is yet to commence operations), and a public service broadcasting channel (NTN) operated by the Government Information Service and transmitted via the cable systems. In terms of print, there are currently five (5) main newspapers – 3 weeklies and two that come out 3 times a week – as well as a plethora of magazines and other publications.

All of these contribute to an abundance of media options all operating in a liberalised environment free of interference by the government. There are regulatory entities responsible for broadcast licenses and frequency authorization, but no entity is responsible for the regulation of content. The media is to a lesser extent pluralistic, as the prevailing opinions articulated in the media are dominated by liberal views on all issues.

The development of the broadcast media in St. Lucia – and radio in particular – has followed the same pattern as in most of the Caribbean, with state-owned systems enjoying a monopoly in the early stages, followed by a rapid expansion of the sector in the wake of government liberalisation. Unfortunately, this largely unplanned expansion did not allow for commensurate training, with the result that this sector now suffers from an acute shortage of trained or skilled media workers at all levels of the broadcast industry.

In a recent study, for each of the broadcast stations surveyed, less than a third of the staff have received formal training. Nor is there a culture of providing skills training to staff. Members of staff of these media systems tend to pursue formal training, usually at their own costs, then move out of the broadcast systems and into public relations, advertising and marketing companies, or set up their own television production studios. Media managers are reluctant to provide skills training as they feel that persons use media training "to launch new careers" or that they are training persons for "mobility to other things". Much training is carried out on-the-job to the extent that the new crop of 'experienced' broadcasters has only been in the business, sometimes for less than a year.

On the equipment side, the impact of digital technology has not quite been felt in radio newsrooms in St. Lucia. Much of the technology has been put to use in studios, and then mostly in the storage of music and commercials. The newsroom of the national radio station, Radio St. Lucia, is currently operating on a few computers borrowed from the Office of the Prime Minister. And its field equipment is severely limited. This has impacted on the quality of the station's news and the operations of the newsroom and has affected the credibility of the station as a whole. As the only broadcaster with public service broadcasting within its mandate, the combination of factors does not augur well for the station being able to fulfil a critical component of that mandate – to provide accurate, reliable and credible information.

Similarly, although most of the radio stations boast an online presence, this is limited to streaming their content on-line. Very few provide a well maintained site that is regularly updated with the news. With more persons, particularly the youth, relying on online sources for information, it is important for Radio St. Lucia to improve its online presence to ensure that content relevant to St. Lucia's population is available. In so doing, the station will fulfil another fundamental aspect of public service broadcasting – being available across media platforms.

The availability of adequate funding to provide the services required at the level needed remains a major problem. Radio St. Lucia is debt burdened and unable to fund the required training and equipment needed within the short term to make the changes that are so vital to fulfilling its public service broadcasting responsibilities. The station is required to earn its keep in a highly competitive broadcast and media environment, with the government subvention provided meeting just about 11% of its costs.

This project is specifically expected to address the lack of training in journalistic practice and processes, especially with regard to digital technology, technological convergence and the impact on their work processes in the field and at the station. An upgrade of Radio St. Lucia's newsroom equipment is also envisaged under this project. This is important to ensure that the broadcast media – and the national radio station in particular – are better able to provide citizens with reliable, credible, accurate and timely information to facilitate citizens' effective participation in rational debate and discussion so necessary to the encouragement and sustenance of a democracy.

Through this project, the RSL newsroom will be better equipped, journalists and news correspondents trained in a combination of practices and processes suitable to XXIst century digital multimedia production and broadcast. Alternative solutions as seen by the government are to provide major incentives for broadcast media establishments (especially radio) to train their staff and acquire new digital technology. The equipment upgrade is essential to facilitate the training workshops as much of the equipment is not readily available, as well as to address a serious deficiency in modern newsroom tools at Radio St. Lucia.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project are the staff of the newsrooms at Radio St. Lucia, other broadcast radio and television stations on the island, together with news correspondents.

3. IMMEDIATE OBJECTIVES

- To train, in two one-week workshops, 30 journalists and news correspondents in the professional standards of electronic news gathering, production and dissemination paying attention to technological convergence and reporting for multiple media platforms.

- To acquire the necessary equipment for conducting the training and for subsequent use by the implementing agency

4. DEVELOPMENT OBJECTIVE

For citizens to be able to participate effectively in the discussion and debate, they must have access to information that is accurate, credible and timely.

The training in journalistic practices and processes will help to ensure that the broadcast media's newsroom staff are better able to meet the information needs of citizens which will allow the public to make rational and informed contributions on matters of national importance.

The training of news correspondents, particularly from the rural areas, will assist in providing greater contributions from the rural communities to the issues that receive national attention. This will help to improve the communicative capacity of the people of the rural communities as they will be able to contribute more meaningfully to the issues that affect them specifically and address the urban-centric imbalance in broadcast media.

5. PROJECT INPUTS

- Training workshops
- Trainers
- Equipment and materials
- Internet connectivity
- Administrative overheads

6. PROJECT OUTPUTS

- At least 20 journalists and 10 news correspondents trained;
- Training modules on CD-ROM;
- Improved newsroom facilities and equipment;
- Training materials including modules, manuals, CD-ROMs, and/or videos available for continuous in-house training.

7. ACTIVITIES

- Establishment of project management committee;
- Confirmation of project monitoring agency;
- Preparation of training outline, goals and objectives;
- Identification and recruitment of trainers;
- Selection of participants;
- Preparation of training modules, manuals and materials;
- Acquisition and installation of equipment;
- Organisation and conduct of workshop;
- Delivery of training modules;
- Submit project progress reports;
- Project evaluation.

8. WORK PLAN

Activity	Time frame
Establishment of project management committee	7 days
Confirmation of project monitoring agency	5 days
Preparation of training outline, goals and objectives	3 days
Identification and recruitment of trainers	15 days
Preparation of training modules, manuals and materials	40 days
Acquisition and installation of equipment	60 days
Selection of participants	7 days
Organisation and conduct of workshop	20 days
Delivery of training modules	12 days
Submit project progress reports	Continuous (every 4 months)
Project evaluation	Continuous

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by Radio St. Lucia Company Limited (RSL) through a Project Management Committee headed by the General Manager and comprising the members of the Board of Directors' Human Resource Development Committee and other members of the company's management team. The Project Management Committee will work closely with the University of the West Indies' Caribbean Institute of Media and Communication (CARIMAC) in the identification of trainers and in preparing and delivering the training workshop.

10.   SUSTAINABILITY

This reputation for credible, reliable, and timely information will, in turn, drive the demand for the station, making it more attractive to advertisers on whom the station relies for the majority of its revenues.   Increased revenues will allow the station to continue to invest in human resource development and in the technological advances that are so critical to increased efficiency and productivity in the broadcast sector. Radio St. Lucia will also hire the news correspondents trained under the project, with a view to broadening the station's news and information coverage, providing a greater voice to the rural communities.   This will also go a long way towards making the station's news and information programming more relevant to society, increasing its attractiveness to the audience and advertisers.

11.   EVALUATIONS CARRIED OUT

Various evaluations of the needs of the station and the necessity and timeliness of such a project have been carried out. These include overall assessments by the General Manager, and a diagnostic of the company done by consultants contracted by the Office of Private Sector Relations. These evaluations have been incorporated in the Strategic Planning Exercise held in March and April 2004. A copy of that report is available.

12.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Radio St. Lucia undertakes to report on project progress on a four-month basis or as often as is required and/or necessary throughout the duration of the project.

C. ADDITIONAL INFORMATION

St Lucia has benefited from IPDC assistance in two instances: Improvement of studio production facilities at Radio St.Lucia: 1986 -1988 and Strengthening of the FM broadcasting capabilities of the Saint Lucia Broadcasting Corporation: 1994 –1996.

The Radio St. Lucia Company Ltd. is currently undergoing a major restructuring and refinancing programme. A strategic planning exercise has been completed and a new business plan is being prepared with the assistance of a European Union funded government agency, the Office of Private Sector Relations (OPSR), with the aim of transforming an ailing institution into a financially viable entity contributing to national development through socially responsible, quality informational, educational and entertaining programming.

RSL Ltd. will contribute the following to this project: project management and supervision; installation of new equipment; technical and maintenance support; training premises; security for the equipment; administrative support; ground transportation.
The Company has sought assistance from the Office of Private Sector Relations in providing the IT infrastructure and local area network that will be the backbone upon which the equipment for the project will be installed and will interface with.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Equipment purchase including shipping	22 167
Short-term consultants: fees, travel and subsistence	15 000
Production of training materials	5 000
Project monitoring	1 000
TOTAL	**43 167**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Equipment installation	800
Administrative expenses including Internet charges	4 000
Supplies (administrative and technical)	2 500
TOTAL	**7 300**

St. VINCENT AND THE GRENADINES

	A. PROJECT IDENTIFICATION	
1.	TITLE	ST.VINCENT AND THE GRENADINES: ENHANCING BROADCAST AND PRODUCTION CAPACITY AT NBC RADIO
2.	NUMBER	PDC/48STV/01
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	TRAINING OF JOURNALISTS AND HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 26 800
8.	AMOUNT REQUESTED FROM IPDC	US$ 22 800
9.	BENEFICIARY BODY	NATIONAL BROADCASTING CORPORATION
10.	IMPLEMENTING BODY	NATIONAL BROADCASTING CORPORATION
11.	PROJECT LOCATION	RICHMOND HILL, KINGSTOWN
12.	PROJECT PREPARED BY	NATIONAL BROADCASTING CORPORATION

DECISION OF THE BUREAU:

1. BACKGROUND AND JUSTIFICATION

The broadcast environment in St Vincent and the Grenadines has undergone dramatic change over the past seven years, when public policy to liberalise the airwaves was implemented. Licenses were issued for the operation of private broadcast entities, ending the monopoly of the State-owned National Broadcasting Corporation, NBC Radio, which operated on the AM band.

However, NBC still provides coverage to about 95 % of the population of the 32-island chain of St. Vincent and the Grenadines. There are repeater sites at five locations on the mainland of St Vincent and one in the Grenadines.

Current programming is varied and covers the areas of news (hard news, sports, entertainment), financial features and public service magazine programmes, on a range of issues including health, education, agriculture, adult education, youth and musical programmes. Demand is still great for additional programming. In addition, there are regular public service announcements on such matters as safety at sea, environmental conservation, storms and other natural disasters, HIV/AIDS, diabetes, etc., and musical programmes.

But in spite of this extensive coverage, the decision of the new administration to deepen political democracy and increase the public's participation in the process, placed greater demands on NBC Radio especially in regard to its programming and technical elements. Furthermore, a Board decision to institute FM broadcasting as a major policy shift, exposed serious gaps in the technical in-house capacity of NBC staff to deliver.

To address this demand, in 2002 NBC began the purchase of new transmission equipment to boost national coverage. In late August 2004, additional equipment was ordered for installation in order to improve reception in previously weak spots in FM transmission, such as in the leeward town of Layou. Newly acquired digital audio and other multi-media equipment will allow staff to provide even more extensive programming for their audiences.

While there has been exposure through the CARIMAC Summer Programme and other sources, this has not been adequate for the training of news staff and media professionals in the use of these new tools, nor has there been adequate opportunity to train in-house technical staff how to maintain the equipment. Despite NBC's long-term commitment to training and human resource development, technical training for the new digital equipment to date has been *ad hoc* in nature. As a result, the new digital audio technology is not yet being maximised by NBC to meet the greater demand for high quality digital audio programming.

NBC therefore seeks to train technical staff and newsroom professionals in the skills needed for them to competently interface with the new technology so that better quality digital audio programming can be delivered to meet the public's demand. This training will also be open to other stations in the country that experience similar problems of professional preparedness.

2. DESCRIPTION OF THE TARGET GROUPS

- Equipment maintenance staff of the technical department in the skills of maintenance, networking and advanced digital audio recording;
- First-level training digital audio operation for the programming and news divisions.

3.   IMMEDIATE OBJECTIVES

- To train at least 10 technical operators in advanced skills of digital audio recording; computer networking and new ICT maintenance for upkeep and repairs of the system.

- To train at least 17 professional staff in the Programme Department and news division (8 new reporters and 9 announcers) to use the modern digital audio technology for their programming, archiving and retrieval

4.   DEVELOPMENT OBJECTIVE

The programme will build the communicative capacity of NBC staff and of the organisation to deliver quality audio programming using state-of-the-art digital technology.

5.   PROJECT INPUTS

- Training for at least 10 technical staff;
- Training for at least 17 professional staff;
- Training materials;
- Consultant/trainers;
- Multimedia consultant;
- Administrative overheads.

6.   PROJECT OUTPUTS

- Staff trained (at least 10 technical staff and 13 professional staff);
- Training materials (modules, CD-ROM materials and/or DVDs, *Powerpoint* presentations for future training);
- In-house maintenance manual produced in multi-media format;
- Quarterly new programming materials produced and broadcast;
- Training reports.

7.   ACTIVITIES

- Training of technical staff;
- Training of journalist staff;
- Recruitment of consultants and trainers;
- Production of training materials, a maintenance manual for in-house use and CDROMs;
- Final report.

8.   WORK PLAN
The training will be of two weeks duration and benefit a total of at least 20 employees.

Enhancing broadcast and production capacity	Month 1	Month 2	Month 3	Months 4-12
Recruit trainers and multimedia consultant	*****			
Design, organise and conduct training		*****	*****	
Produce training materials and manuals			********	********
Completion and broadcast of new programming materials			********	********
Periodic evaluations				********
Final report				********

9.   **INSTITUTIONAL FRAMEWORK**

The National Broadcasting Corporation is a Statutory Corporation that is managed by a Board of Directors who is charged with applying the government's Communication policies as these relate to Broadcasting. The Board answers to the minister of Information, which portfolio is held by the Prime Minister.

The day-to-day operations of the Corporation are the responsibility of its General Manager who answers to the Board. Project implementation will be his direct responsibility with the support of the Heads of the Technical, News and Programming Departments.

10.   **SUSTAINABILITY**

The National Broadcasting Corporation has as one of its strategic objectives for the period 2002-2005, the provision of training of staff to attain its organisational goals and their development needs for self-fulfilment. Using its own resources as well as assistance from external agencies, NBC Radio has increased staff training by over 200 % since 2002. The training requirement is an on-going exercise with short-term, medium-term and long-term objectives to improve knowledge and skills. The Corporation's strategic training objectives are congruent with the government's stated policy of lifting the bar on educational levels through provision of training opportunities to improve national output in order to effectively compete in the global market. Thus, the training provided under the project will support this long-term commitment on the part of the government.

Internal staff trained through the project rather than through expensive external services will provide ongoing maintenance of digital equipment and computer network. .

11.   FRAMEWORK OF MONITORING

The National Commission for UNESCO will be requested to make regular reports on the impact of the training on the Corporation using indicators such as, level of usage of external consultants, for upkeep of the computer network - repairs and maintenance; efficacy in rectification of technical problems; quality of digital programming produced, etc.

12.   EVALUATIONS CARRIED OUT

During the period of 2003 to July 2004, some US$ 1 340 were spent on external maintenance and repairs of computers and equipment. This comes in addition to the cost of attachment of a senior member of the technical staff at a facility in Miami in 2003. After the training, this cost will be absorbed internally. In addition, this activity is a follow-up to government policy directives in this sector.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Internal reporting is currently transmitted to the Office of the St Vincent and the Grenadines National Commission for UNESCO. Moreover, quarterly reports from management will also come with the training consultant reports. At the end of one year, a full-report will be submitted.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

In the past years, St Vincent and the Grenadines benefited from the IPDC in the establishment of its Educational Broadcasting facility.

Preparatory activities completed prior to submission of the project to IPDC

A comprehensive thrust has been undertaken as part of an overall strategy to retool technical staff and enhance the ability of the programming staff to effectively operate and interface with the new equipment.

NBC Radio has already undertaken specific training modules at CARIMAC and elsewhere, using its own resources as well as that of other agencies. An on-going programme of training has been taking place in stages over the past two years, involving a variety of modules to satisfy individual and organisational needs in keeping with the strategic focus of NBC radio. Liberal use has been made of training offered under the banner of the Caribbean Broadcasting Union (CBU) in such areas as multi-media applications for news products, digital radio and digital technology for broadcasting.

Contribution foreseen by the beneficiary agency during the project period

NBC will remain responsible for administrative overheads, rental of the training premises and related incidentals as well as Internet connectivity charges.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
2 training consultants (2-week workshops, fees, travel and DSA):	14 000
Consumables:	500
Local multimedia consultant:	3 000
Internet user fees:	300
Training materials and maintenance manual:	2 000
Miscellaneous (communications, fax, mail, telephone etc.):	1 000
Evaluation:	2 000
TOTAL:	**22 800**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Training venue and incidentals:	2 000
Internet connectivity:	500
Administrative overheads:	1 500
TOTAL:	**4 000**

SURINAME

	A. PROJECT IDENTIFICATION	
1.	**TITLE**	**SURINAME: PREPARATION OF AN OFFICIAL MEDIA ACT AND LEGISLATION IN SURINAME**
2.	**NUMBER**	**PDC/48 SUR/01**
3.	**CATEGORY OF MASS MEDIA**	RADIO, TELEVISION AND PRINT
4.	**IPDC PRIORITY AREA**	PROMOTION OF INDEPENDENT AND PLURALISTIC MEDIA
5.	**SCOPE** (national, regional, interregional)	NATIONAL
6.	**TYPE OF ASSISTANCE REQUESTED**	FINANCIAL
7.	**TOTAL COST OF PROJECT**	US$ 28 000
8.	**AMOUNT REQUESTED FROM IPDC**	US$ 24 500
9.	**BENEFICIARY BODY**	GOVERNMENT OF SURINAME
10.	IMPLEMENTING BODY	MEDIA DIVISION OF THE DIRECTORATE FOR CULTURE
11.	**PROJECT LOCATION**	PARAMARIBO
12.	**PROJECT PREPARED BY**	MEDIA DIVISION OF THE DIRECTORATE FOR CULTURE
	DECISION OF THE BUREAU:	

1.   BACKGROUND AND JUSTIFICATION

As of the early 1990s, the total number of media houses in Suriname has increased considerably. With a total population of around 500 000 people, Suriname now boasts 26 radio stations, 15 television stations, 3 cable television stations, 2 Internet providers and 4 daily newspapers. Before the 1990s, the country had only 5 radio stations, 2 State-owned television stations and 2 privately owned daily newspapers.

The increase of electronic media houses in particular is mostly the result of the process of democratisation in the country after a period of military rule. Since then, the governments have pursued vigorously the ideals of freedom of expression and the right of all to information and communication as the cornerstone of a democratic society. It is against this background that the government agreed to liberalise the sector and grant private companies licences to run a radio or TV station. With the exception of two TV stations and two radio stations, which are initiated and owned by the government, all the rest of the media houses are privately owned.

Both, the government and the privately owned media houses are strongly dependent on advertisements and commercials. Although Dutch, the official language is used by all media houses, there are radio and TV stations which mostly make use of the native languages of the various ethnic groups in Suriname in their daily programmes.

Even though many are understaffed, all the media houses provide daily news and information programmes. The variety of media houses in Suriname, with their own individual programming, produces a wide diversity and supply of programmes for the public. In this respect, one can say the media in Suriname are free and pluralistic.

However, in spite of these positive developments, official legislation, with regard to the media in Suriname, is inadequate and out-of-date. There is great need for media legislation outlining rules and provisions in areas such as media licences and conditions to which the media must adhere. The composition of the existing Media Council, its role and responsibilities, together with the so-called Telegraph and Telephone Law of 1945 need to be revised. Stipulations in the Criminal Code on libel and other press offences should also be taken into reconsideration.

Based on recommendations from government and private media, this project foresees the development of a Media Act or Media Law as a matter of urgency providing guarantees for freedom of the press and the right of speech. Such Media Act or Media Law could also aim at improving the quality of journalism and journalistic materials through training and ethical support of media workers, with a view to broadening its services to the people.

Preparation of this law will entail fully democratic and participatory processes involving the public.

2.   DESCRIPTION OF THE TARGET GROUPS

Suriname government policy makers, mass media owners and workers (journalists) and the public..

3. IMMEDIATE OBJECTIVES

- To draft an initial Media Act enshrining rights and responsibilities related to communication and media in Suriname.
- To encourage maximum public and key stakeholders feedback and input through a participatory public awareness and education programme

4. DEVELOPMENT OBJECTIVE

Freedom of the press and freedom of expression will be enshrined in legislation, thereby ensuring democracy. The project is expected to give rise to increased public awareness and involvement in issues concerning the rights of freedom of expression and freedom of the press, critical pillars of democratic society.

5. PROJECT INPUTS

- Three legal consultants (specialist lawyers);
- Two facilitators to lead the participatory consultations;
- Five countrywide public consultations;
- Public promotional materials, print and multimedia.

6. PROJECT OUTPUTS

- Finalised media act for submission to decision-makers;
- Promotional materials;
- Final Act for distribution on-line and in multimedia format;
- Reports of public consultation meetings.

7. ACTIVITIES AND WORK PLAN

Activities	Month 1	Months 2-3	Month 4	Months 5-7	Month 8	Months 9-12
Recruitment of legal consultants	*******					
Drafting of initial Media Act		*******				
On-line posting of the draft			******			
Production of promotional materials			******			
Participatory public consultations				*******		
Revision of Draft Act					*******	
Submission to decision-makers						*******
Preparation of final report						*******

8. INSTITUTIONAL FRAMEWORK

The Media Unit, under the supervision of the Directorate of Culture of the ministry of Education and Community Development, which is responsible for the content of the media policy in Suriname, will oversee the consultants contracted for the project.

Non-governmental organisations and civil society groups will be invited to give feedback to the draft Act and to be involved in organising and conducting the public consultations.

9.   SUSTAINABILITY

With direct participation and involvement of the public in the formation of the law and the media policy, there will also be deeper ownership of the process and greater chances of long-term sustainability.

10.   FRAMEWORK OF MONITORING

The Suriname National Commission for UNESCO will assist in monitoring the project locally. A report summarizing all the information submitted to the website will be produced. Reports from the facilitators (consultants for the public participation process) will also be submitted for review.

11.   EVALUATIONS CARRIED OUT

None.

12.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

An interim report and a final report will be provided.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Suriname has benefited from IPDC assistance over the past years, beginning with support to the ministry of Education in the outfitting of its radio broadcasting unit; the School radio project, also of the ministry of Education and the community radio networking project executed by TELESUR, which is presently under conclusion.

Preparatory activities completed prior to submission of the project to IPDC

There have been several recommendations from government and from private media agencies indicating the need for a new media act to be prepared, but no specific preparatory activities have been conducted to date.

Contribution foreseen by the beneficiary agency during the project period

The Media division and the government of Suriname will contribute to the costs of the countrywide consultations, development of promotional and public awareness materials, and administrative expenses including telephone and communication costs.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
3 legal consultants:	10 000
2 facilitators:	5 000
Venue and logistics (5 meetings):	2 000
Transportation (to rural and remote areas for public consultations):	4 000
Production and dissemination of promotional materials:	2 000
Reporting, evaluation and coordination:	1 500
TOTAL:	**24 500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Venue and logistics (5 meetings):	1 000
Production and dissemination of promotional materials:	1 000
Web posting of draft act:	300
Administrative overheads (communication, office support):	1 200
TOTAL:	**3 500**

TRINIDAD AND TOBAGO

A. PROJECT IDENTIFICATION		
1.	TITLE	**TRINIDAD AND TOBAGO: INTRODUCTION OF COMMUNITY NEWSPAPERS**
2	NUMBER	**PDC/48 TRI/01**
3.	CATEGORY OF MASS MEDIA	PRINT AND MULTIMEDIA PRODUCTION
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA AND HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 31 800
8.	AMOUNT REQUESTED FROM IPDC	US$ 33 000
9.	BENEFICIARY BODY	PARTICIPATING SCHOOLS AND MINISTRY OF EDUCATION COMMUNICATION STUDIES CURRICULUM PROGRAMME
10.	IMPLEMENTING BODY	MINISTRY OF EDUCATION, COMMUNICATION UNIT
11.	PROJECT LOCATION	THREE SCHOOLS IN RURAL TRINIDAD AND TOBAGO
12.	PROJECT PREPARED BY	MINISTRY OF EDUCATION, COMMUNICATION UNIT
DECISION OF THE BUREAU:		

1. **BACKGROUND AND JUSTIFICATION**

Trinidad and Tobago has four television stations and two cable channels, three major daily newspapers and several weeklies, at least twelve radio stations two of which are community-based. The media enjoy a fair amount of freedom and seize the opportunity to lobby strongly whenever they perceive that they are under threat. The radio and press particularly represent diverse aspects of the society, expressing various religious, ethnic, youth and business perspectives.

The articulated criticism concerning mainstream media is its tendency to react mainly to crises rather than to focus on the investigative and preventive. The need for information on issues for social upliftment and development remains lacking. Furthermore and particularly in print, the standard of writing and basic language skills is poor and requires more and more targeted training in an effort to overcome this. Another problem is the high school offerings in terms of new recruits, which continue to be grossly unsatisfactory in terms of functional literacy, language and other marketable skills.

This project is designed to address problems of preparedness of young cadres for entry into the media market place. By exposing the students from as early as possible to a live medium where they may learn to express their views freely within a learning environment, disseminate and exchange information and materials the democratic tradition may be strengthened.

The solution proposed is to give students a voice through the development and networking of student newspapers in three schools in the rural areas of both sister islands of Trinidad and Tobago, as a forum for articulating their views on a regular basis, and packaging information on critical issues relating to school life and development in their immediate communities. These will include schools that actively participate in the UNESCO Associated Schools Programme Network (ASP net) or UNESCO Clubs.

The school newspaper project is expected to complement the on-going communication studies curriculum of the Ministry of Education and the Technology Education Programme which already offers internet training, graphic design, desktop publishing, computer literacy skills, digital photography, info literacy and web page design. It will therefore be offered as an extra-curricular option. Students will be encouraged to take ownership of their school newspaper and set up their own web pages within the overall website of the Ministry of Education, with active links to mainstream media. The project will be volunteer-based, under the direct supervision of the Principals and supported by curriculum co-ordinators and school supervisors. Skills training will include journalism focusing on investigative techniques using the Internet, libraries, documentation centres, interviews, photographic journalism, journalistic writing and language development skills, electronic newsgathering, as well as awareness building in areas such as ethics, intellectual property and copyright laws. In addition, the project will also present opportunities for offering a basic course in maintenance techniques.

A budding partnership with mainstream media, the private and corporate sector, will be reinforced through the publication and broadcast of material produced in the schools. The print and radio facilities of the Trinidad and Tobago Public Service (such as the Government Information Service), will be made available for dissemination. The long term development of this activity, eventually coupled with community radio, is expected to provide a platform for discussion of issues related to development and media in the country.

Dedicated computer and multi-media equipment are required so as not to compromise the integrity of the information being generated in the project and already scarce facilities in use in the schools. Project equipment would be housed the computer and media labs of the schools involved and include: 3 multimedia desktop computers with accessories, desktop publishing software such as Quark Express,

consumables, 3 digital camcorders, 6 mini tape recorders, audio and video tapes required to support the project.

2.　DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project will include the following:

Male and female students (ages 14-18.),
Teachers,
Immediate school community and the by extension, parents and families of the students,
The general public.

3.　IMMEDIATE OBJECTIVES

- Train 20 students per school in ten days spread over the period of three months during the first two terms of the school year;
- Train 6 teacher volunteers to include IT and audio-visual technicians of the schools;
- Produce and publish two issues per school term of a student-run school/community newspaper.

4.　DEVELOPMENT OBJECTIVE

The project is expected to enhance the communicative capacity of youth by stimulating and encouraging non-threatening dialogue within the school and its community. By giving the youth a voice, their teachers, parents and peers will be in a better position to appreciate their concerns and support them.
The activity encourages freedom of expression among participants, and by its wide participatory nature, promotes respect for the rights of others and the democratic process.

5.　PROJECT INPUTS

Coordinators (1 per school);
3 trainers;
Internet connectivity and charges;
Equipment;
Institutional support .

6. PROJECT OUTPUTS

- 20 students per school in three schools trained;
- 2 teacher volunteers (IT, AV technicians) per school trained;
- First two issues of student community newspapers;
- Community newspapers distributed and exchanged;
- Webpages established per school. Material posted on Ministry of Education website as well as that of the Government Information Service.

7.　ACTIVITIES

Selection and preparation of participating schools;
Identification of coordinators;
Recruitment of trainers;
Selection of students;
Recruitment of trainee teachers;
Preparation of the training programme;
Acquisition and installation of equipment, materials and software;

Project launch;
Conduct of training programme - staggered over a 3-month period.

8.   **WORK PLAN**

ACTIVITIES	TIMING
Preparatory activities: Sensitisation of potential schools and mainstream media partners; Putting in place human resources to develop the project; Confirmation of readiness of the schools identified; Selection of coordinators Recruitment of trainers Selection of students and trainee teachers	January 2005
Preparation of the training programme	January / August 2005
Acquisition and installation of equipment, materials and software	July / August 2005
Project launch and orientation	Mid-September 2005
Conduct of training programme	September / December 2005 January / March 2006
Distribution and exchange of newspapers	January-June 2006
Completion of webpages	2006

9.   **INSTITUTIONAL FRAMEWORK**

The project will be implemented directly by the schools, as a participatory activity of the entire school. It falls within the purview of the Communication Unit of the Ministry of Education, which ultimately has the overall responsibility for its coordination, the Curriculum Unit and the Schools Publications Unit. The teacher volunteers to be assigned will assume a coordinating role. There should be at least one dedicated computer in the computer lab of each school to which participants in the project should have access.

10.   **SUSTAINABILITY**

The project will be an integral part of the public awareness thrust of the Ministry of Education through which the Ministry intends to strengthen its capacity for public education and awareness, particularly with regard to the CAPE curriculum in communication studies. It is in keeping with the Ministry's vision to modernise and renew the education system and closely aligned with the strategic directions for the Caribbean as outlined by CARICOM and in keeping with the Education For All (EFA) goals to create communication capability and networks in schools, so as to promote the changing face of education internally and to their local communities.

11.   **FRAMEWORK OF MONITORING**

Advisers from the Trinidad and Tobago Publishing and Broadcasting Organisation will be invited to assist the project with monitoring and professional advice.

12.   **EVALUATIONS CARRIED OUT**

An evaluation was carried out within the framework of the Secondary Education Modernisation Programme (SEMP), funded by the Inter-American Development Bank and showed the need for strengthening the Ministry of Education's capability for effective and sustained communication with all its stakeholders, and mainly parents and the wider community.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The activities under this project will form the basis for regular reporting on project progress.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

Trinidad and Tobago has received support from the IPDC for numerous innovative projects over the years. These include Television productions of Banyan, now Gayelle Television; Caribbean-Pacific co-production and exchange; the creation of a regional Animation Centre; the establishment of a rural communication unit at the Ministry of Information out of which emerged *Radio Toco* which won the IPDC prize for rural communication in 2003, and a rural newspaper entitled the *Eastern Voice*; also a project to network grassroots radio which has emerged into the Caribbean Multimedia for Caribbean communities project.

Preparatory activities completed prior to submission of the project to IPDC:

Many schools produce some form of school paper or newsletter. The Schools Publications Unit also produces a school paper periodically. Several students also participate in the production of the school year book through their involvement in the activities of the School Yearbook club initiative.

The Ministry, through its communications practitioners, is working towards the development of a policy and guidelines for the operation of the various media initiatives including the Ministry's broadcast units (radio and television) and its website. It has also developed a marketing proposal for the creation of sustainable media production and management. Furthermore, the Heroes Foundation of Trinidad and Tobago is working with the Ministry on the development of comic books and comic strips for school newspapers with stories on local heroes.

Contribution foreseen by the beneficiary agency during the project period:

Provision of premises for operation of the project, Internet connectivity, office support and overheads, IT and technology education support; contribution to printing and publication, website and telephone connectivity and coordination; also audio-visual technicians, installations and technical maintenance.

Assistance sought other than IPDC:

Additional assistance may be expected through the Public Awareness initiative of the Ministry supported by IDB, together with support from the government of Trinidad and Tobago and the corporate and private sector.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
3 teachers / coordinators	**3 000**
3 trainers	**3 000**
Trainee stipends	**1 800**
Internet charges:	**1 000**
Equipment (3 desktop computer systems with software, 3 printers, 3 scanners, 3 digital cameras, 3 digital recorders)	**10 000**
Consumables (audio tapes, printer ink, cartridge replacements etc.)	**5 000**
Printing (minimum 2500 copies, 6 editions per year × 3 schools)	**8 000**
TOTAL:	**31 800**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
IT and technology education support (including 2 LCDP projectors, 2 projector tripod screens)	**2 000**
Office support (including furniture, filing cabinets and secretarial services)	**10 000**
Five-line phone system (estimated cost)	**3 000**
Utilities	**6 000**
Website connectivity	**3 000**
3 teachers / coordinators	**9 000**
TOTAL:	**33 000**

VENEZUELA

A. PROJECT IDENTIFICATION		
1.	TITLE	VENEZUELA:YOUTH NEWS SERVICE ON DEVELOPMENT
2.	NUMBER	PDC/48 VEN/01
3.	CATEGORY OF MASS MEDIA	NEW COMMUNICATION MEDIA, INTERNET
4.	IPDC PRIORITY AREA	CAPACITY BUILDING, FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 35 797
8.	AMOUNT REQUESTED FROM IPDC	US$ 30 000
9.	BENEFICIARY BODY	CECODAP
10.	IMPLEMENTING BODY	CECODAP
11.	PROJECT LOCATION	CARACAS
12.	PROJECT PREPARED BY	ELENA SOSNOWSKI, MG.SC. HUMAN DEVELOPMENT PSYCHOLOGY
DECISION OF THE BUREAU:		

1. BACKGROUND AND JUSTIFICATION

It is important to give voice to youth in the stage of their extra-familial progressive social insertion, where adolescents are able to assume more active and strengthened citizenship roles as their age increases. They stand to gain greater civic and social responsibility and a better understanding of their environment through the exchange of ideas and communicative action.

Accessibility to the news portal is offered by the National Centre of Information Technologies (dependence of the Ministry of Science and Technology) through the 250 access centres (*Infocentros*), 75% of which are located in public libraries all over the country.

In 2003, the basis of the project "Network of Adolescents for Social Development" has been set, through the initiative of the National Commission of Cooperation with UNESCO of Venezuela, with the support of the Regional Office of Communication (Quito). In July 2004, the news service portal was completed. It is presently on-line in the server of the National Centre of Information Technologies. The establishment of the pilot project is scheduled between October 2003 and April 2005. The present project proposes its extension to a national scope.

The priority of this project is the lack of a communication space for adolescents. We propose the consolidation of a national youth news service, written for the youth by the youth, through existing adolescents networks or to be organised in the future. The consolidated news portal will give them social weight by allowing the expression of opinions and ideas that would pave the way to a greater citizenship, encouraging a culture of peace with social equity basis and gender perspective. This solution would provide a better opportunity for communication through its inherent characteristics of flexibility, cost and accessibility, using the democratised access to Internet that exists in the country.

2. DESCRIPTION OF THE TARGET GROUPS

Immediate beneficiaries: the youth, 12-17 years old adolescents, belonging to networks of social action and/or progressively incorporated to the project through diffusion and training campaigns.

3. IMMEDIATE OBJECTIVES

46 training workshops in communication competences through the use of the news service portal resources in workshops and through the active use of the news service portal with the participation of teaching personnel and municipal authorities, on the potential use of the service to stimulate written and oral expression through training and civic action.

4. DEVELOPMENT OBJECTIVE

The achievement of the immediate objectives should constitute a key contribution to the democratic culture as it constitutes the expression of the diversity of ideas of the country's various population groups, the identification of their needs and the proposals made to meet them, from the adolescents as well as from responsible adults.

5. PROJECT INPUTS

- Contents specialist and project coordinator: for the development of contents, for the sensibilisation of the project in formal and nonformal spaces, and the training of adolescents, teachers and the municipal authorities;
- Specialists for text design, keeping and updating of news service systems and data bases;
- Equipment: laptop computer, scanner and webcams;
- Connectivity to Internet for the news service system.

6. PROJECT OUTPUTS

- 5 adolescents' news networks of national coverage participating in the "*Network of Adolescents for Social Development*";
- One correspondent by municipality (progressive);
- 32 thematic editions generating questions about ethical citizenship with gender perspective;
- Online news service and portal;
- Online forum with daily updating;
- 8 newspaper editions.

7. ACTIVITIES

- Consolidation of the technical team of the portal (wide-band assured);
- Central coordination with CNTI/*Infocentros* and their supervisor for the support and promotion of the project;
- Training workshops at national level of adults and youth in secondary schools, *Infocentros* and public libraries in their local places (states);
- Corrections, updating and mounting of text and graphic information on-site;
- Elaboration of 32 thematic editions for the newspaper on subjects of citizenship ethics, justice, peace and gender with the support of UNESCO publications as sources of knowledge and experiences;
- Acquisition and delivery of documentation on citizenship and gender to public libraries;
- 46 training workshops (2 per state);
- Selection of correspondents;
- Acquisition of equipment, of training materials and texts.

8. WORK PLAN

ACTIVITIES	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10
Consolidation of technical equipment of the news portal; acquisition and delivery of books to public libraries; acquisition of electronic equipment; diffusion of the portal through the media	X	X								
Development of thematic editions in the portal, texts and interviews; data bases daily and monthly management	X	X	X	X	X	X	X	X	X	
46 workshops on the portal for communication: in public libraries, *Infocentros*, secondary schools	X	X	X	X						
Selection of correspondents (exchanges)	X	X	X	X						
Daily orthographical and normative revision of texts with edition and layout of texts (forum and newspapers)	X	X	X	X	X	X	X	X	X	
Evaluation reports				X				X		
Digitised report on final results										X

9. INSTITUTIONAL FRAMEWORK

CECODAP, in its character of member institution of the Education for All National Forum, will have the institutional responsibility of the project. The coordination of the project and contents development will be the responsibility of the consultant specialist in Human Development and Adolescence, Elena Sosnowski, who will be in charge of the project establishment, development and evaluations, as well as about all the components of the project.

The National Centre of Information Technologies will continue to host the site; users of the news portal will have free access through *Infocentros* all over the country. Whenever possible, the project will work with the *Infocentros* located in public libraries, given their natural appropriateness for training in literacy and their experience with the needs of local children and adolescents.

10. SUSTAINABILITY

Insofar as local authorities and social institutions will be sensible to the potential of the network, and when the proper motorization of the project will be achieved (as a result from the contributions to the newspaper and forum of the network), it will be possible to search support at the national and international levels to consolidate the project as a permanent activity.

11. FRAMEWORK OF MONITORING

The CECODAP communication specialists will monitor the project.

12. EVALUATIONS CARRIED OUT

The project has been elaborated with Log frame, with a permanent analysis of the involved actors , with a constant redesigning to identify the negative and positive conditions met by the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The CECODAP will submit a progress report every four months.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

- Design of the project with MLF;
- Development of the infrastructure of the news portal;
- Development of portal contents;
- Management for the inter-institutional sharing of intellectual and physical resources;;
- Beginning of the diffusion among networks of adolescents (to be launched October 2004).

Contribution foreseen by the beneficiary agency during the project period

As for the anticipated contributions, the regional network "*Voces*" will be contributing to the project for the training of children and for the portal in three cities of the province.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
46 training workshops and promotion of the project:	3 220
4 monthly thematic editions of the news portal; daily updating of the forum texts:	6 400
Development and maintenance of the portal infrastructure:	9 600
Coordination of the project:	4 000
Laptop computer:	1 500
Scanner:	200
46 Webcams:	1 200
Communication expenses:	760
Travel expenses in 23 states (workshops, technicians and promotion staff):	1 000
TOTAL:	**30 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Monitoring and technical assistance specialists:	1 500
Logistic support for diffusion in the media:	1 500
Communications:	500
Server (50 Mo for 9 months):	500
Registration:	14
Access by users (3 000 users):	783
Technical specialists:	1 000
TOTAL:	**5 797**