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INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

PART III

**NATIONAL PROJECTS SUBMITTED TO THE
IPDC**

LATIN AMERICA AND THE CARIBBEAN

IPDC BUREAU
Fifty-fourth meeting



UNESCO HEADQUARTERS, PARIS
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BOLIVIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING ON ACCESS TO INFORMATION IN BOLIVIA
2.	NUMBER	IPDC/54 BOL/01
3.	CATEGORY OF MASS MEDIA	Destined for press, radio and television journalists.
4.	IPDC PRIORITY AREA	Freedom of expression Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support; equipment
7.	TOTAL COST OF PROJECT	US\$ 73,965
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23,565
9.	BENEFICIARY BODY	Asociación Nacional de la Prensa (National Press Association), Calle Claudio Aliaga 1290, San Miguel. Tel/fax: (591) 22794208. jjzeballos24@anpbolivia.com Juan Javier Zeballos, CEO of the Asociación Nacional de la Prensa (ANP, Spanish acronym for National Press Association)
10.	IMPLEMENTING OFFICE	Rosa González Adviser for Communication and Information in Latin America UNESCO, Quito-Ecuador
11.	PROJECT LOCATION	Based in La Paz, but applied in Cochabamba, Santa Cruz and Sucre
12.	PROJECT PREPARED BY	Juan Javier Zeballos, CEO of the ANP
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Bolivian National Press Association (ANP, Spanish acronym for Asociación Nacional de la Prensa) runs the “Unidad de Monitoreo y Vigilancia de la Libertad de Expresión en Bolivia” (Freedom of Expression Monitor and Oversight Unit in Bolivia) project since July 2008, which consists in alerting on violations to freedom of expression and of the press, attacks on the media and violence to journalists. For this, with financing from the National Endowment for Democracy (NED), it created a Freedom of Expression Monitor and Oversight Unit, installed a formal office in La Paz, and hired four regional monitors (in La Paz, Santa Cruz, Cochabamba and Sucre), who register, document, monitor and denounce violations of freedom of expression and aggressions to journalists. In relation to access of information, the ANP intends to establish a similar system.

Bolivia has been considered, by international evaluation institutions, as the last place in terms of access to information. Supreme Decree No. 18168, on Transparency and Access to Information, decreed by Carlos Mesa’s government on May 17, 2005, guarantees the right to Access information; however, no public entity complies with it, they simply ignore it. Journalists do not use this instrument either, mainly because they are not aware of its content, or even its existence. Government authorities do not know of its existence either, which is why they do not comply. They state that they cannot supply the information requested, that they do not have it available, that they need authorization from the institution’s executive authority, or that they are not authorized.

Currently, there is also a Law bill that is being reviewed by the Human Rights Commission of the House of Representatives, as has been in that stage for almost two years. There is a total lack of knowledge of the only legal instrument for access to information that exists in our country, not only within civil society, but by journalists.

These two basic problems, ignorance about the existence of the instrument and that fact that it is not applied, must be attacked to consolidate this fundamental right in society and the public sector. Bolivia is a country where there is public information, as is the case of all other countries, but it is hidden within the official spheres of the public administration. No one knows how much a government worker makes, or has any information about the execution of the budget in government institutions. The Ministry of the Treasury, which has a website and should publish this information, makes no reference to the salaries of public officials and, with regards to budget executions, there is a notice apologizing for not having the information.

The websites of the other ministries, for the most part, promote the activities they perform and some public contract negotiations they open, but contain nothing in relation their expenses or income, much less anything related to monetary issues. The same thing is true for State institutions such as ENTEL or Yacimientos Petrolíferos Fiscales Bolivianos (YPFB, Spanish acronym for Bolivian Fiscal Oil Beds), etc. Cases of corruption were discovered by chance, as is the case of one involving the YPFB, which was discovered after the murder of one of the people who had gone to the bank to withdraw cash in order to pay a bribe to the president of the aforementioned institute.

A similar thing happened with a recent alert from the president of the Transport YPF, who accused the President of the YPFB of having paid a hefty sum to Transredes, a foreign company, to buy its actions and “nationalize” Bolivian oil. It is only due to these facts that mismanagement is discovered, and not because there is the possibility to investigate the authorities’ actions, since access to information is completely blocked. This is why it is urgent and necessary to develop campaigns, first of all, of information on the

existence of a regulation for access to information and to teach the population to demand their right. The ANP is willing to face this challenge and create conscience within society, starting with journalists, who require intense training. Once the journalists are convinced that access to public information is a right, and not a favor granted to them by public institutions, an important step will have been taken towards creating a conscience in civil society.

We also intend to create a judicial arm for access to information, similar to what we have for freedom of the press and freedom of expression. However, this task is costly and the ANP is not able to cover the expenses that this campaign will represent.

2. DESCRIPTION OF THE TARGET GROUP:

The target group towards which this project is directed is journalists from the nine main cities of Bolivia, who work in newsrooms in the press, radio and television.

3. DEVELOPMENT OBJECTIVE:

- Contribute to journalists' awareness of the fact that, even though the approval of a Law of Access to Information is behind schedule in Bolivia, there is a Supreme Decree that it is an instrument that protects and benefits them.
- The project will thus promote the good use of the current legal instruments to grant journalists an instrument that, if used, will promote investigative journalism in Bolivia.
- To generate, with the creation of the Access to Information Monitor and Oversight Unit in Bolivia, a system of defence for journalists that will denounce the authorities that do not comply with the Decree, and offer, if necessary, counselling for the media to take legal actions against the public institutions that, despite the regulation, deny information.

4. IMMEDIATE OBJECTIVES:

- To develop campaigns of information and training, with visits to the media and seminars for journalists to understand and use the norms and mechanisms to exercise their right to information.
- To create an Access to Information Monitor and Oversight Unit in Bolivia, with a network of monitors in the main cities of the country, as well as a Corporation of lawyers to provide counsel in specific cases.

5. PROJECT OUTPUTS:

- 260 Bolivian journalists from the nine departments of the country will be trained in the use of the Decree of Access to Information and its importance in promoting investigative journalism.
- To this effect, there will be 12 workshops at media outlets. Six will take place in La Paz, and another six in Santa Cruz de la Sierra, for a total of 180 journalists.
- We will organize another two workshops, one in Cochabamba, for 40 journalists from four cities, and another in Sucre, for 40 journalists from three cities. In total, 80 journalists will benefit, in addition to the 180 journalists from the 12 workshops in La Paz and Santa Cruz, for a grand total of 260 participating journalists.
- An Oversight Unit will oversee, report threats and counsel journalists and media outlets that appeal to the Decree of Access to Information when sources deny it.

6. ACTIVITIES:

Workshops in La Paz and Santa Cruz

- There will be 12 workshops in La Paz and Santa Cruz, held at six newspapers, four television stations and two radio stations.
- 15 journalists will participate in each workshop. A total of 180 journalists will have participated.
- Each workshop will be taught by an international expert together with a Bolivian expert.
- The instructors will explain the importance of access to information, share experiences in other countries, and offer all the data and instruments necessary to access information through the current decree, in force in Bolivia, which is not used due to ignorance.
- A pilot plan will be created for the use and application of the Decree of Transparency. One journalist per medium will be selected to undertake a journalistic investigation based on the Access to Information Decree, through information requests to one or several State entities. The ANP will follow up on the 12 cases, their advances, their conclusions and their publication.
- If a journalist encounters problems, the ANP will legally advise them and the media about how to begin legal processes in function of the existing Decree.

In Cochabamba and Sucre

- There will be two workshops, one in the city of Cochabamba and another in the city of Sucre. They will each last one day (8 hours). They will be open to journalists from different media.
- They will be taught by an international expert together with a Bolivian expert.
- The instructors will explain the importance of Access to Information, share experiences in other countries, and, finally, provide all the data and instruments necessary for its use and application in Bolivia.
- The Cochabamba workshop will be attended by 40 journalists. 27 from this city, five from Oruro, four from Cobija (Pando) and four from Trinidad (Beni).
- The Sucre workshop will be attended by 40 people, 21 from that city, 12 from Potosí and 7 from Tarija.
- The pilot plan will consist of six investigations. For this, one journalist from each region of the country will be chosen, and the ANP will follow up on each investigation.

Oversight Unit

- We intend to create an Access to Information Monitor and Oversight Unit similar to the existing Freedom of Expression Unit.
- An access link for information will be incorporated to the ANP's website in order to spread documentation and complaints about any non-compliance detected.

7. PROJECT INPUTS:

- Travel expenses (airfare, hotels and meals) for a foreign instructor from Mexico and one from Argentina, both specialists in access to information, one for La Paz and Santa Cruz, and the other for Cochabamba and Sucre. Two Bolivian experts, one for La Paz and Santa Cruz, and the other for Cochabamba and Sucre.
- Travel expenses (airfares, hotels and meals for 35) for 32 journalists and three members of the organization team.
- Organization expenses (materials, communications, and logistics) for all 14 workshops.

Creation of the Access to Information Monitor and Oversight Office One Intel Dp 35 computer equipment, with 4GB of RAM memory, with all the hardware included.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4
Creation of the office				
12 visits to media outlets				
2 Access to Information workshops				

9. INSTITUTIONAL FRAMEWORK:

The ANP is non-profit institution, created to foster the perfecting and development of the press and journalism in Bolivia. Its fundamental principle is the undeniable protection and defense of freedom of the press and freedom of expression in Bolivia, the training of journalists in order to fulfill a service to society in its right to be truthfully, timely and correctly informed, and towards a defense of democracy. The ANP brings together 23 printed media (papers, weeklies and magazines from all over the country, legally established in eight of nine department capitals). The ANP was created in 1998. On October 10th, 2007, it was the only journalism institution to earn, along with 25 other entities and people, a medal granted by the Greater University of San Andrés, the most important university in the country, for its permanent defense of democracy. The project is run by the CEO of the ANP, Juan Javier Zeballos, who was an international correspondent for the Reuters news agency for 25 years. He was head of Reuters in Brazil, Chile, Ecuador and Peru, a correspondent in Mexico, Central America and the Caribbean, Venezuela, Bolivia and Colombia. He wrote the Code of Ethics that the ANP put forth in September of 2007, and helped create the Fundación para el Periodismo en Bolivia (Foundation for Journalism in Bolivia), an institution that will have a center for the professionalization of journalists.

10. SUSTAINABILITY:

After the workshops, the Oversight Unit of the ANP will follow up on the cases of information requests by the media, both our own pilot cases and others. In addition, it will provide legal support for journalists and media outlets that follow the procedures to obtain information from the State, but get no concrete answer.

11. FRAMEWORK OF MONITORING:

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with ANP and the trainers participating in the project. Consolidated reports produced by the partners and the ACI will be submitted to the IPDC on a recurrent basis by the UNESCO Quito Office.

12. EVALUATIONS CARRIED OUT:

The issue of access to information is new in Bolivia. The ignorance there is on the subject, both in the media and in the general population, is alarming. There have been no organizations that have studied the issue.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress at the conclusion of each project activity phase. Additional, at the conclusion of the project, the beneficiary agency will submit a comprehensive final

report describing the extent to which the immediate objectives of the project were achieved. Juan Javier Zeballos, CEO of the ANP, will prepare and submit the reports.

C. ADDITIONAL INFORMATION

The Asociación Nacional de la Prensa (National Press Association) seeks other sources of financing to build an office for the Access to Information Monitor and Oversight Unit. It needs to hire the services of monitors all over the country, as well as administrative staff and a coordinator. In addition, although the ANP already has a Freedom of the Press and of Expression Monitor and Oversight Unit in operation, with the support of the National Endowment for Democracy (NED), the new Unit must share expenses for services and supplies.

Assistance provided by the IPDC in the past

PDC/5BOL/01 350-BOL-51 350-BOL-81	55,000 25,000	Bolivia Co-operation Multi-Media Centre	1985 -1988
PDC/7BOL/01 350-BOL-71 350-BOL-82	30,000 10,000	Training in broadcasting (SECRAD)	1986 -1991
PDC/8BOL/01 350-BOL-83	30,000	Support for popular and educational radio	1988 -1990
PDC/12BOL/01 352-BOL-21	48,000	Popular mobile video library	1992 -1994
PDC/13BOL/01 352-BOL-01	43,000	Technical equipment for the FIDES News Agency	1993 -1994
PDC/18BOL/01 352-BOL-81	30,000	Aid for the development and improvement of rural radio stations	1998 -1999
PDC/21 BOL/01 353-BOL-5011	20,000	Strengthening of education Radiofonica de Bolivia (ERBOL)	2003 -2004
PDC/23 BOL/01 548-BOL-5000 (FIT - Luxembourg)	31,000	Development of a mobile training unit for rural community television centres	2004-2005
PDC/51 BOL/01 354-BOL-5061	16,000	BOLIVIA: TRAINING OF RADIO REPORTERS FOR THE PREVENTION OF DOMESTIC VIOLENCE	
PDC/53 BOL/01 354-BOL-5081	22,000	UTILISATION DES TICS POUR LA PROMOTION ET DIFFUSION DE LA CULTURE CHIQUITANA	2009-2010
Total Bolivia: US\$329,000 + US\$ 31,000 (Fund-in-trust)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Travel for 2 international instructors (US\$ 1,145 + US\$ 1,380)	2,525
Expenses for 2 international instructors (1 x US\$ 200 x 4 days + 1 x US\$ 200 x 5 days)	1,800
Travel for 2 national instructors and three coordinators (5 people x US\$ 242)	1,210
DSA for 2 national instructors and 3 coordinators (5 people x US\$ 100 x 2 days)	1,000
Travel for national participants of two activities and 14 events (32 participants x US\$127,03)	4,065
DSA for 32 national participants (32 people x US\$100 X 2 days)	6,400
Computer equipment	1,150
Organization expenses for 14 workshops (materials, communications and logistics)	5,415
<u>Total</u>	<u>23,565</u>

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

Services hired	42,600
Office rent and basic services	3,000
Communications and mail (telephone, Internet, mail and website)	2,650
Equipment and supplies	1,150
Other direct costs	1,000
<u>Total</u>	<u>50,400</u>

BRAZIL

PROJECT IDENTIFICATION		
1	PROJECT TITLE	ADAPTATION OF UNESCO'S MEDIA DEVELOPMENT INDICATORS TO BRAZIL
2	NUMBER	IPDC/54 BRA/01
3	CATEGORY OF MASS MEDIA	Newspapers, radio, television and community media
4	IPDC PRIORITY AREA	Freedom of expression, community media and training of media
5	SCOPE	National
6	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7	TOTAL COST OF PROJECT	US\$ 51,000
8	AMOUNT REQUESTED FROM IPDC	US\$ 40,000
9	BENEFICIARY BODY	Intervozes - Coletivo Brasil de Comunicação Social, Rua Rego Freitas, 454, conjunto 122 - Vila Buarque São Paulo - SP , CEP: 01220-010 Phone and fax number: 55 11 3877-0824 intervozes@intervozes.org.br João Caldeira Brant Monteiro de Castro, Coordinator
10	IMPLEMENTING OFFICE	UNESCO-Brazil; Guilherme Canela
11	PROJECT LOCATION	Brazil
12	PROJECT PREPARED BY	João Caldeira Brant Monteiro de Castro, member of Intervozes Executive-coordination Evandro Vieira Ouriques, Coordinator of the Center for Transdisciplinary Studies on Communication and Consciousness-Federal University of Rio de Janeiro.
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Within the complex Brazilian reality, there is no systematic monitoring of communication issues. Available data is scattered and in order to frame a reliable picture of the situation further data gathering is needed. The submitting institution has developed, since 2005, a set of indicators on communication rights, with Ford Foundation support. As UNESCO's indicators on media development came up, it was noticed that both projects have similar starting points and main goals, considering the differences on scale and scope. Thus, based on the recommendation stated by UNESCO that the indicators must be "tailored to the particularities of the national context" before application, this project aims to adapt the indicators proposed by UNESCO upon the project developed previously and Brazilian debates and particularities, besides piloting a set of those adapted indicators.

Thus, taking the recommendations of the UNESCO document *Media Development Indicators: A framework for assessing media development*, this proposal seeks support to: (1) the building of partnerships and the creation of a favorable environment for application; (2) the adaptation of UNESCO's indicators and development of metrics to application; (3) the compilation, analysis and publishing of available primary data sources on the subject in Brazil, as a specific pilot application of some indicators, considering the feasibility regarding time, resources and technical constraints.

Brazil is the largest and most densely populated country in South America, marked by high income concentration and high social inequality. Although freedom of the media is fairly guaranteed, it is important to underline the rising number of cases of compensation for moral damage involving newspapers. There are high concentrations of both power and ownership – horizontal, vertical and cross – due to the lack of democratic regulation to prevent it. As a concise example, the Brazilian Telecommunications Act, of 1962, is completely outdated: television penetrates over 94% of Brazilian households and receives almost 60% of all advertising support. There are 332 television outlets of which 79.2% are linked to the Brazilian most important media conglomerates. About 3500 community radio broadcasts are legalized, yet approximately 20 thousand are waiting for attaining legal status.

The support from IPDC will be a natural extension of the work underway in Brazil in 2009, with the support of the representation of UNESCO in Brazil, which seeks to promote the debate on communication indicators. In this sense, three regional work-seminaries have already happened and a national seminar will be carried out in March 2010. The local application of the Indicators will be a central tool to follow up the level of democratic development in Brazil and, therefore, to be used as a reliable and systemic reference for civil society, media organizations and relevant government bodies.

2. DESCRIPTION OF THE TARGET GROUP:

Under this project, the primary target groups are the media institutions and the policy-makers and regulators, deemed to be strategic stakeholders. This option has three objectives: 1) establish a positive environment for application within the field; 2) take advantage of players' knowledge and know-how in order to identify the adequate metrics and the main issues to be measured; 3) create a wide alliance to make easier the data gathering and the application. The project counts on two categories of participants. Consultants (paid work) that will help on adaptation of indicators and participants (non-paid work) that will contribute in one-day meetings to debate specific issues. Within the participants, the following specific players will be invited, considering the categories proposed by UNESCO:

a) *A system of regulation conducive to freedom of expression, pluralism and diversity of the media:* representatives of Brazilian Ministry of Communications, National Agency of Telecommunications (Anatel),

Congress Committee on Science and Technology, Communication and Informatics and the Federal Prosecutors' Office (Ministério Público Federal).

b) *Plurality and diversity of media, a level economic playing field and transparency of ownership*: representatives of Brazilian Association of Broadcasters (Abert) and National Forum for the Democratization of Communication (FNDC).

c) *Media as a platform for democratic discourse*: representatives of National Agency of Film (Ancine), Federal Council of Psychology (CFP), Brazilian Association of Community TV Channels, Brazilian Association of Community Radio (Abraço), Free Access and National Forum for the Right to Access Public Information.

d) *Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity*: representatives of Brazilian Federation of Scientific and Academic Associations for Communication (Sociocom), Brazilian Society of Interdisciplinary Communication Studies (Intercom) and National Federation of Journalists (Fenaj) and the Brazilian Association of Journalism Researchers (SBPJor)

e) *Infrastructural capacity is sufficient to support independent and pluralistic media*: representatives of Brazilian Internet Committee (CGI.br), Brazilian Institute for the Consumer Defense (Idec) and Brazilian Association for the Consumer Defense (Pró-Teste).

3. DEVELOPMENT OBJECTIVE:

The adaptation and application of media development indicators aims mainly at strengthening Brazilian media system (considering both institutions - newspapers, radio, television and; community media – and regulatory bodies) in order to reach the five objectives stated on UNESCO's document: 1) a system of regulation conducive to freedom of expression, pluralism and diversity of the media; 2) plurality and diversity of media, a level economic playing field and transparency of ownership; 3) media as a platform for democratic discourse; 4) professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity; 5) infrastructural capacity is sufficient to support independent and pluralistic media.

4. IMMEDIATE OBJECTIVES:

- UNESCO Media Development indicators will be ready to application after being adapted to Brazilian reality by the proponents, with participation of key stakeholders;
- Pilot assessment of a set of indicators taking into account time, resources and technical constraints will bring primary results after being applied to Brazilian reality;
- Indicators and primary results will be diffused and critically evaluated in Brazil after national, regional and local seminars and the distributing of a print and online publication.

5. PROJECT OUTPUTS:

- Set of indicators adapted to Brazil after formal and effective contributions collected after workshops with at least 25 players from media institutions, policy-makers and regulators;
- First pilot application on some indicators concluded;
- Print and online publication of the Indicators for Communication Rights Assessment in Brazil published.

6. ACTIVITIES

a) One-day meeting with indicators experts: especially the Brazilian Institute of Applied Economics (Ipea), the Brazilian Institute of Geography and Statistics (IBGE) and the Center for Future Studies of PUC-SP, in order to establish guidelines for the adaptation of media indicators in Brazil, according to the

categories of the UNESCO Media Development Indicators. In these meetings, script questions and an agenda for the meetings with strategic players will also be drafted.

b) Five one-day meetings with strategic players: these meetings will be held with five strategic social segments, represented by governmental and non-governmental organizations relating to the five categories of UNESCO Media Development Indicators. The purpose is to give momentum to the national debate in Brazil, by receiving their contributions on the issue and identifying primary sources of information regarding the observation of the issue in Brazil.

c) Final adaptation of Indicators (five-day work): a five-day work with specialists will be carried out to do the final adaptation, considering all the improve the preparation of the guidelines for implementation of the indicators in Brazil, and to streamline and assess the reliability of the information supplied by primary sources, having as a result a first mapping of Communication Rights in Brazil.

d) Pilot application of indicators: some indicators, which do not require complex metrics and detailed research, will be chosen to a pilot application by the submitting institutions.

e) National, regional and local seminars of scientific and academic diffusion: these events will be held to present the findings, to launch the publication and to define the next steps of the pilot application.

f) Publishing of a book: in print and online on the Indicators for Communication Rights Assessment in Brazil.

7. PROJECT INPUTS:

- 3 communication experts consultants, who will work on the adaptation of the indicators;
- 4 specialist consultants on social indicators and statistics, who will join the communication specialist consultants for the formulation of communication indicators;
- 15 airline tickets for the meetings of specialist consultants;
- 35 *per diem* (accommodation and meals) for the meetings of specialist consultants;
- 20 airline tickets for governmental and non-governmental organizations invited for the meetings with specialist consultants;
- 20 *per diem* (accommodation and meals) for governmental and non-governmental organizations invited for the meetings with specialist consultants;
- Venue hiring for the final meeting with specialist consultants and governmental and non-governmental organizations;
- Venue hiring for the seminars to present the Indicators for Communication Rights Assessment in Brazil.
- Printing of 750 copies of a book on the Indicators for Communication Rights Assessment in Brazil.

8. WORKPLAN:

MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of experts on communication												
Selection of experts on social indicators												
Preparatory meetings with specialists												
Selection of government and civil society organizations to be invited for the meetings, and joint work with strategic groups.												
Meetings and joint work with strategic groups.												
Meeting with specialists to the final adaptation of the indicators.												

Pilot application of some indicators														
Writing and editing of the publication.														
Seminars for scientific and academic diffusion and launching of the publication.														
Evaluation and preparation of the project final report.														

9. INSTITUTIONAL FRAMEWORK:

In activity since 2002, Intervozes – Brazilian Collective of Social Communication – is an organization that works to foster human rights-related communication. Its goals are: to improve the implementation of a regulatory environment and public policies focusing the public interest; to contribute to enhance the enforcement mechanisms and democratic regulation of communication; to strengthen independent and community communication; to promote plural and democratic media. Intervozes has been working since 2005 on the development and debate on media indicators, in a project supported by the Ford Foundation. The organization operates in 17 Brazilian States and has a staff of eight people, distributed in its headquarters of São Paulo and Brasília. The organization’s annual budget is US\$ 300,000, which come from projects’ funding, donations and provision of services.

In this project, Intervozes will act as the beneficiary body. The proposed activities, however, will be undertaken also by entities that operate in the fields of research, monitoring and evaluation of the media; as well as in the training of communication professionals: the Communication Policy Lab (LaPCom) from the University of Brasília, the Center for Communication Transdisciplinary Studies and Consciousness (NETCCON) from the Federal University of Rio de Janeiro and the National Network of Press Observatories (RENOI), which have a dozen agencies and observatories in all parts of the country.

10. SUSTAINABILITY:

The IPDC support to this project will provide for the adaptation of media indicators in Brazil. On conclusion of the project, a set of indicators will be ready for implementation. These indicators will be summarized in a publication to be released at the end of the project. Some of them will also be submitted to a pilot application. Thenceforth, in order to secure the implementation of the whole set of indicators, the entities will seek for funding from other foundations and/or organizations as well as from the Brazilian government. One of the prospective donors for the implementation is the Ford Foundation, which already supports the initiative in the country.

11. FRAMEWORK OF MONITORING:

For the monitoring of the project we will count with the UNESCO Brazilian Office and invite for its evaluation a Brazilian organization specialized in the development of indicators in the field of communication: ANDI –News Agency for Children Rights. ANDI is a nonprofit civil association whose mission is to contribute to the building, in the media, of a culture that prioritizes the defense and promotion of the rights of the child. Three strategic axes – Mobilization, Monitoring, and Qualification - guide its initiatives. Nearly a decade ago, ANDI developed and consolidated in Brazil a methodology for monitoring and analyzing media content – quantitatively and qualitatively. This expertise makes it the right organization to monitor this project.

12. EVALUATIONS CARRIED OUT:

All the projects developed by Intervozes since its creation, seven years ago, have passed through monitoring and evaluation, either internally – by partner organizations - or externally – by its donors and funders.

Intervozes is nationally recognized for the excellence of its activities and projects, for which it has received awards from leading Brazilian government and civil society organizations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

For each stage that is concluded, Intervozes will present to the UNESCO Brasilia Office progress reports on the implementation of the activities. These reports will be presented following the preparatory meetings with specialists (4th month), the five meetings and the collaborative work (8th month).

On conclusion of the project, Intervozes will prepare a final report containing an appraisal of the extent to which its immediate objective has been achieved. The consultants responsible for the preparation and submission of this report will be João Caldeira Brant Monteiro de Castro, from Intervozes and Evandro Vieira Ouriques, from UFRJ.

C. ADDITIONAL INFORMATION

Prior to the submission of this project to the IPDC, Intervozes, LaPCom, NETCCON and Renoi will have already developed a series of activities relating to the debate on communication rights indicators in Brazil. Based on the Intervozes study on Indicators, which was backed by support from the Ford Foundation, five work meetings were organized in order to build a medium-term project in the country. Some of these meetings counted with the participation of representatives from the UNESCO office in Brazil. These meetings resulted in partnerships – already in progress – for the organization of seminars to foster the debate about media indicators in Brazilian universities. Should this project be approved by the IPDC, we shall build partnerships with other Brazilian organizations and national institutes that hold in their records historic recognition for their expertise on development of reliable indicators, such as the Brazilian Institute of Geography and Statistics (IBGE), the Brazilian Institute of Applied Economics (Ipea), and the Center for Future Studies of PUC-SP.

A preliminary observation: it is decisive to be aware that the strategy of this project is put together, face-to-face, in the exercise of democratic dialogue, important representatives of Brazilian organizations and other strategic groups that do not have a historical tradition in thinking together, in a more democratic perspective, the media development in our country. This strategy, associated with the continental dimension of Brazil, justify the specific item of present budget concerning the travel tickets. All workshops will count with invited stakeholders and with consultants who will act as facilitators, moderators and analysts of those workshops' results. They will be required to present background papers and final reports about each workshop.

Assistance provided by the IPDC in the past

PDC/7BRA/02 350-BRA-71 350-BRA-81	30,000 30,000	Brazil Preservation of film heritage	1987 -1990
PDC/8BRA/01 350-BRA-82	40,000	Art for children	1988 -1990
PDC/9BRA/01 350-BRA-91	20,000	Promotion and popular production of video in Brazil	1989 -1990
PDC/14BRA/01 352-BRA-41	32,000	Media courses to train women in environmental protection	1994 -1997
PDC/19BRA/01		Audiovisual production and training centre for the development of	1999 -2002

352-BRA-91	40,000	citizenship	
PDC/23 BRA/01 354-BRA5031	20,000	Strengthening women's leadership role in community development through Radio Internet	2004-2005
PDC/24 BRA/01 354-BRA-5032	25,000	Brazilian Network for Press Freedom	2004-2005
PDC/48 BRA/01 354-BRA-5041	16,000	WOAV – Prevention of women's participation in organized armed violence	2005-2006
PDC/49 BRA/01 354-BRA-5051	15,000	DEVELOPMENT OF COMMUNITY TELEVISION IN RIO DE JANEIRO	Canceled
Total Brazil: US\$ 272,000			

BREAKDOWN OF IPDC CONTRIBUTION				
	Quantity (days, trips etc.)	Consultants involved	Units	Total
1. Meeting with indicators experts				
Travel tickets	1	5	400	2,000
Per diem (accommodation and meals)	1	5	120	600
Honorarium (senior consultants/facilitators - 10 years experience)	1	7	250	1,750
Miscellaneous (coffee breaks, local transport etc.)	1		150	150
				4,500
2. Five meetings with strategic players				
Travel tickets	5	4	400	8,000
Per diem (accommodation and meals)	5	4	120	400
Honorarium (senior consultants/facilitators - 10 years experience)	5	5	250	6,250
General costs (coffee break, local transport etc.)	5		180	900
				17,550
3. Development of indicators (five-day work)				
Travel tickets	1	5	400.00	2,000
Per diem (accommodation and meals)	5	5	120.00	3,000
Honorarium (senior consultants/facilitators - 10 years experience)	5	5	250	6,250
				11,250
4. Final seminar				
Travel tickets	1	5	400	2,000
Per diem (accommodation and meals)	1	5	120	600

General costs (venue, banner, coffee break etc.)	1		1,100	1,100
				3,700
5. Report publishing				
Writing and editing	1		1,000	1,000
Printing	1		2,000	2,000
				3,000
<u>Total:</u>				<u>40,000</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION	
Staff costs (including project coordination) (12 months)	6,000
Communication costs (12 months)	1,000
Administrative costs (12 months)	400
Project evaluation and reporting (3 reports)	1,000
Venue for two meetings with specialists	400
Venue for five meetings and collaborative work	1,500
Equipment for the meeting with specialists, government and civil society organizations	700
Total	11,000

CHILE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING OF COMMUNITY RADIO AND CMC NETWORK IN THE BOROUGH OF ROMERAL
2.	NUMBER	PDC/54 CHI/01
3.	CATEGORY OF MASS MEDIA	Radio/community media
4.	IPDC PRIORITY AREA	Community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment, training support
7.	TOTAL COST OF PROJECT	US\$ 21,060
8.	AMOUNT REQUESTED IPDC	US\$ 14,860
9.	BENEFICIARY BODY	Municipality of Romeral / Radio Romeral and Radio Los Queñes Miguel Valenzuela, local government of Maule emeuve@goremaule.cl Radio Los Queñes: Daniel Vasquez Díaz
10.	IMPLEMENTING OFFICE	UNESCO Office Santiago Contact: Gloria Alberti, CI/UNESCO Santiago
11.	PROJECT LOCATION	Municipality of Romeral, local government of Maule (GORE): Ignacio Carrera Pinto 1213 Romeral; Major: Carlos Gabriel Cisterna Negrete. Rut: 8.897.868 -4 Radio Los Queñes: Daniel Vasquez Díaz
12.	PROJECT PREPARED BY	Miguel Valenzuela, local government of Maule (GORE) emeuve@goremaule.cl Gloria Alberti, CI/UNESCO Santiago g.alberti@unesco.org Günther Cyranek, ACI/UNESCO MTD g.cyranek@unesco.org
DECISION OF THE BUREAU:		
B. PRESENTATION		

1. PROJECT JUSTIFICATION

The Chilean mass media, and particularly radio broadcasting stations, are well developed and perhaps exist in sufficient number to allow community members to have several options to choose from. However, they are almost all of regional or national reach and therefore not very useful for those who live and work in rural areas, because they do not correspond to the local reality and needs. These regional and national radios are mainly used to listen to music in those areas.

The borough of Romeral although near to the provincial capital Curicó, consists of 71% rural area. Therefore local radio is an important communication channel for communi, in order to share news and information. For these reasons the project proposes to strengthen the two community radio stations of the Borough: (1) Radio Romeral is managed by the municipality of Romeral, which reaches the rural areas near to the centre of the borough, while (2) Radio Los Queñes reaches the area up to the Andean foothills, being located at Los Queñes in a Community Multimedia Centre (CMC) created by UNESCO, that is currently managed by the local community. To strengthen citizens' participation, community members will receive training in radio programme production and editing as well as technical training on radio broadcasting and operating. Additionally, a seminar on internet research on development topics will help community members to investigate adequate information for broadcasting.

2. DESCRIPTION OF THE TARGET GROUP

Twenty community members working with Radio Romeral and Radio Los Queñes will benefit from a training course on local radio program production and edition. In the course of a second training course, twenty community members working with Radio Romeral and Radio Los Queñes will acquire skills and techniques of radio broadcasting and operations.

Thirty community members supporting Radio Romeral and Radio Los Queñes will benefit from a seminar on Internet research on development topics.

The audience of both radios, reaching 7,200 people from Romeral, 5,500 people in the area around El Peumal, El Calabozo and Tres Esquinas schools, and the urban area of Municipal Education Administration Department (DAEM), Guaico Centro and Ramón Freire will indirectly benefit from the journalist training, seminar and added equipment, as radio programming will correspond better to their specific information needs and improve in quality.

3. DEVELOPMENT OBJECTIVE

By strengthening commedia, the project promotes access to pluralistic information, especially for pin rural areas (category 2 of UNESCO media development indicators). The project enhances the capacities of communities to use media as a platform for democratic participation. It will be achieve by encouraging communities to develop their own abilities to manage the radio stations at a technical level, producing their own programmes and using the internet to promote local development.

4. IMMEDIATE OBJECTIVES:

- The strengthening of the two community radios Romeral y Los Queñes run by community members, will improve access to local information, knowledge sharing and democratic participation of citizens in the communities.
- Training courses and a seminar for community members Romeral and Los Queñes will help beneficiaries to research, gather, produce and edit information to be broadcast over the radio.

5. **PROJECT OUTPUTS:**

- Two community radios in Romeral and Los Queñes have benefited from improved broadcasting equipment.
- Twenty community members from selected areas of Romeral have been trained in producing and editing radio programs for the communities.
- Twenty community members from selected areas of Romeral have been trained in broadcasting and operating community radios.
- Thirty community members participated in a seminar on internet research on development topics, where they discussed the relevance of the latter to their own life and acquired the skills and techniques to effectively source relevant information from the internet, evaluate the credibility of sources and apply the Internet for use in radio programmes.

6. **ACTIVITIES:**

- Procurement and installation of radio studio equipment for the radio stations in Romeral and Los Queñes.
- Training (25 hours in five days) for twenty community members in researching, writing and editing programs on the social, cultural and economic situation of their locations. The selection of participants will include gender criteria.
- Technical training (25 hours in five days) for twenty community members in broadcasting and radio operation. The selection of participants will include gender criteria.
- Seminar (25 hours in five days) for thirty community members on Internet research on development topics. The selection of participants will include gender criteria.

7. **PROJECT INPUTS:**

- Radio studio equipment for Radio Romeral, comprising: one Behringer compressor/limiter, one G1-25i Celeron computer with 1 GB HD 160 MB RAM, one LCD 20" monitor, one C606 SHURE microphone, three amplifiers hybrid telephone DH-200.
- Radio studio equipment for Radio Los Queñes comprising one transmitter FM 250 W, 100 m cable antenna transmitter FM, one transmitting antenna, one Behringer compressor/limiter, one G1-25i Celeron computer with 1 GB HD 160 MB RAM, one LCD 20" monitor, one 14-channels mixer, one C606 SHURE microphone, three amplifiers hybrid telephone DH-200.
- One journalist to provide training in radio program producing and editing.
- One broadcast technician to provide training in radio broadcasting and operating.
- One web communication specialist to give a seminar on Internet research on development topics.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Procurement of equipment for radio stations in Romeral and Los Queñes	■									
Installation of radio studio equipment		■								
Contracting training course monitoring agent			■							
Designing and preparing training courses and seminar				■	■					
Training course on programme production and edition						■				
Training course on broadcasting and operations							■			
Seminar on Internet research on development topics									■	
Project monitoring and evaluation		■	■	■	■	■	■	■	■	■
Delivering progress reports to UNESCO				■			■			■

9. INSTITUTIONAL FRAMEWORK

The regional government of El Maule (GORE: <http://www.gobiernoregionaldelmaule.cl/>; contact person: Miguel Valenzuela) is a decentralized body with legal entity, its own objectives and rights as conferred by its charter (art. 16, 19, 20) The GORE Administration is responsible for social, cultural and economic development of the region. It is composed by the mayor and the regional council with their respective legislative, adjudicative and supervisory responsibilities.

Radio Romeral and Radio Los Queñes currently broadcast with one shared license. An independent license for Radio Los Queñes has been requested and is being issued.

10. SUSTAINABILITY

To strengthen the sustainability of the project, both community radios will participate in activities of various community organizations and the municipality, taking into account the independence of community broadcasters. The radio in Romeral belongs to the municipality, who ensures its operation; the radio Los Queñes is managed by the community and will require greater support from government institutions such as the municipality, the regional government, the Undersecretariat for Telecommunications and UNESCO through the Community Multimedia Centres (CMC) network, without losing its independence.

11. FRAMEWORK OF MONITORING

Project monitoring will be carried out by the UNESCO Office Santiago, with support of UNESCO Office Montevideo, and by the Regional Government (GORE). GORE may request the collaboration of the regional office of the Undersecretariat for Telecommunications (SUBTEL). The technical implementation of the project will be monitored by Talca University, Department of Engineering.

12. EVALUATIONS CARRIED OUT:

The borough of Romeral was selected because of its low development index with regard to communications facilities. In order to establish the feasibility of the project, the Department of Engineering of Talca University cooperated by conducting on-site connectivity studies.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

GORE will deliver two progress report and one final report at key stages of the project implementation.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/8CHI/01 350-CHI-81	25,000	Chili	1988 -1991
		Study on reading habits and interests	
PDC/13CHI/01 352-CHI-31	40,000	Training instructors for media education (Television)	1993 -1995
PDC/16CHI/01 352-CHI-61 352-CHI-71	24,000 12,000	Production of educational material for active television viewing	1996 -1998
PDC/21 CHI/01 353-CHI-5011	25,000	Radio broadcasting service for the development of the Easter Island (Rapa Nui)	2003 -2004
PDC/52 CHI/01 354-CHI-5071	20,900	CHILE : A CITIZEN-BASED MEDIA MODEL "EL CIUDADANO"	2008 -2009
Total Chili: US\$ 126,000			

The Mayor of Romeral agreed to provide access to schools' computer laboratories which can be used for the training and seminar activities.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Training courses and seminar	
One journalist to provide training in program production, edition 5 days – 25 hours	500
Trainer's travel expenses (return bus ticket from Santiago de Chile)	100
Trainer's living expenses (5 days á US\$ 50.00)	250
Trainer's accommodation (5 days á US\$ 50.00)	250
Trainer's local transport expenses	40
One broadcast technician to provide training in radio broadcasting and operation (5 days – 25 hours á US\$ 100.00)	500
Trainer's travel expenses (return bus ticket from Santiago de Chile)	100
Trainer's living expenses (5 days á US\$ 50.00)	250
Trainer's accommodation (5 days á US\$ 50.00)	250
Trainer's local transport expenses	40
One web communication specialist to give a seminar on internet research on development topics	500
Rental of training/seminar equipment	300
Training materials (handouts, CDs etc.)	200
Local transport (\$25 x 10 participants from both community radio stations)	250
Communication costs (for preparation and follow-up of the training courses and seminar)	500

Equipment and renovation of two radio stations	
Transmitter FM 250 W	2000
100 meter Cable Antenna Transmitter FM	450
Transmitting Antenna	543
Compressor, Limiter (Behringer) (2x US\$ 500)	1000
Computer G1-25i Celeron/1GB/160/DVDRW/TMP (GEAR) (2 x US\$ 725)	1450
Monitor LCD	354
Mixer (Mackie)14 Channels 1402VLZ3	560
Microphone (SHURE) C606 (2 x US\$ 326)	652
Amplifier Hybrid Telephone DH-200 (6 x US\$ 30)	180
Studio and station building renovation	3000
Total	14860

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Managers' fees (8 months x 1 staff member)	4 000
Project Executive's fees (responsible for coordinating, monitoring and evaluation) (8 months part time)	1 000
Vehicle maintenance and local transport costs	500
Contingencies	500
Project reporting	200
Total	<u>6 200</u>

COLOMBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING INVESTIGATIVE JOURNALISM WITH INFORMATION AND COMMUNICATION TECHNOLOGIES
2.	NUMBER	IPDC/54 COL/01
3.	CATEGORY OF MASS MEDIA	All types of media
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 73.900
8.	AMOUNT REQUESTED FROM IPDC	US\$ 50.000
9.	BENEFICIARY BODY	Consejo de Redacción Address: Calle 70 7A-18 – 501, Bogotá Phone: 571-3208320 code.4584 Fax: 571-3208320 code:4576 E-mail: consejoderedaccion@gmail.com Web: www.consejoderedaccion.org Contact: Carlos Eduardo Huertas, President Phone: 57-3134220142 E-mail: carlooseduardohuertas@gmail.com
10.	IMPLEMENTING OFFICE	Rosa M. Gonzalez Communication and Information Adviser for the Andean Countries, UNESCO, Quito
11.	PROJECT LOCATION	Bogotá
12.	PROJECT PREPARED BY	Miriam Forero, Project Coordinator, with the assistance of UNESCO/Quito
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

Investigative journalism is an important practice for strengthening democracy, giving citizens the information and tools they need for informed participation in democratic processes. In Colombia, investigative journalism faces many obstacles such as violence in small cities, routine danger and threats to journalists, economically-entrenched interests of communication media, the control of some politicians over journalists and media outlets, and the lack of knowledge about technologies and investigative techniques by journalists.

Despite these difficulties, many journalists in Bogotá and Colombian regions have produced great investigative works on diverse topics such as political, environmental and social matters. However, there are very few journalists who use information and communication technologies (ICTs) to find, process, and analyse data. One reason for this is because the use of these technologies is only now being included in the academic programmes of some universities. The majority of working journalists have not been trained in the application of ICTs; additionally the use of these technologies is very poorly spread through journalists. Another important factor that inhibits ICT applications in investigative journalism is the fact that journalists are not accustomed to big databases to gather information about their regions based on public records, which can be excellent sources for their investigations and become important tools for controlling the way services and resources are being administrated in the municipalities.

Consejo de Redacción (CdR), therefore, is applying for IPDC support to address these shortcomings through a cycle of training activities for 2010.

This project will first sensitize participating Colombian journalists to the possibilities of ICT applications by presenting them selected cases of investigations made by national and international journalists who used ICTs in their works. The project will then train participants to find and research the large amount of information they can gather through the Internet, the searching techniques that can be used in an investigation, the facilities the web offers to access international databases, the usefulness of having their own databases and the modern software that helps cross-reference information. Finally, the project will generate a space for internal discussion that lets participants analyze how similar works could be done in Colombia, propose topics to be reported by exploring those techniques and advice them in the process to transform the information they obtain into a database that will be useful for their investigations.

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

25 journalists from all types of media who work in Colombian regions where there is connectivity but a lack of knowledge and training concerning the professional use of ICTs from the cities of Medellín, Tunja, Villavicencio, Cali, Pereira, Barranquilla, Bucaramanga, Neiva, Montería and Bogotá. We expect to have at least two participants from each city, so they can work together and become advisors of their colleagues in their regions.

3. **DEVELOPMENT OBJECTIVE:**

The project contributes to promoting media as a platform for democratic discourse by building professional capacities in the use of information and communication technologies for investigative reporting in Colombia.

4. **IMMEDIATE OBJECTIVES:**

25 journalists working in 10 cities across Colombia will acquire the skills and knowledge for using ICTs for investigative reporting after participating in ICT workshops.

10 databases on social information about communities, based on local public records and useful for being sources for journalistic investigations will be created by 25 journalists working in 10 Colombian cities.

5. PROJECT OUTPUTS:

25 journalists will acquire the skills necessary for producing high-quality investigative reporting using the tools and techniques of information and communication technologies.

10 databases on social information about 10 Colombian cities will be established as sources of information for journalistic investigations.

6. ACTIVITIES:

The project consists of a cycle of activities designed to train journalists with the knowledge and skills needed to effectively use ICTs for their investigative reporting work. The activities are:

1. Workshop on ICTs for investigative journalism

A three-day (3) workshop on using ICTs for investigative reporting will be organized within the framework of the third National Congress for Investigative Reporting. The 25 journalists participating in this project will attend that Congress organized by CdR and held on 30 April through 1 May, 2010.

The workshop will be held on 3 – 5 May and conducted by an international trainer capable of teaching how to gather information through the Internet, searching techniques for investigative reporting, how to access and take advantage of international online databases and how to create and analyse databases with local information.

2. Online for a

After the workshop, an online community will be created for the participants to continue their interactions and collaborations. This network, with the advice and assistance of the international trainer, will develop a database about a social aspect of their communities that will become an important source for investigations. Participants will create the databases through the following steps:

- Propose, discuss and define social topics from their cities to be reported.
- Find, mainly in public records, the information they will need by using searching techniques on the web and asking institutions for the one that is not available in the Internet.
- Design the database according to their needs and the trainer's instructions.
- Sort and organize the data.
- Process the information by cross-referencing data and analysing it.

Duration: 2 months

3. Final workshop

The participants and the trainer will get together to present their databases and the conclusions of their investigations.

Duration: 2 days.

7. PROJECT INPUTS:

- One international trainer capable of training journalists on the use of ITCs for investigative reporting and database creating, during 3 months.
- One project coordinator capable of planning and organizing the activities.
- One assistant for supporting the trainer, the students and the coordinator's work.
- One accountant capable of advising the payment and taxing procedures.
- One office with equipment (telephone, computer, printer, scanner, paper, etc.).

- One computer lounge for the first workshop.
- One classroom for the final workshop.
- One video beam and a computer rented for the two workshops.
- One virtual platform for the online forums.
- Transportation, accommodation and meals for participants and trainer.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Workshop on ICTs for investigative journalism					X			
Online fora						X	X	
Final workshop								X

9. INSTITUTIONAL FRAMEWORK:

Consejo de Redacción is a journalist non-profit organization that promotes investigative journalism. It was created in 2006 as an online network of journalists who were interested in this practice and decided to form an association, which was officially created on 7 February 2008. CdR’s activities involve training on investigative journalism methodologies, publications and investigations. These activities have been made with the contribution of the Knight Centre for Journalism in the Americas, the Open Society Institute, the *Programa de Estudios de Periodismo -PEP* (Univerisdad Javeriana-Bogotá), and the *Corporación Andina de Fomento –CAF*; and in association with local institutions that have similar missions.

CdR’s board of directors is chaired by Carlos Eduardo Huertas, investigative editor of magazine *Semana*; and formed by Fabio Posada, investigative editor of Cali’s newspaper *El País*; Ginna Morelo, investigative editor of Monteria’s newspaper *El Meridiano de Córdoba*; Elber Gutiérrez, news editor of newspaper *El Espectador*; Fernando Ramírez, news editor of Manizales’ newspaper *La Patria*; Aldemar Moreno, economic journalist of magazine *Semana*; and Edilma Prada, freelance journalist from Neiva.

10. SUSTAINABILITY:

The training of Colombian journalists in the use of information and communication technologies for investigative journalism has been a permanent interest of CdR since its beginning. It has organized three workshops (from 2007 to 2009) for its members, conducted by international trainers. Then, through regional workshops held in 2009, it has introduced the basic ideas of the use of ITCs and identified journalists and media that are interested in learning more about it in each city. This project builds on CdR’s extensive experience to design a new and comprehensive training process to build the capacity of two journalists from each of the selected cities. In receiving training in the journalistic use of ITCs, the participants will bring these skills back to their cities so that they can advice other journalists in their media. In addition to this multiplying effect, the project has a build-in sustainability aspect in that is creates a working network of journalists united in collaborative projects and shared databases to be applied in future investigations.

11. FRAMEWORK OF MONITORING:

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with CdR and the trainer participating in the project. Consolidated reports produced by the partners and the ACI will be submitted to the IPDC on a recurrent basis by the UNESCO Quito Office.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress at the conclusion of each project activity phase. Additional, at the conclusion of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved. Carlos Eduardo Huertas, President of Consejo de Redacción, will prepare the reports.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/3COL/21 350-COL-31 350-COL-61	30,000 70,000	Colombia Book publishing and distribution	1982 -1987
PDC/7COL/01 350-COL-71 350-COL-81	35,000 15,000	Audio-visual unit (UNISUR)	1987 -1990
PDC/8COL/02 350-COL-82	25,000	Establishment of a media unit in the Ministry of National Education with the necessary staff and technical equipment	1988 -1990
PDC/9COL/01 350-COL-91	20,000	Influence of the social communication media on children	1989 -1991
PDC/12COL/01 352-COL-21	98,000	Support via mass communication media to prevent drug-related problems	1992 -1995
PDC/13COL/01 352-COL-31	50,000	Radio Production on Centre for the Colombian Coast	1993 -1996
PDC/15COL/01 352-COL-51	45,000	Comprehensive public information system for the advancement of working women	1995 -1997
PDC/18COL/01 352-COL-81	30,000	Support for local radio stations	1998 -1999
PDC/48 COL/01 354-COL-5041	18,000	Organizational strengthening and coordination with community media in Colombia	2005-2006
PDC/51 COL/01 354-COL-5061	30 000	COLOMBIA: COMMUNICATION FOR RECONCILIATION AND HUMAN RIGHTS	2007-2008
PDC/52 COL/01 354-COL-5071	24,200	COLOMBIA :SEMINAR-WORKSHOP "JOURNALISM IN CONFLICT / POST-CONFLICT AREAS IN COLOMBIA"	2008-2009
		Total Colombia: US\$ 466,000	

D. BUDGET

These amounts are based on similar projects implemented by Consejo de Redacción in 2009.

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Design and implementation of the training project	5.725
International trainer for workshops and online fora (5 days of workshop x 500 per day + 2 months of online training x 2000 per month)	6.500
National trips (20 journalists travelling to Bogotá for the two workshops) (20 x \$275 x 2 workshops)	11.000
International trips (1 trainer travelling to Bogotá for the two workshops) (2 trips x \$1750 each)	3.500
Accommodation for 21 people for 8 nights (3-day congress, 3-day workshop, 2-day final workshop) (20 participants from outside Bogotá and one trainer) (21 x 8 at \$112 per night)	18.900
Meals for 30 people during 5 days of workshop (3-day workshop, 2-day final workshop = 5 days) (30 x \$25 per day x 5 days = 3750)	3.750
Local transportation for 5 days of workshop (3-day workshop, 2-day final workshop = 5 days)	625
<u>TOTAL</u>	<u>50.000</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Contribution of CdR	
Registration of 25 participants in the 3 rd National Congress of Investigative Journalism	2.500
Project coordinator for 4 months (1000 per month)	4.000
Assistant for 4 months (500 per month)	2.000
Messenger for 4 months (100 per month)	400
Accountant for 4 months (250 per month)	1.000
Office rent for 4 months	6.000
Computer lounge rented for 3 days	1.500
Classroom rented for 2 days	800
Video beam and computer rented for 5 days (3-day training workshop, and 2-day final workshop)	500
Virtual platform for 3 months of virtual forums	3.000
Communications for coordination during 4 months	400
Local transportation for coordinating activities during 4 months	400
Contingencies	1.000
Project reporting	400
<u>TOTAL</u>	<u>23.900</u>

DOMINICAN REPUBLIC

A. PROJECT IDENTIFICATION		
1.	TITLE	PROMOTING BEST PRACTICES IN JOURNALISM IN THE AGE OF THE INTERNET: ETHICS, CHALLENGES AND INNOVATION.
2.	NUMBER	IPDC/54 DOM/01
3.	CATEGORY OF MASS MEDIA	New media/free access to information
4.	IPDC PRIORITY AREA	Freedom of expression and pluralism in the media; development of human resources
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 38,300
8.	AMOUNT REQUESTED FROM IPDC	US\$ 28,700
9.	BENEFICIARY BODY	UNESCO Chair In Communication, Democracy And Good Governance. Pontificia Universidad Católica Madre Y Maestra. Santo Domingo (Dominican Republic)
10.	IMPLEMENTING OFFICE	UNESCO Office In Havana Contact: Isabel Viera, National Program Officer, Communication and Information <i>i.viera@unesco.org.cu</i>
11.	PROJECT LOCATION	Santo Domingo, Dominican Republic
12.	PROJECT PREPARED BY	María Isabel Soldevila, Director of the UNESCO Chair In Communication, Democracy And Good Governance Advised by: Isabel Viera, NPO/CI, HAV
DECISION OF THE BUREAU		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The UNESCO chair of Communications, Democracy and Good Governance hosted by the Pontificia Universidad Católica Madre y Maestra (PUCMM) considers a priority to promote a network amongst local practicing journalists, Journalism Schools and other Academic programs in the first place and secondly with government and nongovernmental organization to discuss issues and challenges of freedom of expression, journalism ethics, new media and the practice of journalism in general.

New media is developing as an alternative to news in the Dominican Republic as traditional media (three major newspapers and two free dailies) seems more and more committed to the statu quo. In a moment where governmental pressure is becoming permanent news in the region, at a time when the economic crisis is hitting the traditional media hard with palpable consequences on the quality of the reporting due to strained working conditions for journalists and other pressures by the economic powers that have a say in the journalistic agenda; today, when new media is becoming increasingly powerful and even a source for traditional media, it is critical that discussions and training in good practices on the best utilisation of the Internet as a tool for journalists are at reach for professionals and students both in the Dominican Republic and the region.

Attaining this goal requires a long-term commitment and the institutionalization of regular activities that with a regional reach with the use of ICTs and the organization of regional events.

The UNESCO Chair of Communication, Democracy and Good Governance intends on working with stakeholders in the media and decision makers in government (lawmakers) through a workshop, a debate and a regional seminar described below.

2. DESCRIPTION OF THE TARGET GROUPS

Journalists (in all media but with special attention to new media), bloggers, lecturers in Journalism in Dominican Republic are the primary group. Lawmakers makers in the Dominican Republic will be the second target. At least 50% of the participants will be women. Students from local communication and journalism faculties will also participate. All activities are to be simultaneously transmitted online via <http://redciberetica.org> the spectrum of participants will be far more significant.

3. DEVELOPMENT OBJECTIVE

Taking into consideration category 3 and category 4 objectives of the IPDC we believe that by strengthening the knowledge of journalists and lecturers of Journalism on the best practices of an ethical use of the Internet as a journalistic source, we strengthen democracy in the Dominican Republic. By giving them tools to practice freedom of expression and press and free access to public information, we help practising and future journalists work more freely, thus contributing to the free flow of information, and to the promotion of freedom of expression and press and free access to public information as basis for the consolidation of democracy in the Dominican Republic.

4. IMMEDIATE OBJECTIVE

- To train a minimum of 40 and a maximum of 60 journalists and lecturers of journalism in the on-site workshops on the online tools and knowledge to exercise a more profound, contrasted and ethical Journalism and how to promote news that traditional media tends to bury (On-site).

- **NOTE:** The workshop will be simultaneously transmitted online. Between 20 and 40 participants from the region will benefit from the use of this platform. All materials will remain online for future users and to be socialised with stakeholders in the region so they can be used as model workshops.
- To raise national and regional awareness on the importance of promoting an ethical use of the Internet and other information resources as a way to consolidate democracy in the Dominican Republic and the region through a regional seminar to be held in Santo Domingo, in November 2010.

5. **PROJECT OUTPUTS**

- A minimum of 40 and a maximum of 60 journalists and lecturers of journalism trained on the online tools and acquired the necessary knowledge to exercise a more profound, contrasted and ethical Journalism.
- A regional group of opinion-makers and lawmakers aware on the importance of promoting an ethical use of the Internet and Freedom of Information laws as a way to consolidate democracy in the Dominican Republic and the region.
- A stock of all materials derived from the workshops and the seminar permanently displayed online for future users and to be socialised with stakeholders in the region so they can be used as model workshops

6. **ACTIVITIES**

- Selection and contracting of instructors and consultants;
- Preparation of the training materials for the workshops
- In-country workshops on the online tools and knowledge to exercise a more profound, contrasted and ethical Journalism;
- Regional seminar on “Journalism in the age of the Internet: ethics, challenges and innovation”.
- On-line publication of all the materials derived from the workshops and the seminar
- Systematisation and publication of the experience.
- The workshops and permanent systematisation are steps towards the creation of both local and regional Media Observatories.

7. **PROJECT INPUTS**

- Instructors and experts for the debate, workshop and the seminar;
- Conference rooms for the debate, seminar and workshop;
- Advisers for the production of printed and multimedia material;
- Production of content for both on-site and online workshops
- Participants’ meals and transportation expenses;
- Training material and rental of equipment to carry out the seminar and workshops;

8. **WORK PLAN**

Activity	April	May	June	July	Aug.	Sept.	Oct.	Nov.
Selection and contracting of instructors and consultants								
Preparation of the training materials for the workshops								
Workshop for journalists								
Regional seminar								
On-line publication of the materials derived from the workshops and the seminar								
First report on progress								
Second report on progress								
Final report								

9. INSTITUTIONAL FRAMEWORK

The UNESCO Chair in Communication, Democracy and Good Governance was established in 2003 at Pontificia Universidad Católica Madre y Maestra (PUCMM) in Santo Domingo (Dominican Republic).

Its objectives are promoting an integrated system of research, training, information and documentation activities in the field of Communication and Culture of Peace, and serving as a means of facilitating collaboration between high-level, internationally recognized researchers and teaching staff at the University and other institutions in the Dominican Republic and elsewhere in Latin America and the Caribbean, and in other regions of the world.

The UNESCO Chair at PUCMM can benefit of a longstanding experience in conflict negotiation, the Universities widely-known public approval, its two campuses with Education, Law and Journalism Schools, its top of the business professionals, the public work of its Director, Monsenior Agripino Núñez Collado, its strategic alliances with other academic institutions and media outlets.

10. SUSTAINABILITY

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

We expect this training experience to serve as a model for the carrying out of new programs in the future, for instance, a replica of the workshops as a part of a continuing education program and the development of both local and regional Media Observatories.

The strengthening of the University Network to a regional organization guarantees the sustainability of the process of incorporating ethics to the discussion about information.

11. FRAMEWORK OF MONITORING

Monitoring will be continuous and carried out by the UNESCO Chair in Communication, Democracy and Good Governance in the Pontificia Universidad Católica Madre y Maestra in Santo Domingo. Results will be sent to the UNESCO Havana Office by means of progress reports or whenever that office should require them.

12. EVALUATIONS CARRIED OUT

We will conduct two evaluation mechanisms: one at the end of the debate, the workshop and the last one at the end of the project, which will take the overall issues into account, including the seminar.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The UNESCO Chair in Communication, Democracy and Good Governance in the Pontificia Universidad Católica Madre y Maestra in Santo Domingo assumes the responsibility of delivering the first report after three months and a second report after five months and a final report at the end of the implementation of the project.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

Project N Budget codes	Funds \$24,000	Project title "Training for journalists and lecturers of Journalism in strengthening Freedom of Expression in the Dominican Republic"	2007-2008
PDC/13DOM/01 352-DOM-31	50,000	Dominican Republic Assistance to train young people to produce communication for development programme	1993 -1996
PDC/18DOM/01 352-DOM-81	35,000	Strengthen the network of popular development-oriented radio stations	1998 -1999
PDC/49 DOM/01 354-DOM-5051	15,000	Strengthening freedom of expression in the Dominican Republic	2006-2007
		Total Dominican Republic: US\$ 124,000	

Preparatory activities completed prior to submission of the project to IPDC

- The project of a University Network of Information Ethics in Cyberspace is part of the execution of the action plan resulted from the “First Regional Latin-American and Caribbean Conference on Infoethics”, that took place in December 2006.
Its general objective is to contribute to strengthening the social-ethical mission of UNESCO, according to the principles of the action plans of the C10 “ethics dimensions section resulting from the World Summit on the Society of Information”, Geneva 2003.
- Creation and launch in December of 2008 of the web portal <http://redciberetica.org>, a place to congregate news, debates, academic papers, and links around the subjects of information ethics in and out of the Internet, privacy, the digital gap, intellectual property digital identity, and the Society of Information, etcetera, and the presentation to all its partners: academic, government and nongovernmental organizations.
- Online debate (between December 2008 and January 2009), from Dr. Rafael Capurro’s article "[Ética intercultural de la Información](#)", (Intercultural ethics of Information). The participants were Journalism students.
- In June 2009. Open debate with leaders of the most important online news outlets of the Dominican Republic “Dilemas reales del mundo virtual” (Real dilemmas of the virtual world), about the ethical issues that online media faces on a daily bases. The debate was simultaneously webcast via Ustream and one of the participants (the most popular blogger in the country, who lives in New York City) made his appearance through Skype.
- In November 2009, the organisation of a regional onsite and online seminar “Internet as a Journalistic Tool” in coordination with the International Center for Journalists (ICFJ) and sponsored by the Franklin Center of the USA Embassy in the Dominican Republic

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
WORKSHOP:	
Rooms for on-site workshop + audio	555
Flyers and promotional materials	486
Coffee break	833
Platform and transmission (web) including moderation and final publication	694
Honoraries for professors	800
Lunch for guest speakers and staff (2 days)	2,222
Workshop Subtotal	5,591
SEMINAR:	
Plane tickets (seven international guests)	9,000
Lunch for guest speakers and staff (2 days)	2,222
Hotel (3 nights, seven guests)	8,333
Rooms for on-site workshop + audio	555
Flyers and promotional materials	486
Coffee break	833
Platform and web transmission	694
Local transportation	600
Office supplies	400
Seminar Subtotal	23,100
<u>TOTAL:</u>	<u>28,700.</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
1 workshop (online and onsite) on Internet tools for journalists	870
1 debate with opinion makers and lawmakers on freedom of information laws (online and onsite)	730
Regional seminar "Journalism in the age of the Internet: ethics, challenges and innovation".	1,300
Project coordination and staff (8 months)	16,250
Preparation of Reports	450
<u>TOTAL:</u>	<u>19,600</u>

ECUADOR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ANDEAN ANIMATION
2.	NUMBER	IPDC/54 ECU/01
3.	CATEGORY OF MASS MEDIA	Electronic media
4.	IPDC PRIORITY AREA	Human resource development (training, capacity building) Promotion of international partnership
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training, advisory services and equipment
7.	TOTAL COST OF PROJECT	US\$ 255,360
8.	AMOUNT REQUESTED FROM IPDC	US\$ 47,360
9.	BENEFICIARY BODY	Universidad San Francisco de Quito Colegio de Comunicación y Artes Contemporáneas - Contact: Hugo Burgos Teléfono: (+593) 2 297-1700 ext. 1787 E-mail: hburgos@usfq.edu.ec
10.	IMPLEMENTING OFFICE	Rosa M. González Communication and Information Adviser for the Andean Countries, UNESCO, Quito
11.	PROJECT LOCATION	Quito, Ecuador
12.	PROJECT PREPARED BY	Universidad San Francisco de Quito, UNESCO Quito Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Animación Andina is a project to train young animators from Bolivia, Colombia, Ecuador, and Peru to produce animation media, primarily targeting children and youth, using the imagery, cultural values and traditional story telling of Andean cultures. Animación Andina will be proposed to public and private media sectors as an educational media tool that can be used in formal school education as well as through informal television viewing.

The Andean region, like the rest of Latin America, has a treasure trove of cultural expressions in the plastic arts, as well as in music, literature and other forms of artistic expressions. In spite of these organic traditions, the region is often subject to imported, exogenous animation productions that do not reflect relevant local realities or cultural environments.

Animación Andina seeks a more balanced flow of animation media in response to the extant geopolitical situation, contributing to the capacities of Andean animators who can incorporate their own artistic and cultural heritage into their work, providing culturally-relevant, educational animation content needed for the intellectual and social development of youth in the region.

Animación Andina is therefore proposed to the IPDC because of its contribution to the sustainability of animation-based media in the Andean region. The project serves as an excellent media platform not only for formal and non-formal education but also for critical campaigns on issues such as HIV/AIDS, protection of the environment, public health and civic education among many others. Furthermore the project has an inherent economic development aspect with the creation of jobs for young people in a labour intensive sector.

Based on past experiences, such as the successful UNESCO project *Africa Animated!* (today closed but with the lasting effects of having built the capacity of young African media professionals), the expected short term success of this project resides in several aspects: a) A short intensive (5-week) training curriculum that reduces the training time of traditional animation to a fraction of the time required (i.e. 6 to 12 months in traditional training facilities); b) The production of up to 15 minutes of broadcasting quality animation per training session ready for public or private broadcasters to air it, and their commitment to do so; c) The production can be the basis for possible co-production between public as well as private broadcasters saving resources and increasing quality and expanding markets; d) The project contains in its conception an active element of *Cultural Retrieval* which integrates local cultural images, issues and oral traditions into the production of original series.

Cultural Retrieval is a process of reflection proposed to help trainees think about their cultural heritage and to avoid the negative effects of homogenization brought about by the globalisation of international media products. Cultural retrieval responds to the existing dominance of publicity-driven animation, seeking to balance this trend with artistic-driven productions. Ultimately, the project aims to generate original productions with local, culturally-relevant perspectives that can address pertinent issues of educational and social importance. At the same time it proposes high quality entertainment that naturally increases the impact of the project.

The structure proposed, considering the development of training and production facilities in the Andean region, would be that of a network of media training centres holding short term training courses at the local, national and sub regional levels to concentrate resources while expanding its impact beyond national boundaries. Because the pilot project proposes economically viable animation productions with intrinsic social values, it is expected to gain the attention and interest of funders, as well as production centres, media training institutions, and public and private broadcasters.

The request to IPDC, therefore, has a double operational objective: a) to assess the potential of sub regional cooperation with local authorities as well as professional, technical associations and media institutions; and b) to launch the first sub regional training and production workshop to show the value of the project and to get the support from other potential donors.

2. DESCRIPTION OF THE TARGET GROUP:

Young media animators, the animation media sector, a network of media training centers and public and private broadcasters in the Andean countries;

3. DEVELOPMENT OBJECTIVE:

To promote intercultural communication through the expression of local cultural stories, while strengthening the animation production capacities of the media sectors in the Andean countries, which in turn support economic and social development.

4. IMMEDIATE OBJECTIVES:

A network of media training centres in the Andean region capable of providing high quality, computer-assisted, animation production training to young media professionals and of co-producing and disseminating animation content with public and private broadcasters in the region.

5. PROJECT OUTPUTS:

- 15-20 Animators, from the five Andean countries, trained (50% women, with additional priority given to animators from indigenous heritage) in techniques of artistic creation, script writing and technical production.
- At least 10 to 12 - minutes of animation production for promotional and further fund raising purposes.

6. ACTIVITIES:

Preparatory activities:

- Consultations with national authorities, training and professional institutions as well as regional media;
- On line selection and vetting of candidates for the pilot workshop;
- Recruitment of trainers;
- Purchase of training materials.

Training and production workshops (5 weeks total):

- Artistic Creation and cultural retrieval workshop (1 week);
- Script-writing and Storyboard preparation (2 weeks);
- Visual design and computer assisted animation workshop (2 weeks).

Post-production activities:

- Sound production;
- Editing ;
- Production of final cut.

Post-project activities

- Web-based training curriculum development and tools.

7. PROJECT INPUTS:

- International Advisory Services from Parsons School in NY, which will include the development of a five-week training curriculum
- 1 International trainer, to implement the training curriculum, and specifically train on computer-assisted animation techniques not yet available at the local level
- 2 local trainers
- training materials
- Organisational support
- Animation equipment (computer labs for 2D and 3D, software ToonBoom and Maya, animation light tables, post production, sound editing and mixing)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6
On line selection and vetting of candidates for the pilot workshop;						
Trainers' identification and recruitment						
Workshop: cultural retrieval			1/2			
Workshop: script-writing and storyboard preparation			1/2			
Workshop: visual design and computer assisted animation				1/2		
Animation production (Editing and production of final)						

9. INSTITUTIONAL FRAMEWORK:

The College of Communication and Contemporary Arts (COCOA) formed in 1989, as part of Universidad San Francisco de Quito, was one of the first Ecuadorian universities to offer a B.A. in Multimedia (1997), Film and Video (2001) and Digital Animation (2005). The College has kept close links with emerging fields of film and video production and animation in Ecuador. In 1999 the College produced “Cincompasión” the first animated short film ever produced in Ecuador. COCOA has been represented in several local and international festivals. In October 2008 Animec, the first Iberoamerican animation festival was held in Quito, Ecuador, and two USFQ alumni won first and third prize in the Ecuadorian animation short film competition. In this year’s edition of the festival, Eduardo Villacís, a founding faculty of the animation program will be recognized with the Vanguard-Pioneer Award for his contributions to the field. Several of our alumni have earned important awards in international competitions and are relevant professionals in their field. The College has collaborated and created projects on a regular basis with local broadcasters, companies and NGOs. The College is very proactive in organizing international workshops and seminars. <http://cocoa.usfq.edu.ec> . Despite its recognized excellence at the Ecuadorian level, the College needs international support to be able to improve its training capacities and embrace the modern computer-assisted technologies.

10. SUSTAINABILITY:

This project will take off by producing a social, cultural and economic media product attractive to governments and to the private sector as the animation industry has shown in Asia and Africa. The sustainability elements are therefore:

- The acquisition and sponsoring of the five-week animation curriculum by interested training and production centres in the region as well as potential donors;

- The sponsoring of training participants by the public and the corporate sectors;
- The co-production of animated series with the public and private sectors as well as with other UN Agencies (i.e. UNICEF, UNDP, UNDCP, WHO, UNAIDS etc.)
- Fellowships for participants by broadcasters and UN agencies;

11. **FRAMEWORK OF MONITORING:**

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with the different training institutions participating in the project. Consolidated reports produced by the partners and the ACI will be submitted to the IPDC on a recurrent basis by the UNESCO Quito Office.

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

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

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

D. BUDGET

PDC/7ECU/01 350-ECU-71	45,000	Ecuador	1987 -1991
		Distance teaching	
PDC/9ECU/02 350-ECU-91 520-ECU-61 (FIT-France)	30,000 10,170	Programme for the recovery and safeguard of national moving images	1989 -1992
PDC/13ECU/01 352-ECU-31	69,000	Communication policies and strategies for the improvement of basic education	1993 -1995
PDC/15ECU/01 352-ECU-51	45,000	National communication network for culture	1995 -1997
PDC/23 ECU/01 548-ECU-5000 FIT-Luxembourg	31,000	Restructuring of the Radio Station of the Casa de la Cultura Ecuatoriana	2004-2005
PDC/48 ECU/01 354-ECU-5041	18,000	Capacity Strengthening of the community radio "The Voice of Imbabura"	2005-2006
PDC/49 ECU/01 354-ECU-5051	22,000	COMMUNITARIAN JOURNALIST TRAINING	2006-2007
PDC/51 ECU/01 354-ECU-5061	20,000	ECUADOR: WOMEN AND RADIO ON LINE	2007-2008
PDC/53 ECU/01 354-ECU-5081	9,600	SUPPORT TO THE PUBLICATION OF THE BILINGUAL KICHWA-SPANISH MONTHLY NEWSPAPER "WIÑAY KAWSAY"	2009-2010
Total Ecuador: US\$ 289,600+US\$ 10,000(Funds-in-trust)			

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
International Advisory Animation Services (6 months, \$1000 per month) <i>No need to sustain the service after 6 months, the training will be finished and the trainees' capacities already built by then. What we expect from Parsons School is to develop the curriculum and implement it in collaboration with local partners and trainers.</i>	6,000
International Consultant/Trainer: Artistic Creation and Cultural Retrieval (\$1400 airfare travel; daily allowance for one week (\$200 x 7 days))	2800
Local Trainers (2 x 3 months each at \$800 a month)	4,800
<u>8 Funded International Participants</u> Travel/airfare: 8 people x \$445 = 3560 Accommodation: 8 people x \$20/night x 35 days (5 weeks) = \$5600 Daily living allowance and meals for 5 weeks: 8 people x \$20/day x 35 days = \$5600 Total International: 14 769	21,260
<u>7 Funded National Participants</u> (5 from Quito, 2 from other provinces) Travel for 2 participants outside Quito: 2 people x \$100 = \$200 Accommodation: 2 people x \$20/night x 35 days (5 weeks) = \$1400 Daily living allowance and meals for 5 weeks: 7 people x \$20/day x 35 days = \$4900 Total National: 6 500	
Miscellaneous equipment and materials for plastic arts, stationery	1,500
Camera with stop motion function, with tripod and battery	2,000
Post-production (final editing of animation pieces to ensure the highest quality standards and therefore their dissemination at the national, regional and international levels)	7,000
DVD Publishing (packaging of final DVD materials for distribution; disks plus jackets)	2,000
<u>Total</u>	<u>47,360</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars) (Calculated for a one-year period)	
Digital animation lab	60,000
Classic animation lab	8,000
Digital design lab	40,000
Digital editing lab	50,000
Editing and sound recorder lab	40,000
Illustration lab	3,000
Drawing room	3,000
Computers network maintenance (1 technician)	1,000
Stop motion studio	3,000
<u>Total</u>	<u>208,000</u>

EL SALVADOR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING DEMOCRACY THROUGH PROMOTING FREEDOM OF EXPRESSION AND FREEDOM OF THE PRESS BY IMPROVING THE QUALITY OF JOURNALISM IN EL SALVADOR
2.	NUMBER	IPDC/54 ELS/01
3.	CATEGORY OF MASS MEDIA	Journalist Association targeting TV, press, radio and Internet journalists in El Salvador
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 36,820
8.	AMOUNT REQUESTED FROM IPDC	US\$ 27,820
9.	BENEFICIARY BODY	APES (El Salvador Journalists' Association)
10.	IMPLEMENTING OFFICE	APES
11.	PROJECT LOCATION	San Salvador, San Miguel and Santa Ana, El Salvador
12.	PROJECT PREPARED BY	Adriana Valle, APES [Fax: (503) 2264-4590, Tel. (503) 2262-2609, , email: adrianavalle@apes.org.sv]

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In El Salvador there are more than 300 media outlets (271 radio station 21 of them community radios, 43 TV channels one of them public, 10 newspapers and magazines and at least 10 online only media outlets). Although it looks like a pluralistic media landscape, there is a high concentration of both audiences and advertising revenue amongst nine media conglomerates (one TV network, two newspapers and six radio groups). In recent years the number of small, local and alternative media outlets has grown considerably both in the capital and especially in the countryside. Although many of the journalists working in small and local media lack formal training, they play an important role in their communities and in society at large. Many journalists would like to receive training to upgrade their knowledge and to develop another way of journalism more engaged with their audiences and more analytical of the country's main problems. This project aims to provide journalists with opportunities to upgrade their knowledge in a way that as social actors they can contribute to democracy and governance in El Salvador.

In a new context of democratic transition in El Salvador, journalists as social actors have an important role to play in relation to the strengthening of democracy and governance. At this time it is important to increase transparency levels in public administration and a freedom of information act is essential for this to happen. Having this type of law and knowing how to use it to acquire information is fundamental to improve the quality of journalism in El Salvador. So far, APES has been a key player in the advocacy process to pass the law and this project aims to train journalists on how to use the law so that they can promote it and can become more active in defending the right of information as a citizens' right. This project also aims to foster debate amongst Salvadoran journalists to reflect about their work and their approaches to cover national problems.

2. DESCRIPTION OF THE TARGET GROUP:

This project aims to have 480 journalists and journalism students as participants in the different activities programmed (30 participants per debate, 8 debates in total; 20 participants per seminar, 12 seminars in total). The target group is high because APES is aiming to bring different people, especially young journalists or journalism students, to the activities planned as part of this project

3. DEVELOPMENT OBJECTIVE:

To strengthen democracy, governance and citizen participation through promoting freedom of expression and freedom of the press by improving the quality of journalism in El Salvador.

4. IMMEDIATE OBJECTIVES:

- 240 journalists trained in the use of freedom of information acts for journalistic coverage, in how to cover violence in a preventive manner, how to cover environmental issues with a pluralistic approach, and how to use Internet and social networks as reporting tools.
- 240 journalists and journalism students who have debated about the role of journalism in society and its responsibility to promote democracy.

5. **PROJECT OUTPUTS:**

- A total of 240 journalists with acquired knowledge in different thematic areas:
 - 60 trained journalists capable of using freedom of information regulations and laws and aware of the importance of having that type of law in El Salvador.
 - 60 trained journalists capable of developing preventive journalism related to violence.
 - 60 trained journalists capable of developing pluralistic coverage of environmental conflicts.
 - 60 trained journalists capable of using internet and social networks as reporting tools.
- A total of 240 journalists and journalism students with acquired knowledge about the role of journalism in the promotion of democracy and about different approaches to cover social problems.
- Reference Library for Salvadoran Journalists with updated bibliography about journalism in Latin America as well as research that has been conducted about journalism in El Salvador.
- A total of 800 Freedom of information manuals for journalists printed and distributed.
- An updated Salvadoran Media Directory, including new and local media.
- A survey conducted to gather information about the profile of Salvadoran journalists and to assess their working conditions.
- APES website updated with the content of the debates and seminars.

6. **ACTIVITIES:**

- 8 debates about relevant issues to journalism, such as: media and the economic crisis, media convergence, digitalization of broadcasting spectrum, and also related to El Salvador's main problems, such as: the debate on the development model, poverty, violence and environmental issues. The debates will consist of an expert panel of three people selected by APES according to their expertise. We expect to have a public of 30 participants consisting of any journalist or journalism student who wants to participate as audience.
- 3 one day and a half seminars to impart skills on using Freedom of Information Acts for journalistic stories, as well as to create awareness about the need to have that type of law in El Salvador, Each seminar is designed to have 20 participants.
- 3 one-day seminars to impart skills on how to cover violence from a preventive point of view by two experienced Salvadoran journalists who have developed different approaches to cover violence related stories in El Salvador. Each seminar is designed to have 20 participants.
- 3 one-day seminars to impart skills on how to cover environmental conflicts and the impacts of climate change in El Salvador with pluralistic and educative approaches by two experienced Salvadoran journalists who have cover environmental issues and who are aware about climate change impacts in El Salvador. Each seminar is designed to have 20 participants.
- 3 one-day seminars to impart skills on how to use internet and social networks as reporting tools in El Salvador. Each seminar is designed to have 20 participants.
- Creation and distribution of 800 Freedom of information manuals that will explain the steps for requesting information from public administration offices, including sample letters quoting the articles of the laws related to access of information. It will also include a list of the type of information that each ministry or public administration office has, as well as samples of stories developed using freedom of information requests. The manuals will be given to the 40 journalists and journalism students who participate in the freedom of information seminars and also to the 240 participants in the debates. The rest (520) will be sent to media (including community, alternative and new media) and organizations from Civil Society.
- Creation and distribution of an upgraded Salvadoran Media Directory, including new and local media.

- A survey conducted within the journalistic community in El Salvador. We will look for an alliance with one of the local universities to conduct the poll. The results of the research will be presented to universities, media houses and civil society in general. The document analyzing the results of the poll will be posted at APES website.
- Publishing of the content of the debates and seminars at APES website.

7. PROJECT INPUTS:

TRAINERS: a) One international trainer (from a Latin American country that has advanced laws and practices regarding freedom of information) to develop three workshops about the use of freedom of information laws and regulations for journalistic productions. For these seminars we will need budget for air transportation, lodging, feeding and payment of the trainers. We will need to pay also transportation expenses for the San Miguel seminar. b) 6 experienced Salvadoran journalists specialized in the thematic areas of the 9 seminars described before. For the 9 seminars we will need budget for the payment of the trainers and for the 6 to be held in Santa Ana and San Miguel we will need to pay transportation expenses.

CONSULTANTS: a) 2 media researchers to develop the media directory and the freedom of information manual. b) One consultant to design, conduct and analyze the data collected through a survey for journalists.

EQUIPMENT: Purchase of digital recording machine, laptop, projector, multimedia machine (fax, scanner and printer). This equipment will be used to impart and record all seminars and debates. At the end of the project the equipment will be part of APES inventory to develop similar activities in the future.

Funds for food for the seminars and refreshments for the debates. Funds for part of the coordination costs.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection and contracting of trainers		■										
Selection and purchase of equipment	■											
Selection and contracting of three consultants to develop the freedom of information manual, the media directory and the survey		■										
3 Seminars on freedom of information act with an international expert			■									
Design and printing of the freedom of information manual				■	■							
Media directory completed and published				■								
Journalist survey completed, analyzed and published							■					
3 Seminars on how to cover violence from a preventive point of view					■							
3 Seminars on how to cover environmental conflicts and the impacts of climate change in El Salvador						■						
3 seminars on how to use internet and social networks as reporting tools in El Salvador.									■			
Panels/debates			■	■	■	■		■	■	■	■	
Monitoring and evaluation reports				■				■				■

9. INSTITUTIONAL FRAMEWORK:

APES is an institution that defines itself as non-political entity, not for profit, non-religious, that is formed by journalists from different media outlets and public and private institutions as well as academics. It is one of the oldest press association in Latin America. It was founded in 1936. Right now APES is an entity that works for the respect and fulfillment of all the aspects related to freedom of the press and access to information, as well as the physical integrity of journalists in the exercise of the profession and fundamentally, works to fortify the process of training of its members and non members, through workshops and seminars to improve the professional level of communicators. APES does not receive funds from the government. It finances itself through the collaboration of the members and through donations. According to article 4 of its statutes, the goals of the Association are: a) To unify all journalists in El Salvador, b) To promote the professional improvement of journalists in exercise and university students of the degrees of journalism and Communications, c) To promote the defense of freedom of expression and of the press, d) To work for the social welfare of the members and the collaboration of other similar entities at the national and international levels.

10. SUSTAINABILITY:

The activities described in this project aim to motivate the incorporation of more journalists to APES, which would help to the financial sustainability of the association. The systematization of the seminar and debates could also become an educational tool to be used by universities and other training programs.

11. FRAMEWORK OF MONITORING:

APES proposes UNESCO's office in Costa Rica to monitor the project.

12. EVALUATIONS CARRIED OUT:

The topics to be addressed in the seminars have been gathered by APES from informal discussions with media professionals and looking at the current media landscape. There is a need to increase awareness about the need to have a freedom of information law in El Salvador and its usefulness to the journalistic practice, that is why this became the topic of two seminars and there will be a manual created to guide journalists on how to use freedom of information laws.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

APES will submit technical and financial reports on a four-month basis to the monitoring entity. Also, there will be an evaluation form to be filled by the participants of each activity. From these evaluation forms APES will make a general evaluation of the project.

C. ADDITIONAL INFORMATION

On July 2009, APES organized nine panels about journalism in El Salvador. This was an important experience putting the association as promoter of debate about the professional practices of journalism. During these panels journalism students and professional journalists who are not members of APES approached to the association. Many of them were enthusiastic about engaging in similar activities to reflect on the profession and its current situation in El Salvador. From these past experiences, APES' board of directors realized the need to make the panels or debates permanent to create a space in which journalists

could freely talk about the challenges they face and also about their role in promoting democracy and governance in El Salvador.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/7ELS/01 350-ELS-71 350-ELS-81	30,000 30,000	El Salvador	1986 -1990
		Improvement of Radio and Television	
		Cultural Radio project	1994 -1998
PDC/14ELS/01 352-ELS-41 352-ELS-51 514-ELS-60 (FIT-Spain)	40,000 40,000 50,347		
Total El Salvador: US\$ 140,000+US\$ 50,000 (Funds-in-trust)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

I. MONTHLY PANELS/DEBATES

Participant's refreshments 8 debates X \$99 (refreshments for 30 participants + 3 speakers = 33 people; \$3 per person)	792	
Purchase of recording equipment (digital recording \$70)	70	
Paper, photocopies: \$60 per debate x 8 debates	480	
Transcription of debates (\$2 x page x 40 pages x 8)	640	
Total cost for debates		1,980

II. SEMINAR WITH INTERNATIONAL EXPERTS

Air transportation (1 person) \$1000	1 000	
Comalapa airport transportation (1 person, return)	50	
Transportation to San Miguel city (1 person, return)	200	
Transportation to Santa Ana city (1 person, return)	120	
Lodging (1 person x 7 days), \$50 a day per person	350	
Meals for participants in seminars and for trainers: 21 persons x 3 seminars x (2 refreshments and lunch = \$12 per person)	756	
Meal for International trainers: 7 dinners x 1 x \$15	105	
1 International consultant/trainer with at least 10 years experience and an advanced university degree (Masters or PhD in the relevant field): \$250 x 1 x 6	1,500	
Paper, photocopies: \$60 per seminar x 3 seminars	180	
Total cost of two one day and a half seminars with international experts about the use of freedom of information laws in Mexico		4,260

III. SEMINARS WITH LOCAL EXPERTS		
Transportation to Santa Ana (2 people) \$120 per seminar x 3 seminars	360	
Meal (22 persons x \$10 per meal (one lunch, one refreshment) x 9 seminars)	1,980	
2 National Experts x \$100 each x 9 seminars	1,800	
Paper, photocopies: \$60 per seminar x 9 seminars	540	
Transportation to San Miguel (2 people) \$200 per seminar x 3 seminars	600	
Total cost of 9 seminars with national experts (3 in Santa Ana, 3 in San Miguel and 3 in San Salvador)		5,280
III. FREEDOM OF INFORMATION LAW MANUAL		
Consultancy to create the manual on how to use the transparency law: \$ 800	800	
Printing and reproduction of 800 manuals (40 pages each; \$4 each): \$3,200	3,200	
Total cost of manual		4 000
III. REDESIGN AND UPGRADE OF APES WEBSITE		
Web design consultancy \$500	500	
Content upgrade consultancy, adding the results and pictures from debates and seminars and regularly upgrading the freedom of expression part of the site \$100 a month x 12 months	1,200	
Total cost of redesign and upgrade of website		700
IV. LIBRARY		
Purchase of specialized books on journalism in Latin America and of books about research on journalism in El Salvador: \$125 per month x 12 months.	1,500	
Total cost of specialized library		1,500
V. MEDIA DIRECTORY AND JOURNALISTS CENSUS		
Consultancy to create an upgraded media directory \$1,000	1,000	
Consultancy to conduct a journalists survey \$2,000	2,000	
Total cost of Media directory and journalists survey		3,000
VI. EQUIPMENT		
Laptop (with enough memory to handle video, audio and photo editing) \$1,500	1,500	
Printer, scanner fax in one	400	
Projector	1,000	
Total cost of equipment		2,900
VII. ADMINISTRATIVE EXPENSES		
Project assistant for accounting and logistics (\$200 per month; 12 months)	2,400	
Overhead (administrative costs: phone, electricity)	800	
Total cost of Administrative expenses		3,200
TOTAL IPDC CONTRIBUTION		27,820

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

Places for the activities in San Salvador, San Miguel y Santa Ana. \$150 per hiring the place x 20 activities	3,000	
Coordinator's salary (\$400 per month x 12 months)	4,800	
Contingencies	1,000	
Creation of the specialized library's catalog	200	
TOTAL		9,000

GRENADA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING HUMAN CAPACITY AMONG MEDIA WORKERS
2.	NUMBER	IPDC/54 GRN/01
3.	CATEGORY OF MASS MEDIA	Newspaper/commercial radio/community radio /television/cable
4.	IPDC PRIORITY AREA	Developing human resources
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial , training support
7.	TOTAL COST OF PROJECT	US\$ 44,710
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40,000
9.	BENEFICIARY BODY	Media Workers Association of Grenada
10.	IMPLEMENTING OFFICE	Media Workers of Grenada Grenada National Commission for UNESCO Ministry of Education, Botanical Gardens St. George's, Grenada, Tel: (473) 440-2737 Email: unesco Grenada@gmail.com
11.	PROJECT LOCATION	St. Georges
12.	PROJECT PREPARED BY	Grenada Media Workers Association and the National Commission for UNESCO under the advice of the UNESCO Office in Kingston
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

There is a plethora of media in Grenada given the country's size (133 sq. miles) and population (approx. 100,000 people). There are approximately 5 weekly newspapers, 10 radio stations, 3 television stations, and 1 cable provider. Media ownership is private, public and community orientated.

There are no formal statistics on the number of journalists in the country however because Grenada does not have a tertiary level media training institution many of the journalists do not have formal training. Apart from a few older and more seasoned journalists, many media workers in Grenada are young and unqualified. One reason for this imbalance is that it is because it is very expensive to travel to CARIMAC in Jamaica for training. This has been a cause for concern amongst members of the Media Association of Grenada (MWAG) for a number of years.

MWAG is also concerned that the salaries that currently exist in the Grenada media industry do not attract secondary school and college graduates with the option of entering better paying entry level positions.

As a result, many of the young media workers in Grenada are not equipped with some of the requisite skills needed for the job, for example, English (grammar, pronunciation), writing skills, interviewing skills or some of the basic entry-level media skills like packaging a short feature story.

On the other hand, more senior journalists in Grenada need skills in research and investigative journalism in order to improve the accuracy, reliability and validity of their stories to the public.

Lastly, there is need for both young and senior journalists to acquire "certification" in journalism.

This proposal seeks support to upgrade the professional capacity of media workers in Grenada by providing training in three targeted areas – 1) Requisite (basic) journalism skills, 2) Research and Investigative journalism, 3) Certification in Journalism

2. DESCRIPTION OF THE TARGET GROUP:

The target group of this proposal are young inexperienced journalists as well as more senior journalists in Grenada.

3. DEVELOPMENT OBJECTIVE:

This training project contributes to promoting higher professional standards, good governance, and transparency by building the professional capacities of young journalists; the research and investigative skills of senior journalists; and providing "certification" for both young and senior journalists within the context of globalization and a planned regional political and economic union - the Caribbean Single Market and Economy.

4. IMMEDIATE OBJECTIVES:

Forty media practitioners will acquire skills and knowledge in basic and investigative journalism after attending two training courses – a two week course in basic journalism and a one-week course in research and investigative journalism. In addition, a least five journalists will acquire certification after completing an on-line program from the Caribbean Institute of Media and Communication (CARIMAC), Jamaica.

5. PROJECT OUTPUTS:

- Twenty young media workers have acquired skills in reading, writing, grammar, pronunciation and presentation skills and are capable of applying these skills to their jobs.
- Twenty senior media practitioners have acquired skills in research and investigative journalism and are capable of applying these skills to their jobs.
- Five media persons have acquired “certification” in media and communication after completing on-line certification program from CARIMAC.

6. ACTIVITIES:

- A two-week training course for 20 young journalists from a cross section of media houses in Grenada to impart basic skills in journalism to include reading, writing, grammar, interviewing and presentation skills.
- A one- week training course for 20 senior journalists from a cross-section of media houses in Grenada to impart essential skills in research and investigative journalism.
- On-line certificate, diploma or degree program for at least 5 journalists to impart advanced and/or specialized skills and increase “certification” among media practitioners

7. PROJECT INPUTS:

- Two trainers capable of training young journalists in basic reading, writing and grammar and presentation skills.
- Two trainers capable of training senior journalists in research and investigative journalism.
- On-line CARIMAC training program for a minimum of five journalists a year capable of providing training and “certification” for both young and senior journalists in advanced and/or specialized media skills.
- One rented laptop, overhead projector and screen rented for 2 weeks (ten days).
- One rented laptop, overhead projector and screen rented for 1 week (five days).
- One training room rented for 10 days
- One training room rented for 5 days
- Breaks and lunches for 20 trainees over a ten day period
- Breaks and lunches for 20 trainees over a five day period
- On-going certification courses supported by the government of Grenada

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of instructors and trainers												
Selection of venue(s)												
Rental of equipment												
Selection of vendor(s) for breaks/lunches												
Workshop for young journalists												
Workshop for senior journalists												
Submission of workshops implementation reports												
On-line training of five journalists at CARIMAC												
ACTIVITIES / MONTHS	13	14	15	16	17	18	19	20	21	22	23	24
On-line training of five journalists at CARIMAC												
Submission of report on the on-line training of five journalists at CARIMAC												

9. INSTITUTIONAL FRAMEWORK:

The Media Association of Grenada will coordinate the project for the benefit of journalists in the country through its various media houses. The focus will be on young journalists with little or no formal training.

10. SUSTAINABILITY:

Persons trained will be responsible for passing on this training to staff at their media houses (i.e. ‘train- the-trainer’ type training. In addition the journalists who benefit from the training will have acquired new the knowledge and that will have appositive impact on the quality of journalism in Grenada henceforth.

11. FRAMEWORK OF MONITORING:

The project will be monitored by the Media Workers Association of Grenada. MWAG will collaborate with CARIMAC to ensure the credibility and quality of the workshops and the online training course.

12. EVALUATIONS CARRIED OUT:

There has been a loud public outcry (expressed in letters to the editor, call- in shows and other medium) to address the poor quality of media in Grenada. In addition, a needs analysis was conducted among stakeholders to determine training requirements

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Reports on the project will be submitted to the UNESCO Kingston Office for the Caribbean by the Grenada National Commission for UNESCO

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/13GRN/01 352-GRN-31	66,000	Grenada	<i>1993 -1996</i>
		Refurbishing of broadcasting facilities of Radio Grenada	
PDC/15GRN/01 352-GRN-51	33,000	Development of a rural information network	<i>1995 -1997</i>
PDC/48 GRE/01 354-GRE-5041	20,000	Grenada community multimedia centre	<i>2005-2006</i>
		Total Grenada: US\$ 119,000	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Workshop #1 Two Trainers (10 day training @\$200 per day x 2 trainers)	4 000
Regional air travel for one trainer @ approx. \$1000	1 000
Hotel accommodation for 14 days (1 day before/1 day after/weekend of first week)@\$100 per day	1 400
Rental of venue (10 days @ \$200 per day)	2 000
Breaks (10 days x 20 participants @\$5 per person)	1 000
Lunches (10 days x 20 participants @\$30 per lunch)	6 000
Projector/laptop/screen - (10 days @\$100)	1 000
Sub-total	16 400
Workshop #2 One Trainer (5 days training @\$250 per day)	1 250
Regional airline ticket (approx.)	1 145
Hotel accommodation (7 days – 1 day before training and the day after)@\$100/day	700
Meals (lunch \$20X6days)=\$120 (dinner \$40 x 6 days) = \$240	360
Rental of venue (5 days @ \$200 per day)	1 145
Lunches (5 days x 20 participants @\$30)	500
Projector/laptop/screen (5days @\$100)	3 000
Breaks (5days x 20 participants @30)	500
Subtotal	8 600
Online training course for journalists	15 000
GRAND TOTAL	40 000
BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Ongoing Certification Courses	4 710

HAITI

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ASSISTANCE TO COMMUNITY RADIOS
2.	NUMBER	IPDC/54 HAI/01
3.	CATEGORY OF MASS MEDIA	Community media and multimedia centres
4.	IPDC PRIORITY AREA	Development of community radio
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 56,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40,700
9.	PROJECT BENEFICIARY	Youth, mainly in the provinces
10.	IMPLEMENTING BODY	SAKS Foundation
11.	PROJECT LOCATION	34, rue Dalencourt, Port-au-Prince
12.	PROJECT PREPARED BY	SAKS Foundation, in collaboration with the UNESCO Office in Haiti
DECISION OF THE BUREAU		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

Over the last five years, the right to communication has gained ground in Haiti, as witnessed by the existence of some thirty community radios dispersed throughout the country's 10 departments, and the development, since 2006, of several rural community-radio multimedia centres.

The main problems confronting Haitian community media are:

- A lack of equipment;
- The cost of internet access in Haiti;
- The poverty of the communities;
- The problem of electricity supply, especially in remote areas;
- Training of young coordinators;
- The lack of legislation on community media.

The development and strengthening of a network of community radios in remote regions of the country would contribute to the creation of a pluralist society and to fostering equal access to information. Such a network would therefore constitute an essential and effective strategy for achieving this goal.

Strengthening a network of community radios in Haiti would contribute to stabilising the country by strengthening bonds within the community and involving youth in various community-radio and multimedia-centre activities. Improving access to information in these communities, and giving individuals an opportunity to exercise their right to freedom of expression by means of a community radio, will contribute to restoring a calm and neighbourly climate in a country that is emerging from a crisis.

To strengthen the process of developing a network of community radios, this project proposes to:

- upgrade the community multimedia centres (CMCs) at three community radios which have already received IPDC support in the past: *Vwa Klodi Mizo* (South); *Bwakayiman Mare-Rouge* (North-West); the Belle-Anse community station (South-East);
- organize training sessions for young people at the community radio stations and CMC. These latter structures will benefit from the experience that SAKS personnel can bring in the training of young local coordinators, and from the resources that SAKS can make available to the community radios (radio bulletins, programmes, recording studio);
- strengthen bonds within the community through the training of young CMC coordinators;
- conduct a range of promotional and awareness-raising activities on the draft bill currently being examined in Parliament.

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

At least 55 young radio and community workers will benefit directly from the project. They live, for the most part, in the remotest communities of the country, where social and other basic infrastructure services (such as education and health services, roads, telecommunications) are practically non-existent. With the development of the CMCs, at least 300 youths would benefit from their services.

3. **DEVELOPMENT OBJECTIVE:**

Contribute to media pluralism and local development by strengthening the development of community radios in the country.

4. IMMEDIATE OBJECTIVES:

- Strengthen the technical capacity of the CMCs in three Haitian communities, and promote their role as a catalyst for youth development;
- ICT training for 35 youths;
- Media, journalism and community-radio management training for 20 youths;
- Support the community-radio development drive by promoting the new draft bill. Setting up a new local radio station, and upgrading the three existing stations would be a way of supporting this movement.

5. EXPECTED PROJECT OUTPUTS:

- Three existing multimedia centres accessible to the youth of three regions;
- 55 youths trained in and familiar with ICTs;
- Opportunity for at least 300 youths to benefit from ICT-mediated distance training thanks to three operational community radios;
- Three community radios which have become autonomous (for at least 50 % of their costs) thanks to the management training received by their coordinators;
- Opportunity for populations living in remote areas to receive daily information on topical events;
- CMCs available to the inhabitants of rural communities, and especially the youth, who can better exercise their right to freedom of expression;
- The remotest communities, as a whole, sensitized to the new draft bill;
- Specific assistance to provide internet access given to 4 other radios.

6. ACTIVITIES:

- Acquisition and installation of equipment;
- Three-day course for 35 coordinators (Introduction to the internet, research and CMC management);
- Media, journalism and community-radio management training for 20 people;
- Debates on the draft bill;
- Campaign to promote the draft bill.

7. PROJECT INPUTS:

- Backup transmitter and antenna;
- 7 computers and accessories;
- 30 batteries;
- Training seminars for CMC coordinators and youths;
- Trainers' fees;
- Production of manuals;
- Coordination and monitoring;
- Internet access for 6 months.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Information meetings at the stations												
Acquisition of equipment												
Three training seminars: Internet, research, CMC management												
Seminar on media and radio formats												
Seminar on programming and community-radio management												
Production of two teaching manuals												
Debates on the draft bill												
Campaign to promote awareness of the draft bill												

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by the SAKS Foundation, which has been involved in setting up community radios in Haiti for the last 17 years (some 30 stations in all 10 departments of the country). The Foundation owns its own audio production studio, a small video studio and a documentation centre with internet access. It has already trained more than 500 community-radio presenters, journalists and technicians for various projects throughout the country. The institution has published several manuals on media-related themes for community-radio journalists and presenters, and, more generally, for media students. It regularly publishes a newsletter on community radio in Haiti and around the world, and edits an educational diary every year. Every year, on the 28th of October (*International Creole Day*), the SAKS Foundation organizes the largest cultural and artistic event on Creole language, media and culture.

The implementation of the project involves the following three community radios:

- Radio *Vwa Klodi Mizo* (in the south of the country), which has existed for 11 years. This 1-kilowatt radio station is supported by a group of grassroots organisations, one of which--the *Mouvement pour l'Unité du Peuple Aux Cayes* (MUPAC, Movement for Unity in Les Cayes)--will be responsible for managing the equipment.
- Radio *Bwa Kayiman Mare-Rouge* (in the north-west) has existed for 15 years, and operates a 300-watt transmitter. It comes under the umbrella of a federation of farmer organisations. It is firmly anchored in the community, and also runs a cultural centre.
- The community radio in Belle-Anse (south-west) is financed by the IPDC. It has just celebrated its 14th anniversary. The radio already operates a CMC, which needs to be upgraded. This could be achieved through assistance in the form of equipment and training.

10. SUSTAINABILITY:

After acquiring the equipment, which is the largest investment area in this project, support will be given to the radios' self-financing plans, which should provide for the implementation of a system of fees to be paid by the beneficiaries or users of the centres. By implementing such a system, the radios should be able to meet at least 50% of the financial requirement by the second year. An ongoing promotional campaign will be conducted, with announcements broadcast on all of the radios concerned.

Assisting the network of existing community radios will be essential for the success of the promotional campaign.

The campaign, on the new draft bill on community radio, will be conducted at the national level, and will also seek to raise public awareness of the importance of community radio and the role they play in the country.

11. FRAMEWORK OF MONITORING:

The project will be monitored by the UNESCO Office in Haiti; the SAKS Foundation will coordinate the evaluation of the project. The group *MediAlternatif*, which specializes in ICTs, will assist with project monitoring activities. MediAlternatif will bring their experience in telecentre training and management, and will be able to assist SAKS and the UNESCO Office in monitoring CMC operations.

12. EVALUATION:

Between 2000 to 2007, the SAKS Foundation carried out three studies on the community radio movement in Haiti. It is the findings of those studies which form the basis for this project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The SAKS foundation will produce a progress report. The Managing Director of the Institution, Mr Sony ESTEUS, will monitor the project and will write up and submit the reports.

C. ADDITIONAL INFORMATION

Preliminary activities

- Evaluation of operations at target CMCs ;
- Meetings with the heads of radio stations who will manage the project on the ground ;
- Meetings with the officials of the organisation requesting the radio ;
- Meetings with the UNESCO Office;
- Formulation of the project.

Assistance provided by the IPDC in the past

In 1995, the SAKS Foundation worked with UNESCO to examine the feasibility of setting up 4 community radio stations in Haiti. It provided training for the personnel and coordinated the setting up and follow-up of the radios in 4 departments (north-west, north-east, south-east and south).

Between 2005 and 2008, SAKS received assistance from the IPDC to set up a further CMCs in the south, north-west and south-east of Haiti.

PDC/8HAI/01 350-HAI-81	30,000	Haiti Development of a programme for the production and promotion of printed and audio-visual materials	1988 -1991
PDC/17HAI/01 352-HAI-71	50,000	Strengthening the Television Production Capacity	1997 -1998
PDC/18HAI/01 352-HAI-81	38,000	Strengthening the production of the National Radio	1998 -1998
PDC/19HAI/01 352-HAI-91 505 HAI 60 FIT-Saudi Arabia	37,000 27,000	Strengthening the production means of the National Radio	1999 -2001
PDC/19HAI/02 352-HAI-92 505-HAI-61 505-HAI-62	50,000 18,000 5,000	Strengthening the production capacity of Télé-Haïti	1999 -2003

FIT-Saudi Arabia			
PDC/48 HAI/01 354-HAI-5041	25,000	Establishment of community multimedia centres	2005 - 2006
PDC/53 HAI/01 354-HAI-5081	35,000	RENFORCEMENT DES CAPACITÉS DES MÉDIAS HAÏTIENS	
		Total Haiti: US\$ 255,000 +US\$50,000 (Funds-in-trust)	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

<i>Project inputs</i>	
150 W transmitter:	1,950
Aerial bay (ACPO-2):	850
7 computers @ US\$ 1000:	7,000
30 batteries @ US\$ 130:	3,900
Transport and installation of equipment:	1,200
Internet access (6 months × 7 radios × US\$ 100/month):	4,200
Monitoring and evaluation:	2,000
<i>Training (3 x 3-day sessions for 35 presenters)</i>	
Accommodation (9 days × 35 pers. × US\$ 20):	6,300
Transport (3 sessions × 35 pers. × US\$ 20):	2,100
Trainer (15 days × US\$ 104):	1,560
Accommodation (20 pers. × 6 days × US\$ 20):	2,400
Transport (3 sessions × 20 pers. × US\$ 20):	1,200
Trainer (10 days × US\$ 104):	1,040
Teaching material (60 pers. × US\$ 10):	600
Popularisation forum on the draft bill (100 pers. × US\$ 20):	2,000
Promotional campaign (radio announcements, booklets, programmes broadcast on 30 stations):	2,400
TOTAL:	<u>40,700</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Refurbishment of premises:	3,500
Personnel (2 employees × 8 months × US\$ 600):	9,600
Upkeep of SAKS vehicle:	1,000
Monitoring and reports:	1,200
TOTAL:	<u>15,300</u>

HAITI

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ASSISTANCE FOR THE "ASSOCIATION DES JOURNALISTES HAÏTIENS"
2.	NUMBER	IPDC/54 HAI/02
3.	CATEGORY OF MASS MEDIA	Radio and print media
4.	IPDC PRIORITY AREA	Assistance to media associations; Strengthening ethics and standards of conduct
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 59,300
8.	AMOUNT REQUESTED FROM IPDC	US\$ 48,300
9.	PROJECT BENEFICIARY	<i>Association des Journalistes haïtiens (AJH, Association of Haitian Journalists)</i>
10.	IMPLEMENTING BODY	<i>Association des Journalistes Haïtiens (AJH, Association of Haitian Journalists), in partnership with the Multimedia Centres made available by the MINUSTAH (United Nations Stabilization Mission in Haiti)</i>
11.	PROJECT LOCATION	10 department capitals and 3 cities in the country
12.	PROJECT PREPARED BY	The AJH, with support from MINUSTAH, the UNESCO Office in Haiti, and in conjunction with the Ministry of Culture and Communication
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Despite the existence of a few privately owned journalism schools (85% of the establishments in the Haitian education system are privately owned), the majority of journalists are not sufficiently trained to enable the process of critical and investigative journalism. Moreover, most Haitian journalists--especially those in the provinces--do not belong to a professional association promoting their interests and development. Most of the journalists work in radio, which attracts more than 80% of the national audience. Although very dynamic, Haitian radio is severely affected by the low level of training among its journalists, and particularly those in the regions.

The issue of ethics and standards of conduct is very sensitive one in Haiti--especially in provincial towns, given the working conditions and the method of recruitment of journalists. On November 8th, 2008, at its general assembly meeting, the members of the *Association des Journalistes Haïtiens* (AJH) adopted a Code of Conduct. The dissemination of this document has served to mobilize Haitian journalists around the AJH to contribute to enhancing the profession.

This project presents six advantages:

- It will strengthen the capacity of the largest media organisation in the country, i.e., the AJH--the only journalist organisations which is officially recognised in the Haitian constitution--to support journalists;
- It will promote the adoption by the profession of a Code of Conduct, the outline of which has been prepared by the AJH and applied by its members;
- It will broaden the AJH's membership base; members will receive a Press Card delivered on the basis of professional criteria recognized by AJH members;
- It will give journalists access to a collection of reference documents housed in a small library on the AJH premises;
- It will provide an immediate response to Haitian journalists' training needs in investigative journalism and the coverage of legal affairs;
- It will be national in scope thanks to the network of AJH representatives throughout the country.

2. DESCRIPTION OF THE TARGET GROUP:

320 journalists in the 10 departments of the country, with, insofar as possible, priority being given to female journalists.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to improving the quality of the information disseminated by the Haitian media, by broadening the membership base of the AJH, reinforcing training for AJH members, providing wider-spread access to reference documents and implementing a Code of Conduct acknowledged by a majority of journalists. In strengthening the AJH, it will also contribute to consolidating freedom of expression in Haiti.

4. IMMEDIATE OBJECTIVES:

- Strengthen the capacity of the AJH, as well as its presence at the national level, through the organisation of 13 training / awareness workshops aimed at transforming its Code of Conduct into an instrument that is applicable to all professional journalists in Haiti;

- Deepen journalists' knowledge and strengthen their capacity by (i) placing at their disposal a small library at the AJH's offices, and reference documents in the multimedia centres, and (ii) providing introductory training in legal journalism and journalistic investigation, through a series of 26 sessions held in the 13 largest towns in the country.

5. **EXPECTED PROJECTS OUTPUTS**

Purchase of books for the library															
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- A 50-percent increase in AJH national membership--especially among journalists operating in the provinces, with new members integrated in the process to secure the adoption of the AJH Code of Conduct throughout the country;
- A 50-percent increase in the number of female AJH members.
- A small library for journalists (approx. 200 works) at the AJH's offices in Port-au-Prince;
- Some twenty or so reference documents available to province-based journalists through MINUSTAH multimedia centres;
- 320 journalists trained in the treatment of information on legal affairs;
- 320 journalists with introductory training in investigative journalism.

6. **ACTIVITIES:**

- One-day awareness sessions on the AJH Code of Conduct, organised in 13 regions;
- Setting up of a library at the AJH's offices;
- Two-day introductory seminar on investigative journalism, in 13 regions;
- Two-day seminar on legal journalism, in 13 regions;
- Post-training assessment of acquired knowledge.

7. **PROJECT INPUTS:**

The MMCs will contribute to the project by providing logistic support (venues, furniture, internet access and electricity supply). The investment required for the implementation of the project comprises the following costs: the purchase of books, magazines and reviews for the AJH library; the erection of shelves; the organisation and delivery of the courses (introduction to investigative journalism and legal journalism); promotion of the AJH's Code of Conduct; administration of new AJH members.

8. **Work plan**

Construction															
Opening of the library															
Meetings on the AJH Code of Conduct (Port-de-Paix, Cap-Haïtien, Fort-Liberté, Ouanaminthe, Miragoane, Jacmel)															
Meetings on the AJH Code of Conduct (Gonaïves, Saint-Marc, Hinche, Mirebalais, Cayes, Jérémie, Port-au-Prince)															
Planning and organisation of introductory seminars on investigative journalism (Port-de-Paix, Cap-Haïtien, Fort-Liberté, Ouanaminthe)															
Planning and organisation of introductory seminars on investigative journalism (Gonaïves, Saint-Marc, Mirebalais, Hinche)															

Planning and organisation of introductory seminars on investigative journalism (Jacmel, Miragoane, Cayes, Jérémie, Port-au-Prince)													
Planning and organisation of seminars on legal journalism (Port-de-Paix, Cap-Haïtien, Fort-Liberté, Ouanaminthe)													
Planning and organisation of seminars on legal journalism (Port-de-Paix, Cap-Haïtien, Fort-Liberté, Ouanaminthe)													
Planning and organisation of seminars on legal journalism (Gonaïves, Saint-Marc, Mirbalais, Hinche);													
Planning and organisation of seminars on legal journalism (Jacmel, Miragoane, Cayes, Jérémie, Port-au-Prince)													
Close and evaluation													

9. INSTITUTIONAL FRAMEWORK:

The *Association des journalistes haïtiens* (AJH, Association of Haitian Journalists) is the only media association recognized in the Haitian Constitution. It was established as is an independent and apolitical body to represent the profession. As such, it is open to all Haitian journalists.

As an association of journalists officially recognised in the 1987 Haitian Constitution, the AJH is proposing this project in conjunction with the Ministry of Culture and Communication, the state media (National Radio and Television), and with the logistics and technical support of several Multimedia Centres. Coverage of the project by the national media will also confer institutional visibility.

10. FRAMEWORK OF MONITORING:

The project will be monitored by AJH regional delegates, with logistic support from MINUSTAH (through its regional media representatives and MMC personnel), and in conjunction with decentralised state services (departmental delegates) and the national media.

11. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The AJH regional delegates will submit progress reports to the IPDC and other partners at the end of each phase (March, May, July, August and November 2010), through the AJH’s Management Committee.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/8HAI/01 350-HAI-81	30,000	Haiti	1988 -1991
		Development of a programme for the production and promotion of printed and audio-visual materials	
PDC/17HAI/01 352-HAI-71	50,000	Strengthening the Television Production Capacity	1997 -1998
PDC/18HAI/01 352-HAI-81	38,000	Strengthening the production of the National Radio	1998 -1998
PDC/19HAI/01 352-HAI-91 505 HAI 60	37,000 27,000	Strengthening the production means of the National Radio	1999 -2001

FIT-Saudi Arabia			
PDC/19HAI/02		Strengthening the production capacity of Télé-Haïti	1999 -2003
352-HAI-92	50,000		
505-HAI-61	18,000		
505-HAI-62	5,000		
FIT-Saudi Arabia			
PDC/48 HAI/01	25,000	Establishment of community multimedia centres	2005 - 2006
354-HAI-5041			
PDC/53 HAI/01	35,000	RENFORCEMENT DES CAPACITÉS DES MÉDIAS HAÏTIENS	
354-HAI-5081			
		Total Haiti: US\$ 255,000 +US\$50,000 (Funds-in-trust)	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

<i>1. Code of Conduct seminar and meeting</i>	Qty	Unit price	Total
AJH trainer (26 sessions × 2 days):	52	200	10,400
Snacks for course participants (320 pers. × 2 sessions × 2 days):	1,280	12	15,360
Snacks for Code of Conduct meeting	320 pers.	4	1,280
Overland transport:	4	100	400
Printing of training manual:			1,000
Hiring of training venue (5 days × 3 regions):	15	150	2,250
<u>Library</u> (construction of shelves):			1,000
Reading tables:	3	200	600
Reading chairs:	12	30	360
Books and other publications:	200	20	4 000
Publications for the 9 MMCs (20 per site):	180	20	3,600
Launch, close and dissemination of the project:			2,000
Monitoring and evaluation (UNESCO official):			1,050
Monitoring and evaluation:			5,000
<u>TOTAL:</u>			<u>48,300</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

AJH project coordinator:	6,000
Administrative costs, stationary, hiring of equipment, contingencies, miscellaneous):	5,000
<u>TOTAL:</u>	<u>11,000</u>

HONDURAS

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING NETWORK DEFENCE FREEDOM OF EXPRESSION AND FREEDOM OF PRESS
2.	NUMBER	IPDC/54 HON/01
3.	CATEGORY OF MASS MEDIA	Community media
4.	IPDC PRIORITY AREA	Freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Building institutional capacity
7.	TOTAL COST OF PROJECT	US\$ 44,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24,300
9.	BENEFICIARY BODY	Comité por la Libre Expresión, C-Libre. Committee for Free Expression www.clibre.info
10.	IMPLEMENTING OFFICE	Comité por la Libre Expresión, C-Libre. Committee for Free Expression
11.	PROJECT LOCATION	Tegucigalpa, M.D.C
12.	PROJECT PREPARED BY	Humberto Quiroz (Executive Director) y Judith Medina (Project Management and Administration)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Honduras, according to the mapping done by C-Libre, has 263 radio operators and short wave AM, FM 525 operators, 234 repeaters for 191 channels of television available in the country. The majority of journalists and other media professionals in these means of transmission do not have an independent capacity from the major companies which own most of the existing frequencies. This situation, among other things, does not facilitate the respect of freedom of expression at the national or local level.

Regarding the current experience with the political changes generated from June 28, 2009, detected by our alert system, we could notice a widespread censorship, including the dismissal of journalists who do not share those changes, or closure of their programs, which is clearly a violation of their rights. This situation reinforces the perception of the country with a freedom of speech and press without a full development or high-level situations that contribute to it, as the lack of linkage between the media and journalists, low awareness among journalists and communicators, the regulations that allow the use of their right to express themselves and improve their techniques to do so.

In response, the project aims at strengthening the development of free and pluralistic media, as well as improving the skills of workers in the media and their ability to work in partnership. Then, it seeks to improve knowledge of at least 140 journalists and motivate the creation of a network of base work which will promote and enhance the development in the use and application of the right to freedom of speech and press; this network will include an electronic medium (www.conexihon.com.) so that they can transmit their demands and complaints on violation of rights and of their work in the communities where they operate.

2. DESCRIPTION OF THE TARGET GROUP:

The target audience is 140 journalists, researchers, and representatives of civil society groups such as committees of transparency, human rights groups, among others, who do not receive enough support to improve their skills and do not have many spaces to convey their views or those of the citizens who live in communities where they operate.

3. DEVELOPMENT OBJECTIVE:

Develop a network of correspondents in freedom of expression and access to information, expertise, analysis and proposed improvement to the media at the national and local context, as a basis for strengthening citizenship and democracy.

4. IMMEDIATE OBJECTIVES:

140 Journalists trained in regulations on access to information and transparency, freedom of expression as well as in research techniques, writing and developing community media.

5. PROJECT OUTPUTS:

- Created a national network of correspondents in access to information and freedom of expression;
- Trained at least 140 journalists / media officers in the legal framework for freedom of expression, access to information, elections, developing alternative means of communication (written and electronic newsletters) and regulation applied to the media.

6. ACTIVITIES:

- In each city (Juticalpa, Danlí, Choluteca and San Pedro Sula) we do six workshops with 25 participants in each workshop (in each city the total of participants is 25, they participate in the six workshops, the total is 100 participants more 40 in the final workshop to do a network, the great total is 140 participants), in the following thematic (each workshop is for one day):
- Workshop one: law on transparency and access to public information;
- Workshop two: interpretation of the Universal Declaration of Human Rights, Charter of Human Rights, Constitution of the Republic, Law on Issuance of Thought and the Penal Code, Election Law, the pursuit of journalistic freedom and expression;
- Workshop 3: techniques for newspaper in electronic format and development of newsletters written;
- Workshop 4: techniques to research and writing;
- Workshop 5: techniques for developing alerts, press freedom and professional ethics;
- Workshop 6: workshop for trainers (ability to transmit knowledge);
- Workshop 7: A comprehensive workshop for selected participants to encourage the formation of a network of correspondents and establish working mechanisms and self regulation. This workshop is in Tegucigalpa, the participants are 40, its election is done by each group in each city.

7. PROJECT INPUTS:

Required equipment to strengthen the development of the workshops, staff with the ability to transmit their knowledge in the subjects specified, project coordination with a view to their integration into the global network which will form part, a slight improvement to the format of conexihon.com, which is already developed. It is required to support the logistics management of the project (administrative support) as the reproduction of miscellaneous items for the proper performance. It is also necessary to make an identification and selection of candidates and candidates to be part of this process to give life and sustainability in the network.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Overall preparation of the draft (premises, materials, equipment, etc.).												
Promotion of the project and selection of participants in training												
Identifying and selecting facilitators for workshops												
Development workshops (50% of them every 3 months)												
Assessment workshops												
Overall assessment of the experience												
Generation of reports for project closure												
Formalization of network development and operation												
Reports on the functioning and impacts generated by the network												

9. INSTITUTIONAL FRAMEWORK:

The Committee for Free Expression (C-Libre) is a coalition of journalists and members of civil society constituted in June 2001. Its purpose is to promote and defend freedom of expression and right to information in Honduras. C-Libre was conceived as a response to the concerns shared by a group of journalists from areas where power has stimulated public and private policies and mechanisms against the violation of professional work of journalists and the violation of the constitutional guarantee to freedom of thought. It is a legally constituted nonprofit organization under Resolution No. 723-2005 of the Secretariat of State in the Interior and Justice, No. 30.817 published in the Official Journal of the Republic of Honduras, "La Gaceta", dated October 5, 2005.

C-Libre works in four key areas:

- *Free Access*: to ensure that citizens organized to make use of his right to free speech and information.
- b) *Public Opinion Program*: to contribute to the existence of a regime of public opinion in Honduras.
- c) *Citizen Advocacy Program*: to defend freedom of expression and right to information.
- d) *Monitoring Program on Freedom of Expression*: to determine the level of compliance with the Freedom of Expression and the Right to Information.

The objectives of C-Libre are:

- Construct a system of public opinion to ensure that the media reflect the objective reality, for the State and society to make decisions.
- Journalists can carry out their work in a climate of respect, trust and confidence.
- The implementation of an ethical and professional journalism.

10. SUSTAINABILITY:

The sustainability of the project is displayed in two ways: first, the process is met: training application of knowledge, that it has a number of national issues on which the network of correspondents based work (example: the electoral process in November 2009, the system for monitoring requests for information to become spokespersons for the communities considered voiceless, etc..) informed the media www.conexihon.com

Second, the network will be part of the process of C-Libre Alert - defence - international support, which through its alert system, detects cases of violation of the law.

11. FRAMEWORK OF MONITORING:

Levels of monitoring are given from the evaluation of the workshops in terms of content, transmission of knowledge, etc.. and to operate the network itself in the long term.

C-Libre, as a space that facilitates the publication, makes constant monitoring of network operations, quality of production and levels of impact on an improvement to the current media system in the country, regularly reporting to UNESCO San José de Costa Rica.

The primary assessment (workshops) will be implemented using forms at the end of each day. At the end of the project an overall assessment of the experience and results will be reported to UNESCO.

12. EVALUATIONS CARRIED OUT:

Inside C-Libre assessments have been where it has been valued, including discussions with staff representative agencies, the quality and relevance in the performance of the media and professionals in them, now Honduras, on the other hand, www.conexihon.com capabilities to become an alternative to the traditional information and an area considered to improve visibility in the use and application of our rights, resulting in a solution, as proposed in this project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

C-Libre will send a monthly report of project progress and a final at the end of the schedule, and then send at least two six-monthly monitoring reports to the impacts of the network under this proposal.

C. ADDITIONAL INFORMATION

Under the warning process - defence - international support, with support from Sida, has developed a manual for issuing warnings about violations of freedom of speech and press, and created a guide for training in these subjects. Also this support has been developing teaching materials for training workshops showing how to implement the law on transparency and access to public information. C-Libre with support from the World Bank has developed software for monitoring requests for information by journalists and other media professionals as the general population.

Assistance provided by the IPDC in the past

PDC/17HON/01 352-HON-71	25,000	Honduras	1997 -1998
		Strengthening of the Network of Rural Radio Stations for Development	
PDC/48 HON/01 354-HON-5041	20,000	National training program for journalists	2005-2006
		Total Honduras US\$ 45,000	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Training workshops (24 workshops in total, 100 guests in total for the 24 workshops) (Hotel services: meeting room and food, audiovisual equipment rental) (* \$ 377 x 24 workshops) (food and meeting room: \$ 293; audio-visual equipment: \$ 83) * Average since the costs vary from city	9,049
Global workshop for 40 selected participants (1 workshop in Tegucigalpa) (Hotels Services: food and meeting room \$ 360, \$ 106 audiovisual equipment, waiters \$ 37)	502
Instructors' accommodation, transportation and food (* \$ 172 x 24 exhibitors) (\$ 172: Hotel, transportation and food) * Average since the costs vary from city	4,128
Materials (photocopying, printing, material support)	2,849
Guest transportation from communities to cities of workshop (\$ 21 x 180) Average, since the costs vary for each city.	3,810
Equipment (We purchase one data show, one laptop and one laser printer)	1,608
Instructors' fees (6 workshops for 24 trainers each instructor conducts 4 workshops)	2,349

(\$ 2,350 = \$ x 6 days 98 for instructors in 4 cities) Every instructor was paid a total of \$ 391 x 6 instructors Each instructor conducted 1 workshop and the value that would be paid for each workshop is \$ 98	
TOTAL	24,299

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Training workshop for facilitators in the exercise of the right to information and freedom of expression (4 workshops for 18 guest per workshop) (\$ 375 * 4 workshops)	1,500
Instructor's hotel, transportation and food (\$ 275 x 4 speakers) (\$ 275: Hotel, transportation and food)	1,100
Communications (Internet Service)	1,050
administrative fees (Administrative Management, Accounting and Management Secretary)	7,235
Communications (by fax and telephone calls for 24 workshops) (\$ 28 x 24 workshops)	666
Fees for project coordinator (\$ 793.85 x 6 months)	4,763
Administrative fee (\$ 2 487 administrative management, management accounting and secretary \$ 317 \$ 635) (\$ 2,487 = \$ 414 x 6 months) + (\$ 317 = \$ 52 x 6 months) + (\$ 635 = \$ 105.84 x 6 months)	3,440
TOTAL	19,755

JAMAICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SPRING VILLAGE COMMUNITY MULTIMEDIA TRAINING CENTER AND RADIO STATION
2.	NUMBER	IPDC/54 JAM/01
3.	CATEGORY OF MASS MEDIA	Community media, radio, digital media
4.	IPDC PRIORITY AREA	Community media; independent and pluralistic media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial, equipment, training support
7.	TOTAL COST OF PROJECT	US\$ 87,220
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40,000
9.	BENEFICIARY BODY	Spring Village Development Foundation Phone/Fax: 1 876 708 5020 E-mail: Springdev@gmail.com Executive Director: Randy Finnikin
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office for the Caribbean
11.	PROJECT LOCATION	Spring Village Development Foundation Spring Village - Bushy Park PO St. Catherine Jamaica, WI
12.	PROJECT PREPARED BY	Randy Finnikin, Craig Erickson, with the advice of the UNESCO Office in Kingston
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Currently, the state of media in Jamaica is relatively free and is growing in several areas. The country has experienced a stable presence of traditional media outlets in television, radio, and print. The independence of these outlets was recently ranked 27th among 169 countries surveyed in Reporters without Borders' Press Freedom Index. While established and secure, the media industries in Jamaica see little competition from new or different organizations in their markets. In addition, there are very few local and community mediums to address relevant issues not covered by the major outlets. This is especially true in rural areas, such as Spring Village in rural St. Catherine.

Jamaica is also currently experiencing an exponential rise in its use of and reliance upon computers and the internet. This trend has correlated with the embracement of several types of digital media that have until recently been associated with first world countries. The overhaul is especially potent in areas relating to the arts, i.e. sound engineering, film, photography, and graphic design, but also applies to aspects of print media, television, and radio.

However, this technological growth has a more nefarious side. In fact, we are already experiencing several effects of a "digital divide" in its infancy. If left unchecked, this process will continue to provide access and opportunity to Jamaica's educated and privileged class while erecting new barriers that further hinder and deter the participation of the technologically and economically underdeveloped majority.

Our project seeks to provide new opportunities for this population through the vehicle of community media in Spring Village, while simultaneously reaching out to the underserved and unattached youths of the area. While this demographic can be difficult to reach through traditional methods, the possibilities of working with art, music, journalism, and the digital arts have a dramatic and powerful appeal that traditional methods lack.

Programs such as UNESCO's Container Project have enjoyed success in convincing youths to put down the knife or the gun, and instead pick up a microphone or a mixer, a keyboard or a camera, a patch cord or a pen, etc. The Spring Village Multimedia Training Centre and Radio Station will draw on these methods to positively influence individual futures and to aid the development of community media in Jamaica.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group of this project consists largely of underserved, unattached youths from ages 15 – 25 in Spring Village, St Catherine as well as its surrounding communities. The project will seek to provide media based educational programs and facilities that speak to the interests and talents of this group while encouraging participation in the community and Jamaica's quickly modernizing economy.

3. DEVELOPMENT OBJECTIVE:

The Spring Village Multimedia Training Centre will contribute potently and directly to the development of pluralistic media in rural Jamaica - which, in turn, will stimulate several related developmental efforts, i.e. economic and technological modernization, youth development, and the promotion of community dialogue and expression.

4. **IMMEDIATE OBJECTIVES:**

- To establish and operate a sustainable community multimedia training centre that attracts and engages youths (ages 15-25) from several marginalised districts in rural St. Catherine, cultivates the skills of young media professionals, and provides democratic channels for (inner and inter) community participation.
- To produce both instructors and youths who are sufficiently trained in media skill areas so that they may further contribute to the development of pluralistic media in Jamaica, either independently or as part of a community organization.

5. **PROJECT OUTPUTS:**

- In a room that has already been fully constructed by the Foundation for precisely this purpose, equipment for a fully operational 6-pronged multimedia training centre and radio station will be installed in the Spring Village Community Centre and Training Institute.
- 24 individuals (who have some prior experience) will be trained as trainers by professionals in the following 6 media skill areas: Music recording, editing, and production; Radio operation and technology; Community journalism; Digital photography; Digital video recording, editing, and production; Graphic design and web design.
- 120 youths from the at-risk population (ages 15- 25) will be trained and certified by the aforementioned trainers in the 6 media skill areas also mentioned above during the first year of operation.
- The Spring Village Multimedia Training Centre will be open and properly managed for at least 60 hours each week, and will provide free access to media technology under the guidance of our competent trainers.
- Spring Village Community Radio will provide a voice for over 20,000 people in the community and surrounding areas.
- The multimedia centre's programs will facilitate some sort of income generation for at least 20 participating youths.

6. **ACTIVITIES:**

- Procurement and installation of equipment
- Construction adjustments to studio
- Implementation of an 8-day training course and 5 two-day training workshops for trainers led by media professionals
- Preparation of training material
- Recruitment of participants
- Initiation and maintenance of media skill courses
- Production of radio content
- Production of community media in each of the other 5 skill areas

7. **PROJECT INPUTS:**

- 6 professional trainers (one in each of the six fields) will be required for the training of our trainers:
- The commitment of twenty-four community (four in each discipline) members with some knowledge of media to launch the program, attend trainings, teach classes, and manage open facilities capable of meeting the needs of the six-field multimedia lab.

- Fundamental Equipment for a basic yet functional digital recording studio, including microphones, headphones, preamps, cords, Pro Tools software and hardware, speakers, digital plug-ins, sound barriers, building supplies for structural adjustments etc.
- Equipment to operate a functional digital photo lab including six digital cameras, lighting, stands, memory cards, high quality paper, etc.
- Fundamental but professional equipment to record, edit, and produce digital video.
- Fundamental equipment to run a basic radio station including a transmitter, mics, patch cords, a mixer, etc
- Print media supplies.
- Professional Software for digital media programs.
- Two desktops and one laptop with the ability to run professional digital media software.
- The ascertainment of a Jamaican radio licence.
- Scholarship funds. (from external funding agency, i.e., HEART)
- The development of class curriculum and lesson plans

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Sensitizations community meetings, Recruit qualified community members, orientation, studio structural adjustments, obtaining and installation of equipment, refine project planning.												
Commence training of community trainers, selection of scholarship awardees/interns, structural changes conclude												
Renovation of project site												
Procurement and installation of equipment												
8 Day Training Course												
Preparations of training material using existing open education resources												
Workshop 1												
Workshop 2												
Workshop 3												
Commencement of classes												
Workshop 4												
Produced the first quarterly community magazine												
Launch of Radio station												
Workshop 5 (final workshop)												
Certification of first set of students												

9. INSTITUTIONAL FRAMEWORK:

The Spring Village Development Foundation (Benevolent Society) is a Community Based Organization located in Spring Village, Bushy Park, St. Catherine. The organization was established in 1997 with the mandate to empower the residents of the community and improve their educational, spiritual, social, economic and environmental well-being.

For over 12 years, we have provided a wide range of services to the community including vocational training, remedial education and youth development programmes with Children and Community for Change. We also provide social outreach programmes that grant scholarships for students as well as food and other necessities to the needy. The daily operations of the Foundation are funded in large part by Jamaica Broilers Group of Company Limited.

The organization is lead by an annually elected, eleven (11) member Board of Officers. The management staff of nine is lead by an Executive Director and supported by a Principal/Programme Manager, who directs the training arm's instructors, facilitators, auxiliary, volunteers, etc. We report to the community through open monthly meetings

This particular project will be undertaken with partnering organizations including the United States Peace Corps, Jamaica Broilers, and advisory agencies JET 88 FM radio, Northern Caribbean University, and UNESCO. The project will be operated from a newly designed and renovated classroom at the front of the 6720 sq ft community centre and will be run by a Project Coordinator who will work closely with the Foundation's Program Manager and Executive Director, while reporting to the Board of Officers.

10. SUSTAINABILITY:

Following the original investment by UNESCO, the program will continue to operate, revise, and improve itself over a long-term basis. It will come to rely upon funding from paid advertisements in its print media, radio endorsements, studio fees for local users doing professional work in the centre, and monthly subvention from Jamaica Broilers.

11. FRAMEWORK OF MONITORING:

This program will be internally monitored by the Spring Village Development Foundation Programme Officer, Michelle Desgouttes. She will report to the Foundation's Executive Board. For external monitoring, we will ask for the assistance of UNESCO and are currently establishing a relationship with the Northern Caribbean University that will include evaluative support from its communications department. We will also be with consulting with UNESCO supported JET 88 FM.

12. EVALUATIONS CARRIED OUT:

The idea to engage the community through media was first discussed by the Spring Village Development Foundation Executive Board, then by community members at several community meetings. The proposal to build and operate a community multimedia centre was soon made part of the Foundation's seven-year strategic plan, with applications in its youth, education, and employment departments. United States Peace Corps produced an optimistic report about the overall potential of this concept, especially as it pertains to youth. The findings were based largely on interviews with Spring Village residents and community leaders.

We have also received a very positive response to our current ICT program, (which is perpetually growing and improving). There has been a substantial demand from computer users of all types for further training in each of the media areas that are proposed in this project. Furthermore, there has been a tangible interest in these areas (especially sound engineering, radio, and film) expressed by those youths who have been hard to engage through other programs that the Foundation has offered.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Spring Village Development Foundation will report to UNESCO on a quarterly basis through reports prepared by Executive Director Randy Finnikin and Programme Officer Michelle Desgouttes.

C. ADDITIONAL INFORMATION

- Designed and built the room to house the Spring Village Multimedia Training Centre.
- Obtained confirmation from the Ministry of Energy, Mining, and Communications that the Foundation will receive a donation of 5 new computers equipped with Windows Vista.
- Produced a community needs assessment that highlighted the potential for the program
- Discussed and developed the project at community meetings, staff retreats, and staff meetings
- Aggressively set out to engage the community with ICT and technology through basic computer classes, the ICT4D literacy program, computer applications in the HEART courses, and provided access and assistance on an individual level during the public library hours.
- Established contact with the Jamaica Broadcasting Commission and Spectrum Management Authority to submit to obtain radio license.
- Selected equipment and retailers
- Held preliminary discussions about program facilitators
- Established contact to secure monitoring assistance from the Northern Caribbean University
- Established a relationship for consultations with Jeffrey Town Farmers Cooperative JET 88 FM (another project supported by IPDC/UNESCO)
- Established relationships with overseas media professionals to provide relevant software, as well as assistance in the technical aspects of multimedia installation and operation

Assistance provided by the IPDC in the past

PDC/4JAM/19 350-JAM-41 350-JAM-71 350-JAM-81 352-JAM-21	40,000 34,000 25,000 63,000	Jamaica Creative production and training centre for television and radio (CPTC)	1983 -1992
PDC/11JAM/01 352-JAM-31	60,000	Development of the computer system in the Jamaica Information Service	1993 -1994
PDC/16JAM/01 352-JAM-71	37,000	Community Radio for Poverty Alleviation and Development	1997-1998
PDC/18JAM/01 352-JAM-81	90,000	Upgrading the training and production capabilities of the Creative Production and Training Centre (CPTC)	1998-1999
PDC/20JAM/01 353-JAM-01	33,000	Workshop for production of training video/manual for journalists on how to report on violence against children and among children	2000 - 2002
PDC/48 JAM/01 354-JAM-5041	20,000	Building mobile, multimedia capacity for rural youth	2005 - 2006
PDC/51 JAM/01 354-JAM-5061	20,000	JAMAICA: CREATIVE MEDIA AND CREATIVE CONTENT DEVELOPMENT: INTERNET RADIO/MOBILE ICT LAB	2007-2008
PDC/51 JAM/01 354-JAM-5062	32,000	JAMAICA: DEPARTMENT CORRECTIONAL SERVICES (DCS)- PRISON RADIO NETWORK (REHABILITATION RADIO)	2007-2008
Total Jamaica: US\$ 454,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
<u>TRAINING</u>	
Trainers (fees + expenses) [150 per day x 18 days x 6 trainers]	16,200
<u>PHOTOGRAPHY</u>	
5 Nikon digital cameras	1,700
5 Batteries	130
Constant lighting set	80
5 tripod stands	150
10 2GB memory cards	200
2 card readers	50
Inkjet photo printer	300
Educational books, DVDs, and other materials	300
2 flashes	100
Paper	500
<u>FILM</u>	
High quality digital video recorder	2,500
Camera mount set (including dolly tracks, tripod, etc)	200
4 wireless microphones	160
2 boom poles	200
Film 3 way lighting set	1,000
Cables	200
Tapes, blank DVD's, blank media	200
Educational books, DVD's, and other materials	300
<u>RADIO</u>	
Transmitter	1200
4 dynamic studio mics	200
2 condenser mics	200
Mixer	200
Dual CD Player	300
<u>GRAPHIC DESIGN + WEB DESIGN</u>	
Paper	400
Educational books, DVDs, and other materials	300
<u>JOURNALISM</u>	
Stationary	300
Educational books, DVDs, and other materials	400
6 audio recorders	300
2 wireless mics	100

2 dynamic mics	100
<u>SOUND ENGINEERING</u>	
4 Shure SM 57 mics	400
2 USB mics	200
1 SM58 mic	100
4 studio condenser mics	1,000
Drum mic set	500
3 professional headphone sets	360
8 headphone sets	200
2 Pro Tools LE + MBox + software	800
Studio monitors	700
Cables, snakes, adapters	300
Mic stands	200
Acoustics solutions	400
Acoustics construction	800
Drum machine	200
Blank media	200
Studio accessories	250
Mic accessories	100
Educational books, DVDs, and other materials	300
TOTAL	33,180

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Facilities	13,000
Construction work	2,000
Program coordinator	12,500
Staff	4,000
Stipends	3,000
Adobe Professional Digital Media Software (In design, Illustrator, Photoshop, Page maker, Dreamweaver, Flash, Premier) for 5 Computers.	10,000
5 new computers with Windows	6,000
2 refurbished computers with Windows XP	1,000
DSL Internet	420
Stationery	500
2 keyboards	300
Percussion instruments	1,200
Construction consultant	1,200
TOTAL	55,120

MEXICO

A. PROJECT IDENTIFICATION		
1	PROJECT TITLE	STRENGTHENING OF THE RURAL COMMUNICATION THROUGH TRAINING IN THE PRODUCTION AND TRANSMISSION OF PROGRAMS IN INDIGENOUS LANGUAGES AND SPANISH
2	NUMBER	IPDC/54 MEX/01
3	CATEGORY OF MASS MEDIA	Rural community radio
4	IPDC PRIORITY AREA	Training of media professionals
5	SCOPE	National
6	TYPE OF ASSISTANCE REQUESTED	Training support
7	TOTAL COST OF PROJECT	US\$ 119,000
8	AMOUNT REQUESTED FROM IPDC	US\$ 35,000
9	BENEFICIARY BODY	Radio “La Voz de los Campesinos” 105.5 FM Fomento Cultural y Educativo, A.C. Address: Miguel Laurent 340 Col. Del Valle C.P. 03100, México, D.F. Tel. +52(55)55596000 Fax. +52(55)55758357 Email: desarrollo@sjsocial.org Contact person: Ilse Fajardo Project supporter
10	IMPLEMENTING OFFICE	Pauline Deneufbourg - UNESCO San José + (506) 2258.76.25, Extensión 228 p.deneufbourg@unesco-cr.org
11	PROJECT LOCATION	Radio “La Voz de los Campesinos”, 105.5 FM. Address: Gutiérrez Nájera 7, 92600 Huayacocotla, Veracruz
12	PROJECT PREPARED BY	Pauline Deneufbourg/UNESCO San José Julieta Appendini and Ilse Fajardo/Fomento Cultural y Educativo, A.C.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Radio and television are the communication media with the greatest presence in life in the communities as well as the main source of information for Mexico's population. According to Communication and Transportation Secretary numbers¹, in 2006, 1149 radio stations were commercial and only 339 destined to education or culture in the communities, it represents a clear monopolization of the 13 radio broadcasting groups that manage 70% of the commercial broadcasting.

Radio XHFCE 105.5 FM "La Voz de los Campesinos", former Radio Huayacocotla, is one of the few community radio broadcasts with legal permission that has survived the political and social struggle. Radio has been a communication link among the communities in this region, their cultural manifestation and their day-to-day life, their social issues as well as their projects and achievements. Communications in these areas are relatively restrained. This makes radio transmissions crucial for communication in the region. However, the radio for these communities represents more than a service for them, it represents a means of expression, information and promotion of the culture from and for these indigenous communities from the Sierra Norte de Veracruz and the way to receive complete world wide and local information (news) in their own language.

There are 42 weekly cultural, informative, entertaining, conscious and bilingual programs and different spaces as well as there is air space for various notices. The producers and presenters during the transmission and production of the programs, there is always a translator; the correspondents work towards the diffusion of tradition and cultural expression, in addition to the recordings of greetings and capsules are being made by the people at the station or at the different local events. Furthermore, the continuous electrical failures in the area, requires constant maintenance by the technical specialists for proper transmission. For these reasons, the team of the radio needs a comprehensive training to have more tools and better support to keep doing their activities and to improve their capacity to produce weekly newscasts, indigenous languages and spanish programs, besides they are able to get well the formative and cultural needs of the indigenous of the region, it helps to create a social consciousness around freedom, their human rights, communication and information of the indigenous villages.

2. DESCRIPTION OF THE TARGET GROUP:

10 indigenous producers/commentators, 6 voluntary translators, 3 technical specialists and 60 correspondents. At least fifty percent, will be women. Additionally 50,000 listeners.

3. DEVELOPMENT OBJECTIVE:

The project contributes to strengthen the technological, technical, communicative and transmission capabilities through the training of the producers/presenters, voluntary translators, technical specialists and correspondents for the communities' reinforcement and awareness around their human rights and their cultural diversity through the use of the radio in the Nahua, Otomí and Tepehua regions.

4. **IMMEDIATE OBJECTIVES:**

- To provide Radio “La Voz de los Campesinos” with the capacity for the maintenance of radio equipment and improving the transmission of the programmes.
- Eighty communities from the Nahua, Otomí and Tepehua regions made aware through the production of programs around their economic, social, cultural and environmental rights.

5. **PROJECT OUTPUTS:**

- Ten producers/presenters and six voluntary translators trained in using the techniques and technological areas in production and program developing tools.
- Sixty correspondents from the communities trained in the use of new information techniques incorporating them in their participation in the radio.
- Three technical specialists trained in technical and transmission areas in production, program developing tools and the maintenance of the radio equipment.
- Improvement in production of the programs, newscasts, translated programs, musical weekly programs production and broadcast. As well in audio recording of local trios, bands, musical groups, and other artists, besides interviews in the different musical programs.
- Eighty reinforced and awareness communities around their economic, social, cultural and environmental rights through the production and broadcast 136 new programs, 50 newscast in spanish and indigenous languages, and other 82 recorded materials.

6. **ACTIVITIES:**

- The planning, design and methodology of training, will take place.
- Make the selection of trainers and the training material.
- A technological training course divided into three subjects:
 - Console management (three days)
 - Pro tools management (three days)
 - Production and edition of programs, spots, newscast and interviews (three days).
- A technical training course divides into three subjects:
 - Implementation of features, stories and interviews (three days)
 - Recording programs, spots and newscast (three days)
 - Locution (modulated voice and use of language) (three days).
- A three-day course of technical training on the maintenance of the radio (three days).
- At the end of each course, the radio team will produce and transmit programs around the economic, social, cultural and environmental communities’ rights.
- Impact evaluation with communities and news programs broadcast in three – stages. (Recording of programs, transmission of programs and meeting with communities)
- Final evaluation at the end of the project and the completion of the corresponding report.

7. **PROJECT INPUTS:**

- Hiring of nine technological and technical instructors and experts
- Training material
- Meals, accommodation and local travel during the courses
- Purchase of audio and production equipment and software.
- Meals, accommodation and local travel during the evaluations

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
The planning, design and methodology of training, will take place.												
Selection of the instructors and experts and preparation of training material												
Course of technological training on: console management; pro tools management; production and edition of programs, spots, newscast and interviews.												
Course of technical training on: implementation of features, stories and interviews; recording programs, spots and newscast; locution (modulated voice and use of language).												
Course of technical training on the maintenance of the radio.												
At the end of each course, the radio team will produce and transmit programs around the economic, social, cultural and environmental communities' rights.												
Impact evaluation with communities and news programs broadcast in three – stages. (Recording of programs, transmission of programs and meeting with communities)												
Final evaluation at the end of the project and the completion of the corresponding report												

9. INSTITUTIONAL FRAMEWORK:

Radio XHFCE 105.5 FM “La Voz de los Campesinos”, former Radio Huayacocotla, was the first communitarian radio created in México in 1974, with the purpose of being a bridge of communication between communities and the spread of the traditions of the different indigenous groups of the region, promoting the rights of the indigenous villages and giving voice to the farmers.

When the cycle of the project ended, the premises were offered to Fomento Cultural y Educativo, AC., along with legal authority on the radio.

Fomento Cultural y Educativo, AC., is a civil association, non-profit, formed by an interdisciplinary work team with 36 years of experience which offers an educational and people-organizational service to indigenous people in the poorest areas of the country. Its purpose is to give companionship to the villagers of three areas in the Republic of Mexico (south of Veracruz, North of Veracruz and Selva de Chiapas) in their self-expediting processes, communitarian education and promotion as well as in the improvement of their own organizations for the respect and valorization of the cultures, providing them with tools and promoting their own skills so they can be themselves the creators of their own project of social development. It is also one of the few organizations that have a solid trajectory of direct work with the people and their communities.

10. SUSTAINABILITY:

Fomento Cultural y Educativo, AC., is legally responsible for the project, and will be the executor through Radio XHFCE 105.5 “La Voz de los Campesinos” team. The radio is a 10-person group where six of them are indigenous from the region who will execute the project. The assistance of experts with a long trajectory working in the subject is also available.

Sustainability of the projects is also based on knowledge and training of the radio team, and the quality of the programs, recording and broadcast as well as in their development in the day-to-day work. This has lead to the improvement of the products and services of the radio.

11. FRAMEWORK OF MONITORING:

Monitoring will be held during the entire process of the project and reports will be sent to the UNESCO SJO as required.

Weekly meetings will be held with the presenters of every show who will host as a head on this project. The presenters will be going to the communities to train the correspondents on some subjects and these will as well attend to the station to receive training in the use of technologies. The presenters will be distributed along the different indigenous areas to make the training easier in their own language.

12. EVALUATIONS CARRIED OUT:

Evaluations of the project will take place at three different times: of planning (at the beginning), of the process (in the middle of the project), and of advantage (at the end). For the evaluation process, monthly meetings will be held with the radio team. Also, two evaluations each semester will take place to integrate these two.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Fomento is responsible for the submission of reports of the activities performed and the results from these every four months as well as of the final evaluation and of every time the UNESCO requests so.

C. ADDITIONAL INFORMATION

Radio “La Voz de los Campesinos”, through Fomento Cultural y Educativo AC., has received financial aid from IPDC UNESCO before. The project named *Strengthening of rural, indigenous and community communication in Mexico* was supported by IPDC from 2007 to 2008.

Radio XHFCE 105.5 FM “La Voz de los Campesinos”, is one of the few community radio broadcasts with legal permission that has survived the political and social struggle. Radio has been a communication link among the communities in this region, their cultural manifestation and their day-to-day life, their social issues as well as their projects and achievements.

The radio team is constantly being trained and updated in the new technologies of communication for the creation of various programs, especially what deals with giving support to indigenous villages. Fulfilling the basic needs of the indigenous communities, and by this encouraging the freedom of speech of the villages. This includes informative and educative programs and newscasts in order to maintain and improve the respect and knowledge of the indigenous cultural diversity in the area.

Assistance provided by the IPDC in the past

PDC/4MEX/18 350-MEX-41	40,000	Mexico	1984 -1986
		Design and testing of curriculum for consumer education in communication	
PDC/8MEX/01 350-MEX-81 350-MEX-91	25,000 20,000	Purchase of microcomputers for the technological modernization project for NOTIMEX (Mexican News Agency) correspondents	1986 -1990
PDC/14MEX/01 352-MEX-41	28,000	Reinforcement of multimedia project 'El rumbo de los Niños'	1994 -1997

PDC/48 MEX/01 354MEX 5041	25,000	Strengthening freedom of expression and community radios	2005-2006
PDC/51 MEX/01 354-MEX-5062	25,000	MEXICO: STRENGTHENING OF RURAL, INDIGENOUS AND COMMUNITY COMMUNICATION IN MEXICO	2007-2008
PDC/53 MEX/01 354-MEX-5081	20,000	DEVELOPMENT OF ONLINE COURSE IN CITIZEN JOURNALISM, FOR COVERAGE OF THE ENVIRONMENT AND ECONOMIC DEVELOPMENT	2009-2010
Total Mexico: US\$ 163,000			

BUDGET (US dollars)	
Nine days course of technological training on: console management (three days); pro tools management (three days); production and edition of programs, spots, newscast and interviews (three days).	
CONCEPT	IPDC
3 trainers (nine days training at a rate of \$150 per day)	4,050
Accommodation and meals	1 883
Training material	2,275
Local travel	975
SUB-TOTAL	9,183
A nine days course of technical training on: implementation of features, stories and interviews (three days); recording programs, spots and newscast (three days) and locution (modulated voice and use of language)(three days).	
CONCEPT	IPDC
3 trainers (nine days training at a rate of \$150 dlls per day)	4,050
Accommodation and meals	1 538
Training material	1,776
Local travel	761
SUBTOTAL	8,125
Three days course of technical training on the maintenance of the radio	
CONCEPT	IPDC
3 trainers (nine days training at a rate of \$150 dlls per day)	1,350
Accommodation and meals	2 671
Training material	3,270
Local travel	1,401
SUB-TOTAL	8,692
EVALUATION AND EQUIPMENT	
Purchase of audio and production equipment and radio antenna	8,000
Final monitoring and evaluation (UNESCO)	1,000
SUB-TOTAL	9,000
TOTAL	35,000

Breakdown of the beneficiary agency's contribution (in US dollars)	
CONCEPT	FCE &Others
Course of technological training	1,300
Course of technical training	1,000
Course of technical training on maintenance of radio	2,000
Purchase of audio and production equipment and software	17,000
Impact evaluation with communities and news programs broadcast	3,100
10 producers/presenters	36,900
1 Coordinator of the project	12,300
Leasing of site premises	2,600
Operational expenses	7,800
TOTAL	84,000
TOTAL COST OF PROJECT	119,000

NICARAGUA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING PROGRAM IN VIDEO PRODUCTION FOR COMMUNITY COMMUNICATORS FOCUSED ON COMMUNITY DEVELOPMENT
2.	NUMBER	IPDC/54 NIC/01
3.	CATEGORY OF MASS MEDIA	Television, community media
4.	IPDC PRIORITY AREA	Community media, training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training support
7.	TOTAL COST FOR THE PROJECT	US\$ 55,570
8.	AMOUNT REQUESTED FROM IPDC	US\$ 35,000
9.	BENEFICIARY BODY	Red de Desarrollo Sostenible de Nicaragua Bolonia, del Hotel Mansión Teodolinda, una cuadra abajo, 25 metros norte. Managua. + (505) 22662090, + (505) 89307908 rdsnicaragua@gmail.com José Ignacio López, Coordinator
10.	IMPLEMENTING OFFICE	UNESCO San José
11.	PROJECT LOCATION	Managua
12.	PROJECT PREPARED BY	José Ignacio López Silva – RDS Coordinator
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Since its very beginning around the 50's in the XX century, television in Nicaragua has been a way of politic influence in the country. After 1990, the radio electric spectrum for television media went open for new channels frequencies. Currently, there is at least one cable TV channel in approximately 100 of the 150 municipalities in the country.

The development of new technologies in the country allowed also the development of television (as a media) by subscription (generally using coaxial wire connections). Nowadays in Managua we still have an old enterprise and two new more, one of them together with the first one (the old one). These companies have the support of international companies as well and they have become one of the biggest television monopolies in Nicaragua and even more: they are now buying small television subscriptions companies inside of the country.

Nowadays there is no exactly information about the quantity of local television stations broadcasting in the country, neither renting small air-time spaces to the biggest companies nor remaining in local companies. This situation also means an insufficient effort for local production and a big opportunity for foreign programming. National broadcasting of knowledge about Nicaragua and Nicaraguans, their culture, customs, facts, places, etc., through television is practically inexistent and this both facts together implies a transculturization of the audience and of course a lack of cultural identity.

Television instruction: We aim at developing an instruction process, 15 days in total, in order to strength television production capacities of the people involved in local television channels. 10 teams of multiplicators (both including men and women) are going to be established. Each one of them with two persons: a news reporter, camera man or editor and they are going to be instructed in technical and conceptual tools for television production in the promotion of community development and also in local level communication strategies. Methodology to use will be participative, constructive and integrative as well.

In order to improve technical and informative quality for community local television stations this project will provide instruction in television digitalization and other information and communication technologies (ICT). This last point is all about knowledge in the use of digital television, its process and relevance; access to information media (Internet), use, handling, contrast (television in the Internet); Internet or cyberspace for information transference.

2. DESCRIPTION OF THE TARGET GROUP:

Local television communicators working inside of community television media legally established, broadcasting in an open way, television subscription or a combination of both.

3. DEVELOPMENT OBJECTIVE:

With adequate instruction we point to ensure communicators to improve their communication and exchange skills with their communities trough production improvement, as well as creativity in production and a valorization up-to-date about the present conditions in order to reflect their communities.

4. IMMEDIATE OBJECTIVES:

- 10 teams of local television communicators (20 persons) instructed in conceptual and technical tools for television production in the promotion of community development, including the use of new technologies.
- A permanent and sustainable process of exchange between local television stations achieved and communicators instructed about the importance of coordinating efforts to produce local television material to strength programming of each media with good quality, good content national programs and the use of technology.

5. PROJECT OUTPUTS:

- 10 teams of local television communicators (20 persons) trained about the use of conceptual and technical tools for television production for community development with the capacity of being trainers for other communicators.
- 10 television products (brief news reports, minidocumentals, etc) done by the trained communicator teams.
- 10 teams of local television communicators (20 persons) trained about new communication and information Technologies (ICT) with the capacity of being trainers for other communicators and to put that knowledge in practice through Internet (blogs) lo allow information exchanges.
- A memory document about the training process.
- A dossier compilation of training materials.

6. ACTIVITIES:

- Meetings to organize the project (work team: organization and planification) and about the coordination of the project.
- Design of the methodology proposal for training (1 week).
- Preparation of trainings and educative materials for each one of them (5 weeks).
- Acquisition of adequate equipment for trainings (2 weeks).
- Selection of local communicators teams for training (2 persons for each team, 10 teams), (1 week)
- 2 trainings (2 days each) about the following topics: a) Rights about communication (communication for development, freedom of expression and access to public information), b) Pedagogic instruments for training (methods to repeat the training to other communicators).
- 3 trainings (3 days each) about the following topics: a) Theory about video production (formats and programs), b) Television and technology, analogy and digital norms, and c) Television production.
- How to prepare invoices and to deal with them.

7. PROJECT INPUTS:

- Instructors and educative materials for training.
- Conditions for training are assured: transportation, feeding, basic local equipment, lodging, etc.
- Communication needs and convocatory are covered.
- Two cassette cameras and their accessories, one desktop computer and software for video production and workshops (3, 4, 5).

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Coordination Meetings	■		■			■				■		
Selection / contracting of instructors and trainers			■									
Selection and purchase of equipment		■	■									
Preparation of training materials				■	■	■	■	■				
Workshop 1: Communication for development					■							
Workshop 2: Video production theory fundamentals						■						
Workshop 3: Technologies, television. analogical and digital norms.							■					
Workshop 4: TV production								■				
Workshop 5: Pedagogical instrument for multiplication (methods to repeat the training to other communicators).									■			
Submission of implementation reports				■				■				■

9. INSTITUTIONAL FRAMEWORK:

RDS will be responsible about the execution of the project, monitoring, follow up and guaranties the quality control of the process; RDS will provide to the Project its experience and methodology expertise to the design and implementation of the line of base and the training process.

RDS has established and strategic alliance with CONICSA (for it knowledge, expertise, technological capacity, tech support and domain, etc) for the direct execution of the actions related to the training and the permanent process and sustainability of exchange between local television stations in order to strength programming of each media with good quality national or local programming refers to content and the use of technology.

10. SUSTAINABILITY:

RDS has been under a permanent and systematic development of communication process related to sustainable development. We have reach results in order to identify actions to better understand the roll of communications in development process.

Our partner: Nicaraguan Communications (Comunicaciones Nicaragüenses, S.A.), CONICSA, wich nowadays is in charge of channel 37 in open broadcasting to Managua, was funded with the idea to serve as a local channel to reflect Managua as a city wich it’s own particularity, customs, characters, ideas, etc. It’s employees are well trained in television production (in CIESPAL, International Center of Superior Studies for Latin America – Ecuador 1992), Educative Television (Vitoria-Gasteiz, Álava, España 1996), and production of informative programming in television (CIESPAL/Fundación Friedrich Ebert, FES/CONICSA – Managua 2001). It also counts with enough experience in training of new television media (several technical and professional capacities in news programs and television).

Together, this team will articulate and mixes experience in television production and the communication with a social change and development approach wich ensures the success and sustainability of the action.

11. MONITORING FRAMEWORK:

Monitoring will be shared between RDS and CONICSA, with local television stations with the purpose of ensuring the information and achievements of the project in the municipalities on one side, and of creating a confidence environment and a very strong compromise through the direct participation of the local television stations on the other side, all of this in order to allow communication between them. Meetings will be done for monitoring and follow up, evaluations about the trainings with the trainees and random selections to visit the local communication media to know how they are improving.

12. EVALUATIONS CARRIED OUT:

RDS has done two important studies about communications for development. Both in order to reach community radios tending to find "the reality, contexts, limitations and potentialities of community radios in Nicaragua to establish process of local and national advocacy". The first one of these studies was done with AMARC in 2004 and the other one was done with RACOLNOSA in 2006.

The reached information states that the majority of this local community radios were implementing communication process following commercial radio models and their training process and spaces are very limited, which means that it doesn't allow them to take their theme in a serious way as a community media.

Besides since 2000, CONICSA has done trainings to children members of the San José Community Association (ACOSJ) with the support of Plan International. It was held in San José de Masatepe, a local community located two hours far from Managua.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

RDS will be responsible for the execution of the Project in coordination with CONICSA. However, for monitoring purposes of the activities, process of coordination and consultation will be done with the directors and owners of local television channels.

RDS will be the main instance for monitoring and will be responsible for the presentations of the reports for each activity and another report about the advance about the implementation of the project every four months, and RDS will write a final report about the developed process. All of these reports are going to include accounting and financial situation.

C. ADDITIONAL INFORMATION

RDS has some references about this project: The making (in February of 2005) of the Training: "Strengthening professional capacities of news radio reporters of Nicaragua". José Ignacio López Vigil was the main instructor in that training 28 persons attend that training, all of them communicators (men and women) from all over the country.

In 2008, there was another project too: "Strengthening of communicators in radio production with a community development approach". It was support financially by PIDC from UNESCO. This project reaches its objectives: 30 local communicators trained in conceptual and technical tools for radio production in the promotion of community development, specifically in freedom of expression, communication for development and communication's strategies at local level, and besides 15 communicators using and taking advantage of the new communication and information technologies to strength production's process, investigation and information services for community radios.

As results of that project, we are doing small trainings with the trainees, mainly with those who have reach support from local NGO's and municipal governments. Some of the other is training their pears in their respective community's radios.

Assistance provided by the IPDC in the past

PDC/7NIC/01 350-NIC-71 350-NIC-91	45,000 30,000	Nicaragua	1987 –1991
		Establishment of News Agency	
PDC/20NIC/01 548-NIC-5060 FIT-Luxembourg	35,000	Training in communication for the strengthening of democracy and the culture of peace	2003 –2004
PDC/51 NIC/01 354-NIC-5061	c	NICARAGUA: TRAINING PROGRAMME IN RADIO PRODUCTION FOR COMMUNITY COMMUNICATORS	2007-2008
PDC/52 NIC/01 354-NIC-5071	36,300	NICARAGUA NATIONAL NETWORK FOR THE ONLINE INTERCHANGE OF AUDIOVISUAL CONTENT BETWEEN COMMUNITY RADIO AND TV STATIONS	???
Total Nicaragua: US\$ 181,300+ US\$ 35,000 (FIT)			

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

I. In country workshops

Workshop 1: Conceptual elements of social communication	3,192
Workshop 2: Training for local trainers in TV production	3,192
Workshop 3: Video production theory and practice.	4,216
Workshop 4: Technologies and television. Analogical and digital norms.	4,216
Workshop 5: Pedagogical instrument for multiplication of training (methods to repeat the training to other communicators).	3,192
Training material and rental of training aids	800
Total training costs:	18,809

II. Equipment for workshops:

	Qty.	Unit price	
Cassette camera PAN AGDVC20	2	1450	2900
Lithium-ion battery pack PAN-CGPD28A	2	75	150
Libec Tripod System. Incl.bag	2	225	450
PAG system light	2	240	480
Beachtek Dual XLR universal microphone adapter	2	245	490
Cassette	10	31	310
Cassette reproduction device	1	3,105	3,105
PC for video edit whit 4GB RAM, 2 HD, 19" LCD monitor, UPS	1	2,875	2,875
Software	1	805	804

Total equipment:			11,566
Taxes			4,626
Total:			<u>35,000</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordinator (12 months)	12,000
Staff cost (12 months x 2 staff members)	7,200
Communication costs (12 months)	720
Vehicle maintenance and local transport costs	1,000
Project reporting	450
Total beneficiary's contribution:	21,370

<i>IN COUNTRY WORKSHOPS - DETAILS (in US dollars)</i>	
<i>Workshop 1: Communication for development:</i>	
<i>Instructors (2 instructors x 5 days x \$ 100.00)</i>	1,000
<i>Rent of local</i>	200
<i>Local travel (transportation)</i>	300
<i>Participants´ accommodation and meals (30 participants x 2 days x \$ 28.203)</i>	1,692
<i>Total Workshop 1:</i>	3,192
<i>Workshop 2: Training for local trainers in TV Production.</i>	
<i>Instructors (2 instructor x 5 days x \$ 100.00)</i>	1,000
<i>Rent of local</i>	200
<i>Local travel (transportation)</i>	300.00
<i>Participants´ accommodation and meals (30 participants x 2 days x \$ 42.308)</i>	1,692.16
<i>Total Workshop 2:</i>	3,192.16
<i>Workshop 3: Video production theory and practice.</i>	
<i>Instructors (1 instructor x 6 days x \$ 167.00)</i>	1,002
<i>Rent of local</i>	300
<i>Local travel (transportation)</i>	376
<i>Participants´ accommodation and meals (30 participants x 2 days x \$ 42.308)</i>	2,538
<i>Total Workshop 3:</i>	4,216
<i>Workshop 4: Technologies and television. Analogical and digital norms.</i>	
<i>Instructors (1 instructor x 6 days x \$ 167.00)</i>	1,002
<i>Rent of local</i>	300
<i>Local travel (transportation)</i>	376
<i>Participants´ accommodation and meals (30 participants x 2 days x \$ 42.308)</i>	2,538
<i>Total Workshop 4:</i>	4,216
<i>Workshop 5: Pedagogical instrument for multiplication. (methods to repeat the training to other communicators).</i>	
<i>Instructors (2 instructors x 5 days x \$ 100.00)</i>	1,000

<i>Rent of local</i>	200
<i>Local travel (transportation)</i>	300
<i>Participants' accommodation and meals (30 participants x 2 days x \$ 28.203)</i>	1,692
<i>Total Workshop 5:</i>	3,190

PANAMA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING PROGRAM FOR COMMUNITY COMMUNICATORS: PRACTICAL TECHNIQUES FOR IMPROVING COMMUNICATION SKILLS
2.	NUMBER	IPDC/54 PAN/01
3.	CATEGORY OF MASS MEDIA	Television
4.	IPDC PRIORITY AREA	Capacity building, media pluralism
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 56,200
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30,200
9.	BENEFICIARY BODY	Fundación Para La Educación en la Televisión
10.	IMPLEMENTING OFFICE	Fundación Para La Educación en la Televisión
11.	PROJECT LOCATION	Panama
12.	PROJECT PREPARED BY	Mrs. Teresa Wong Phone: +507 230-8000/230-8014 Fax: + 507 230-1955 – E-Mail: Tereli@Fetv.Org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Panama, there are over 200 radio stations, and 7 printed newspapers with nationwide coverage. In addition, there are 7 television stations with nationwide coverage, and 6 with coverage in the metropolitan area of Panama City.

We might find communities into which this technology and advances in communications are not reached. This situation tends to increase the levels of poverty and makes more difficult the achievement of real development of the rural communities. This is why there is a strong need to strength media communications in the communities, such as the creation of a bulletin board, information sheets, posters, community radio stations, newspaper articles, door to door flyers and magazine articles, which would allow the communities to rescue their form of living, their needs, dreams, achievements, and to project this for the rest of the society to know and appreciate.

This Project is a follow up of the *Program for Community Communicators*, approved in 2007 by the International Program for Development of the Communication. So, FETV is based on the positive experience of the aforementioned program for Community Communicators and is taking into account the feedback of the participants. We now seek to continue with a third phase, which will emphasize alternative methods of communication, those same methods that the participants can develop in their communities in order to improve it, and to make them (the participants) more effective in their work and the development of their communities.

One of the key goals of this project is the transformation of members of rural communities into a source of effective information, but with real participation. By realizing alliances with many mass media outlets they could establish bonds and develop effective communication vehicles in which these communities can tell the rest of the country their activities, problems and events that they seldom have the opportunity to let the outside world know.

2. DESCRIPTION OF THE TARGET GROUP:

100 Community Communicator to provinces of Chiriqui, Bocas del Toro, Herrera and Los Santos.

3. DEVELOPMENT OBJECTIVE:

To promote effective communication by means of alternative techniques, which facilitate and strengthen the educational and organizational development within the communities. When we talk about educational and organizational development within the communities, we refer to the creation of effective forms of communications between different members of the community, all of them based on principles and values, trying to keep the community active and organized so that they can carry out activities for the common good of all its members.

4. IMMEDIATE OBJECTIVES:

- One hundred community communicators trained in alternative communication techniques which will allow them to improve their participation within the different mass media within their reach.
- Quality of communication improved within the family and nearby community networks between different churches, local authorities, health centers, schools, community leaders and all the citizens

5. PROJECT OUTPUTS:

- 100 community communicators from four provinces of Panama, trained in communication techniques, by mean of three workshops in the four chosen provinces. At the end of the program there will a convention, or a national meeting, in which all journalists will share their experiences in the workshops, and learn ways to achieve synergies with mass communication media.
- A radio program, which will allow the 100 journalists already trained in this project, to broadcast their messages nationwide. Specifically, we seek a 30 minute program in a radio station of any of these provinces, once a week, which will allow them to transmit the news of their respective communities.
- To have a minimum of 50% of these journalists to be actively working with local communication vehicles in their respective provinces.
- Special messages to be broadcast or published, created by the participants, regarding the importance of proper communications.
- Increased awareness by national media such as print newspaper, radio and television regarding the importance of incorporating the less developed (marginal) sectors of our society, and to have them take part of the country's development.
- A Manual for Community Communicators in the use of new technologies for strengthening Community Communicators. This publication will be distributed amongst all the participants and will include the contents of all the material presented to them. Thus, it will be a reference to them so they can teach other members of the communities all the techniques they learned.

6. ACTIVITIES:

- Selection of the participating communities
- Visit to these communities to present the program
- Sensitizing by means of radio and television regarding the importance of the proposed program to train in communication techniques
- Preparation of the *Manual for Community Communicators*
- 8 two day workshops, two in each of the four chosen provinces of Chiriqui, Bocas del Toro, Herrera and Los Santos. We selected these provinces in order to strengthen the communication network through all the Republic and to promote exchange of ideas and news so each community can benefit from the other community. These chosen provinces are far away from the city and they do not have a reliable transportation system therefore they do not have access to massive communication.
 - Techniques reporting news, preparation of articles, letters, banners, and promotional messages and advertising, among other.
 - Techniques of voice management and effective organization of the message to be broadcast or published.
 - Presentation of successful or winning communication experiences.
 - Understanding how the work is conducted in television stations, radio stations and newspaper, among other.
 - Learning about the opportunities afforded by regular broadcast media and the ways in which we can take advantage of these opportunities.

The workshop sessions, conducted by experts in communication techniques, will be performed on Saturdays and Sundays (12 hour training), in order not to disturb the participant's regular work.

- A national meeting at the conclusion of the program to exchange experiences of the participants
- An evaluation of the workshop sessions
- A television program regarding the importance of the communication process and which will showcase the experience of the program.
- Radio programs
- Tours to different mass media companies (radio, television, newspaper) to learn how these companies operate and provide information in Panama.
- Seeking donation of equipment that will allow participants to practice the concepts learned in the workshops.
- During the training sessions, participants will be encouraged to develop radio programs which can be broadcast in every province, and which will allow them to practice the learned concepts.

7. PROJECT INPUTS:

- 1 Project Coordinator
- 2 Trainers
- Feeding allowance
- Transportation
- Lodging
- Materials and supplies
- Educational materials
- Equipment rental

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of the communities												
Visit the chosen communities												
Communication of project objectives: done by radio and television about the importance of participation in the program												
Summoning and selection of participants												
Preparation of the Manual for Community Communicators												
Workshop sessions for the participants												
National encounter to share experiences												
Evaluation of results												
Broadcast of the whole experience in television												
Preparation of final report												

9. INSTITUTIONAL FRAMEWORK:

FETV–Channel 5, will be the organization responsible for the general coordination and implementation of the project, including the technical phase of the proposed activities, as well as the financial control and execution of the funds.

FETV (*La Fundación para la Educación en la Televisión*), Channel 5, started in 1990. Then, FETV applied for the required frequencies under which they count broadcast their signal. In 1991 FETV obtained the appointment by the Ministry of Education as a non profit education institution. In

addition, the broadcast frequencies were approved. Its mission is to provide education and increase the levels of culture of the Panamanian society, by providing wholesome entertainment and contributing to form critical thinking through information, orientation and continuous dialog, all with programming and production of programs with quality.

So for over 15 years, FETV, the foundation for the education in television, has been committed to build alternative communication spaces, to promote the fact that people can draw their own conclusions instead of having thoughts being prepackaged. For this reason, we strive to build a more humane and just society by implementing television programming that allows interaction and participation of the viewers, and messages which transmit to the television audience conceptual elements which will help them to acquire and seek knowledge to enable them to transform society.

10. SUSTAINABILITY:

Once the project concludes, FETV will seek help from other sponsoring institutions in order to continue with the process of providing training and achieve alliances with communication media which will permit the newly trained popular journalist to practice and apply the learned concepts.

11. FRAMEWORK OF MONITORING:

FETV will evaluate the degree of participation of the invited communicators to the events. This evaluation will be carried out by applying an evaluation instrument which will allow us to understand their apprehensions, and more importantly, to let us know if we are fulfilling the stated goals of this training program.

12. EVALUATIONS CARRIED OUT:

FETV will apply an evaluation methodology to describe how the process was carried out in each of its phases, in order to review the lessons learned, the achievements, the actions of follow up, and the sustainability of the results.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

FETV assumes the responsibility of delivering a report to the UNESCO Office in San José 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

FETV has collaborated and/or worked in the past together with other international organizations such as:

- Sponsored by Local Corporations Program “Ser Emprendedor: Una Actitud”. 2009
- Canadian Funds: Formation Program “*Juventud y Participación Ciudadana*”. 2008.
- USAID: Training Program on “*Juventud y Participación Ciudadana*”. 2007.
- Canadian Funds: Formation Program “*Juventud y Participación Ciudadana*”. 2006.
- IPDC: “*Programa de Capacitación a Comunicadores Populares*”. 2006.
- Justice and Peace Commission: Multi year Program for Democracy and Human Rights. “*Juventud en Acción*”. 2005.

Assistance provided by the IPDC in the past

PDC/3PAN/27 350-PAN-31 350-PAN-51 350-PAN-71 350-PAN-91	15,000 35,000 35,000 20,000	Panama Audio-visual training for development	1982 -1990
PDC/14PAN/01 352-PAN-41	25,000	Publishing equipment for training in journalism	1994 -1997
PDC/18PAN/01 352-PAN-81	30,000	Foster youth participation in the media	1998 -1999
PDC/19PAN/01 352-PAN-91	30,000	Strengthening and development of radio	1999 -2000
PDC/21 PAN/01 353-PAN-5011	20,000	Continuing education programme for journalists	2003 -2004
PDC/48 PAN/01 354-PAN-5041	18,000	Promotion of media pluralism in Panamanian rural communities	2005 - 2006
PDC/51 PAN/01 354-PAN-5061	20,000	PANAMA: FREE PRESS AND ETHICS IN PUBLIC AND PRIVATE TELEVISION AND RADIO JOURNALISM	2007-2008
PDC/52 PAN/01 354-PAN-5071	29,370	PANAMA: TRAINING PROGRAMME FOR POPULAR JOURNALISTS: PRACTICAL TECHNIQUES TO IMPROVE COMMUNICATION SKILLS	2008-2009
PDC/53 PAN/01 354-PAN-5081	16,000	ETHICS TRAINING TO IMPROVE MEDIA PROFESSIONALISM, STANDARDS AND CREDIBILITY	2009-2010
Total Panama: US\$ 293,370			

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

Trainers (2 per workshop, at \$350 per workshop)	5,600
8 workshops – Cost of each workshop is \$1200 for 25 people, includes accommodations, food allowance, transportation and supplies and materials such as pens, paper, masking tape etc etc. Each workshop will have a duration of two days (Saturdays and Sundays)	9,600
<i>National Encounter: Exchanging Experiences</i> (food allowance, transportation, lodging)	6,500
Printing of didactic material for the training: preparation, edition, printing of 150 photocopies of the <i>Manual of Community Communicators</i> and of 150 copies of the binder used in the training workshops. The manuals and the binders will be distributed among the participants.	2,500
Final report: A camera crew will be recording images of each of the workshops, which will be used at the finalization to prepare a documentary on the whole project, which will be broadcast. This phase will require rental of equipment and transportation expenses.	2,000
Sistemization Recompilation of all the material developed in the workshops Impact of the program in the communities and provinces Administration of surveys Preparation of the final document and printing of 50 copies	2,000

The final document will be distributed to each one of the organizations of the chosen provinces as well as to UNESCO and FETV offices.	
Equipment rental and unforeseen expenses	2, 000
<u>TOTAL :</u>	<u>30,200</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordination	5 000
Final report: A camera crew will be recording images of each of the workshops, which will be used at the finalization to prepare a documentary on the whole project, which will be broadcast. This phase will require rental of equipment and transportation expenses.	6 000
TV broadcast of the program	5 000
Infrastructure and administration of the project	10 000
<u>TOTAL :</u>	<u>26, 000</u>

PARAGUAY

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	POSITIONING OF NATIONAL RADIO PARAGUAY (RNP) AS A TRAINING INSTITUTION FOR COMMUNITY RADIOS
2.	NUMBER	IPDC/54 PAR/01
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment Training support
7.	TOTAL COST OF PROJECT	US\$ 36 560
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24 620
9.	BENEFICIARY BODY	Radio Nacional del Paraguay (RNP) Asociación para la educación y comunicación radiofónica (ACER)
10.	IMPLEMENTING OFFICE	UNESCO Cluster Office Montevideo
11.	PROJECT LOCATION	Blas Garay 141 (between Yegros and Iturbe), Asunción, Paraguay
12.	PROJECT PREPARED BY	Judith María Vera, MD of Radio Nacional del Paraguay (RNP) Günther Cyranek, UNESCO Office Montevideo
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

In the Republic of Paraguay, under the surveillance of democratic media regulators, media development has shown promising results, especially with regard to community radios. While the written press is in the hand of three mayor companies and does not exceed circulation figures of 35.000 newspapers daily, licensed broadcast media show more variety: According to the regulation authority CONATEL there are 185 FM, 72 AM and 93 community radios, based in remote areas of the country. Community media are responsible for informing and educating communities, which is why they need support to improve technical equipment and staff's broadcasting skills. These radio platforms are of highest importance for local development; however, most of them work under enormous limitations.

The promotion of communication studies in private universities, based in Paraguay's big cities, has not reached the more remote areas of the country. As a consequence an important part of media professionals lack access to education, training and specialization courses in communication, especially in radio production. Against this background the outlined project is essential to improve capacities of community radio broadcasters in order to enable them to investigate information and provide high quality work.

Thanks to its position and experience, Radio Nacional del Paraguay (RNP) is best suited to train community radio broadcasters on a regular basis. However, RNP's technical equipment is not sufficient to offer quality training courses. For this reason the training purposes require the purchase of additional studio equipment. In its operational planning objectives RNP declared to contribute to the improvement and democratic distribution of information and consequently joined forces with Asociación para la Educación y Comunicación Radiofónica (the association of broadcast education and communication, ACER), which represents ten community radios. A trainer selected by RNP will run a training course for twenty community radio broadcasters (members of ACER), where participants learn to create micro programs on issues such as human rights, children's rights, gender equality and environment. The training course is designed for 40 hours to be hold in ten 4-hour workshops. The 40-hour curriculum is necessary to meet the certification requirements laid out by the Ministry of Education. By leading the training process, the only national public service broadcaster aims to support community radios, so that they can improve the quality of their communication work to meet citizen's requirements.

2. DESCRIPTION OF THE TARGET GROUP

RNP, which in the course of its sixty years of operating, has experienced periods of censorship and lack of quality broadcasting resources. Following the recent management change, RNP's objectives have been thoroughly redefined: It aims to (1) strengthen freedom of expression and access to information for all citizens, (2) to promote high quality in all processes of radio production and (3) to foster media pluralism and democracy. In order to position RNP as training institution for community radio broadcasters and help it to contribute to the national task of public information, RNP requires additional technical equipment.

Twenty journalists of ten community radios, organized in ACER. Promoting access to information in communities with predominantly rural population, the ACER network includes the following radio stations, based all over the country: (1) Radio Comunitaria Patria Soñada de Pilar; (2) Comunitaria Solidaridad del Bañado Sur; (3) Comunitaria Tobati Comunicaciones de Tobatí, Dpto de la Cordillera; (4) Comunitaria "Virgen de la Candelaria" de Capiatá; (5) Radio Comunitaria Tavañe'ê del departamento de Itapúa; (6) Comunitaria Olimpo FM, Alto Paraguay; (7) Radio Comunitaria San Juan Bautista FM; (8) Radio Arandu FM, Pirapey, Itapua; (9) Radio Comunitaria

Naranjito, San Pedro; (10) Radio Fe y Alegría, Asunción. The geographic distribution of the radios underlines the project's contribution to the national task of public information. Each radio station will select two radio journalists to participate in the training. The project will strengthen ACER, which uses community radios as a tool to provide education through communication.

3. DEVELOPMENT OBJECTIVE

Provide capacity building for community broadcasters of the ACER network and support journalistic institutional networks (cooperation between RNP and ACER) in order to contribute to media pluralism, diversity and democracy (category 4 of UNESCO media development indicators). The project aims to give communities access to appropriate, timely and correct information using all available technologies.

4. IMMEDIATE OBJECTIVE

- Position RNP as a training institution supporting RNP's quality improvement initiative for community radios, as outlined in RNP's operational planning objectives.
- Improve community radio broadcasters' professionalism in the production of radio micro programs, strengthen their general journalistic capacities and, in particular, knowledge in specific thematic areas and use of technologies through a technical skills development and conceptual training for twenty journalists and media professionals from the ten radio stations which are members of ACER.

5. PROJECT OUTPUTS

- RNP has benefited from new studio equipment which improves the national radio communication quality and positions RNP as a training institution for community radios.
- Twenty broadcasters of ten community radios from the ACER network have benefited from training on micro programme production on issues related to human rights, children's rights, gender equality and environment.
- production and diffusion of radio micro programs on issues related to human rights, children's rights, gender equality and environment increased in all community radios which are members of ACER.

6. ACTIVITIES

1. Design the convention of cooperation between ACER and RNP which outlines all project objectives.
2. Purchase studio equipment for RNP based on the outlined technical requirements.
Contract a project coordinator which operates over the whole project life time, coordinates and monitors activities, drafts and presents progress reports and the final evaluation report to the management board of RNP, ACER and to UNESCO.
Select twenty journalists from the ten community radios of the ACER network to participate in the training course.
3. Contract a highly qualified and experienced trainer to run the training course.
Develop and run a 40-hour training course on radio production, structured in ten sessions (as required by the Ministry of Education for certification purposes).
4. Support the design of micro programmes to be broadcast in community radios, members of ACER. The programmes will treat topics as outlined above.

7. PROJECT INPUTS

- Human Resources: Project coordinator and monitoring officer
- Trainer
- Materials: Course materials (one set for each of the 20 participants)
- Expenses: Meals (meals for ten days) and travel (allowance which covers each participant's overall travel expenses)
- 8 channel mixing console with built-in telephone. Hybrid. Studio “Capsule condenser microphones”. Monitor speakers with built-in amplifier. Headphones. Headphone amplifier. Sound card. External hard disc. Microphones. Shielded audio cable (100m) with 30 XLR male / female connectors and 30 RCA connectors. Audio editing computer with HD 160 GB, 1 GB RAM, Windows Vista/Linux, CD-RW, 19” monitor. Uninterrupted power supply 350V

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Signing partnership agreement between ACER and RNP												
Contracting project coordinator												
Selection of 20 community radio journalists to be trained												
Purchase of recording studio equipment												
Contracting trainer												
Development of programme content												
Preparing and running training courses												
Monitoring of training												
Support to micro programme development												
Reporting												

9. INSTITUTIONAL FRAMEWORK

RNP is the only public service broadcaster in Paraguay, reporting to the Paraguayan Secretariat of Information and Communication. RNP is financed by public household funds, project funds and donations. RNP offers infrastructure and equipment to broadcast AM and FM programs. RNP has currently 60 staff members working in administration, technical services and journalism. Among its management objectives, RNP declared to contribute to the improvement and democratic distribution of information, where the involvement of community radios plays a key role. RNP establishes a work alliance with ACER, which represents ten community radios in different parts of the country.

10. SUSTAINABILITY

After the end of the IPDC project RNP will keep managing resources for the improvement of community radios' work and public information in Paraguay based on its experience with ACER. The outlined project allows RNP to evaluate its intervention and promote similar initiatives. The development of an education policy and training for community radios with limited access to training courses, will be included as a permanent management objective of RNP.

11. FRAMEWORK OF MONITORING

For project development purposes, it is planned to contract a project coordinator whose responsibilities include the logistical preparation of the training workshops, design of evaluation tools and data collection, all of which will be outlined in the four-monthly progress reports and the final evaluation report. The alliance with ACER allows RNP to strengthen its support for community radios.

12. EVALUATIONS CARRIED OUT

Capacity building for community radios was neglected in Paraguay for the last two decades, but now represents a priority of the new management of RNP. The need to improve capacities of community radios to allow them to provide high quality information is out of question. The evaluation outlined in the presented project proposal will serve as baseline measurement for future interventions in terms of capacity building.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

In order to provide continuous information on the project progress, four-monthly progress reports, based on data collected through continuous monitoring, will be submitted. The reports will be distributed to all involved parties and UNESCO in particular. Additionally, the final evaluation report puts the information of all progress reports into a wider perspective and gives an overview on the overall project results.

C. ADDITIONAL INFORMATION

In order to prepare the presented project, RNP held meetings with ACER to define ways of inter-institutional cooperation. RNP will provide the funds outlined in the budget plan as beneficiary agency's contribution.

Assistance provided by the IPDC in the past

PDC/11PAR/01 501-PAR-61 (FIT-Switzerland)	36,273	Paraguay	1992 -1994
		Training for communication development	
PDC/14PAR/01 352-PAR-41	31,000	Audio-visual communication centre for teaching activities	1994 -1996
PDC/18PAR/01 352-PAR-81	30,000	Training in communication to strengthen democracy and community participation	1998 -1999
PDC/24 PAR/01 354-PAR-5031	25,000	Young Correspondent Net for Jaku'êke Paraguay- Informative Agency	2004-2005
PDC/49 PAR/01 354-PAR-5051	17,000	INFORMATION, PRESS FREEDOM AND GOOD GOVERNANCE	2006-2007
		Total Paraguay: US\$ 103,000+US\$ 36,000 (Funds-in-trust)	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
TRAINING COURSE	
Experienced international trainer's fee (US\$ 200 x 10 days training)	2000
Trainer's accommodation costs (US\$ 50/day x 10 days training)	500
Trainer's air travel expenses (US\$ 300)	300
Participants' accommodation costs (US\$ 30/day x 18 persons x 10 days)	5400
Participants' and trainer's local travel expenses (US\$ 10 x 21 persons x 10 days training)	2100
Participants' and trainer's living expenses (US\$ 20 x 21 persons x 10 days)	4200
Course material and stationery (US\$ 20 x 20 sets)	400
Stationery (US\$ 8 x 20 sets)	160
TOTAL TRAINING COURSE COSTS	15220
STUDIO EQUIPMENT	
8-channel mixing console with built-in telephone. Hybrid	3000
Studio "Capsule Condenser Microphones" (US\$ 150 x 5)	750
Monitor speakers (pair) with built-in amplifier (US\$ 1000 x 2)	2000
Headphones (US\$ 60 x 6)	360
Headphone amplifier	200
Sound cards (US\$ 150 x 2)	300
External hard disc	200
Microphones (US\$ 60 x 6)	360
Shielded audio cable (100m) with 30 XLR male / female connectors and 30 RCA connectors	430
Audio editing computer with HD 160 GB, 1 GB RAM, Windows Vista/Linux, CD-RW, 19" monitor	1500
Uninterrupted power supply 350V (US\$ 150 x 2)	300
TOTAL COSTS RECORDING STUDIO EQUIPMENT	9400
TOTAL CONTRIBUTION REQUEST FROM IPDC	24620

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordinator and monitoring expert (US\$ 800 x 12 months)	9600
Infrastructure for training courses (US\$ 100 x 10 days)	1000
Training participants' bus travel expenses (US\$ 30 x 18 participants)	540
Installation of technical equipment	400
Contingencies	400
TOTAL BENEFICIARY'S CONTRIBUTION	11940

PERU

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING DEMOCRACY BY PROMOTING INVESTIGATIVE JOURNALISM AND TRANSPARENT ACCESS TO PUBLIC INFORMATION.
2.	NUMBER	IPDC/54 PER/01
3.	CATEGORY OF MASS MEDIA	Private, local and community media.
4.	IPDC PRIORITY AREA	Promotion of freedom of expression; community media; training of media professionals.
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional: Peru and Ecuador.
6.	TYPE OF ASSISTANCE REQUESTED	Training support; equipment.
7.	TOTAL COST OF PROJECT	88,800
8.	AMOUNT REQUESTED FROM IPDC	40,800
9.	BENEFICIARY BODY	Instituto Prensa y Sociedad (IPYS) Address: Sucre 317, Barranco Lima - Peru Tel: (511) 2474465 - Fax: (511) 2473194 Ricardo Uceda, Director - Email: dir@ipys.org
10.	IMPLEMENTING OFFICE	UNESCO Quito Office Mrs. Rosa Gonzalez, Adviser for Communication and Information in the Andean countries
11.	PROJECT LOCATION	Peru and Ecuador (Andean Countries)
12.	PROJECT PREPARED BY	Mr. Ricardo Uceda, Director of IPYS. Mrs. Rosa Gonzalez, Adviser for Communication and Information in the Andean countries.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The project aims to train journalists who work for private and community based media in poor regions of Peru and Ecuador in the methods of investigative journalism and the application of digital tools to strengthen their coverage of public issues. The objective is to improve the quality of the information and thus strengthen the public's capacity to monitor and participate in public issues.

Since the year 2000, IPYS has been working systematically with regional and local media, and journalists of the Andean sub-region. It has proven that most of them have very few financial, technical and professional resources and that this affects negatively the quality of their production. The public, on the other hand, is far from being familiar with fundamental issues such as the design of public policies, as well as matters of finance, health, education and environment. The consequences of such a situation are clear: democratic participation is hindered on matters ranging from electing public officials, to evaluating public issues, to demanding accountability.

This is why it is essential to promote, through journalism, an informed citizenry and transparency in the fulfilment of public duties. By aiming our training to journalists of Peru and Ecuador, the project will build their capacity to inform properly about the issues that greatly affect the poorer members of society, thus fighting the culture of secrecy through strengthening investigative journalism.

Training of this kind is not available in the sub-region. The media systems themselves do not provide it (the journalistic industry offers less training to its workers than any other in Latin America) and the universities, academic education centers, schools, institutes and specialized NGOs do not make provision for it. The project would fill this gap by providing training in investigative journalism, promoting transparency in public duties with better-informed citizens, strengthening governance through the promotion of the civil society's active participation.

Nowadays, the use of digital tools significantly enhances the practice of any kind of journalistic work and is becoming a pre-requisite for journalists to thrive in a mobile multi-platform multimedia environment (core of the so called Journalism 3.0). In like manner, while traditional distance education lacks serious interaction between the individual student and the learning materials, between the teacher and the students, digital e-Learning tools have the potential to actually facilitate these types of crucial interaction, through the use of numerous communication tools available (e-mail, chat, blogs, forums, etc.), and the particular nature of multimedia.

Virtual, or distance training platforms reduce the costs normally incurred in on-site training (travel, per diem, logistic material, etc). In the digital age e-Learning tools, sometimes combined with on-site activities as blended learning options, which is what we propose to do, replace these activities. This is not a novelty in developed countries and it is being implemented massively in the academic field in under-developing ones. Those options confirm the efficacy of digital tools in professional life and, at the same time, reduce the digital gap.

If digital technology has transformed the practice of the journalistic craft, it should not revoke principles like being thorough; getting it right; insisting on fairness; thinking independently; being transparent, and demand transparency, which are the principles of investigative journalism this project seeks to promote.

2. DESCRIPTION OF THE TARGET GROUP:

Journalists who work for private, community based, local and educational media in Peru and Ecuador will receive training in the design, production and maintenance of informative blogs to widen the circulation of their work and facilitate access to and the debate of public interest issues.

This project will teach the beginners how to produce in-depth journalism using the tools that make access to information possible. Digital tools will play an essential role both in training the journalists (through e-courses) and in the contents of the courses themselves, that is: in journalistic investigation techniques using new digital tools. The participants' work will be circulated by IPYS both nationally and regionally, facilitating the access, monitoring and creation of virtual social networks of journalists, readers and experts who are interested in public issues.

3. DEVELOPMENT OBJECTIVE:

To provide professional capacity building in support of freedom of expression by training journalists who work for private and community based media in poor and extremely poor regions of Peru and Ecuador in the coverage of public issues using digital tools, the access to public information, and the practice of investigative journalism.

4. IMMEDIATE OBJECTIVES:

At least 60 journalists working in poor regions of Peru and Ecuador will be trained in investigative journalism and access to public information, and will acquire skills in the use of digital tools.

5. PROJECT OUTPUTS:

- A digital guide for journalists on the use of the access to public information law, which includes a dossier of cases where good journalistic practices can be appreciated.
- At least 60 journalists who work for private or community based media trained in the use of digital tools, investigative journalism and access to public information techniques.
- Journalistic investigation projects on local public issues making use of the resources provided by digital tools for journalistic work.
- A digital methodological guide on journalistic investigation.
- A digital basic methodological guide on how to use digital tools.
- Two national networks of journalism (Peru and Ecuador)
- IPYS mobile production unit (capable of producing daily on audio and video) created in order to promote journalism 3.0 in the Andean countries.

6. ACTIVITIES:

- Design of 3 e-learning courses (of 2 months each): developing contents for the following courses: (a) Digital Tools for Investigative Journalism, (b) Access to Public Information, and (c) Digital ICTs and Computer-Assisted Research and Reporting. IPYS requires two months for contents design and to upload the outcome in an Open Source e-Learning platform. The duration of each course is 2 months.
- Selection of journalists who work for private and community based media and are interested in covering public issues in poor regions of Peru and Ecuador. Those journalists are the first members of the two national networks of journalists.
- Selection of relevant cases and information to design methodological guides on the use of digital tools, access to public information, investigative journalism, and Computer-Assisted Research and Reporting.
- Design, production and diffusion of: (a) a methodological guide on journalistic investigation; (b) a basic methodological guide on how to use digital tools and (c) a guide for journalists on how to access public information. The three guides are electronic versions available for wide dissemination.

7. **PROJECT INPUTS:**

- One laptop with adequate technical specifications (hard disk, virtual memory, network cards, audio and video cards, cables, connectors, etc) and specific software and licenses in order to set training courses, keep productions, edition of digital material for courses and to be use into the project follow up. Hardware will provide support to the national networks beyond the project period.
- A semi-professional camera (microphone, tripod, cables, connectors, etc) to prepare interviews with specialists in order to provide better information and practical tips during the course and to use relevant materials to be shared through the networks. Hardware will provide support to the national networks beyond the project period.
- 3 specialists/trainers hired to create contents for 3 e-learning courses and to remain as main e-trainers (3 months for contents development, to be the trainers, coordination of support materials and to solve any consultation during and after the course).
- 3 assistant e-trainers to support participants of the 3 courses contents supervision and daily follow up of courses (3 months for supporting activities and to solve – in close coordination with the main trainer - consultation during and after the course).
- 1 technical assistant to be in charge of content uploading during all the project (11 months) to be in charge of web design and technical management and follow up of courses.

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Project organization												
Design of courses												
Selection of journalists												
Teaching of courses*												
Design of guides												
Final Report												

* Each course has a duration of 2 months but has to be available for 3 months per course (induction activities and to provide complementary information for the participants after the course). Also, technical assistants have to provide services for one year (courses, digital productions).

9. **INSTITUTIONAL FRAMEWORK:**

Instituto Prensa y Sociedad, IPYS, based in Lima, Peru, was created in 1993. It is an association that promotes the freedoms of information and an independent press. In order to achieve this, it monitors and reports on the situation of the press and the freedom of expression in several Latin American countries. It also elaborates specialized studies on the topic in these countries and promotes the debate about the role of the media and investigative journalism. IPYS's members are renowned journalists with extended work experience. They form a group with no commitments to unions, businesses, political or ideological groups. The institute runs a network of monitors in 11 of Peru's regions and another one in 10 Latin American countries. Their reports are published as alerts and articles in the institutional bulletin Interprensa and in the webpage of the International Freedom of Expression Exchange IFEX. Additionally, during the last 9 years, IPYS has carried out a vigorous training and support program for investigative journalists in Latin America.

10. SUSTAINABILITY:

The sustainability of this project is based on the participation of communities and the exercise of their right to information. Also, this project will be developed with the co-financing and institutional accompaniment of IPYS and UNESCO as an international cooperation institution. In a second phase – after UNESCO financial support ends – IPYS will continue the training activities using their new capacities on ICT management.

11. FRAMEWORK OF MONITORING:

The monitoring team will be made up of a project director and a coordinator. They will visit the media involved in the project with the purpose of following-up the process, accompanying and offering advice on aspects that must be reinforced by professional training. Support will allow making adjustments to the work carried out by journalists, including the selection of news, of sources and protagonists, and technical aspects such as the production of information. At the same time, progress and difficulties will be registered in order to include them in the evaluation. The framework for preparing progress and final reports will be established in agreement with UNESCO.

12. EVALUATIONS CARRIED OUT:

The first edition of the Latin American Conference on Investigative Journalism was organized by IPYS, Transparency International - Latin America and the Caribbean (TILAC), Ford Foundation (FF), Radio Nederland Training Centre (RNTC) and the Open Society Institute (OSI) on August 15-18, 2009. Also, since 2002 Foundation Open Society Institute, IPYS and TILAC have achieved a better understanding of corruption and its implications in Latin America through the promotion of investigative journalism.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress at the conclusion of each project activity phase. Additional, at the conclusion of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved. Mr. Ricardo Uceda, Director of IPYS, will prepare the reports.

C. ADDITIONAL INFORMATION

Taking into account IPYS alliances, a multi disciplinary vision is used to design, develop and implement tailor-made training programmes for organizations and institutions working in or for the media sector. Using practical methodologies for professional education and the introduction of instruments such as e-learning, a tailor-made course or e-learning project can be a good pilot for a follow-up project, aimed at embedding (educational) changes in a broader environment. Communication in education is a very complex field, which cannot be trivialized, much less reduced to a few notes representing the whole. Hence, it is best to think, understand, and act holistically about communication in education. On this regard, RNTC – one of our main partners – offers a methodology of pedagogical mediation, characterized as the promotion of and support for learning, when maneuvering among areas of knowledge and of human practice, and those who are in a position to learn something from them.

Assistance provided by the IPDC in the past

PDC/7PER/01 350-PER-71	35,000	Peru Multi-Media Techniques for Literacy Teaching	1986 -1988
PDC/9PER/01 350-PER-91	30,000	Computerization of Andina: Agencia Peruana de Noticias y Publicidad	1989 -1991
PDC/14PER/01 352-PER-41	24,000	Community cultural television	1994 -1996
PDC/16PER/01 352-PER-71	40,000	Communication to Promote Citizens' Participation	1996 -1998
PDC/196PER/01 352-PER-91	30,000	Radio Production Centre for the Promotion of Education and Culture	1999 -2001
PDC/24 PER /01 354-PER-5031	25,000	Strengthening production capabilities of local TV stations	2004-2005
PDC/48 PER/01 354-PER-5041	20,000	Radio and democracy: Participation of the disadvantaged and excluded sectors of the Peruvian society in the decentralisation process	2005 -2006
PDC/49 PER/01 354-PER-5051	12,000	TRAINING PROGRAMME FOR JOURNALIST ON THE CULTURE OF PEACE IN ORDER TO STRENGTHEN PARTICIPATIVE DEMOCRACY	2006-2007
PDC/51 PER/01 354-PER-5061	28,000	PERU: RED RADIAL AMAZONICA FOR THE RIGHTS AND THE PARTICIPATION OF THE NATIVE COMMUNITIES IN THE LOCAL AND REGIONAL DEVELOPMENT	2007-2008
PDC/52 PER/01 354-PER-5071	22,000	PERÚ: ITINERANT TRAINING FOR JOURNALISTIC AND TECHNICAL TEAMS FROM RED TV	2008-2009
PDC/53 PER/01 354-PER-5081	28,000	MEDIA, ETHICS AND DEMOCRACY	2009-2010
Total Peru: US\$ 265,000			

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

3 E-LEARNING TRAINING COURSES (3 months per online training course)	
<i>Course on Investigative Journalism</i>	
Contents' design (1 person x 4 months x one course)	4,000
Design and selection of support materials (interviews, documents, cases, etc)	1,000
Pedagogic meditation of contents (promotion of and support for learning activities, links among contents and materials and setting up to virtual platform).	2,000
E-trainer and technical assistant (2 persons x 4 months each one).	3,500
<i>Course on Access to Information</i>	
Contents' design (1 person x 4 months x one course)	4,000

Design and selection of support materials (interviews, documents, cases, etc)	1,000
Pedagogic meditation of contents and setting up to virtual platform. Pedagogic meditation of contents (promotion of and support for learning activities, links among contents and materials and setting up to virtual platform).	2,000
E-trainer and technical assistant (2 persons x 4 months each one).	3,500
<i>Course on ICT applications for Investigative Journalism</i>	
Contents' design (1 person x 4 months x one course)	4,000
Design and selection of support materials (interviews, documents, cases, etc)	1,000
Pedagogic meditation of contents and setting up to virtual platform. Pedagogic meditation of contents (promotion of and support for learning activities, links among contents and materials and setting up to virtual platform).	2,000
E-trainer and technical assistant (2 persons x 4 months each one).	3,500
EQUIPMENT AND FACILITIES	
A computer (to set training courses, keep productions and to be use into the project)	2,000
A semi-professional camera (to prepare interviews with specialists in order to provide better information and practical tips during the course).	2,500
PRODUCTS	
Design, production and distribution of products: three resulting methodological guides. One person x 10 months. No distribution cost (electronic versions).	4,800
<u>TOTAL</u>	<u>40,800</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
General manager for coordination activities (USD 1000 x 12 months)	12,000
Administration officer (USD 600 x 12 months)	7,200
Secretary (USD 300 x 12 month)	3,600
Office costs (USD 500 x 12 months)	6,000
Communications and internet (500 x 12 months)	6,000
2 journalists as part of IPYS mobile production unit (half time, USD 300 x 12 months)	7,200
<u>TOTAL</u>	<u>42,000</u>

TRINIDAD & TOBAGO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PRISON COMMUNITY TELEVISION NETWORK (REHABILITATION TELEVISION) BY TRINIDAD AND TOBAGO PRISON SERVICES
2.	NUMBER	IPDC/54 TRI/01
3.	CATEGORY OF MASS MEDIA	Integrated media, Internet and television
4.	IPDC PRIORITY AREA	Development of community media Promotion of independent and pluralistic media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 237,406
8.	AMOUNT REQUESTED FROM IPDC	US\$ 38,000
9.	BENEFICIARY BODY	Ministry of National Security Temple Court, 31-33 Abercrombie Street, Port of Spain. Telephone: 623-2441-5, Fax: 627-8044, info@mns.gov.tt , www.nationalsecurity.gov.tt Prison Services, New Street, Port of Spain Telephone: 623-4144-5, Fax: 624-4687 http://ttprisons.com Operation Miracle Hour/Jirehsopes 10, Third Street East, , Rowland Avenue, Trincity, Trinidad, West Indies.Tel: 868 751 8974 info@operationmiraclehour.net www.operationmiraclehour.net Contact: Rachael Guzman De Vlugt, Director
10	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office
11.	PROJECT LOCATION	Prison Services, New Street, Port of Spain, Trinidad and Tobago (Youth Training Centre [Correctional Facility Centres], Telephone: 623-4144-5, Fax: 624-4687,
12.	PROJECT PREPARED BY	Operation Miracle Hour/Jirehsopes with the Technical advise of the CI Team UNESCO Kingston Cluster Office

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Trinidad and Tobago is ranked 19th on the World Press Freedom Index 2007, out of 169 countries in the world. Preceding Trinidad and Tobago on the Index are 18 developed nations. This is an indication that Trinidad and Tobago (TT) enjoys a high degree of Freedom of the Press.

Recently in a series of live radio programmes, the Trinidad Youth Council (a member of Operation Miracle Hour) analyzed the role and responsibility of the media in relation to crime. Members of the public called in and gave their opinions after listening to panelists from the Trinidad Youth Council, the Criminology Unit, University of the West Indies St Augustine and the Media Association of Trinidad and Tobago. Inmates from the Youth Training Centre were also sensitized to the programme. The outcome was that while the media were not entirely to blame for influencing rising crime statistics, they were found to generally sensationalize criminal activities for profit, like in many other Caribbean Islands. The Trinidad Youth Council is also engaging the public in an online survey on the topic.

During the last decade, particular attention has been placed on the role that social marketing and mass media can have, in diffusing innovative health promotion messages. There is indeed a need to counteract negative media content and to highlight positive and healthy programming. The Trinidad Youth Council in recognition as well of the need for Restorative Justice has made representation at the Youth Training Centre to involve the inmates in rehabilitative programmes.

The policies of the Government's Vision 2020 plan also favor the move away from retributive justice to restorative justice. The developmental priority, for which the Ministry of National Security and all its division have primary responsibility, is to govern effectively and to provide for the transformation of the prison system. Actions to achieve this priority are presently underway. It was anticipated that this new restorative justice model would impact positively on neutralizing recidivism and re-offending, thereby creating a climate of stability and prediction as they relate to crime control or prevention and reduction.

While there are 38 radio stations, 10 television broadcast stations and three major daily newspapers with nationwide coverage, the mainstream media, due to their profit maximization focus, often-times do not capitalize on seeing themselves as channels for positive behavior change among citizens in TT. This is reflected in the glorification of violence in the media, especially in the movies and series aired in cinemas and television. There is a lack of sensitivity to survivors of victims and murder victims' pictures are graphically displayed on the front page of newspapers.

This project is intended to use community media, in this case, community television as a Behaviour Change Communication (BCC) tool to address the issue of crime prevention and mitigation. The project will focus on the prison as special needs community, set up a prison television network and training inmates and correctional officers in basic communication and video production skills thereby promoting pluralistic media and embracing the tenets of restorative justice. This intervention is intended to empower inmates to become actors of their own change and help them to achieve their own self-set goals while facilitating interaction among inmates, correctional officers, victims and the wider community through the prison community television.

Solutions arising out of this process are more likely to promote repair, reconciliation and the rebuilding of relationships. Through these restorative programmes or initiatives, certain anticipated outcomes are envisaged. For the victims, the objectives of repayment for material losses, as well as a sense of acknowledgement of the harm caused and some degree of repair and reconciliation will be realized. For the community, there will be the establishment of an increased capacity to accept and integrate offenders; increased involvement and an understanding of the justice system by

community members; a sense of the offender having made some degree of amends; and a reduced level of fear. With respect to the offender, there will be an increased awareness of the impact of crime on other people; increased capacity of offenders to contribute productively to the community; higher educational status and improved occupational, social and decision-making skill; improved self image and improved public image of the offender; increased sense of belonging to the community; and improved generosity of the community towards the offender.

The following comprise the Prison Community in Trinidad and Tobago:

1. Golden Grove Maximum Security Prison (Separate for Males and Female)
2. Frederick Street Prison
3. Island Prison
4. Youth Training Centre (male youth – serious crime)
5. St Jude's and St Michael's (correctional facility for male and female youth)
6. Tobago Prison
7. The Holding Cells in District Police Stations.

Through a meeting with the Prison Transformation Team and the Minister of Information, the Youth Training Centre has been identified as the best facility to locate the proposed Television Production and Transmission Centre. This is as a result of the philosophy of rehabilitation and restorative justice which is already being practiced there. The inmate population is currently 190 at this facility.

2. DESCRIPTION OF THE TARGET GROUP:

Inmates and correctional officers, particularly young offenders between ages 15-18 are the immediate beneficiaries of the project. Inmates and correctional officers will learn the skills of producing Internet and television content.

3. DEVELOPMENT OBJECTIVE:

Use the prison community television to contribute to a safer and more secure island state by promoting a culture of peace through interaction among inmates, correctional officers, victims and the wider community.

4. IMMEDIATE OBJECTIVES:

- 100 inmates and correctional officers will acquire skills in media and communication programming, broadcasting and engineering and related multimedia skills over an 18-month period.
- 10 Trained as Trainers in Phase 1
- A prison television network established which is capable of fostering dialogue and self-expression among inmates, correctional officers, victims and the wider community.

5. PROJECT OUTPUTS:

- Training of 10 trainers in Phase 1
- 100 inmates and correctional officers trained in video and television production and transmission and related multimedia skills to produce content geared at crime prevention and reduction and the healing of relationships between victims and offenders;
- A well equipped prison community television transmitting at least six hours of programmes per day, by the end of the 18 months, and geared at crime prevention and reduction and the healing of relationships between victims and offenders.

6. ACTIVITIES:

Activities to be accomplished in order to reach the immediate objectives are:

- Baseline assessment of facilities
- Renovation of facilities to house the television station
- Acquisition of equipment
- Training of trainers
- Install broad band internet connections
- Furnish and equip production studio and transmission centre
- Develop training material
- 10 training workshops over a nine-month period for staff and inmates in various areas related to media and communication, preproduction, production and post-production of television content;
- Develop schedules and produce pilot television programmes
- Test and refine broadcasts
- Commence regular broadcasts
- Evaluation

7. PROJECT INPUTS:

- Equipment for a 25' x 25' Production Studio and Transmission Centre
- 2 trainers for 10 five days workshops
- One media and communication consultant for 6 months
- Training material
- One project coordinator for 12 months.
- Facility to house the television production and transmission studios

8. WORK PLAN:

ACTIVITIES / MONTHS (X 1 1/2)	1	2	3	4	5	6	7	8	9	10	11	12
Baseline assessment of facilities												
Renovation of facility to house the television station												
Preparation of training programme for two facilities (study etc)												
Acquisition and installation of equipment												
Develop training material												
Organization and conduct of training workshops												
Production, broadcast and dissemination of new content												
Launch of "Rehabilitation Television" - Test and refine broadcasts												
Evaluation												

9. INSTITUTIONAL FRAMEWORK:

The Trinidad and Tobago Prison Service within the framework of Government's Vision 2020 plan has as a policy the implementation of a restorative justice philosophy. The developmental priority for which the Ministry of National Security and all its Divisions has primary responsibility is

governing effectively and providing the backdrop for the transformation of the Prison system that is presently underway. In that regard, the Trinidad and Tobago Prison Service is specifically charged with the responsibility to reduce recidivism and re-offending through the rehabilitation and reintegration of offenders. This is a crucial element in Government's strategy to reduce crime and the fear of crime. The government believes that the way that a society treats its prisoners is one of the sharpest reflections of its character. They want to ensure that the penal system is equipped to serve the needs of a democratic society founded on a culture of human rights.

10. SUSTAINABILITY:

- The program will be sustained through the continuous training of Inmates and Correctional Officers.
- The Prisons will be staffed with highly skilled and productive employees who believe in the benefit of continuous learning and are fully enabled by technology.
- With these needs identified by the Prison Service, Government fully committed itself to providing all necessary resources to enable the organization to develop the capability to successfully fulfill its mandate to "Correct, Protect, Relate and Re-integrate.
- Financial sustainability will be enhanced because overhead expenses will be absorbed by the Ministry of National Security, Ministry of Information and Ministry of Science, Technology and Tertiary Education. The television network will generate some income by providing mainstream media with selected content for a fee.

11. FRAMEWORK OF MONITORING:

The project will be led the Operation Miracle Hour/Jirehsopes who will convene a Joint Management Committee of stakeholders inclusive of the beneficiaries. The Joint Management Committee will share in the management of the project. Independent technical oversight will come from the Ministry of Public Administration, National Information Communication Technology Department.

12. EVALUATIONS CARRIED OUT:

A recent evaluation carried out on the Prison's Service indicated that there is a need for increased skills training in ICTs within the rehabilitation programme. This evaluation came as a result of the new policy to allow prisoners access to technology and because the prisons are now in the process of upgrading its Local Area and Wide Area Network (LAN and WAN).

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress on a four- monthly basis. This will include a comprehensive final report which will be prepared by the chairperson of the management committee.

C. ADDITIONAL INFORMATION

The Prison Service has already taken the following steps:

- Sourced possible providers for the upgrade of LAN and WAN
- Sensitized the Prison Transformation Team and Staff population at YTC about the proposed programme

- Completed Baseline Assessment Study and the Prisons' Authorities are proceeding to commence renovations and other preliminary activities.

Assistance provided by the IPDC in the past

PDC/15TRI/01 352-TRI-51	30,000	Trinidad and Tobago	1995 -1997
		Rural Information Unit	
PDC/51 TRI/01 354-TRI-5061	28,000	TRINIDAD & TOBAGO: MAYAROLIFE MULTI MEDIA CENTRE – GIVING THE COMMUNITIES OF NARIVA/MAYARO COUNTY A VOICE	2007-2008
Total Trinidad and Tobago: US\$ 58,000			

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

QTY	DESCRIPTION	US\$ UNIT COST	US\$ TOTAL COST
2	Quad Core Intel PRO Editing System with matrix RT X2	2,799	5,598
5	25ft Power cord meade #607	36	180
5	Headphones AKG K240	100	500
2	Lapel mics (lavaliers) AKG CK 55K	220	440
1	OMNI NEUMANN KM 183D NX SET	1,958	1,958
1	Directional mic with pedestal for narration	122	122
1	TTL MX LIGHT LAMP TREE SET with Kit/Equip. bag/Boom	609	609
1	White Bounce Umbrella 43"	27	27
1	24 Channel Audio Mixer Behringer	329	329
1	LCD Big Screen Television Set and Coaxial Cable and connectors	2,000	2,000
	Development of training material and guide	4,234	4,234
1	Project Coordinator (500 per month x 12 months)	450 per month	5,400
10	Training workshops Phase 1 (5 days each x 2 trainers x \$100 per trainer per day)	1,000	10,000
1 (6 months)	Media and communications consultant (10 man days per month x \$100 per day)	1,000 per month	6,000
	TOTAL		37,400

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)			
QTY	DESCRIPTION	US\$ UNIT COST	US\$ TOTAL COST
	Renovations, furnished studio with props, (plants, chairs, backdrops), special furnished viewing room	148,000	148,000
2	Adobe Creative Suite Master Collection	2100	4,200
	Broadband Internet Connections (Special 5year Package)	7,000	7,000
	Flash on Demand Streaming Website set-up hosting	9,576	9,576
	Development of training material and guide		765
1	Tricaster Pro with tricaster vm	17,393	17,393
2 rolls	Gaffer's tape Black Cinefoil 12" x 50'	36	73
2	MAC OS X v10.5 Leopard	199	398
20	Set top boxes for remote locations	500	10,000
	TOTAL		197,406