



United Nations  
Educational, Scientific and  
Cultural Organization

**IPDC** THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION

**PART III**

**NEW PROJECTS SUBMITTED TO THE  
IPDC**

**LATIN AMERICA AND THE CARIBBEAN**

**IPDC BUREAU**  
(Fifty-sixth meeting)

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## BRAZIL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING COMMUNITY COMMUNICATION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 BRA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity building; Training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 53 465</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 36 496</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>AMARC Brasil - UNIRR</b>  <b>(Union and Inclusion on Networks of Radios)</b>  <b>Address: Rua Álvaro Alvim,</b>  <b>37/1322, Centro, Rio de Janeiro, 20040-009</b>  <b>Tel.: +55 21 2532-9942</b>  <b>Email: <a href="mailto:amarc_brasil@amarc.org">amarc_brasil@amarc.org</a></b></p> <p><b>Contact: João Paulo Malerba,</b>  <b>Executive coordinator</b>  <b>email: <a href="mailto:joao@criarbrasil.org.br">joao@criarbrasil.org.br</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>Guilherme Canela Godoi. UNESCO Brasil</b> <b><a href="mailto:g.godoi@unesco.org">g.godoi@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>The Transamazonic region in the Brazilian Amazon and the Sisal region in the Northeast of Brazil</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>João Paulo Malerba, Executive coordinator and Sofia Hammoe, Coordinator of Training and Management programme of AMARC Brasil</b>

**DECISION OF THE BUREAU:**

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

There are more than ten thousand low-power radios in Brazil, most of them community radios. The applicable law on community radios, 9.612/98, imposes many limitations on their activities, including preventing community radio stations from broadcasting advertisements or belonging to a network, thus constraining their potential. Community radio stations throughout Brazil exist despite the lack of training policies or subsidies for improved development of communication activities, leading to problems in sustainability and a tendency to copy commercial models of communication.

This project intends to strengthen five radio stations in the region of the Transamazonian highway, in the North of Brazil; and five radio stations in the region of Sisal, in the Northeast of Brazil, in order to make them more articulated and able to reflect on their actions. The Transamazonian highway region covers an area of 251 839.20 km<sup>2</sup> and includes the following villages: Altamira, Anapu, Brasil Novo, Medicilândia, Pacajá, Placas, Porto de Moz, Senador José Porfírio, Uruará and Vitória do Xingu. It has a population of 340 056 inhabitants of which 154 179 live in rural areas (45%). There are 17 411 rural families, 26 542 family settlements and 14 indigenous territories. Its average HDI is 0.7. The region of Sisal covers an area of 21 256.50 km<sup>2</sup>, comprising the villages of: Barrocas, Biritinga, Conceição do Coité, Ichu, Lamarão, Retirolândia, Santaluz, São Domingos, Tucano, Araci, Candeal, Cansanção, Itiúba, Monte Santo, Nordestina, Queimadas, Quijingue, Serrinha, Teofilândia and Valente. It has a population of 582 331 inhabitants, 57% of which lives in rural areas. There are 58 238 rural families, 2 482 family settlements, 2 'quilombos' (communities of slave descendents) and 1 indigenous territory. Its average HDI is 0.6. In both areas, there are another 9 community radio stations that could potentially be assisted by this project.

Community projects that arise from the necessity of local people tend to struggle to survive due to a lack of future planning, and lack of skilled staff, and also due to local or regional problems. These factors contribute to a decrease in the number of radio programmes/stations in existence, thus having a negative impact on the plurality of the media. This project proposes to promote self-reflection practices within the population, facilitating the existence of these spaces. These practices include individual processes with each radio station, and collective processes between stations of the same region. It is also intended to look at gender inequalities and focus the reflections on women (50% of the trainees will be women). The stations that will take part in the individual processes may help other broadcasters to experience similar practices at the end of the project, thus multiplying the capacity of training and performance of the other 20 radios in the region. The Management and Training Team can consequently apply and multiply this experience in other parts of the country.

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

Teams from five community radio stations and members of the communities in which they operate in both the Brazilian Transamazonian region, North of Brazil; and the Sisal region, State of Bahia, in Northeast Brazil.

### **3. DEVELOPMENT OBJECTIVE:**

Strengthen the role of community radio in Brazil, to contribute to the exercise of freedom of expression and contribute to the existence of a diverse and pluralistic media in the country.

### **4. IMMEDIATE OBJECTIVE:**

Teams of 10 community radio stations from the Transamazonian highway region and from the Sisal region in Brazil will be capable of promoting actions of political, social and economic sustainability in an articulated way in each region, through seminars, processes of self-evaluation and processes of planning management.

## 5. **PROJECT OUTPUTS:**

- Representatives of 10 community radio stations from the Transamazonic highway region and representatives of 10 community radio stations from the Sisal region able to perform a diagnosis of their contexts and performances, and capable of planning ways to overcome collective problems and to enhance capabilities.
- Teams of 10 community radio stations and members of the the community will participate actively in the process of reflection, performing the diagnosis and future planning of the station.
- Representatives of 10 community radio stations in the regions of the Transamazonic highway and the Sisal capable of carrying out the evaluation of actions and planning activities.

## 6. **ACTIVITIES:**

- Conducting a Meeting for Regional Diagnosis in each region with a representative from each radio station, for a total of 10 people in each region, for 2 days.
- In five radio stations from the Transamazonic region: open seminar on implementation of the local diagnosis and planning, lasting 2 days for each radio, totalling 5 seminars in 10 days.
- Perform the same process (open seminars) in the Sisal region
- In each region: implementation of 1 Regional Review Meeting with one person from each radio station, totaling 5 people in each region for 2 days. Total of two meetings with 10 people.

## 7. **PROJECT INPUTS:**

- Facilitator to prepare methodology of meetings, seminars and the systematization of processes
- Facilitator to coordinate the events of process in each region and 10 community radio stations
- Estimate expenses with convention halls, materials, equipment (sound mixer, microphones etc.), meals for the realization of the Diagnosis and Planning Seminars in each local radio
- Accommodation facilities and transport for the facilitators
- Communication expenses to link, confirm, provide support and feedback for the meetings and processes
- Purchase of ten notebooks with 4 Gb of RAM and 500 GB HD to facilitate the communication between the radio stations in the Transamazonic region and in the Sisal region and to the development of coordinated actions among themselves and with radio stations in other regions in the entire country (5 for each region).

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Preparation	■											
Diagnosis & Community planning in 2 regions		■										
Diagnosis and Planning for radios in 2 regions			■									
Conducting planned actions in each radio				■	■	■	■	■	■	■		
Evaluation process within the 2 regions											■	
Partial Reports				■				■				
Final Report												■

## 9. **INSTITUTIONAL FRAMEWORK:**

The World Association of Community Radio Broadcasters (AMARC) is an international association established in 1983, acting in the coordination, cooperation, consultation, exchange and promotion of community radio

stations around the world. It is recognized as an international non-governmental organization (INGO), characterized as secular and non-profitable. AMARC's mission is to promote democracy in communication, especially regarding radios; to promote freedom of expression and contribute to the development of people in a fair and sustainable way. Its work is organized in a network that seeks to strengthen each of its members in order to develop its programmes and lines of action.

Present in Brazil since 1995, AMARC is composed of 50 associates ranging from community radios and TV stations, production centres and activists. The annual budget is approximately \$ 50 000 made up of the annuities and the budget of the associated projects of national and international cooperation.

AMARC Brasil will coordinate this project, like others, and implement it with União e Inclusão em Redes de Rádio (UNIRR), one of the founding members of AMARC Brasil. UNESCO and AMARC have performed many projects together, like the publication of “One river is a million of drops” in 2006. In Brazil they work together for communication rights and in promoting workshops such as the 2004 Rádio-Busca Project.

## **10. SUSTAINABILITY:**

This project seeks to strengthen community radio to contribute to the existence of a diverse and pluralistic media in Brazil. Through self-reflection of the staff of radio stations along with the communities in which they operate, it is hoped to promote solidarity and collective processes that could bring opportunities, tools and actions to ensure the achievement of realistic goals in line with the local and regional contexts. Each group starts from a diagnosis that is not only institutional, but territorial too. Together with the local population, they can correct the mistakes and make their plans based on the perception of opportunities and capabilities, including the gender equality in the radio staff and in the community.

The entire team of the radio station will be involved, therefore ensuring the continuity of these processes over time.

On a regional level, radio stations will gain visibility and strength, besides enriching the possibilities of performance by adding their efforts to joint initiatives. This results in saving resources and in expanding the participation of communities. The radio teams that participate in each particular radio station training will, at the end of the project, be able to replicate their experience and contribute to the particular processes of other radios in the region. It is also expected that new profiles will be identified for the expansion of AMARC Brazil's Team for Training and Management.

## **11. FRAMEWORK OF MONITORING:**

In addition to the UNESCO monitoring, it is proposed that Intervozes (Brazil Communication Collective) follows the project.

## **12. EVALUATIONS CARRIED OUT:**

Between 2008 and 2010, AMARC Brasil coordinated locally the project “Ritmo Sul”, based on strengthening management, from the needs identified by community radios and other entities invited to prepare the project (Abraço, MST, Intervozes, MNDH, and others). Through the project “Ritmo Sul” management processes in the Northeast were initiated and the Training Team and Management of AMARC Brasil were organized.

The IX Assembly of Associated entities of AMARC Brazil in 2011 defined the priority to the Amazon region and to the Northeast region for the initiatives in the area of Training and Management, by the perception that community radio stations in these regions have less access to inputs and training opportunities.



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

Progress reports and final reports will be drawn up by João Paulo Malerba, current executive coordinator of AMARC Brasil and a team member of the Program for Training and Management of AMARC Brasil.

#### C. ADDITIONAL INFORMATION

This project is complementary to that which was presented to the CESE for the Transamazonic region. The two projects will benefit 11 community radio stations and the communities in which they operate and also the surrounding area. For this project the radios from the Transamazonic and the Sisal regions are already being mobilized to prepare the pre-diagnosis for the commencement of project activities.

#### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Two-day Regional Meeting for Diagnosis and Planning in each Region (1 representative of 10 radio stations + 1 facilitator for each region)</b>	
Communication (phonecalls and internet access) (for 2 regions)	182
Ground transportation (unit cost x 11 x 2) (round trip for each region)	2 667
Air transportation (ALTAMIRA) (round trip)	728
Air transportation (VALENTE) (round trip)	485
Accommodation x 2 days x 5 apartments x 2 regions (4 double apartments + 1 single apartment for the facilitator)	1 455
Alimentation lunch and dinner voucher x 11 people x 2 days (for each region) + coffee break x 2 days x 2 (each region)	1 285
Convention Hall x 2 days x 2 (each region)	485
Materials x 2 (each region)	242
Equipment rental (projector, screen, sound system, flip-chart) x 2days x 2 (each region)	485
Facilitator x 2 days x 2 (each region)	727
<b>Sub-Total: Regional Meetings</b>	<b>8 741</b>
<b>Ten days of Seminars for Diagnosis and Planning in 10 radio stations</b>	
Communication (phone calls and internet access) x 2 (each region)	182
Ground transportation x 5 x 2 round trip x 2 (each region)	1 212
Air transportation (ALTAMIRA) (round trip)	728
Air transportation (VALENTE) (round trip)	485
Accommodations (facilitator) x 11 days x 2 (each region)	1 600
Alimentation: lunch and dinner voucher for the facilitator x 10 days x 2 regions	363
Alimentation: coffee break x 10 days x 2 regions	2 424
Materials x 2 regions	242
Equipment rental (sound system, flip-chart) x 10 days x 2 regions	1 212
Facilitator x 10 days x 2 regions	3 636
<b>Sub-Total: Seminars</b>	<b>12 084</b>

<b>Equipment Costs (Digital Recording and Editing equipment)</b>	
10 notebooks (to be donated to CRs) (4 Gb RAM memory & 500 Gb HD)	<b>9 090</b>
<b>Two-day Regional Evaluation Meeting in each region (1 representative of 10 radio stations + 1 facilitator for each region)</b>	
Communication (phone calls and internet access) x 2 (each region)	182
Ground transportation x 6 x 2 (round trip) x 2 (each region)	1 454
Air transportation (ALTAMIRA) (round trip)	728
Air transportation (VALENTE) (round trip)	485
Accommodation x 2 days x 3 apartments (2 double apartments + 1 single apartment for the facilitator) x 2 (each region)	872
Alimentation: lunch and dinner voucher x 6 people x 2 days x 2 (each region) + coffee break x 2 days x 2 (each region)	921
Convention Hall x 2 days x 2 (each region)	485
Materials x 2 (each region)	242
Equipment rental (projector, screen, sound system, flip-chart) x 2days x 2 (each region)	485
Facilitator x 2 days x 2 (each region)	727
<b>Sub-Total: Regional Evaluation Meetings</b>	<b>6 581</b>
<b>Total</b>	<b>US\$ 36 496</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Fees for the preparation of the methodology and systematization plan	2 424
Coordination of the project	14 545
<b>Total</b>	<b>US\$ 16 969</b>

# DOMINICAN REPUBLIC

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>PROMOTING HIGH QUALITY JOURNALISTIC COVERAGE OF ENVIRONMENT ISSUES IN THE DOMINICAN REPUBLIC</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 DOM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Training of Media professionals</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial support for training activities</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 34 900</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 19 700</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Colegio Dominicano de Periodistas (CDP) (Dominican College of Journalism)</b>  <b>Contact person: Lic. Aurelio Henríquez, President of CDP</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Cluster Office in Havana</b> <b>Contact: Isabel Viera, Programme Officer, CI</b> <a href="mailto:i.viera@unesco.org">i.viera@unesco.org</a>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Santo Domingo, Dominican Republic</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Lic. Aurelio Henríquez, President of CDP</b> <b>And Isabel Viera, NPO, CI</b> <b>UNESCO Cluster Office in Havana</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Latin America and the Caribbean is a very vulnerable region where the environment is concerned. The Dominican Republic is a Small Island Developing State (SIDS) where the impact of climatic change has the potential to be devastating for the environment. In addition, the urgency for development is contradictory to the care for the ecosystems that distinguish this region. This can generate serious social conflict.

Unfortunately media workers and journalists often do not have specialist degrees, and they particularly lack knowledge and training on issues related to the environment. As a consequence, they are unable to reflect objectively such issues, and assume their role of surveying the negative impacts on the environment and educating citizens to protect it. These issues tend to be in the media exclusively as informative, casuistic, non-systematic and with a catastrophic approach.

Offering journalists of Latin America and the Caribbean training on topics such as climate change, deforestation, pollution, natural resources administration, biodiversity protection and sustainable development, is the primary goal of this project. These professionals should become knowledgeable, trained leaders for their counterparts in their countries.

This training project will also contribute to the 36 C5 expected result: Resilience of communities reinforced in SIDS, with particular reference to climate change adaptation and natural disaster preparedness, through evidence-based policies, education and capacity development and the mobilization of civil society.

Measures will be taken to offer this training programme on an equal basis to men and women and to incorporate gender perspectives while preparing and performing the workshop. UNESCO Model Curricula for Journalism Education will also be used.

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

Forty Dominican journalists and media professionals/teachers/trainers dealing with environmental journalism or who are interested on this topic.

### **3. DEVELOPMENT OBJECTIVE:**

The project contributes to covering environmental issues more effectively through local Media by building the professional capacities of Dominican journalists and education institutes in the field of environmental journalism.

Within the UNESCO Media Development Indicators, this project would classify under categories 3 and 4:

‘Category 3:Media as a platform for democratic discourse’ applies because media should address the concerns of society in a plural and inclusive way and environment issues are among those concerns; ‘Category 4: Professional capacity building’ applies because it provides opportunities for journalists to acquire disciplinary knowledge on an important development-related issue and provides access to professional training.

### **4. IMMEDIATE OBJECTIVE:**

To provide the participants with up-to-date information, communication tools and journalistic skills that will allow them to accurately report and explain environment issues in an effective way, without resorting to sensationalism.

## 5. PROJECT OUTPUTS:

- 40 journalists/media professionals (including professors from journalism education schools) will be trained in environmental reporting in order to equip them with the skills and knowledge to be able to promote a conscious approach to environment challenges.
- The required class plan and teaching materials included in the workshop will form part of regular programmes in journalism education institutions in the Dominican Republic, as well as in neighbouring countries (South–South cooperation). The programme will be based on the UNESCO Model Curricula for Journalism Education.

## 6. ACTIVITIES:

- Establishing the project management team
- Identifying the work processes and objectives
- Fine-tuning of workshop concept and outline
- Distribution of a call with national scope to journalists throughout the country
- Selection and contracting of instructors
- Preparation of the training materials for the workshop
- Selection of participants
- Organization of the workshop
- Arrangements for local transportation and accommodation
- Four-day workshop on environmental journalism for 40 journalists
- Producing and delivering a multimedia storage device with workshop contents
- Preparation of monitoring and evaluation reports

## 7. PROJECT INPUTS:

- Project coordinator
- Administrative support
- Communication costs
- Instructors and experts for the workshop
- Conference rooms and equipment for the workshop
- Training material and supplies including digital copies of Model Curricula for Journalism Education for instructors and educational institutions participating in the training
- Storage media for educational purposes
- Participants' transportation, accommodation and meals expenses
- Suitable hardware and software

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Establishing the project management team	■											
Identifying work processes and objectives		■										
Fine-tuning of workshop concept outline		■										
Participants nationwide invited to take part			■	■								
Selection, contracting of instructors/consultants			■	■								
Preparation of training materials			■	■	■							
Selection of participants					■	■						
Organization of workshop			■	■	■	■	■					
Arrangements for local transport and accom.							■	■				

Four-day training workshop for 40 journalists													
Production and delivery of multimedia device													
Monitoring and evaluation													
Progress report													
Final report													

**9. INSTITUTIONAL FRAMEWORK:**

The Dominican College of Journalists was legally created by Law 10-91, promulgated on May 7, 1991. It gathers and represents those who practice journalism as a profession in Dominican Republic. Its mission is to defend freedom of expression, press freedom and citizens’ right to access accurate information of relevance. One of its main objectives is to facilitate professional and technical education and training for journalists and media workers. The College has a long history of organizing activities and particularly training initiatives for Dominican journalists and media professionals.

**10. SUSTAINABILITY:**

The training course will be included as part of the regular training programme offered by the submitter (Dominican College of Journalists). This will be facilitated by using the resulting educational materials obtained as outputs of the project. Further editions will analyze and consider the lessons learned through implementation and a very economic fare will be established for participants if needed.

**11. FRAMEWORK OF MONITORING:**

Project implementation will be monitored by UNESCO Cluster Office in Havana.

**12. EVALUATIONS CARRIED OUT:**

- Previous training projects implemented by the CDP have been evaluated by external parties as very good and have proven to be successful.
- The relevance of the workshop subject has been demonstrated through informal discussions with media professionals and experts from the Ministry of Environment and Natural Resources (Ministerio de Medio Ambiente y Recursos Naturales)

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

The CDP undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved. The reports will be signed by the person responsible for the project, Lic. Aurelio Henríquez, President, CDP.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>4-day workshop on journalistic coverage of environment issues (40 trainees)</b>	
Transportation for 16 participants not living in Santo Domingo (approximately)	900
Accommodation (with breakfast and dinner) for 16 journalists not living in Santo Domingo for 5 nights (16 participants x 5 nights x \$85)	6 800
Meals and catering services during the workshop: lunches and coffee-breaks (40 participants x 4 days x \$35)	4 800
Trainer Fees (1 professor x 4 days x \$100)	400
Meeting room and equipment rental (4 days x \$200)	800
Reproduction of Workshop's materials	600
Office Supplies	300
Promotional material	500
Local transportation	400
Communications costs	200
Reporting	1 500
Production and distribution of a Multimedia with workshop contents	2 500
<b>Total</b>	<b>US\$ 19 700</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Establishing/selecting project implementation team & coordinator (12 months)	7 200
Selection and contracting of instructors	1 800
Preparation of the training materials for the workshop	800
Administrative and secretarial support	5 400
<b>Total</b>	<b>US\$ 15 200</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>MULTIMEDIA COMMUNICATION COURSE FOR COMMUNITY MEDIA WORKERS AND LOCAL JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RLA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 57 415</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 24 261</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>International Institute of Journalism José Martí G street No.503 / 23<sup>rd</sup> and 21<sup>st</sup>, Vedado La Habana 10400, Cuba Tel: (+53 7) 832 0566 / 67 E-mail: <a href="mailto:docencia@prensaip.co.cu">docencia@prensaip.co.cu</a> Contact: Ileana González López, Assistant Director</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Havana Contact: Isabel Viera, CI Programme Officer <a href="mailto:i.viera@unesco.org">i.viera@unesco.org</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>International Institute of Journalism José Martí, Havana, Cuba</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Antonio Moltó Martorell, Director of the International Institute of Journalism José Martí; Isabel Viera, CI Programme Officer at the UNESCO Cluster office in Havana</b>
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The emergent forms of multimedia and hypermedia communication have had a strong impact in the field of local communication lately, but even more with the diffusion of Web 2.0. The widespread access to Internet and to information and communication technology (ICT) today make possible the autonomous usage of resources for the creation, edition and publication of texts, videos and sounds of local and diverse content, fostering more than ever, an increase in the number of individuals, groups and communities producing and distributing their communication outlets in the digital world.

In the specific context of Latin America and the Caribbean, these practices have a critical communicational value, especially regarding local and community radio. Relying on the high operability and low costs of these means it is relatively easy to establish productive networks that facilitate the sharing of knowledge as well as the production and wide distribution of local content, in particular those produced by the alternative local media.

This brings up a great cultural and symbolic significance, since it plays a role in preserving, enriching and strengthening the local cultural heritage and taking it beyond the community borders. Consequently, the local concerns, traditions, ideas and knowledge can be shared with others contributing to increasing cultural diversity, strengthening mutual understanding and promoting freedom of expression and information.

The proposal aims at enhancing the professional capacities of journalists and community media workers for the production and distribution of multimedia products through local and community media and particularly to external audiences using ICT and Internet tools.

This will be done through a three-week Diploma course which will be held at the International Institute of Journalism of Havana. The Diploma course will be sponsored by the School of Journalism of the University of Havana, providing the participants with an official Diploma certificate offering a valid credit for further use.

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

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

22 journalists and communicators who work in local and community media in Latin America countries (10 from Cuba and 12 from other Latin America countries).

### **3. DEVELOPMENT OBJECTIVE:**

To enhance the capacities of communities to use media as a platform for democratic discourse by building professional capacities of local journalists and community communicators in the field of multimedia communication through a three-week Diploma course. Subsequently, the participants should be also able to pass on the acquired knowledge to community members, thus enhancing multimedia communication at community level.

#### 4. IMMEDIATE OBJECTIVE:

To train 22 community and local journalists to facilitate self-expression, local communication, sharing and accessing knowledge at grassroots level; and to provide skills and knowledge for digital techniques in order to create and edit texts, voice and video. At the same time, the International Institute of Journalism will acquire capacities to include this Diploma course in its regular program based on the UNESCO model curricula for Journalism Education.

#### 5. PROJECT OUTPUTS:

Journalists and communicators participating in the course will acquire the abilities and techniques to contribute to the development of multimedia communication and the nets of production and distribution of the contents to the local radio and communitarian stations. Systematized educational materials will be produced as a result of the programme classes.

#### 6. ACTIVITIES:

- Coordination of academic procedures to officialize Diploma certificates to be given to participants
- Training course of 21 days' duration, taking place in the International Journalism Institute José Martí, in Havana, Cuba, via a programme of lectures and workshops that will offer the sufficient elements to develop abilities and techniques which contribute to the development of multimedia communication and the nets of production and distribution of contents for communitarian and local radio stations.

#### 7. PROJECT INPUTS:

- Experts who master widely the main concepts regarding the topics involved
- Available teaching materials, CD with information and bibliography

#### 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Coordination of academic procedures to formalize Diploma certificates	■											
Identification and selection of experts and teachers	■											
Acquisition of materials and necessary equipment		■										
Preparation of teaching materials		■										
Selection and notification of participants			■									
Conducting training course and delivering official Diploma certificates					■							
Evaluation of project						■						
Activity reporting			■		■		■					

#### 9. INSTITUTIONAL FRAMEWORK:

The International Institute of Journalism José Martí is an educational postgraduate teaching center of the Cuban Journalist Union (UPEC). It was created on October 18th, 1983 and its social duty is to lead training, self improvement, and professional exchanges across the world. There is a wide staff of teachers directly tied to the

elaboration of informative products. It has relations with scientific and educational centers of the highest qualification throughout the country. The Institute is an official centre authorized by The Superior Education Ministry of the Republic of Cuba to assume the organization of postgraduates and international meetings which bring about the interchange and the self improvement of national colleagues and colleagues from other countries. It has the experience, the resources and the suitable infrastructure to develop these teaching exchanges and self improvement activities.

The collaboration with NGO Memorial Center Martin Luther King Jr. will enrich this initiative because the centre has a recognized national and international experience with the handling of the topic.

#### **10. SUSTAINABILITY:**

The training course will be included as part of the regular training programme offered by the Institute. This will be facilitated by using the resulting educational materials obtained as outputs of the project. Further editions will analyze and consider the lessons learned through implementation and a very economic fare will be established for participants if needed.

#### **11. FRAMEWORK OF MONITORING:**

Project implementation will be monitored by the UNESCO Cluster Office in Havana.

#### **12. EVALUATIONS CARRIED OUT:**

The relevance of the workshop subject has been proven through informal discussions with authorities from local communities, assessments made by NGOs working at community level and media professionals and experts who have managed or worked in community projects. Also, several academic activities developed previously have shown the necessity and the increasing interest to systemize and study in depth the treatment of the proposed topic.

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

The beneficiary undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved. The person in charge of the coordination and reporting is Lic. Ileana González López. Assistant Director.

### **C. ADDITIONAL INFORMATION**

Taking into consideration the preparatory activities, an organization committee has been constituted, which, among its main functions, includes the explanation and proposal of the academic programme, the logistical content of the course and the publicity of the event by the different means of communication. This coordinating committee is integrated by the assigned representatives from the department of new technologies and Radio-Journalism, of this Institute and from the prestigious NGO Memorial Martin Luther King Jr., with a large experience in implementing projects in the field of communication for development.

There are no other financing sources besides IPDC assistance and the submitter's contribution to carry out this project. IPDC financing has been approved for previously for events: the Regional Seminar of Journalists (media coverage of Hurricanes April 2008), the Regional Seminar of Journalists about Scientific Journalism and Environment (December 2008), International Training Course about Journalism and Environment (June/July 2009), the Regional Seminar about Gender and Communication (June 2010)

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Plane tickets for 12 journalists of Latin America	13 200
Airport taxes Havana departure (\$27x12)	324
National Transportation for 10 Cuban journalists who do not live in the capital.	800
Airport taxes and visas from the country of origin	700
Farewell Dinner for the 50 participants of the course (teachers and the organizing committee are included \$18 x 50 persons)	900
Communication service	207
Expenses for breakfast, lunch and dinner for 22 participants during the 22 days of the course (\$15x22x22) Portfolios, agendas, pens and other materials for the participants	6 930
Portfolios, agendas, pens and other materials for the participants	1 300
Design and printing of course material	2 600
Local transportation service	1 300
<b>Total</b>	<b>US\$ 28 261</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Full board accommodation for 22 participants x 22 nights \$35x22x22	16 940
Translation of documents into English and French	1 296
Transportation of participants to and from airport	2 500
Technological equipment	1 296
Payment for local conferences	1 200
Advertising materials	90
Communication Center Service during the organization of the event	1 756
Logistic expenses for the organization of the process	2 176
Internet service for the participants during 22-day course	1 900
<b>Total</b>	<b>US\$ 29 154</b>

# JAMAICA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING THE CAPACITY OF COMMUNITY WORKERS TO USE COMMUNITY RADIO AS A TOOL FOR SOCIAL CHANGE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 JAM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment/Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 29 994</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 21 754</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>ROOTS FM/Mustard Seed Communities 1 Mahoe Dr. Kingston 11, Jamaica</b>  <b>Tel: (+876) 9232165/ 9372010 Fax: (+876) 9236000 Contact person: Trevor Gordon-Somers, Chairman ROOTS FM</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO, Kingston Cluster Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>ROOTS FM/Mustard Seed Communities 1 Mahoe Drive, Kingston 11, Jamaica</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Trevor Gordon-Somers, Chairman ROOTS FM</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

ROOTS FM has established a reputation of being a reliable interactive media facilitator, creating consistent, useful and sustainable content material and training an increasing number of volunteer media practitioners, earning the brand “voice of the inner-city”. The means of creating and maintaining effective, culturally appropriate radio learning programmes on-air requires consistent support. This proposal presents opportunities for long term partnership solutions to this problem, expanding networks of collaboration and enhancing the long-term development of community media in the Caribbean.

The purpose of the Community Broadcasters Training Programme (CBTP) is to train twenty social development workers to create community radio content as another platform for participatory communication with vulnerable groups. Participants will include healthcare workers, social workers, teachers and police officers who will be trained in radio production, studio and outside broadcasting skills specifically aimed at improving the conditions of vulnerable groups.

The activity strengthens the effectiveness of the community radio station ROOTS FM, by making available a constant source of knowledge-based programmes in a range of areas for example, women’s issues, children’s programming, youth empowerment and community policing. It also allows the station to increase the number of community broadcasts conducted by virtue of improved human and physical resources. The activity will cover sixty-four hours of face-to-face training supported by a four-month mentorship period. The project also provides an opportunity to upgrade/replace the old equipment of ROOTS FM.

The idea behind the project is based on the fact that persons who already have in-depth practical knowledge of their field and who work in inner-city communities are best placed to engage residents in designing methods of overcoming the social and economic challenges of poverty. Once these persons are appropriately selected, trained and effectively engaged, the partnership will serve to create higher levels of awareness around development issues and set-up feedback mechanisms (e.g. focus groups, community and school broadcasts) to ensure that the process remains participatory.

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

16 social and community development workers, healthcare practitioners, police officers and teachers who serve in any of the 52 inner-city communities in Kingston, Jamaica

### **3. DEVELOPMENT OBJECTIVE:**

The CBTP contributes to the development of media as a platform for democratic discourse by empowering social development workers with the skills to use radio effectively as message carriers, thereby positively affecting language diversity, participatory content production and audience engagement.

### **4. IMMEDIATE OBJECTIVE:**

The target is to enhance the programme outreach of ROOTS FM through capacity building of 16 community media workers, trained to produce a series of 30-minute radio learning programmes on development themes, and also to upgrade and replace equipment.

## **5. PROJECT OUTPUTS:**

- 16 social development workers in inner city communities of Jamaica trained to conduct field interviews, understand radio formats and develop radio content aimed at behavioural change in high priority social areas
- 4 separate 30-minute radio programmes on the following themes to be produced and aired on ROOTS FM:
  - Women’s affairs
  - Children’s programming
  - Youth empowerment
  - Community policing
- A total of twelve 30-minute radio programmes on the above themes (3 episodes of each programme will be produced). All programmes will be aired on ROOTS FM
- 3 community broadcasts will be conducted by the end of the project
- Roots FM will be better-equipped to produce quality programmes

## **6. ACTIVITIES:**

- Interview, selection and notification of 20 participants
- Confirmation of training schedules and facilitators
- Preparation of handouts and audiovisual materials, training facilities, catering etc.
- Conduct 64 hours of training in: basic radio formats and production skills; interviewing techniques: News gathering; Radio presentation and Radio etiquette; Application to content creation.
- Selection of 8 most proficient participants
- 6-week follow-up mentorship of ten participants
- Production and airing of programmes
- Purchase of equipment
- In-house evaluation

## **7. PROJECT INPUTS:**

- Five portable recorders capable of producing good quality field interviews
- One training room with necessary equipment (projector, computers, chairs, tables, flip charts etc) to be provided by the submitter
- Twenty participants’ training kits to be compiled and prepared by the submitter
- Two trainers with proven experience and competencies in participatory communication workshop design and facilitation
- Project Coordinator capable of planning and managing the day-to-day operations of the project including administration, financial records, trainee liaison, etc
- Relocation of reliable transmitter capacity at an elevation (Peter’s Rock) to ensure that ROOTS’ programmes are heard with greater clarity and consistency within its license area. Mobile broadcast equipment capable of delivering efficient service via telephone to studio link with good sound reproduction. At the end of the project the mobile broadcast unit will be used to conduct bi-weekly community broadcasts. Equipment includes:
  - One replacement 500 Watt transmitter
  - One pair of frequency agile STL Link operating anywhere between 300 and 450Mhz;
  - One Teleos One telephone hybrid;
  - One 8 channel Behringer mixer;

- Three headsets;
- Three microphone stands;
- Three microphones;
- Five portable recorders
- Production studio and facilities to record and edit programmes to be provided by the submitter
- Broadcast studio for the airing of programmes created to be provided by the submitter

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Prepare letters for relevant community, NGOs, schools, & police dept. to nominate participants	■											
Prepare letters of undertaking & deliverables	■											
Confirm training schedule with facilitators, prepare handouts and support materials	■											
Set up administrative systems	■											
Book venue, confirm equipment	■											
Interview and select nominated participants		■										
8-days of training (8 hrs once per week)		■	■	■								
4 pilot programmes completed and evaluated by representatives of listener groups				■								
Selection of 8 persons to volunteer to produce programmes over a 3-month period				■								
15hrs of mentoring with 8 Comm. broadcasters					■							
Programmes produced and aired						■	■	■	■			
Evaluation								■	■	■		

## 9. INSTITUTIONAL FRAMEWORK:

Mustard Seed Communities (MSC), a charitable non-governmental organization in its 33<sup>rd</sup> year, operates 14 residential homes in Jamaica, Dominican Republic, Nicaragua and Zimbabwe for 500-600 children with varying degrees of disability, many abandoned and some affected with HIV and AIDS. MSC established the non-profit community radio station ROOTS 96.1 FM in 1998, implementing an outreach strategy seeking to empower residents of the marginalized inner-city communities of Kingston & St. Andrew, estimated at 700,000, heightening awareness through information, education and entertainment, hence justifying the ROOTS brand, the “voice of the inner city”. With a staff of 32, comprising coordinators of News, Sales and Administration and Programmes, including volunteers, its annual income is approximately J\$ 6 million (US\$ 72,000), generated from advertising, sponsorship, projects and funding campaigns.

## 10. SUSTAINABILITY:

The equipment associated with this project will immediately enable an increase in the number of community broadcasts carried out by ROOTS FM. Personnel trained in this activity will be utilized to plan these broadcasts on a voluntary basis, while local business will be invited to sponsor these broadcasts. The same will be required with regards to the creation of studio programmes after the activity ends. International, regional, national and local organizations with a vested interest in the thematic area will be invited to sponsor these programmes which will be produced. The most costly factor of this project is equipment which is a one-time cost. It is intended that revenue generated from this activity will sustain the cost of yearly training activities which may also be staged in partnership with national and local companies.



## 11. FRAMEWORK OF MONITORING:

The Caribbean Institute of Media and Communication (CARIMAC) at the University of the West Indies is recommended to collaborate in project monitoring.

## 12. EVALUATIONS CARRIED OUT:

Evaluations have been carried out on sponsored programmes (e.g. “Communities Sustaining Peace”, “Parenting from a Child’s Perspective”, a pilot CBTP programme) and an evaluation is also planned for this programme.

## 13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Mr. Trevor Gordon-Somers, Chairman of the Board of ROOTS FM is the responsible officer who will prepare and submit all reports.

### C. ADDITIONAL INFORMATION

Prior to this the Submitter successfully completed an initial self-funded pilot project as well as a follow-up activity (see sub section 12 Evaluations Carried Out). For photos please visit [www.jm.undp.org/node/472](http://www.jm.undp.org/node/472) .

UNESCO’s initial support in providing international technical advisory services and a 25-Watt transmitter thirteen years ago was critical in the establishment of ROOTS. Over the years, additional UNESCO support has been of great value in ROOTS’ programmes, such as in lessening tensions across certain inner-city communities (Community Link-Up) and in motivational programmes within secondary education institutions (School Rap).

### D. BUDGET

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

Participants’ lunch and 1 snack (16 participants at \$10 per day x 8 days)	1 280
Two Facilitator/Trainers (8 days at a rate of \$100 per day)	1 600
15 hr follow-up training – 1 x trainer at \$75 per day x 5 days; refreshments \$100	475
Training material and rental of training aids	600
Travel for 16 participants at \$100	1 600
Training facilities and equipment rental at \$200 per day x 8 days	1 600
Studio facilities for 8 days at \$100 per day	800
Air-time charges (broadcast 12 episodes produced at \$120 per hour)	1 440
<b>Sub-total: Training Costs</b>	<b>9 395</b>
500 Watt FM Stereo Transmitter ZHC-500W-TX	3 400
Marti frequency agile STL link	5 100
Teleos One telephone hybrid	1 100
8 channel mixer	300
Headphones (3 sets at \$50 per set)	150
Microphone stands (3 at \$40 each)	129
Microphones (3 at \$60 each)	180

Shipping, handling and assembly	2 000
<b>Sub-Total: Equipment Needs</b>	<b>12 359</b>
<b>Total</b>	<b>US\$ 21 754</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Staff costs (8 months x 2 staff coordinators)	2 400
Training facilities and equipment rental for 8 days at \$200 per day	1 600
Studio facilities for 8 days at \$100 per day	800
Communication (telephone, stationery, etc.)	800
Air-time costs to broadcast 12 episodes (12 hrs of broadcasting at \$120 per hour)	1 440
Contingencies	1 200
<b>Total</b>	<b>US\$ 8 240</b>

## TRINIDAD AND TOBAGO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRINIDAD YOUTH CENTRE COMMUNITY MULTIMEDIA TRAINING CENTRE AND RADIO STATION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 TRI/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership.</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support and equipment</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 41 310</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 17 810</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>TRINIDAD YOUTH COUNCIL Phone: 1 868 674-3825 Fax: 1 868 798 5976 E-mail: <a href="mailto:trinidadyouthcouncil@yahoo.com">trinidadyouthcouncil@yahoo.com</a> Secretary: Ravi Lutchman</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Kingston Cluster Office for the Caribbean</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Youth Training Centre (YTC) Golden Grove Arouca, Trinidad and Tobago, WI</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Trinidad Youth Council</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Trinidad and Tobago is ranked 31<sup>st</sup> out of 178 countries in the 2011 World Press Freedom Index. This reflects a steady decline from 19<sup>th</sup> in 2007 out of 169, 27<sup>th</sup> out of 173 in 2008, 28<sup>th</sup> out of 175 in 2009 and 30<sup>th</sup> out of 178 in 2010. This is an indication that Freedom of the Press in Trinidad and Tobago (TT) is slowly declining despite the presence of 38 radio stations, 10 television broadcast stations and three major daily newspapers with nationwide coverage. A National State of Emergency was declared in Trinidad and Tobago on August 21<sup>st</sup>, 2011 for an initial period of 15 days and then extended for three months in the face of a wave of multiple murders. Since the State of Emergency started on August 22, a total of 1,505 persons were arrested, with 435 being gang-related, 279 for drug offences, 348 for serious offences, 36 for homicide investigations, 90 for breach of curfew, 38 for enquiries, 241 for traffic offences, and 270 for outstanding warrants. A total of 1829 ammunition objects were seized, in addition to five magazines and 58 illegal firearms. Figures increase daily with hundreds being detained. A new Prison is nearing completion in Santa Rosa Heights. The Ministry of the People and Social Development committed TT 2 million dollars to the construction of another in the Wallerfield area. Crime fighting initiatives are even more welcome in this climate, and programmes to address recidivism rates and to aid the smooth reintegration of inmates into society are being prioritized.

The purpose of this project is to establish and make operational a sustainable Radio Station and Community Multimedia Centre at the Youth Training Centre to service the Trinidad and Tobago Prison Community in recognition that they are a special needs, high risk community of over 4000 members, and therefore to increase the diversity of media and impact positively on Press Freedom.

The Trinidad Youth Council is also motivated by the empirical findings of Ito and DiClemente, showing the benefits of engaging Youth in learning processes that involve the use of Digital Media and its implication for promoting a sense of civic engagement that can lead youth away from a life of crime and violence. (Ito et. al. 2009; DiClemente et.al. 2009). The Trinidad Youth Council (TYC) is also engaged in ongoing dialogue with the Ministry of the People and Social Development with a view to their partnering with the TYC on the project.

The policies of the People's Partnership Government also favour the move away from retributive justice to restorative justice. The developmental priority 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.

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

The primary target group of this project consists of 120 youths between the ages of 15-18 who have been convicted of crimes and who are inmates of the Youth Training Centre.

### **3. DEVELOPMENT OBJECTIVE:**

The project contributes to increasing the plurality and diversity of media in Trinidad and Tobago and enhances the capacities of communities to use media as a platform for democratic discourse. This project will also positively impact Press Freedom in Trinidad and Tobago.

### **4. IMMEDIATE OBJECTIVE:**

To establish and operate a sustainable community multimedia training centre including a radio station to serve the needs of 120 young offenders (aged 15-18) at the Youth Training Centre.

## 5. PROJECT OUTPUTS:

- A fully operational Youth Training Centre (YTC) Community Multimedia Centre (CMC) with the equipment and capacity to facilitate the production of quality content within a year.
- 12 Trainers trained
- 80 youths from the Trinidad Youth Centre (ages 15- 18) will be trained and certified in media skills during the first year of operation.
- The establishment of a prison radio station equipped with studio and production facilities.
- Computer applications and multimedia facilities offered.

## 6. ACTIVITIES:

- Preparation of the special radio station building;
- Identification, purchase and installation of equipment at the CMC;
- Implementation of a 10-day training course to train 12 trainers
- Five 3-day training courses will be conducted throughout the year at no additional cost to train the young offenders
- Preparation of training material
- Enrolment of participants
- Initiation and maintenance of media skill courses
- Production of radio content
- Production of community media through Digital video recording, editing, and production;

## 7. PROJECT INPUTS:

- 2 professionals trainers (one in each of the two fields) will be required for the training of our trainers
- The commitment of 20 Officers from within the Prison Community members with interest and knowledge of media to launch the programme, attend training, teach classes, and manage open facilities capable of meeting the needs of the two-field multimedia lab
- Fundamental but professional equipment to record, edit, and produce digital video
- Fundamental equipment to run a basic radio station
- Print media supplies
- Professional Freeware for digital media programmes
- Two desktops and one laptop with the ability to run professional digital media freeware
- The acquisition of a Trinidad and Tobago Radio License
- The disbursement of funding from the Ministry of National Security
- The support of the Ministry of People and Social Development
- The development of class curriculum and lesson plans

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Sensitization prison community meetings												
Recruitment of media professionals, orientation												
Structural adjustments to studio, obtain and install equipment, refine project planning												
Training of community trainers												
Construction of project site												
Procurement and installation of equipment												

10 day TOT training course																				
Preparation of training material using OER																				
Workshop 1 (to train young offenders)																				
Workshop 2 (to train young offenders)																				
Workshop 3 (to train young offenders)																				
Commence classes																				
Workshop 4 (to train young offenders)																				
Workshop 5 (to train young offenders)																				
Certification of first set of students																				
Production of content and graduation ceremony																				
Submission of implementation reports																				

**9. INSTITUTIONAL FRAMEWORK:**

The Trinidad Youth Council was constituted on December 1<sup>st</sup>, 2001, with the mission to serve as “Advocates for sustainable youth development and socio-economic change through various mechanisms including but not exclusive to training and participation.” At present the (TYC) has pledges of support from over 150 youth and community based youth groups and young people, with a span from Toco in North East to Icacos in the South West. These youth groups make up its ten District Youth Councils (DYCs) which are at the core of the TYC. In envisioning and moving forward with the Trinidad and Tobago Prison Community Multimedia Centre, the Trinidad Youth Council has partnered with the Ministry of National Security and has received advice from UNESCO. The TYC is also engaged in ongoing dialogue with the Ministry of People and Social Development.

**10. SUSTAINABILITY:**

The Prison Community Centre and radio station when established will produce professional content for marketing to Universities and local and global media houses. The radio station will broadcast to the Trinidad and Tobago Population and open its doors in the second year to training of prisoners in the wider prison community who are in the reintegration phase of their incarceration. This initiative will lend itself to the sustainability of the Prison CMC and radio station. Relationships have already been forged by the Youth Training Centre with the College of Science, Technology and Applied Arts of Trinidad and Tobago (COSTAATT) and the National Training Agency.

**11. FRAMEWORK OF MONITORING:**

The programme proposes to engage the assistance of principals of MATT to collaborate with the UNESCO field office on the monitoring of the project. MATT is the representative organization of all media workers who operate in public and private media companies in the Republic of Trinidad and Tobago.

**12. EVALUATIONS CARRIED OUT:**

The Trinidad Youth Council (TYC) conducted a National Crime Symposium in 2010. The Trinidad Youth Council was also motivated by the TOCO Declaration which was signed in Trinidad and Tobago on March 12<sup>th</sup>, 2010. The Toco Declaration amended the Paramaibo declaration of October 12-14, 2005. In October 2010 the Minister of National Security launched the Private Security Network Commission which made provision for partnerships with private organizations to assist in the fight against crime and criminality while affirming the importance of communication. Within this context dialogue is being held with principals of the Ministry of National Security and the state owned Caribbean New Media Group (CNMG) to assist with the process to acquire the necessary licensing for the Trinidad Youth Centre Radio Station.

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

The Trinidad Youth Council will report to UNESCO's Kingston Office through the UNESCO Trinidad and Tobago office on a half-yearly basis on the project implementation's progress and achievement of its objectives.

#### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
8 channel Mixing console with w. studioswitch, built-in telephone hybrid	3 100
Studio 1" capsule condenser microphones (4x \$125)	500
Monitor speakers (pair) with built-in amplifiers (2 x \$1000)	2 000
Headphones (8 x \$50)	400
4 way headphone amplifier	100
Soundcard	100
Micophone stands (4 x \$40)	160
Shielded audio cable (100m) with 30XLR M/F connectors + 30 RCA connectors	300
P4 Audio-edit computer (80GB,HD,RAM,512MB,WindowsXP,CD-WR,19" Monitor)	1 300
Uninterrupted power supply 350 VA	100
Portable recorders (4 x \$200)	800
Field Production Microphones (4 x \$75)	300
300 Watt FM stereo transmitter	2 000
Antenna bay 4 layers, Omni directional	1 000
Antenna feeder cable (50m x \$6 per metre)	300
30 meter antenna mast (locally fabricated)	2 500
Uninterrupted power supply 500 VA	350
Equipment transportation and installation	500
Two Trainers (10 days training at a rate of \$100 per day x 2 )	2 000
<b>Total:</b>	<b>US\$ 17 810</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Containerized system	10 000
Training materials	1 800
Radio and computer centre consumables (per year)	4 000
Local area network (hub, cables, connectors)	1 500
Internet connection	1 000
Initial Internet subscription (12months x \$50)	600
PCs for computer centre (3 x \$1200)	3 600
Printers (2 x \$500)	1 000
<b>Total</b>	<b>US\$ 23 500</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>EMERGENCY AND DISASTER MANAGEMENT CAPACITY BUILDING FOR CARIBBEAN BROADCASTERS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RLA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support for three-day workshop, distance-learning course and publication</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 27 050</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 19 200</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Commonwealth Broadcasting Association 17 Fleet Street London EC4Y1AA United Kingdom</b></p> <p><b>Tel: (+44) 207 583 5550 Fax: (+44) 207 583 5549</b></p> <p><b>Adam Weatherhead, Project Manager Caribbean Broadcasting Union Suite 1B, Building 6A Harbour Industrial Estate St. Michael, BB 11145 Barbados Tel: (+246) 430-1007</b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Kingston Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Port-of-Spain, Trinidad and Tobago</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Adam Weatherhead, Project Manager Commonwealth Broadcasting Association</b>
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The Caribbean region is exposed to a wide range of natural disasters such as floods, hurricanes, earthquakes and volcanoes. It has been described as the second most hazard-prone region in the world. Various factors render Caribbean populations extremely vulnerable to disasters. These factors include socioeconomic issues such as high population density and high levels of poverty.

The Commonwealth Broadcasting Association (CBA) is the largest global association of public service broadcasters and Caribbean Broadcasting Union is the regional broadcasters' union. The provision of public service content continues to be much debated, but in a time of crisis – be it due to terrorism, a pandemic or a natural disaster – it is the national public service media (radio, TV and online) that the nation will turn to for vital information.

This proposal seeks support to introduce a three-day workshop for senior Caribbean broadcasting managers on the topic of Emergency and Disaster Management. This will cover the role of the media before, during and after a disaster or emergency. This project will aim to guide radio and television broadcasters in the editorial and managerial choices they make, which could affect the population in the case of an emergency or disaster.

By educating media leaders in this manner, the project will better equip the Caribbean media to serve the public in times of disaster. Many of the broadcast media outlets in the target countries do not currently prioritize their training budget in a way that focuses on how the media can support society when emergencies arise. Additionally, there will be a subsequent online Crisis Management learning course created, which will reinforce the knowledge and skills acquired by workshop participants. The project also aims to improve coverage of disasters throughout the Caribbean by producing a booklet to be distributed to Caribbean journalists after the workshop.

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

Twenty currently active, senior Caribbean broadcasting managers invited by the CBA and the Caribbean Broadcasting Union (CBU) from radio/television stations throughout the Caribbean will participate. They will be in managerial posts such as CEO, DG, MD. One half to one third will be women; this will be specified in advance. A minimum of ten participants will be from outside of Trinidad and Tobago.

### **3. DEVELOPMENT OBJECTIVE:**

This project uses professional capacity building to support Caribbean media institutions that are critical in times of emergency and disaster.

### **4. IMMEDIATE OBJECTIVE:**

Twenty senior managers from the broadcasting organizations of 12 Caribbean countries will acquire the skills and knowledge required to ensure that their organizations are best prepared to operate in the event of an emergency or disaster through a 3-day training workshop

### **5. PROJECT OUTPUTS:**

- Twenty senior broadcasters, currently managing stations throughout the Caribbean, will participate in a three-day workshop in order to acquire the expertise required to guide them in the editorial and managerial choices they make in the case of an emergency or disaster.

- In the month following the workshop, participants will be enrolled in a specially-created distance-learning course on Crisis Management. This will ensure that participants continue to consider the issues associated with disaster management after the workshop has taken place.

## 6. **ACTIVITIES:**

- A three-day workshop for senior broadcasters to be held in Port-of-Spain, Trinidad and Tobago during 2012, on the topic of Emergency and Disaster Management. Areas to be covered include: Broadcast infrastructure, strategic planning and preparedness; causes of natural disasters; new media technology and disaster coverage; disaster reporting; post-disaster recovery; the role of aid agencies and NGOs; and staff trauma. This workshop will be run in partnership with the Caribbean Broadcasting Union, with input from The Dart Center for Journalism and Trauma.
- Participants will also be enrolled in a bespoke distance-learning course on Crisis Management, to be completed in the month following the workshop.

## 7. **PROJECT INPUTS:**

- One internationally-experienced trainer with expertise in preparing broadcasters for emergencies and disasters.
- One regional or in-country trainer with experience of new media technologies for disaster coverage.
- Three regional or in-country experts (provided gratis through CBA contacts).
- Rental of training room with multimedia projector.
- Set-up of online distance-learning course on the Moodle platform.
- One distance-learning tutor with experience in teaching Crisis Management.

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of consultants	■											
Selection of booklet author		■										
Design of training materials		■	■									
Planning of workshop		■	■	■								
Selection of participants			■									
Selection of distance-learning tutor			■									
Production of booklet			■	■								
Creation of distance-learning course				■	■							
Workshop						■						
Distance-learning							■	■				
Final evaluation								■				
Reports submitted									■			

## 9. **INSTITUTIONAL FRAMEWORK:**

The CBA is the largest global association of public service broadcasters. Its members are the broadcasters that communicate daily with the 2 billion citizens of the Commonwealth. The CBA aims to further enable Public Service Broadcasting/Media in order to: build public value; foster freedom of expression; build the capacity of the developing Commonwealth; and ensure the exchange of skills and knowledge among broadcasters. It has a long track record of running capacity-building workshops for broadcasting professionals. In 2011 it ran a workshop in Kingston on the role of the media in a democracy, and a workshop in Nairobi exploring digital

migration and what this means for East Africa. In 2010 it ran election reporting workshops in Rwanda and Tonga. The CBA already has strong links with Caribbean broadcasters – many of them are members – and this project is to be run in partnership with the Caribbean Broadcasting Union.

The Caribbean Broadcasting Union (CBU) was formed in 1970 with a view to stimulating the flow of broadcast material among the Radio and Television systems in the Caribbean region. CBU is the only Pan-Caribbean medium, reaching over 4.8 million people in the Caribbean and millions of others extra-regionally. In fulfilling its commitment to the deepening of the integration process, CBU functions in both an advocacy and representation role. As a regional institution, it facilitates discussion and analysis that assists in policy formulation on major integration issues. It has a membership base of 60 broadcasting organizations from 33 countries.

#### **10. SUSTAINABILITY:**

The proposed workshop and follow-up online distance-learning course represent a model that is sustainable beyond the project life because tangible, high-standard, editorial policies will be produced by individual beneficiaries. Participants will learn how to implement measures on their return, which will help prepare their organizations for emergencies or disasters. They will also have a network of other senior broadcasters working throughout the Caribbean that they can discuss issues with. Participants will also gain further training by completing an online distance-learning course in the month following the workshop. They will be able to share what they have learnt with their colleagues and will have a best-practice guide on disaster reporting to distribute to their journalists.

#### **11. FRAMEWORK OF MONITORING:**

The project will be monitored by the local UNESCO office as well as by the CBA and the CBU.

#### **12. EVALUATIONS CARRIED OUT:**

The idea for this project stemmed from a qualitative assessment of the needs of Caribbean broadcasters based on informal discussions with senior employees of RJR (Jamaica), CBC (Barbados) and the Caribbean Broadcasting Union.

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

Mr Adam Weatherhead, CBA's Project Manager will ensure that a report, including accounts, describing the extent to which the objectives were achieved, is submitted within two months of the completion of the project.

### **C. ADDITIONAL INFORMATION**

Other projects supported by IPDC for which CBA was the beneficiary:

- Media Supporting Democracy workshop for Caribbean broadcasters (2010-2011, US\$ 20,000)
- Media Self-Regulation Training in East Africa (2009-2010, US\$ 20,000)
- Building the Knowledge Base of Broadcasting Regulators to ensure public service (2009-2010), US\$ 20,000)

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Participants</b>	
Airfares: 10 Caribbean participants from outside Trinidad and Tobago x \$500	5 000
Accommodation: 10 participants from outside Trinidad and Tobago x 4 nights x \$130	5 200
Meals: 20 participants x 3 dinners x \$30	1 800
Airport transfers: 10 participants x 2 taxis (to and from airport) x \$30	600
Workshop material (flip charts, pens, paper, etc.)	400
<b>Total participants costs:</b>	<b>13 000</b>
<b>Venue</b>	
Room hire, teas/coffees and lunch: 25 people x 3 days x \$30	2 250
AV hire (screen and projector x 3 days)	450
<b>Total venue costs:</b>	<b>2 700</b>
<b>Online Distance-learning</b>	
Moodle configuration and technical set-up costs	1 200
Admin and trainee set-up	300
Tutor fee: 1 tutor x 4 days x \$200	800
<b>Total online distance-learning costs:</b>	<b>3 500</b>
<b>Total</b>	<b>US\$ 19 200</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Airfare: 1 international trainer x \$1000	1 000
Fee: 2 trainers x 4 days x \$250	2 000
Accommodation: 1 trainer x 5 nights x \$130	650
Meals: 2 trainers x 5 dinners x \$30	300
Trainers' expenses (taxi, visa, inoculations, etc.)	500
Communication and printing costs	400
Project coordinator (9 months)	3 000
<b>Total</b>	<b>US\$ 7 850</b>

# ARGENTINA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ESTABLISHING A NETWORK OF COMMUNITY RADIOS IN ARGENTINA AND PROMOTING GREATER WOMEN PARTICIPATION AND LEADERSHIP IN THE MEDIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 ARG/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support and equipment</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 41 550</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 21 750</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Asociación por los Derechos Civiles</b>  <b>Av. Córdoba 795 piso 8</b>  <b>C1054AAG Buenos Aires</b>  <b>Argentina</b>  <b>Tel: (+54)-11-52360555</b></p> <p><b>Contact person: Maria Svensson,</b>  <b>Project Development Coordinator</b>  <b>Email: <a href="mailto:msvensson@adc.org.ar">msvensson@adc.org.ar</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Montevideo</b> <b><a href="mailto:informationsociety@unesco.org.uy">informationsociety@unesco.org.uy</a></b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Argentina, Buenos Aires</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Maria Svensson,</b> <b>Project Development Coordinator</b> <b>UNESCO Montevideo</b> <b><a href="mailto:informationsociety@unesco.org.uy">informationsociety@unesco.org.uy</a></b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

According to the last national census, over a million Latin American immigrants live in Argentina. Most of them come from Bolivia, Paraguay, Peru and Chile; more than 50% of them are women, and almost 60% of them live in the Buenos Aires Metropolitan Area, whereas the rest can be found in the provinces of Córdoba, Mendoza, Misiones, Jujuy, Salta and Neuquén. In the last 10 years, immigrant community media (especially radios and radio programmes) have thrived throughout the country. In the Buenos Aires Metropolitan Area there are no less than 20 small immigrant community radio stations, with an additional 30 or more immigrant radio programmes broadcast by other community or commercial radio stations. Both the radios and the programmes are mainly produced and run by Bolivian, Peruvian and Paraguayan immigrants. The radios' audiences consist of locals and immigrants, although not exclusively belonging to the same immigrant community. A reasonable estimate could place the number of listeners between 2,000 and 3,000 individuals per radio.

For immigrant communities, radio broadcasting is the most widespread communications media and the most popular outlet for public debate and civic participation. The new Law on Audiovisual Media Services 26,522, from October 2009 improves community media's rights to participate in regulatory bodies and their access to licenses, with a 33%-share of frequencies specifically designated for non-profit media. By taking advantage of the great potential of community radios to reach out to people and actively engage them in rights-related issues, this project proposes to create a network of immigrant community journalists to promote gender-awareness issues, freedom of expression and immigrants' and refugees' rights.

In addition, this project will promote and strengthen female participation and leadership in the media. Immigrant women in Argentina face numerous obstacles to accessing basic rights, such as health services (for themselves and their children) and social services. Domestic violence in Argentina is a serious problem, as are obstacles to the timely prosecution of rape, the prevalence of sexual harassment, and a persistent gender gap in pay, among other iniquities. In addition, the migrant status often intimidates women to contact authorities, making it difficult to report cases of domestic violence. Currently, about 40% of community media reporters, producers and anchorpersons in Argentina are women. By raising awareness of gender issues, while at the same time promoting greater female participation and leadership in the media, this project aims to encourage women to actively participate in their communities; empower them to become future community leaders, and thereby strengthen gender equality in society.

By taking advantage of the great potential of community radio to reach out to people and actively engage them in rights-related issues, this project proposes to create a network of immigrant community journalists to promote awareness of gender issues, freedom of expression and immigrants' and refugees' rights. Community media (radios and newspapers) often lack the know-how and resources necessary to uphold their broadcasting rights, to produce rights-relevant and community-relevant contents, and to establish working relations or strong partnerships with other civil society organizations, including media associations (such as FARCO, AMARC, Red PAR or the Red Nacional de Medios Alternativos). A space for networking, exchange and debate will help community journalists to strengthen and disseminate a rights-based perspective. A web based platform will further support the network and will assure nationwide contact, dissemination of local news, and production of rights-oriented contents for (and from) all network participants.

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

The main beneficiaries will be 25 immigrant community journalists living and working in different provinces, chosen on the basis of gender balance and plurality. Several of these experienced and enthusiastic reporters

have already been in contact with the ADC. They will establish a network and an online platform for debate and information exchange on immigration, gender and freedom of expression issues.

The project will also target an estimated 200-250 network members and platform users throughout the country who will profit from access to rights-based contents and perspectives, and from networking, debating and exchanging news with other community media throughout the country.

### **3. DEVELOPMENT OBJECTIVE:**

The proposed project aims to connect immigrant community media reporters and producers scattered throughout the country, promoting exchange, networking and debate on current immigrants' rights, gender and freedom of expression issues. Gender equality in immigrant communities will be enhanced by promoting female participation and leadership in the media, as well as by offering public access to rights-based contents, perspectives and information.

### **4. IMMEDIATE OBJECTIVE:**

The immediate objective of the project is to create a self-sustaining immigrant community media network of 200-250 participants from community radios and newspapers of at least 5 different provinces.

### **5. PROJECT OUTPUTS:**

The project's main output will be the internet-based platform that will support the network and allow the exchange of information and debate for immigrant community media. The platform will have three key modules: 1) Gender issues, 2) Immigrants' and refugees' rights, 3) Freedom of expression; a library of relevant term definitions and laws; a discussion forum to share best practices, and a section on local immigrant-related news throughout Argentina.

### **6. ACTIVITIES:**

#### **Joint Definition of Priorities and Initial Content Production:**

A three-day workshop will be held in Buenos Aires with 20-25 immigrant community reporters belonging to radios or newspapers from different provinces, (at least 40% of which will be women). The workshop will include three training sessions: one on gender issues; one on immigrants' and refugees' rights and one on community media and freedom of expression. Each training session (carried out and coached by a specialist) and will explain the targeted rights topics, as well as how to incorporate these into broadcast programming a via rights-based approach. This workshop will also result in a first draft of the networking strategy and platform contents. Further exchange on networking and contents will be carried out virtually. Positive and effective participation and commitment in content development will be a condition for further project participation.

#### **Platform Preparation and Content Production:**

The ADC will hire technical consultants to develop the layout of the platform, and will coordinate the content production along with "core" network members. Specific contents will be produced both by thematic experts and by community media reporters. An extensive database of community radio contacts will be developed and the user recruitment campaign will highlight the need for and value of the network and the platform, as well as the reasons why community media should participate.

#### **Launch of Platform and Incorporation of Users:**

Platform launching and dissemination will rely on and be enhanced by "core" network members, who will

promote incorporation of users. Participants will receive a simple Training Pamphlet as a guide to the platform, and feedback/findings will be incorporated and reflected in the platform content.

**Continuous Feedback and Content Revision:**

Following the launch of the platform, network members, along with ADC, will continue to seek input and incorporate content revisions and suggestions. Includes a Report on Lessons Learned and Best Practices.

**7. PROJECT INPUTS:**

- One PLONE CMS consultant for platform design.
- One Graphic Design consultant for platform design and visual user-interface.
- Web hosting (provided by ADC’s institutional server)
- Platform contents manager and supervisor (ADC Staff)
- Three trainers for workshops in Buenos Aires, specialized in a) gender issues; b) immigrants and refugees’ rights; c) freedom of expression. All three with media knowledge.
- Hired venue for workshop.
- Travel expenses and accommodation for workshop assistants.
- Refreshments for three-day workshop

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Training sessions, joint definition of priorities, networking strategy and initial content drafting			■	■								
Platform design and layout		■	■	■	■							
Platform content production and revision			■	■	■	■						
Platform launching.							■					
Dissemination of platform and user recruitment							■	■	■	■	■	■
Feedback and content updating and revision										■	■	■
Report on Lessons Learned and Best Practices												■
Project monitoring	■	■	■	■	■	■	■	■	■	■	■	■
Project evaluation reports				■				■				■

**9. INSTITUTIONAL FRAMEWORK:**

The Association for Civil Rights (ADC) is a Buenos Aires-based, non-partisan NGO comprising 25 lawyers and journalists working to guarantee respect for civil and constitutional rights in Argentina and in Latin America. The overall objectives guiding the ADC are to promote and advocate for respect for fundamental rights; to defend the rights of the inhabitants of Argentina and Latin America, especially those who have limited access to justice due to discrimination; and to contribute to the strengthening of democratic institutions.

The ADC is well-positioned to carry out the proposed project due to its previous experience working with immigrants, community media, freedom of expression, as well as network formation and management. To mention a few of its previous projects, with the support of the Ford Foundation between 2007 and 2009, the ADC carried out a Participative Diagnosis on Discrimination in Argentina with a focus on ethnic-national and religious discrimination. The main products of the project included a hard-copy publication, two documentaries (“Por ser boliviana” and “Buscando refugio”), and a weekly programme on immigrants’ rights run on a Bolivian community radio (FM Impacto 91.3). In 2005, the ADC published a groundbreaking report on abuses of



government advertising and other indirect forms of interference with freedom of expression. We are currently involved in promoting legal reforms in the media sector and have undertaken similar work at the regional level. In addition, the ADC has developed and coordinated a regional network of journalists and organizations working on the promotion of the right to access to public information (Periodismo por el Acceso a la Información Pública: [www.periodismo-aip.org](http://www.periodismo-aip.org)).

#### **10. SUSTAINABILITY:**

The proposed project has a high likelihood of sustainability due to the constant widespread participation of community radios in the design and development of the project, as well as the emphasis on transferring platform management know-how to users. Because of the active user participation, the community radios involved will continue to contribute to the platform and use its materials, even after UNESCO funding ends. In addition, through the transitioning efforts, users will gain the knowledge necessary to be able to effectively manage the platform by on their own, so that it will continue to facilitate connections and information sharing. ADC will also serve as an ongoing supporting agency to users and will maintain the web hosting of the platform, supported through institutional funding.

#### **11. FRAMEWORK OF MONITORING:**

The following three organizations will join forces to guarantee a continuous results-oriented project monitoring: Red PAR (a network of journalists in Argentina working for non-sexist communication and equal opportunities between men and women), UNESCO Montevideo and Carrera de Ciencias de la Comunicación, Facultad de Ciencias Sociales, Universidad de Buenos Aires.

#### **12. EVALUATIONS CARRIED OUT:**

The project focus and its objectives were determined jointly with representatives of the community radios. In preparation for the proposed project, ADC has had conversations with approximately 15 individuals connected to community radios and immigrant communities, including reporters, producers, managers, listeners, immigrant leaders, experts, and academics. All of them pointed out how difficult it is for immigrant community media to access updated and trustworthy information on rights issues. Community radio and newspaper reporters also regretted their incomplete knowledge of immigrant community media in other provinces (ADC's preliminary listing of approximately 70 community radios and radio programs throughout the country is based mainly on academic and institutional contacts). All persons contacted have been extremely enthusiastic about the proposed project, highlighting the value in networking for community radios and the lack of resources to initiate such efforts. Special thanks go to Lilia Camacho, Hugo Arnez, Ricardo Montaña, María Romina Vargas Rojas, Esther Barrera and Wilson Zalles.

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

ADC will deliver 4-monthly progress reports to UNESCO as well as a detailed final report in the last month of the project lifetime. The person responsible for preparing and sending the report is Álvaro Herrero, Executive Director of ADC.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Design and layout of Internet based platform</b>	
Technical consultant (PLONE programmer) 75 hours at \$46 per hour	3 450
Techical consultant (Graphic design & interface for website) 50 hours at \$31 per hour	1 550
<b>Sub-Total</b>	<b>5 000</b>
<b>Workshop</b>	
Food: \$30 per day x 25 participants x 3 days	2 250
Local transportation: \$10 per day x 25 participants x 3 days	750
Long distance transportation (15 x participants x \$250)	3 750
Hotel: \$80 per night x 2 nights x 15 participants	2 400
Meeting space & equipment (3 days)	600
Specialists on gender, immigrants' rights and freedom of expression (training) \$300 each for a 3-hour training session	900
<b>Sub-Total</b>	<b>10 650</b>
Report on lessons learned and best practices (pdf version and 50 hard copies)	400
1000 brochures for users	700
<b>Total</b>	<b>US\$ 21 750</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project Coordinator, part-time (12 months)	7 200
Project Assistant, part-time (6 months)	3 600
Communications Coordinator, part-time (6 months)	1 500
Office rent, with Utilities	4 500
Communications (Telephone, Fax, Internet)	1 500
Cost for project monitoring and evaluation	500
Contingencies	1 000
<b>Total</b>	<b>US\$ 19 800</b>

# CHILE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>SPREADING AND DISCUSSING THE MEDIA DEVELOPMENT INDICATORS IN CHILE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 CHI/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promotion of freedom of expression and media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Institutional capacity building, Training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 35 226</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 24 446</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>UNESCO Chair at Diego Portales University Mass media and Citizen participation Journalism School vergara 240 Santiago, Chile. Tel: (+56-2) 6762351 <a href="http://www.udp.cl">www.udp.cl</a> <a href="http://www.catedraunesco.udp.cl">www.catedraunesco.udp.cl</a></b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Office Santiago, Chile</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Santiago, Chile</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Victoria Uranga Former UNESCO Chair holder in Mass Communication and Citizen participation at Diego Portales University (New Chair holder to be designated) E-mail: <a href="mailto:victoria.uranga@udp.cl">victoria.uranga@udp.cl</a> CI/UNESCO Santiago <u>UNESCO Montevideo</u> <a href="mailto:informationsociety@unesco.org.uy">informationsociety@unesco.org.uy</a></b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

UNESCO, through its International Programme for the Development of Communication (IPDC), developed a set of “Media Development Indicators: a Framework for Assessing Media Development”. These indicators are diagnostic tools, conceptualized as a living document that needs to be tested and adjusted on the ground by its ultimate users. Chile is a democratic country in which practicing journalism does not represent a risk to life or physical integrity of the professionals. Nevertheless, direct and indirect restrictions on freedom of expression remain and the country lacks a pluralistic media system that guarantees that the whole society is well informed and has the chance to participate in the public debate. For example, very often Mapuche communicators and supporters of Mapuche activism denounced persecution and police harassment that constrains exercising their informative role. Poor people, women and children are also underrepresented. In addition, more than the 90% of the Chilean mass media are controlled by a small economic group. This is especially evident in the press, in which two groups: El Mercurio and Copesa, are by far the most influential and biggest media in the country<sup>1</sup>. Chile therefore has important issues to address since not all sectors of the society have access to the media, nor do they deal with the media’s subjects.

Against this background, it is essential to apply the Media Development Indicators to allow for the inclusion of a series of elements that are missing in the current debate. This lack of results becomes extreme, when judging freedom of expression in the press, media responsibility as well as mechanisms to define content and schedules, democratic and participative modalities in assigning radio and television frequencies, among other aspects. In other words, Chile must start measuring media development in a depoliticized manner, using neutral tools than can become a non-biased reference. The starting point is to discuss the need for and value of using the indicators for media development and the way we want to do it.

This project aims to obtain funding to 1) Learn from the experience of the IPDC projects using “Media Development Indicators” in Ecuador and Uruguay 2) Define a plan to apply the indicators and the most appropriate means of verification (considering those which are available and the data that needs to be collected) for the five indicator categories 3) Perform a rapid assessment based on MDIs in a sample of media 4) Generate an organized debate with stakeholders of the communication sector about the need to apply the indicators in Chile on a regular basis.

This action-oriented research, prepared by the UNESCO-Chair “Mass Media and Citizen Participation” at Diego Portales University in close cooperation with UNESCO, will enable the construction of foundations for a precise and integral evaluation of the state of media development in Chile. The expertise of the Chair in the field, encouraging critical debate and strengthening networking and advocacy for a just, inclusive information society, strongly supports this project.

### 2. DESCRIPTION OF THE TARGET GROUP:

The project considers building multi-stake roundtables and a seminar on Communication for Development in which the results of the assessment based on MDIs applied in a sample of Chilean media will be discussed.

This project has two stages. In the first stage, journalists working with public, private and community media (newspapers, radio, television, and online media) and stakeholders from the academia, government and NGOs that work with media will participate in multi-stake roundtables (2 roundtables with around 20 persons each) in order to define a plan to apply the indicators and the most appropriate means of verification (considering those

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<sup>1</sup> [http://www.ifex.org/chile/2011/08/24/media\\_concentration/](http://www.ifex.org/chile/2011/08/24/media_concentration/)

available and the data which must be collected) for the five indicator categories. Directors, Chief Editors and Editors will be targeted by the media representative. The selection of participants will combine the criteria of media or organization diversity and the interests of the participants.

In the second stage, 100 representatives of the media, academics and students will participate in a seminar to share the results of the project, during which the results will be shared. These will be different media representatives from the first stage, due to a more open invitation. Therefore, correspondents and reporters will also be part of this seminar.

### **3. DEVELOPMENT OBJECTIVE:**

The objective is to contribute to the media development in Chile based on IPDC's Media Development Indicators (MDIs), by raising awareness of the existence of the indicators and building a road map for future actions in order to plan the implementation in Chile.

### **4. IMMEDIATE OBJECTIVE:**

The project aims to translate the MDIs into the Chilean context, develop a strategy on how to implement them and apply them in a sample of media.

### **5. PROJECT OUTPUTS:**

- Stakeholders (100) informed and sensitized about the state of the media development and the necessary future actions.
- Networks between the Latin-American teams that are working with UNESCO MDIs
- Networks between Chilean stakeholders that are interested in applying UNESCO's MDIs
- A website and a handbook with the process and the result of the project that lays the groundwork to apply the MDIs in Chile.
- Data of the assessment based on MDIs in a sample of media.

### **5. ACTIVITIES:**

- Meetings to generate information exchange and learning experiences with representatives of other Latin American projects that apply the MDIs. This will also occur with the team at ICEI, University of Chile.
- Roundtables with the stakeholders of the (5 hours with each group, in both Puerto Montt and Arica).
- Workshop with academic peers and UNESCO representative to monitor and evaluate preliminary results of the roundtables and to define the seminar.
- Open Seminar in Santiago (100 people) in order to share the results of the project and plan future actions. The target group is composed of students, academics, journalists and other stakeholders.
- Development of a website that shows the results of the roundtables, assessment and the seminar.
- Development of a handbook with the conclusions and a set of localized indicators and proposed means for verification. The handbook will be distributed in the seminar.
- Application of the MDIs indicator in a sample of media.

### **7. PROJECT INPUTS:**

Knowledge transfer from Ecuador and Uruguay's experience of using the Media Development Indicators (airplane ticket for 2 trainers + accommodation + daily expenses)  
Web design, -development and -maintenance  
One laptop computer  
Office material (paper, copies, pencil, CDs, videos, and others)  
Food for the participants and facilitators at the roundtables

Trainers'/facilitators' fees  
 Travel and local transport to Arica and Puerto Montt.  
 International expert in communication research for a period of 3 days.  
 National expert in communication research for a period of 2 months.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection of students and faculty members	■											
Contacting project directors	■											
Designing and preparing knowledge exchange		■										
Ecuador or Uruguay expert travels to Chile to train Chilean team & meet with key informants		■	■									
Designing and organizing the roundtables				■								
Roundtable in Arica and Puerto Montt					■							
Applying MDIs in a sample of media						■	■	■				
Website development and maintenance				■	■	■	■	■	■			
Seminar and handbook								■	■	■		
Project monitoring and evaluation		■	■	■	■	■	■	■	■	■		
Delivering progress reports to UNESCO				■				■		■		

## 9. INSTITUTIONAL FRAMEWORK:

The UNESCO Chair “Mass media and citizen participation” was created in 2002 in the School of Journalism of the Diego Portales University. Its objectives include promoting research, teaching and advocacy on topics related to citizen participation, plurality and diversity of media, freedom of expression in Chile. It has conducted research relating to freedom of expression in Chile, access to information and accountability and is also responsible for developing academic programmes for undergraduate journalism students at the university. Since 2008, it has been responsible for the Commemoration of World Press Freedom Day ([www.libertadeprensa.cl](http://www.libertadeprensa.cl)), together with other universities.

## 10. SUSTAINABILITY:

The Journalism School of Diego Portales University is one of the most recognized institutions in Chile. It is known as the best private university and the more ‘public’ among the privates. The UNESCO Chair has been working for nine years, and this project is an opportunity to upgrade its activities. The project’s sustainability is guaranteed by this background and through the joint commitment of its journalism faculty and key organizations that will cooperate in the project with such as FUCATEL, the National School of Journalism, AMARC and AVINA Foundation.

## 11. FRAMEWORK OF MONITORING:

Continuous, hands-on project monitoring will be carried out by the UNESCO Office Santiago, with support of UNESCO Office Montevideo.

## 12. EVALUATIONS CARRIED OUT:

The project was developed in light of the fact that in Chile there are specialized agencies carrying out systematic and comprehensive monitoring, and due to the absence of public media (most are commercial) as well as the need in society for debate in order to build a new road of actions and transformations.

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

Progress reports will be delivered every 4 months, and one final report will be produced at the end of the project. The person in charge of the project will be the Chairholder of the UNESCO Chair "Mass communication and citizen participation" at Diego Portales University.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
<b>Trainer expenses (airplane tickets, accommodation and living expenses)</b>	
1 airplane ticket Quito – Santiago – Quito	1 200
1 airplane ticket Montevideo – Santiago – Montevideo	700
2 international trainers' fees (2 trainers x 3 days x \$200)	1 200
Accommodation in Santiago (2 trainers x 3 nights x \$165)	1 000
1 National expert in communication research (2 months x \$300)	600
1 National trainer's fee ( 4 roundtables and 1 seminar at x \$100/day)	2 000
Design and content development of roundtables and the seminar	2 000
Part-time assistance (8 months x \$500)	4 000
Hotel and airplane tickets to Arica and Puerto Montt (2 persons x \$1023)	2 046
Contribution to participants' travel and accommodation costs (of 10 participants from outside Santiago x 2 days for the final seminar x \$85)	850
transport expenses	300
<b>Equipment and other materials</b>	
Website design, development and maintenance	1 000
Materials for discussion and promotion (handouts, CDs, videos, posters, etc.)	800
Edit and print handbook (500 copies)	2 000
Communication costs (to develop a communication plan for media relations )	1 500
1 MacBook to edit handbook	1 300
Catering (coffee-breaks for the 4 roundtables x 80 people)	600
Coffee-break for the seminar (100 people x \$7.50)	750
Allowances for two trainers ( 2 x 2 days Arica- Puerto Montt x \$50)	200
3 cartridges	200
Other (batteries, craft sheets, miniDVD, pencils, etc.)	200
<b>Total</b>	<b>US\$ 24 446</b>

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

1 big classroom + equipment + technician Santiago	130
1 Meeting room	250
1 Ball room	400
1 Secretary (10 months x \$200)	2 000
1 scholar - Santiago for project coordination (10 months x \$800)	8 000
<b>Total</b>	<b>US\$ 10 780</b>



# PARAGUAY

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING AND AWARENESS RAISING FOR COMMUNITY RADIOS ON WOMEN'S PARTICIPATION IN PARAGUAY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 PAR/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment, Training support, Institutional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 47 890</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 21 630</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Asociación Kuña Róga</b> Website: <a href="http://www.kunaroga.org.py">www.kunaroga.org.py</a>  Phone: +595 71 206636 Email: <a href="mailto:ongkunaroga@gmail.com">ongkunaroga@gmail.com</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Montevideo</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Address: Tte Honorio González 1347, casi Tomas Romero Pereira y 14 de mayo. Encarnación. Dpto. de Itapúa. Paraguay</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Alicia Stumpfs</b> Executive Director of Kuña Róga E-mail: <a href="mailto:aliciastumpfs@yahoo.com">aliciastumpfs@yahoo.com</a>  UNESCO Montevideo <a href="mailto:informationsociety@unesco.org.uy">informationsociety@unesco.org.uy</a>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The Paraguayan media landscape is dominated by two big private groups<sup>2</sup>, which leads to limitations in content production and restrictions in the duty of building public opinion due to a lack of pluralism of information, diversity of sources and approaches. This is also true for the ownership and content of radios which represent the most frequently used media type due to their accessibility and low costs, as well as characteristics of the Paraguayan society, such as the culture of oral communication. Commercial radios dominate the radio electric spectrum, leaving only a small percentage of frequencies to the public and community radio sectors which are both affected by precarious working conditions. The work of community radios is constrained by a lack of public policies for community radio development, democratic legislation, capacity building and human resource development. For these reasons, it has been impossible to consolidate experiences of community and independent radio broadcasting which would be needed to create a democracy built on information and communication in Paraguay. The lack of platforms for debate and interaction of the society causes low levels of citizen participation. Against this background, community radios offer an interesting alternative to the hegemonic tendencies of content production, pushing the generation of social agendas towards a better response to the needs of the entire population. One of the most neglected issues in the media agenda is the participation of women in Paraguay's political, social and economic life. The public debate on gender issues started only recently and – with very few exceptions - still reflects the patriarchal and macho culture that present women in a discriminatory and stereotyped perspective.

Therefore, this project aims to promote social, political and economic participation of women in society by fostering the generation of adequate information for community radio programming, using a rights-based approach that reflects a true and valued image of women and unmask the power relations between men and women. The importance of working with community radios becomes evident when it is considered that the media forms public opinions, spread messages and can incite a change of cultural and social practices. According to a media analysis carried out in 2009 in Paraguay<sup>3</sup>, newspaper articles featured men as the main actors of news in 84% of the analyzed coverage, leaving only 16% to female actors. This bias also exists in radio and TV programs, and none of the analyzed news items questioned these gender stereotypes. The common image of women in the media reflects and consolidates the traditional role of women as mothers and housewives.

The challenge addressed by this project is twofold: a) generating information from a gender perspective that shows women's participation in different areas of occupation and b) give voice to the increased presence of women in the media, in the written press as well as in broadcasting organizations, mostly working as reporters and presenters while the positions of higher hierarchies are still held by men. The media content as well as the role of women in media production reproduce gender inequality and biased power relations that dominate the society. Mention may be made to interagency work that can be achieved with UNWomen. This project could also have an intersection with the platform proposed in the Argentinean project document.

### 2. DESCRIPTION OF THE TARGET GROUP:

- 10 members of Radio Candela and 5 additional community radio broadcasters from different regions in Paraguay who will receive training in radio programming, design, editing and production of micro-programmes.

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<sup>2</sup> Cp. Segovia, Diego (2010): *Comunicación y Democracia. El rol de los medios en la construcción del discurso político ciudadano*. Asunción: Base.

<sup>3</sup> World Association for Christian Communication (WACC): *¿Quién figura en las noticias? Proyecto de Monitoreo Global de Medios 2010*. In Paraguay the analysis was carried out by Asociación Trinidad and Kuña Róga with support of UNIFEM.

- 30 community radios from different regions in Paraguay that will benefit from the microprogrammes produced by the above mentioned team and that will participate in 3 workshops where they learn how to use a non-sexistic approach to radio journalism.
- The communities of the 30 community radios that will benefit from a more unbiased and gender-oriented radio-programming.

### **3. DEVELOPMENT OBJECTIVE:**

Responding to the media development categories 3, 4 and 5, the project promotes the participatory generation of information that reflects social, political and economic participation of women in urban and rural areas of Paraguay and stimulates a debate in the communities on power relations between men and women.

### **4. IMMEDIATE OBJECTIVE:**

The team of Radio Candela and 5 additional community radio broadcasters from different regions in Paraguay will receive training and produce high quality content for microprogrammes in Guaraní and Spanish, dealing with the social, political and economic participation of women in Paraguay to be shared, distributed and discussed among 30 community radios from all over Paraguay.

### **5. PROJECT OUTPUTS:**

- 10 members of Radio Candela and 5 community radio broadcasters from different regions in Paraguay trained in the design, production and editing of microprogrammes.
- A radio studio equipped for recording, editing and reproduction of microprogrammes.
- 30 community radios benefiting from microprogrammes on women's participation in Paraguay.

### **6. ACTIVITIES:**

- 2-3 day training courses for 15 community radio broadcasters in design and production of microprogrammes. (The participants of the workshops are broadcasters who carry out their tasks in Radio Candela and radios to be selected under the project. This implies that one should consider facilitating participation, and one 4-day workshop might imply reducing considerably the targeted participation given the participants duties and schedules at the different radios. It is therefore considered that the first 3-day workshop is prudent time to achieve full utilization while generating the opportunity for a second meeting to enlarge and deepen additional content).
- 1 3-day training course for 8 community radio broadcasters (5 from Radio Candela and an additional 3 from different regions in Paraguay) in digital editing of audio materials and artistic production of microprogrammes.
- Insulation and furnishing of one radio production studio.
- Purchase and installation of equipment for the production studio.
- Script development, production and post-production of 2 series of 12 microprogrammes each (6 in Spanish, 6 in Guaraní).
- 3 workshops for consultation, presentation and discussion of the microprogrammes with 30 community radios that will broadcast them.

### **7. PROJECT INPUTS:**

- 1 radio trainer experienced in the design of microprogrammes, script and content production.
- 1 trainer in artistic audio editing, experienced in the design and editing of radio programmes.
- 1 training venue.
- 1 insulated radio studio.

- 1 computer for the production of microprogrammes, with audio-editing tools, soundcard and sufficient memory for the production process. 1 computer for the recording studio.
- 3 microphones.
- 1 mixer with sufficient channels and entries for recording.
- 3 common recorders and 1 particular recorder for professional use.
- Cables and support, cable drum, a kit of connectors and inputs needed for installation.
- Air conditioning for the studio.
- 1 venue for 3 workshops with 30 community radios.
- Materials and stationery for the training courses and workshops.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection of trainers	■											
Preparation of 3 training courses (venue, dates, programme, etc.)		■										
Renting a recording studio		■										
Insulation of the studio		■	■									
Equipment of the studio			■									
Organization of 3 training courses			■	■	■							
Preparation and design of micro-programmes					■	■	■	■	■			
Production and editing of microprogrammes						■	■	■	■	■		
3 workshops, consultation, presentation and discussion of micro-programmes					■		■			■		
Content Evaluation										■		■
Evaluation reports				■				■				■
Project monitoring	■	■	■	■	■	■	■	■	■	■	■	■

## 9. INSTITUTIONAL FRAMEWORK:

Kuña Róga is a women rights' organization that stimulates, proposes and carries out activities that promote human rights focusing on women rights, in order to foster social transformation towards a more democratic, equal and pluralistic society and more social justice. Kuña Róga's obtained legal personality on the 27<sup>th</sup> April 2000 (no. 209 sheet 2203). The association is based in Tte Honorio González 1347 casi Tomas Romero Pereira y 14 de mayo, Encarnación. Dpto. de Itapúa. Paraguay. It was founded on 18<sup>th</sup> October 1998, with the following work areas: a) Citizenship: human rights, women's rights, sexual and reproductive rights; b) political participation of women; c) democratization of communication and access to information, press freedom; d) communication for development: non-sexist communication using a gender-sensitive approach, media monitoring; e) sexual exploitation and child labor, human trafficking.

Since 2002 Kuña Róga operates a community radio which is based in the city of Encarnación since 2009, entitled Radio Candela, and broadcasting local content with a gender-sensitive approach<sup>4</sup>. Radio Candela stimulates innovative debates in a conservative city, giving voice to women and to those who question the established patriarchal order. It is member of different radio associations, such as VOCES Paraguay which gathers 80 community and independent radios in Paraguay. It also closely cooperates with community radios in

<sup>4</sup> On 18<sup>th</sup> March 2010 the National Commission for Telecommunications (CONATEL) published the resolution 251/2010 in which it authorized operations of Radio Candela in the city of Encarnación, Paraguay, on 90.1 MHZ with call sign ZPD624.

the border regions of Argentina<sup>5</sup>. Kuña Róga has 8 employees working on project-contracts and 16 volunteers supporting different areas of the organization. The submitter of this project, Alicia Stumpfs, is Director of Kuña Róga, Co-coordinator of VOCES Paraguay and member of AMARC ALC's Women's Network.

Kuña Róga is experienced in organizing training for journalist, raising awareness and offering tools for a non-sexist journalistic approach to issues such as human trafficking, sexual abuse and violence against women. Kuña Róga has worked with UNFPA in the production of radio training materials (Kit for radio broadcasters on sexual and reproductive rights) and has organized an important number of workshops in cooperation with other organizations, such as the Paraguayan Journalist Union and VOCES Paraguay.

#### **10. SUSTAINABILITY:**

The project strengthens the capacities of community radio broadcasters from Radio Candela and other radio stations from different regions in Paraguay, in producing microprogrammes – skills that will be used also for future productions after the project lifetime. The acquired knowledge will be shared with other interested radio broadcasters through internships at Radio Candela. Thanks to its participation in VOCES Paraguay, Radio Candela will be able to produce and widely distribute programmes on topics of common interest for community and independent radios in Paraguay, e.g. on media democratization in the context of the new media legislation.

#### **11. FRAMEWORK OF MONITORING:**

UNESCO Montevideo in cooperation with VOCES Paraguay will carry out a continuous project monitoring. Kuña Róga itself plans three consultation workshops with representatives of 30 community radios: one to present the project, raise awareness, select topics and learn from experiences and reactions of participants and two where each series of microprogrammes will be presented and discussed with participants.

#### **12. EVALUATIONS CARRIED OUT:**

It is essential to bear in mind the strong need for community radio stations in general, to have more and better information on the participation of women in our society. In spite of there being no specific study on this issue, part of the suitable tools to be used as evaluation are the Media Monitoring results carried out in Paraguay in 2010. Therefore, according to polls it has been proven that “domestically” the presence of women in information is stereotyped, biased and pursues a victim approach in most cases. The ability to run the Roga Kuña proposal is demonstrated by its background and experience in working with media, and especially for its links to networks of community media in Paraguay.

#### **13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

The Director of Kuña Róga, Alicia Stumpfs, will prepare and present to UNESCO Montevideo four-monthly progress reports as well as a final report.

### **C. ADDITIONAL INFORMATION**

Currently, Kuña Róga receives support from the Spanish Woman's Institute in the course of a project that promotes women's political participation. Additionally, UNFPA supports Kuña Róga's work with young women in a project that integrates specific services on sexual and reproductive health in Encarnación's public health system. Kuña Róga has also worked with UNIFEM on capacity building for female leaders and has applied for funding from the Spanish Development Cooperation Agency (AECID) to strengthen its institution.

<sup>5</sup> Raising awareness of the situation of Paraguayan housekeepers in Argentina, border crossing, human trafficking as well as social mobilization on issues related to Yacyreta.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Two 3-day training courses in design and production of microprogrammes for 15 community radio broadcasters</b>	
Lunch & coffee-breaks for participants, trainer & project team (18 x \$15 x 3 days x 2)	1 620
Local trainer fee (\$100 x 2 courses x 3 days)	600
Materials and rental of venue for courses	800
Accommodation for 5 community radio broadcasters from different regions in Paraguay (5 x \$40 x 6 nights in a hotel)	1 200
Dinner for 5 external course participants and trainer (6 x \$10 x 6 nights)	360
Travel expenses of 5 external course participants and trainer (6 x 2 courses x \$35)	420
Transfer from Asunción to Encarnación for external course participants	240
<b>Sub-Total I</b>	<b>5 240</b>
<b>One 3-day training course in digital editing of audio productions and artistic production of microprogrammes for 8 community radio broadcasters</b>	
Lunch & coffee breaks for participants, trainer & coordinator (10 x \$15 x 3 days)	450
Local trainer fee (\$100 x 3 days)	300
Materials and rental of venue for training course	420
Accommodation for trainer and 3 external course participants (4 x \$50 x 3 nights)	600
Travel expenses for trainer and 3 external course participants (4 x \$35)	140
Dinner for trainer and 3 external course participants (4 x \$10 x 3 nights)	120
<b>Sub-Total II</b>	<b>2 030</b>
<b>3 half-day workshops with representatives of 30 community radios</b>	
Coffee break for participants (30 x \$10 x 3 workshops)	900
Rental of workshop venue (3 x \$100)	300
Accommodation for 3 members of Kuña Róga (3 x 1 hotel night x \$50 x 2 workshops)	300
Dinner for 3 members of Kuña Róga (3 x \$25 x 2 workshops)	150
Travel expenses for 30 community radio broadcasters' participation in 3 workshops (30 x \$60 x 3 workshops)	2 700
Petrol (travel expenses Kuña Róga project team: \$300 x 2 workshops)	600
<b>SUB-TOTAL III</b>	<b>4 950</b>
<b>Production of 2 series of 12 microprogrammes each in Spanish and Guaraní</b>	
Materials and inputs for recording	350
Printouts, manual	380
Distribution	120
<b>Sub-Total IV</b>	<b>850</b>
<b>Equipment for the radio recording studio</b>	
1 6-channel mixing console Yamaha MG 206C-USB	850
3 microphones Behringer C3 (3 x USD 120)	360
8 recorders (3 for Radio Candela and 5 for external course participants; 8 x \$120)	960

1 digital recorder TASCAM DR-100	900
2 computers (1w. 2 soundcards 4GB RAM, 1000GB hard drive, Intel & UPS processor)	3 000
3 professional headphones (3 x \$80)	240
30 m cable balanced audio pipe	250
2 monitors Behringer MS 40 (2 x \$300)	600
6 Cannon Male Neutrik Connector	50
6 Cannon Female Neutrik Connector	70
1 preamplifier Ha 400	100
3 microphone stands (3 x \$60)	180
2 monitor speakers (pair) with built-in amplifier	200
15 m microphone cable	30
1 audio distribution amplifier	120
1 built-in telephone hybrid	450
1 4-5 way headphone amplifier	200
<b>Sub-Total V</b>	<b>8 560</b>
<b>Total</b>	<b>US\$ 21 630</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project coordination and assistance (\$600 x 12 months)	7 200
Rental of venue for recording studio	2 000
Studio insulation (\$1500), furniture (2 tables, 4 chairs, \$550), renovation (\$2500)	4 550
Electricity (\$25 x 12 months)	300
Equipment for training courses and workshops	750
Workshop facilitator for 3 workshops with community radios (3 x \$100)	300
Communication (phone and internet)	1 800
Use and maintenance of vehicle (12 months)	1 200
Contingencies (\$80 x 12 months)	960
Monitoring and evaluation	2 400
Production of micro programmes	4 800
<b>Total</b>	<b>US\$ 26 260</b>

# URUGUAY

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CONSTRUCTION OF A REFERENCE CODE OF ETHICS FOR JOURNALISTIC PRACTICE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 URU/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promotion of freedom of expression</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support, Institutional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 19 000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 15 000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Centro de Archivos y Acceso a la Información Pública</b>  <b>San José 1330</b>  <b>Montevideo-Uruguay</b></p> <p><b>Tel: (+59) 82 9012145</b>  <b>E-mail <a href="mailto:info@cainfo.org.uy">info@cainfo.org.uy</a></b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Montevideo Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Uruguay</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<p><b>Edison Lanza Robatto</b>  <b><a href="mailto:edison.lanza@gmail.com">edison.lanza@gmail.com</a></b></p> <p><b>UNESCO Montevideo</b>  <b><a href="mailto:informationsociety@unesco.org.uy">informationsociety@unesco.org.uy</a></b></p>
<b>DECISION OF THE BUREAU:</b>		



## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Uruguay is a country with acceptable levels of media development, according to the number of public, private and community media services, and the number of newspapers. In March 2011 there were 375 authorized broadcasting services: 187 FM and 89 AM stations, 61 television services and 88 community radios on FM. By contrast, the level of diversity and pluralism of the media system in Uruguay is less acceptable. In the field of broadcast services, private media are widely prevalent; there is only one national public broadcaster, one local television station and a small network of public radios. Three national business networks have obtained a concentration level that exceeds international standards, dominating the signals (air, cable and radio), audiences and revenue. The community media sector is rising, but still weak after being recognized by law in 2008. There are four newspapers and three weekly newspapers with national circulation and the local press or proximity press is characterized by its large diversity with approximately 80 local newspapers.

Despite the progress in the regulatory framework for freedom of information, the country still has some regulations pending in order to make substantial progress on freedom of expression and the right to information, when it comes to the use of the spectrum, media concentration and the allocation of official advertising. In this context of gradual improvement of the media environment, treatment of self-regulatory and ethical aspects of journalism and media activity has lagged behind. Media organizations in the country (whether television, radio, press or digital media), except in specific cases, do not have self-regulatory mechanisms such as codes of ethics or a public policy known by media users and journalists.

The objective of this project is to create a space for debate and reflection on the need for an ethical reference framework to be adopted by journalists and the media, as well as on the institutions' (Courts' of Ethics, etc.) need to deal in a transparent way with complaints that may come from media users. As noted by UNESCO in the course of the discussion on 'Journalism Ethics and Self-regulation in Europe: New Media, Old Dilemmas' (Paris, January 2011), self-regulatory mechanisms are helpful and a relevant guideline for journalists' work<sup>6</sup>.

A direct and achievable goal of this project is to launch a process of consultation and reflection on the need of Uruguay to accomplish self-regulatory mechanisms that promote freedom of expression and journalistic best practices on the different levels of the media system. A second component aims to build a reference code of ethics to be endorsed by the union of media professionals, the Uruguayan Press Association (APU), and through a subsequent widespread dissemination campaign.

The project incorporates the gender perspective in a context of particular concern of the journalists' union. Currently a National Survey of Communication Workers, sponsored by the Uruguayan Press Association, is underway which aims to identify the existing standards in the media concerning the treatment of information about gender perspectives. The debate and the development of regulatory mechanisms take into account the need to promote cultural change in the coverage journalistic approach in relation to gender.

The project will be executed by the Archives Centre and Access to Information (CAINFO), in cooperation with the Uruguayan Press Association and the Media and Society Group (MSG). This proposal will complete the work started under the project of media development approved by IPDC.

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<sup>6</sup> Puddephatt, Andrew: The importance of self regulation of the media in upholding freedom of expression, Brasilia: UNESCO 2011.

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

The target group consists of journalist members and non-members of the Uruguayan Press Association (APU) who will be invited to participate in a national debate on the need for media self-regulation and who will benefit from a code of journalistic ethics as a reference to be used in their daily work. The project also targets other media organizations such as the National Association of Broadcasters (Andebu), the Organization of Press Affairs (OPI), the World Association of Community Radio Broadcasters (AMARC), the Newspapers Association and general broadcasting media, national newspapers as well as universities with journalism careers.

## **3. DEVELOPMENT OBJECTIVE:**

As highlighted by IPDC, 'effective self-regulation is a matter of education and culture'. In this context, the project aims to improve the treatment of information by journalists and the media in Uruguay based on a widely accepted system of self-regulation in order to achieve higher-quality coverage which reflects the diversity of perspectives and interests of society.

## **4. IMMEDIATE OBJECTIVE:**

To stimulate a national debate on self-regulation of the media in Uruguay, as well as to generate a proposal for a code of ethics for journalistic practice, developed in a participatory manner.

## **5. PROJECT OUTPUTS:**

- Around 200 journalists, directors of media organizations and editors benefit from the first national debate on the behavior of the media and the need for ethical self-regulation mechanisms and accountability.
- The union of journalists and other media organizations dispose of journalistic self-regulation mechanisms, including a reference code of journalistic ethics and an audience advocacy system.
- The organizations that adopt these self-regulatory mechanisms have been trained to implement them.
- Mechanisms have been established to ensure consultation for journalists with ethical questions and quality of journalism has been improved.

## **6. ACTIVITIES:**

- 4 regional debates gathering media professionals (journalists, journalist and media professional unions, media executives, academics of journalism and communication degrees) to exchange ideas and report on best practices in terms of self-regulation, codes of ethics and accountability among journalists and the media in the country. These monthly meetings will be held in Montevideo and three other cities.
- Creation of a representative committee gathering stakeholders in media management to assess the meeting results based on the meeting reports, and develop a public proposal on the adoption of self-regulation mechanisms and accountability. The evaluation will be submitted to the stakeholders.
- Constitute a committee to write a proposal for a reference code of ethics to be put under consideration of the Uruguayan Press Association (APU).

## **7. PROJECT INPUTS:**

- A Project Coordinator and Administrative Manager.
- Four meetings in different regions of the country (including transport, accommodation and food, etc).
- A Consultancy in journalistic ethics to create a final proposal based on the results of the 4 meetings.
- A Committee to write a code of ethics for journalistic practice.
- Public launch campaign to present the self-regulation system and code of ethics for journalistic practice.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection and contract of staff team members (coordination, management, consultancy)	■											
Meeting organization		■	■									
Meeting development				■	■	■	■					
Convene a committee to prepare proposals							■					
Draw up proposals to the stakeholders							■	■				
Write code of journalistic ethics									■	■		
Public launch campaign											■	■
Monitoring of the project	■	■	■	■	■	■	■	■	■	■	■	■
Evaluation reports				■				■				■

## 9. INSTITUTIONAL FRAMEWORK:

This project proposal is presented by the Center for Archives and Access to Public Information (CAINFO), a civil society organization with legal status, which will manage the project. However, to ensure the success of the project, it will be supported by a platform of institutions whose common ground mission is to defend and promote freedom of expression and the right to information in Uruguay.

The Centre for Archives and Access to Public Information (CAINFO) is a Uruguayan NGO, working towards the abidance by the fundamental rights of expression and information. CAINFO participated actively in the promotion, drafting and lobbying for the adoption of the Law 18,381, the first law of Access to Public Information in the history of the country, which ensures that any person can request information from public organizations. It aims to provide training and empowerment of civil society in understanding their fundamental rights.

The Uruguayan Press Association (APU) is the most representative union of media workers in Uruguay. Besides its long tradition in the defense of labor union rights of media professionals for over a decade, APU has encouraged a broad agenda in the defense and promotion of freedom of expression and the right to information. The union of journalists also dedicates a work area to training and capacity building for media professionals.

Media and Society Group (GMS) is an expert group treating various aspects of communication. For more than five years it has developed and carried out studies on media issues, stimulating a wide reform agenda concerning freedom of expression and the right to information.

## 10. SUSTAINABILITY:

The project will be executed by organizations that are members of an alliance to provide a framework of reference to journalistic exercise. This cooperation guarantees the subsequent results of the seminars and the application of an appropriate code of ethics. The Uruguayan Press Association especially, has the infrastructure and necessary networks all across the country to enable monitoring and promotion of self-regulatory initiatives. The government's support for creating a framework of journalistic ethics further enhances the project's sustainability.

## 11. FRAMEWORK OF MONITORING:

A permanent monitoring of the project will be undertaken by UNESCO Montevideo. Additionally, communication /journalism careers from the University of the Republic (UDELAR) and the Catholic University of Uruguay (UCU) are invited to cooperate in the project monitoring.

## 12. EVALUATIONS CARRIED OUT:

The labour union of journalists in Uruguay and other media organizations have expressed their commitment to the project development and agreed on the need to advance in an ethical self-regulation of their profession. The Uruguayan media system has never seen a debate like the one proposed here. The fact that this proposal is presented by a platform of several organizations that will be direct beneficiaries of the results achieved, ensures their commitment. All these organizations have large experience in cooperative work and in communication issues. The current discussions on a new media regulation in Uruguay represent an opportunity to democratize communication and to discuss topics that have not been addressed since the rise of democracy 25 years.

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

CAINFO will deliver two interim reports and one final report to UNESCO Montevideo.

### D. BUDGET

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

<b>Cost of four Seminars</b>	
Participants' lodging & meals (\$30/day x 20 participants x 2 days x 4 workshops)	3 600
1 local coordinator's fee (\$100 per day x 2 days x 4 workshops)	800
Training material	800
Local travel (\$30 x 15 participants x 4)	1 800
<b>Sub-Total</b>	<b>7 000</b>
1 International Advisor on media ethics. (40 working hrs incl. 2 trips to Uruguay)	3 000
Committee (3 local experts on journalism and media ethics)	3 000
Editing and publishing of a code of ethics (1000 copies).	2 000
<b>Total</b>	<b>US\$ 15 000</b>

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

Monitoring and evaluation	2 000
Project Coordination	2 000
<b>Total</b>	<b>US\$ 4 000</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>PRESENT AND FUTURE OF COMMUNITY RADIO: STRENGTHENING EXCHANGE AND TRAINING TO FACE CHALLENGES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RLA/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support Institutional capacity building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 32 000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 21 000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>World Association of Community Broadcasters – Latin America and the Caribbean (AMARC ALC)</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Montevideo</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Buenos Aires, Argentina</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Paula Castello. Director of AMARC ALC Communication Program. Address. Sarmiento 4636 dpto H. CP 1170. Ciudad de Buenos Aires. Argentina. Phone Number: (+ 54 11) 4865-1134 Fax: (+54 11) 4865-7554 E-mail: <a href="mailto:paulacastello@amarc.org">paulacastello@amarc.org</a>  UNESCO Montevideo <a href="mailto:informationsociety@unesco.org.uy">informationsociety@unesco.org.uy</a></b>

**DECISION OF THE BUREAU:**

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Community radio has a very long history in Latin America. In recent years, the emergence of governments that listen to the demands for recognition of community media as an essential contribution to the deepening of democracies, creates a context that implies new debates for the community radio movement. Aspects such as media regulation, the emergence of new technologies, community media sustainability, the role of grassroots organizations, women participation in media to promote gender equity, the relationship between media and the State, among others, demand reflection and exchanges among community radio stakeholders.

How community radio stations are capable to position themselves in this new context will determine the future of the movement, essential for social participation and the exercise of freedom of expression and communication rights.

The successful experience of community radios has been one of the principal strengths of the movement. AMARC ALC has also generated spaces for exchanges, training and debate. In recent years it has promoted texts and audio production that show and share the experience of community radio across the region, propose new perspectives and approaches, and contribute to the design of action plans<sup>7</sup>. Nevertheless, the sharing of this knowledge still needs to be systematized. From 8 to 13 November 2010, AMARC held its 10th World Assembly<sup>8</sup> in La Plata City, Buenos Aires, Argentina, gathering more than 600 journalists from 100 countries around the world. AMARC ALC was represented by 250 participants, 100 of whom were also speakers (55 network members and 45 guests). There were 60 workshops, seminars and conferences organized around four main topics: “Communication for a better world”, “Communication and power: the role of the community radio”, “Challenges for community radio in the 21<sup>st</sup> century” and “Community communication in the 21<sup>st</sup> century”, with a special focus on communication rights, gender and multiculturalism. These exchanges constitute a testimony and need to be shared so that they are not only part of the memory of those who were present. They represent an invaluable resource for the training of community broadcasters.

This proposal aims at the exchange and collective construction of knowledge and perspectives that will contribute to the training of community broadcasters in order to support the effectiveness of community media. The project also seeks to expand the circulation of these ideas to other social actors such as States, other media, educational institutions and other community media networks with whom AMARC ALC works closely. This is particularly important in a context where community media has become an item on national and international agendas, and has been recognized as legitimate and necessary for the democratization of societies.

It is also important to mention that gender perspectives and equality are essential aspects in AMARC’s work. In 1989 the AMARC Women's Network was created. In all AMARC representative spaces, women participate equally. There are specific actions and proposals to empower women through community radio but also gender mainstreaming in all of the Network’s initiatives. This was also clear in the balance ensured in the participation of men and women in the AMARC 10 agenda. This proposal is no exception: it seeks to ensure gender equality in each component of its design: the selection of specific issues concerning women; a gender perspective on each subject; and the shaping of the team in charge of the project.

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<sup>7</sup> AMARC LAC has recently created a website that joins all these publications: [www.amarcalc.org/publicaciones](http://www.amarcalc.org/publicaciones).

<sup>8</sup> <http://amarc10.amarc.org/index.php?p=home&l=ES>

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

- The proposal is firstly directed to community broadcasters who integrate the 550 radio stations and production centers that make part of AMARC ALC.
- It is expected that at least 100 community broadcasters will participate on the virtual forum.
- The productions will be also distributed to other social actors and institutions (such as governments, organizations, Universities, community media networks, etc.) where communication democratization is being debated.

## **3. DEVELOPMENT OBJECTIVE:**

This project is expected to contribute to strengthening community radio in Latin America, and promoting the exercise of freedom of expression and communication rights in view of democratizing communications.

## **4. IMMEDIATE OBJECTIVE:**

The goal of this project is not only to diffuse the outcomes of AMARC 10, but to produce a unique material, gathering the contributions of 600 journalists from around the world, in view of sharing knowledge and addressing key questions concerning community radio today and looking to the future.

## **5. PROJECT OUTPUTS:**

- At least 100 community radio broadcasters to participate during 2 months on a virtual forum that gathers AMARC 10 inputs to share experiences and the exchange of perspectives on community communication challenges in the current Latin American context.
- A publication, an audiovisual and audio production as well as a website gathering perspectives, debates and good practices on community media in the 21<sup>st</sup> century to be created.
- 550 Latin American and Caribbean community radio stations and other stakeholders involved in discussions on communication democratization and, particularly, on the role and challenges of community radio (States, Universities, social organizations, other community media networks, etc.), receive the productions resulting from this process.

## **6. ACTIVITIES:**

- Make available 10 major AMARC seminars, round tables and workshops on a website as training materials and contributions to promote dialogue and exchange.
- Organize an online forum for community broadcasters to encourage exchanges on the challenges facing Latin American community radio in the 21<sup>st</sup> century. The forum will last for 2 months and will be structured by around various themes for discussion. Each axis of discussion will be moderated by a member of the project team. During 2 months, AMARC members and other interested persons will be invited to share their views and experiences on the forum on the topics proposed. Subsequently, the moderators will be responsible for the systematization of the contributions of the participants in the forum.
- Distribute to community radios in Latin America and other stakeholders and make available online a publication as well as a audio and an audiovisual production including systematized contributions and exchanges of AMARC 10, virtual forum and focus group, as well as training and debate materials.

## **7. PROJECT INPUTS:**

Input materials production: 4 community communication experts, who will be responsible for the systematization and exchange of materials and animation of the virtual forum / 1 person in charge of overall

coordination / Audio and video record of conferences, workshops and seminars in AMARC 10. / 1 Web designer and programmer / AMARC ALC web hosting.

Virtual Forum: AMARC ALC communication tools / Digital platform for hosting the forum / 4 people in charge of forum moderation / 1 person for overall coordination.

Systematization and material production: Audio and video record of conferences, workshops and seminars in AMARC 10 / Virtual forum systematization on each subject addressed / Other materials proposed by forum participants as well as the project team / 2 audio and 2 video editors / (at least) 4 members of the project implementation team (others can join the team as collaborators) / Graphic designers / Copying and printing of materials produced / Distribution.

## 8. WORK PLAN:

ACTIVITIES / MONTH	2	4	6	8	10	12	14	16	18
Creation and coordination of working group	■								
Input materials production	■								
Web platform design		■							
Virtual forum			■						
Systematization of AMARC 10, forum inputs and other materials (text, audio and video)				■	■				
Writing of the publication					■	■			
Video material view and selection				■	■				
Audios selection				■	■				
Web desing for outputs produced (audio, video and text)								■	
Launch and dissemination									■
Writing and submission of final report.									■

## 9. INSTITUTIONAL FRAMEWORK:

The World Association of Community Broadcasters (AMARC) was founded in 1983 in Montreal. In 1990 the Latin America and the Caribbean AMARC office was created. AMARC is at the forefront of the international community and popular radio movement. Its mission is to promote the democratization of communications to foster freedom of expression and contribute to equitable and sustainable development. The journalists and community media that are part of AMARC contribute to the free expression of social movements, the protection of political and cultural rights, and the promotion of initiatives that seek to foster peace, democracy and development. They also recognize the essential role of women for establishing new communication practices. Nowadays, AMARC ALC has 550 associates (radio, television, production centers and national community networks). AMARC ALC has a decentralized structure: the Regional Council is the political leadership body. Each country has a national representation chosen by its members. Eight work programs organize the institutional lines of action: Legislation and communication rights; Pulsar News Agency; Gender; Training; Management; Communication; New technologies; and “Onda rural”. The AMARC ALC Regional Office is based in Lima, Perú, since April 2011. Pulsar and the Communication Program coordination, in charge of the implementation of this project, are based in Buenos Aires, Argentina, where AMARC ALC’s Regional Office was situated between 2003 and March 2011. The production of materials that contribute to the dissemination and visibility of community radios, as well as to the training of their staff, has been a priority for AMARC ALC since its re-foundation in 2003.



## **10. SUSTAINABILITY:**

AMARC ALC's economic sustainability is based on: Contributions from the 550 direct associates through an annual fee; International cooperation in the framework of Action Programs, Mission and Objectives of the AMARC ALC; and the Creation of radio campaigns. The development of this project will be a fundamental advance towards the strengthening of AMARC ALC training, exchange, members' participation, promotion and materials production strategies, but its institutional functioning, services, technical conditions and infrastructure are guaranteed and its sustainability will not be impacted by the termination of this project.

## **11. FRAMEWORK OF MONITORING:**

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with AMARC ALC. Consolidated reports produced by the partners will be submitted to the IPDC on a recurrent basis by the IPDC Montevideo Office. AMARC ALC suggests Bruce Girard, director of Comunica ([www.comunica.org](http://www.comunica.org)) and founder of the Pulsar News Agency, to monitor and oversee the project.

## **12. EVALUATIONS CARRIED OUT:**

This project follows AMARC ALC lines of action on training, promotion of participation, production and materials to deepen discussions and exchanges about the role, challenges and future of community radio in the region. The creation of opportunities for exchange and training has historically been one of AMARC ALC's key contributions, and increased focus has been placed on the production of materials since 2003, with the support of international agencies, including IPDC. AMARC ALS has generated materials on several topics that are highly valued instruments in community broadcasters training.

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

There will be partial evaluations, as well as a final report, based on the objectives and expected results, and in agreement with UNESCO's requirements.

### **C. ADDITIONAL INFORMATION**

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

The main background for this project is the 10th AMARC World Assembly held in 2010. This massive gathering of community media highlighted once again the need to create spaces where broadcasters have the opportunity to dialogue with other similar organizations and with other specialists in the field. The evaluations made by AMARC 10 participants showed the need to create other such spaces and develop new strategies to deepen and expand exchanges.

#### Assistance sought other than that of IPDC:

AMARC ALC has initiated discussions with other institutions such as the Center of Competence in Communication for Latin America, the Friedrich Ebert Foundation and the Federal Authority of Audiovisual Communication Services (AFSCA) of Argentina - who supported and participated in AMARC 10 - in order to propose to them to support the production of a book about AMARC 10.

#### Previous IPDC support received by the submitter:

Regional Project (2005): Training trainers for community radio. Developed by AMARC ALC's Training Program.

Popular Correspondents (2008-2009): Human Rights in Latin America and the Caribbean. Developed by Púlsar News Agency.

Popular correspondents (2010): Supporting voices of the excluded sectors in Latin America. Developed by Púlsar News Agency.

## D. BUDGET

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

First transcription and editing conferences (text), audio editing and video selection	2000
Video edition as forum input materials	400
Website design for this materials and virtual forum	300
Virtual forum planification and call for participants	200
Virtual forum updating and moderation	1100
Systematization of AMARC 10, forum inputs and other materials (text, audio and video)	4000
Writing	1500
Edition and proofreading	1000
Graphic design	2000
Printing (1500 copies)	4000
Video edition	2 000
Audio edition	1 100
Distribution	1 000
Web design for outputs produced (audio, video and text)	400
<b>Total</b>	<b>US\$ 21 000</b>

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

Overall project coordination	9000
Communications costs	1800
Web hosting	200
<b>Total</b>	<b>US\$ 11 000</b>

# BOLIVIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>EDUCATING GRASSROOTS COMMUNICATORS FOR THE AFRO-BOLIVIAN NATIONALITY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 BOL/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 45 357</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 30 450</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p>Educación Radiofónica de Bolivia (ERBOL)  <a href="http://www.erbol.com.bo">www.erbol.com.bo</a></p> <p>Calle Ballivián 1323 Edif. Smith, 4to piso            Tel. 2204011 – Fax - 220388  <a href="mailto:waskarinti@gmail.com">waskarinti@gmail.com</a>  <a href="mailto:erbol@erbol.com.bo">erbol@erbol.com.bo</a></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Office in Quito</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Los Yungas Region, La Paz Bolivia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Andrés Gómez Vela National Executive Director of ERBOL</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

In Bolivia, radio is one of the mainstays of grassroots communication. Radio promoted the return to democracy and stood by the people throughout the imposition of the neoliberal economic model that was ruinous for the working class. But above all, community radio has given a voice to the Aymara, Quechua and Guaraní cultures. These cultures now receive information in their own languages, on topics of their interest, thereby empowering communities and making their reality more visible. However, the Afro-Bolivian culture (located mainly in the Los Yungas zone of Bolivia) has unfortunately not been represented this way. Their reality has little visibility in the private and public media, with very few Afro-Bolivian communicators in the media.

Accordingly, Educación Radiofónica de Bolivia (Erbol) proposes education for Afro-Bolivian grassroots communicators (the majority of which will be women) in radio and digital journalism, with foundations in communication and democracy and a course in computing, in an effort to provide skills to inform of and portray the history and trans-culturalisation of the Afro peoples with other cultures. It is important for the historical process of these peoples and their current situation to be known by Bolivian society, in order to recognize their needs. The project proposes for Afro-Bolivian journalists to consolidate via radio through the Aymara Network and the 'Between Two Cities' Programme (Radio Yungas and Erbol La Paz), and for trainees to get involved in the Erbol Network as correspondents, with their own space devoted to the Afro culture on the [www.erbol.com.bo](http://www.erbol.com.bo) digital newspaper, with an eventual view to forming an Afro-Bolivian network further down the line. This would provide these journalists with the opportunity to convey information effectively and to become familiar with the basic equipment they require in order to do so.

There is now a concrete possibility for communities to obtain radio frequencies, since the Telecommunications Law has been enacted, guaranteeing diversity and plurality in access to ownership of audiovisual media, and reserving 17% of the radio spectrum for non-profit community radio stations. With this Law, Afro communities will be able to submit a communication project to the relevant authorities in order to obtain a frequency on the FM band. Previously, the only possibility of obtaining a frequency was by paying for a private frequency, which until now has prevented the Afro communities from having one. The new Law opens up the possibility for Afro communities to have their own media outlet. This calls for Afro communicators to be trained in order to serve their communities and prepare a formal proposal to apply for a frequency from the authorities. This project therefore also includes formulating a communication project to apply for a community frequency in order to better serve these communities, with a fairer representation of the Afro-Bolivian population.

### 2. DESCRIPTION OF THE TARGET GROUP:

The target group will be 12 Afro-Bolivian grassroots communicators from the Los Yungas zone of La Paz in Bolivia (at least 7 of which will be women).

### 3. DEVELOPMENT OBJECTIVE:

The project will contribute to enabling minority ethnic groups, such as Bolivia's Afro population, to be represented in the media and thereby satisfy their needs for information, education and entertainment.

### 4. IMMEDIATE OBJECTIVE:

Twelve Afro-Bolivian grassroots communicators from the Los Yungas zone of La Paz, Bolivia will be trained in communication and democracy, computing, digital and radio journalism, as well as being equipped with the necessary technology to provide information on Afro-Bolivian culture and to reflect their needs, therefore making their communities' reality more visible through community media.

## 5. PROJECT OUTPUTS:

- 12 Afro-Bolivian grassroots communicators from the Los Yungas zone, trained in communication and democracy, computing and digital and radio journalism and the use of technological equipment (computers, cameras and digital recorders) in order to produce news immediately.
- 12 Afro-Bolivian grassroots communicators provided with radio space on the Aymara Network and on the 'Between Two Cities' Programme (Radio Yungas and Erbol La Paz), as well as with a space in the Erbol digital newspaper. They will also serve as correspondents for the Erbol network.
- The Afro-Bolivian community has a project to apply for a community frequency under the Telecommunications Law.
- Radio Yungas, reinforced by a new set of equipment (computer, camera and digital recorder) for the radio programme, granted to the Afro-Bolivian community.
- Erbol will be reinforced with two sets of equipment (2 computers, 2 cameras and 2 digital recorders) for the use of Afro-Bolivian journalists in the space allotted on Radio Erbol La Paz and the Erbol digital newspaper. Erbol has also received the rest of equipment (3 computers, 9 cameras and 9 digital recorders) to reinforce training for grassroots communicators until the Afro-Bolivian community obtains a frequency and the equipment is donated to the community media outlet.

## 6. ACTIVITIES:

- Coordinate the project in the community
- Select four trainers
- Design contents to train Afro-Bolivian journalists in communication and democracy, computing, radio journalism and digital journalism
- Invite the 12 Afro-Bolivian communicators, already active in community media
- Purchase equipment: 6 laptop computers (one per two journalists), 12 digital cameras (10 mega pixels) and 12 portable recorders to produce news. This equipment will be used in the workshops and will also allow the community to produce news and radio content
- Rent a room for workshops and a recording studio
- Engage an internet service company in the rural area for the workshops
- Five-day workshop on communication and democracy
- Five-day workshop on computing
- Workshop on radio journalism: four modules, each module lasting five days
- Workshop on digital journalism: four modules, each module lasting five days
- Produce radio content, and prepare news reports and items using journalists' own equipment
- Broadcast radio contents on a radio programme on the Aymara Network and the 'Between Two Cities' programme (Radio Yungas and Erbol La Paz)
- Design a section on the Afro community in Erbol's digital newspaper, portraying the political, social, economic and cultural situation of the Afro-Bolivian population through news items and reports prepared by the Afro journalists
- Incorporate the 12 Afro-Bolivian journalists into the Erbol Network
- Broadcast news reports and items in the section devoted to the Afro community in Erbol's digital newspaper
- Prepare a document systematizing the experience to inform project design so the community can obtain a frequency under the Telecommunications Law
- Donate equipment to Radio Yungas and to Erbol with the agreement to pass the equipment on subsequently to the Afro-Bolivian community once the license has been obtained

## 7. PROJECT INPUTS:

- Project coordinator
- Four trainers for the workshops on communication and development, computing, radio journalism and digital journalism
- Equipment: 6 laptop computers, characteristics: Hp Pavilion G42-465LA, 14" Monitor, 2.4GHz Core i3 processor, RAM DDRIII 3Gb memory, Hard disk 500Gb sata, Reader, DVD DL copier, Webcam and Microphone, 1000 M Network base and WiFi; 12 digital cameras (10 mega pixels) and 3xzoom/Canon or Sony; Olympus digital recorders, VN-5200 PC compatible with WMA
- Engage an Internet service company in the rural area
- Workshop rooms and recording studio
- Erbol Website
- Space on Aymara Network, Radio Yungas and Erbol La Paz
- Erbol Network
- Consultant to systematize the experience and formulate a communication project to apply for a frequency under the Telecommunications Law

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Coordinate the project in the community	■											
Select trainers		■										
Design contents for workshops		■										
Invite participants		■										
Purchase equipment		■	■									
Rent room for workshops and a recording studio				■								
5-day workshop on communication & democracy				■								
5-day workshop on computing				■								
Workshop on radio journalism (4x5-day modules)				■	■	■						
Workshop on digital journalism (4x5-day modules)				■	■	■						
Produce radio content and prepare news reports					■	■						
Broadcast radio content							■					
Design section in ERBOL's digital newspaper							■					
Broadcast news reports in the digital newspaper							■					
Incorporate the journalists into the ERBOL network							■					
Prepare document systematizing the experience and design project to obtain a frequency								■	■			
Donate equipment										■		
Submit final reports											■	

## 9. INSTITUTIONAL FRAMEWORK:

Educación Radifónica de Bolivia (ERBOL) is an association of news and educational radio stations that has worked in Bolivia for 44 years. Its work has a broad geographical scope, with satellite programming on its National Network, reaching large rural and urban audiences where television signals and the contents of other media do not have coverage.

Its cultural networks of radio stations reinforce its communicational capacity, broadcasting in native languages. The most outstanding are: The Quechua Satellite Network of radio stations where there are Quechua-speaking audiences; the Aymara Satellite Network, grouping radio stations in areas with Aymara-speaking audiences; the Guaraní Communication Network, comprising radio stations in the country's Guaraní-speaking region; the Indigenous Network, grouping the cultural-language networks with a nationwide audience; the Beni and Pando Network, reaching Bolivia's Amazon region; the Pío XII Network, covering southern valleys and altiplano; and the Aclo Network, which has captured audiences in Bolivia's emerging south. Erbol (La Paz) has an office with 44 workers in the different areas. The institution averages an annual income of 1 890 842 Bs, from advertising revenues. It also implements radio projects with other institutions.

**10. SUSTAINABILITY:**

The project will consolidate the Afro-Bolivian journalists on the Aymara Network's radio space and the 'Between Two Cities' programme (Radio Yungas and Erbol La Paz), and include them among the Network's correspondents to increase the flow of information, in order not only to transmit news but also to exchange news among the various other communities. In addition to radio, the [www.erbol.com.bo](http://www.erbol.com.bo) website will feature news by Afro-Bolivian journalists to make visible the daily reality of the Afro population.

The purchase of equipment is also a key component for the project's sustainability. Erbol proposes to donate a set of equipment (computer, recorder and digital camera) to Radio Yungas, where the Afro-Bolivian journalists will have a news program. The institution also proposes to donate two sets of equipment to Erbol to support subsequent training, and the remainder of the equipment to the Afro community once they obtain the community frequency, so that the community has equipment from the outset. This would be on the basis of the principle that the equipment belongs to the community and is only at the service of community communicators, to ensure that the community has the necessary tools to produce information.

**11. FRAMEWORK OF MONITORING:**

Project implementation will be monitored by UNESCO-Quito Office.

**12. EVALUATIONS CARRIED OUT:**

Erbol's Education and Training area has a long background in training grassroots journalists and reporters, so their experience in this field is proven. Their latest collaborator was the European Union (project 2010-2011) to train grassroots communicators in the Chapare region of Cochabamba.

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

The beneficiary agency undertakes to report on project progress on a four-month basis to UNESCO-Quito Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Andrés Gómez, Executive Director of Erbol, will prepare and submit the reports.

**D. BUDGET**

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

1 national trainer for workshop on communication and democracy (\$50 x 5 days)	250
1 national trainer for workshop on computing (\$50 x 5 days)	250
1 national trainer for radio journalism workshop (4 modules x 5 days) (\$50 x 20 days)	1 000

1 national trainer for digital journalism workshop (4 modules x 5 days) (\$50 x 20 days)	1 000
Materials (whiteboards, erasable markers, 2-inch masking tape and cardstock cards)	200
Rental of recording studio for radio journalism workshop (\$90 x 15 days of rent).	1 350
Rental of rooms for workshops, data display and laptop for 50 days	850
Engagement of Internet service company in the rural area for the workshops	500
Transport and food for workshop on communication and democracy (12 Afro-Bolivian journalists + 1 trainer + 1 support person x 5 days x \$20)	1 400
Transport and food for workshop on computing (12 Afro-Bolivian journalists + 1 trainer + 1 support person x 5 days x USD 20)	1 400
Transport and food for workshop on radio journalism (12 Afro-Bolivian journalists + 1 trainer + 1 support person x 20 days x \$20)	5 600
Transport and food for workshop on digital journalism (12 Afro-Bolivian journalists + 1 trainer + 1 support person x 20 days x \$20)	5 600
Systematization of the experience and design of a project to obtain a frequency	1 300
<b>Sub-Total</b>	<b>20 700</b>
6 laptop computers, characteristics: Hp Pavilion G42-465LA, 14" Monitor, 2.4GHz Core i3 processor, RAM DDRIII 3Gb memory, Hard disk 500Gb sata, Reader, DVD DL copier, Web Camera and Microphone, 1000 M Network base and WiFi (\$935 x 6 computers)	5 610
12 digital cameras (10 mega pixels) and 3x zoom / Canon or Sony. 935 (\$250 x 12 cameras)	3 000
Digital recorders Olympus, VN-5200PC. VN-5200 PC compatible with WMA (\$95 x 12 recorders)	1 140
<b>Sub-Total (Equipment)</b>	<b>9 750</b>
<b>Total</b>	<b>US\$ 30 450</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b> (in US dollars)	
Project coordinator x 10 months	6 000
Activities to coordinate with leaders of Afro Bolivian community societal organizations (travel fares and costs of staying in the region)	270
Coordinate with representatives of Afro community organizations and institutions in the city of La Paz (travel fares)	30
Supervise a radio project for the Afro Bolivian nationality	400
Broadcast contacts directly on the Aymara Network and Between Two Cities programme, broadcast on the Erbol Network	300
Design exclusive section on the digital newspaper	1000
Installation of software (free) to send news items to the digital portal and continual contacts with the Erbol Network	250
Broadcast radio programmes (\$143 per day, for 15 radio programmes); Provision of ongoing support to radio stations	3 645
Communication expenses	1 000
Contingencies	2 000
<b>Total</b>	<b>US\$ 14 907</b>



## COLOMBIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>INVESTIGATIVE JOURNALISM REGARDING DRUG TRAFFICKING AND SELF-PROTECTION MECHANISMS FOR JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 COL/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Promoting freedom of expression &amp; media pluralism</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 65 855</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 35 355</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Fundación Gabriel García Márquez para el Nuevo Periodismo Iberoamericano (FNPI)</b>  <a href="http://www.fnpi.org">www.fnpi.org</a></p> <p><b>Centro, calle San Juan de Dios # 3-121.            Cartagena de Indias            Colombia            Tel. 57 - 5 – 6645890</b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Quito Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Cartagena, Colombia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Paola Valderrama            Programme Director, FNPI</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Drug trafficking has become one of the main causes of problems relating to security, violence, corruption and weakening of democracy in the countries of Latin America. The Gabriel García Márquez Foundation for New Ibero-American Journalism (FNPI) has pursued since 2008 its project to promote better understanding of this phenomenon by journalists and editors of media in the region; to build capacities for quality journalism; and to encourage collaborative networking among journalists for transnational coverage. These aims are pursued through international seminars and workshops with editors and journalists, and by creating the Cosecha Roja journalism network (<http://cosecharoja.fnpi.org>), which promotes best practices when covering drug trafficking and organized crime in Latin America. This Programme has generated transnational knowledge about this phenomenon and has shown participating journalists the need to transcend the kind of journalism that only tallies casualties and kilos of drugs seized.

Fear of reporting on these topics continues to spread among journalists however, with increasingly fewer reporters venturing to cover drug trafficking issues because they fear for their lives. Although FNPI has provided a major opportunity for training in investigative and narrative journalism, there is a vacuum in specialized training on security and protection for journalists.

The geographical area where drug trafficking is most active is at borders between countries. The most compromised borders in South America exist between Colombia and Ecuador and Colombia and Venezuela, these being the most heavily affected by the consequences of Colombia's armed conflict, ruled by organized gangs which have taken over the communities, marking their territories and setting their own rules. Access to these places is limited and highly dangerous, but there are journalists who have managed to get to the centres where the armed outlaw groups operate, including guerrilla, paramilitary, drug traffickers or smugglers. They have contacted key persons to understand these phenomena and the situation prevailing at borders. However, in doing so, they risked their lives. Local and national media provide no security teams for journalists, no guidance regarding coverage in hazardous zones, and no provision of recommendations on what to do in certain situations, how to act when there is a shootout or kidnapping, or how to deal with an armed person, amongst other situations.

Consequently, the project proposes to provide journalists who cover drug trafficking and organized crime, working along Colombia's border zones, with training on self-protection mechanisms, complemented by key techniques of investigative journalism regarding the handling of confidential sources and information, in order to reveal the facts without affecting other persons' safety. The component of research will be designed in the above context, seeking to cover narcotics from different angles and as a transnational phenomenon. This project also proposes to use the Cosecha Roja journalism network to enable new journalists to get involved in exchanging and sharing information, and form strategic alliances for investigation and reporting. This exchange must happen specifically among journalists from different countries, since this will significantly facilitate the search for information, saving resources and time, and above all, relate the facts, persons and gangs with their connections in the other countries. Media safety policy must be promoted to ensure that information on crucial issues such as drug trafficking and organized crime, which directly affect citizens' daily lives, are made known to the entire society, so that society can make well-informed decisions.

The project will guarantee gender equality in the workshop participation and will utilize the knowledge of experts on safety of journalists and investigative journalism, capable of providing gender perspectives in the workshop contents.

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

15 journalists (8 women and 7 men) from Colombia, Ecuador and Venezuela who cover drug trafficking and organized crime, and especially who work in border zones or cities with high levels of violence and insecurity.

## **3. DEVELOPMENT OBJECTIVE:**

To strengthen the media as a platform for democratic discourse through mechanisms to protect journalists, thus ensuring coverage and investigation of issues affecting society at large. This must consequently be reflected in the media.

## **4. IMMEDIATE OBJECTIVE:**

15 journalists who cover drug trafficking and organized crime will obtain skills to protect themselves in dangerous, vulnerable or highly unsafe situations, and will acquire key investigative journalism techniques regarding the handling of confidential sources and information, to reveal the facts without hurting the safety of other persons, and to obtain strategies to cover drug trafficking and organized crime from various angles, as a transnational phenomenon.

## **5. PROJECT OUTPUTS:**

- 15 journalists equipped with the skills to:
  - Protect themselves in dangerous, vulnerable or highly unsafe situations
  - Apply key investigative journalism techniques regarding handling of confidential sources and information, to reveal the facts without hurting the safety of other persons, and strategies to cover drug traffic and organized crime from various angles, as a transnational phenomenon.
- 2 projects to investigate drug trafficking and organized crime involving all three countries (Colombia, Ecuador and Venezuela) formulated by the 15 participating journalists. These joint investigation projects will apply strategies of collaboration and will be published in the Cosecha Roja or other media interested in broadcasting them.
- The 15 aforementioned journalists will join the Cosecha Roja network, exchanging and forming alliances for collaboration among journalists from different countries for joint investigations.
- Document summarizing mechanisms to protect journalists and investigative journalism techniques learned at the workshops as strategic recommendations.

## **6. ACTIVITIES:**

- Public invitation through the [www.fnpi.org](http://www.fnpi.org) website and its registration system
- Participant selection
- Selection of international trainers
- Academic design of workshops
- Coordination of workshops
- Workshop 1: Self-protection mechanisms for journalists who cover drug traffic and organized crime. Duration: 3 days in the city of Bogotá (since it is near FNPI headquarters).
- Workshop 2: Investigative journalism techniques regarding handling of confidential sources and information, to reveal the facts without hurting the safety of other persons, and strategies to cover drug traffic and organized crime from various angles, as a transnational phenomenon. Duration: 4 days, held in Bogotá.
- Formulation of two projects to investigate drug traffic and organized crime involving all three countries (Colombia, Ecuador and Venezuela) by the 15 participating journalists. These joint investigation

projects will apply strategies of collaboration and will be published in the Cosecha Roja or media interested in broadcasting them.

- Training of journalists to use the Cosecha Roja network.
- Preparation of a document summarizing mechanisms to protect journalists and investigative journalism techniques learned at the workshops as strategic recommendations.
- Publicizing the document on the Cosecha Roja Website so that other journalists can access these recommendations.

## 7. **PROJECT INPUTS:**

- Project coordinator and assistant
- International trainer for Workshop 1
- Working material for workshop 1 (security devices, instructional videos)
- International trainer for Workshop 2
- Working materials for Workshops 1 and 2 (folders, pens, notebooks, texts)
- Airfare for international trainers
- Airfare for journalists from Ecuador and Venezuela
- Domestic airfare for local journalists
- Food for participants
- Accommodation for participants
- Rental of workshop rooms and equipment
- Red Harvest Network ([www.cosecharoja.fnpi.org](http://www.cosecharoja.fnpi.org))
- Technique to train journalists to use the Cosecha Roja network
- Document summarizing mechanisms to protect journalists and investigative journalism techniques learned at the workshops as strategic recommendations

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Invitation and registration via the FNPI website	■											
Participation selection		■										
Selection of international trainers		■	■									
Academic designing of workshops				■	■	■						
Coordination of Workshops 1 and 2				■	■	■						
Workshop 1: Self-protection mechanisms							■					
Workshop 2: Investigative journalism techniques							■					
Formulate 2 projects investigating drug traffic & organized crime, involving 3 countries							■					
Train journalists to use the Cosecha Roja network							■					
Prepare recommendations for journalists working in dangerous zones & publicize via CR website								■				
Evaluation and final report									■			

## 9. **INSTITUTIONAL FRAMEWORK:**

The Gabriel García Márquez Foundation (FNPI) is an international centre created in 1994 at the initiative of writer and journalist Gabriel García Márquez, to promote excellence in journalism and its contribution to democracy and development in the countries of Latin America and Spain. To fulfil its mission, FNPI holds

workshops and seminars for professional exchange, promotes incentives for journalistic quality, hard-copy and digital publications, and works to build networks to support journalism. In its 16 years of activities, FNPI has benefitted over 8000 journalists in 27 countries.

#### **10. SUSTAINABILITY:**

The Cosecha Roja network of judicial journalists ([www.cosecharoja.fnpi.org](http://www.cosecharoja.fnpi.org)) will publicize the recommendations on protection for journalists and investigation techniques learned at the workshops. These recommendations will be accessible to all members of Cosecha Roja who cover judicial sources. The Network will also be used as a platform for ongoing exchange among journalists from other countries and from different media. Moreover, FNPI will coordinate this project with organizations that have experience in issues related to safety of journalists, such as International Media Support, the Foundation for Press Freedom and Media for Peace, in order to obtain the best quality.

#### **11. FRAMEWORK OF MONITORING:**

Project implementation will be monitored by UNESCO Quito Office.

#### **12. EVALUATIONS CARRIED OUT:**

The Foundation has been evaluated in various projects supported by International Media Support (IMS), Open Society Institute (OSI), AECI, CAF, NUFFIC, IDB, UNDP, the British Embassy in Colombia, NED, SEGIB, and OEI, among others.

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

The beneficiary agency undertakes to report on the project's progress on a four-month basis to UNESCO-Quito Office, and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Paola Valderrama, Programme Director of FNPI, will submit the reports.

### **D. BUDGET**

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

<b>Specific Costs for Workshop 1</b>	
One trainer for international workshop on self-protection mechanisms (3 days x \$250)	750
Airfare for international trainer for Workshop 1	1 500
Food, lodging and local transport for the trainer (daily rate UN Bogotá \$255 x 4 nights)	1 020
Working material for Workshop 1 (rental of security devices, instructional videos)	2 000
Rental of rooms and equipment for workshop 1 (3 days x \$600)	1 800
Working materials for workshops 1 and 2 (folders, pens, notebooks, texts)	400
Food for participants (15 journalists + 2 organisers x \$25 x 3 days)	1 275
Lodging for 15 journalists + 2 participants in Bogotá x 4 nights x \$65	4 420
<b>Sub-Total Workshop 1</b>	<b>13 165</b>
<b>Specific Costs for Workshop 2</b>	
One trainer for international workshop on investigative journalism (4 days x \$250)	1 000
Airfare for international trainer for workshop 2	1 500

Food, lodging and local transport for the trainer (daily rate UN Bogotá \$255 x 5 nights)	1 275
Rental of rooms and equipment for workshop 2 (4 days x \$600)	2 400
Working materials for workshops 1 and 2 (folders, pens, notebooks, texts)	400
Food for participants (15 journalists + 2 organizers x \$25 x 4 days)	1 700
Lodging for 15 journalists + 2 participants in Bogotá x 4 nights x \$65	4 420
<b>Sub-Total</b>	<b>12 695</b>
<b>General Costs</b>	
Domestic airfare for project coordinator and assistant (Cartagena-Bogotá round trip)	400
Airfares for journalists from Ecuador and Venezuela (domestic flights with international connections: 10 journalists x \$700)	7 000
Domestic airfares for local journalists from Colombia (5 \$150)	750
Local transport for journalists (airport-workshop-hotel, van service) 7 days x \$35	245
Technique to train journalists to use the Cosecha Roja network	500
Document summarizing mechanisms to protect journalists and investigative journalism techniques learned at the workshops as strategic recommendations	600
<b>Sub-Total General Costs</b>	<b>9 495</b>
<b>Total</b>	<b>US\$ 35 355</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project coordinator for 9 months	9 000
Project assistant for 9 months	4 500
Project accountant for 9 months	2 000
Red Harvest Network platform	3 000
Office rental for 9 months	9 000
Communications, internet, international telephone calls	3 000
<b>Total</b>	<b>US\$ 30 500</b>

# ECUADOR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>MEDIA SELF-REGULATION AND GENDER TRAINING FOR NEWS EDITORS AND JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 ECU/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 48 786</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 26 086</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Guild of Journalists of Pichincha (CPP) and Ecuadorian Association of Newspaper Publishers (AEDEP)</b> <a href="http://www.aedep.org.ec">www.aedep.org.ec</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Quito Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Quito, Ecuador</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Nydia Piedra, President, CPP</b> <b>Diego Cornejo, Executive Director, AEDEP</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Application of the UNESCO Media Development Indicators (MDI) in Ecuador has revealed that media self-regulation mechanisms, such as using codes of ethics or editorial guidelines, are not fully practiced. The study also showed that only one print medium has a Public Ombudsman to receive readers' complaints, and in the entire country there are no Press Councils or Commissions for complaints that might ensure good journalism practices in day-to-day work. In turn, citizens' perception of the media is not positive: 51.74% consider the media corrupt<sup>9</sup>.

The National Assembly may soon enact the Communication Law, proposing to regulate media contents, arguing the need to improve the quality of information and prevent media sector abuse. The non-enforcement of ethical standards in some media has led several societal organizations to support such a law, along with a considerable part of the citizenry. Consequently, following up on the recommendations made by the 2011 Media Development Analysis in Ecuador, media self-regulation must be reinforced to recover public credibility and the rigor of journalistic practice. This will require both journalists and media owners/management to understand the usefulness and benefits of self-regulation and make a genuine commitment to adopting codes of ethics, using them in daily activities.

For this reason, the Guild of Journalists of Pichincha (CPP) and the Association of Newspaper Editors of Ecuador (AEDEP) propose a project to implement clear self-regulation standards and best practices at all hierarchical levels of the media industry, from reporters up to media management. This will make results more effective and this commitment will become media policy at all levels. Another of the most common criticisms about the content of media in Ecuador is their treatment of women, reproducing sexist stereotypes or limiting women to household roles or as the weaker sex. Therefore, the training must include a component of gender training, in order to reflect the fact that gender equality is a fundamental human right and portray a balanced image in media contents, using appropriate, non-sexist language.

To meet these aims, the sponsoring institutions propose training workshops for management, editors and journalists about self-regulation and gender. AEDEP brings together media owners, which in this project will guarantee the commitment of managers and editors. AEDEP and CPP also intend to make the workshop contents into a complete self-regulation guide for Ecuador's print media, based on the Professional Journalist's Ethics of Ecuador and current media codes in this country. The document will include a specific chapter on gender, based on the manual "Getting the Balance Right: Gender Equality in Journalism" published by the International Federation of Journalists (IFJ) in collaboration with UNESCO.

This guide will concentrate on the principles of self-regulation and promotion of gender equality, as well as looking at appropriate mechanisms to put them into practice, including recommendations and an action plan for implementation. This output will be publicized in the print media nationwide and discussed in schools of journalism/communication, to generate a culture of media self-regulation right from university training.

### 2. DESCRIPTION OF THE TARGET GROUP:

Primary target group: 40 managers, editors and journalists from the main print media of Ecuador (El Universo, El Comercio, El Hoy, La Hora, El Expreso, El Tiempo, El Mercurio), with priority given to managers and editors, since they will lead the self-regulation policy in the long term.

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<sup>9</sup> Analysis of Media Development in Ecuador (2011). Based on UNESCO's Media Development Indicators (2011) UNESCO pp93-94



Secondary target group: Print media nationwide and 15 schools of journalism/communication.

### **3. DEVELOPMENT OBJECTIVE:**

Promote the role of the media as a platform for democratic discourse, by strengthening media self-regulation and respect for the profession, reflecting the broadest diversity of society's points of view and re-establishing the media's credibility.

### **4. IMMEDIATE OBJECTIVE:**

40 managers, editors and journalists from Ecuador's main print media will internalize the benefits of self-regulation, use codes of ethics in their daily practice, and promote gender equality in terms of the content they produce and also within their organization, with the necessary foundations to set up effective mechanisms for self-regulation (such as Public Ombudsman functions). The print media from the entire country and 15 schools of journalism/communication will have a complete guidebook on self-regulation and gender.

### **5. PROJECT OUTPUTS:**

- 40 managers, editors and journalists from the country's main print media, able to put into practice codes of ethics, editorial guidelines and professional guidance and have the tools to set up public ombudsman or press council functions.
- 40 managers, editors and journalists are able to promote gender equality in media contents
- A complete guide on self-regulation and gender for the print media of Ecuador. This guide will concentrate on the principles of self-regulation and promotion of gender equality, with recommendations and an action plan for implementation.
- Print media nationwide will have a complete self-regulation and gender guidebook.
- 15 schools of journalism/communication will have a self-regulation and gender guidebook.

### **6. ACTIVITIES:**

- Workshop (5 days total) Contents:
  - Benefits of self-regulation and practice of codes of ethics, editorial guidelines and professional guides.
  - Guidelines to create ombudsman and press council functions (requirements, membership, regulations, functions, obligations, financing, analyses of concrete cases with complaints by the public and how they were resolved).
  - Gender equality and guidelines for ethical coverage of gender issues.
- Prepare, design and publish a complete guide for self-regulation in the print media of Ecuador with a specific chapter on covering gender issues, based on the manual "Getting the balance right: Gender equality in Journalism". This guide will concentrate on the principles of self-regulation and promotion of gender equality, with recommendations and an action plan for implementation (Duration: 2 months).
- Distribute the guidebook to print media all over the country.
- Discuss the guidebook in schools of journalism/communication at 15 universities in Ecuador.

### **7. PROJECT INPUTS:**

- One international trainer on self-regulation who can prepare a complete guide on self-regulation
- One international trainer on gender equity who can prepare a specific guidebook on gender issues for journalistic coverage
- Working materials for the workshops: specific texts on self-regulation and gender equity, and supporting material
- Airfares for international trainers

- Food for trainers and participants
- Lodging for international trainers
- Rental of rooms for the workshops
- Design and print the guidebook
- Local courier service to distribute the guidebook to print media all over the country
- Domestic airfare to publicize the guidebook

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Select and hire 2 international trainers	■	■										
Select participants	■	■										
Reproduce working materials for workshops			■									
Rental of rooms and equipment for workshops			■									
Publicity for workshops				■								
Workshops					■							
Prepare a guide on self-regulation and gender						■	■					
Design and print the guidebook								■	■			
Distribute the guidebook to national print media										■		
Discuss guide in 15 journalism/comm. schools										■		
Submit reports											■	

**9. INSTITUTIONAL FRAMEWORK:**

The Ecuadorian Association of Newspaper Editors (AEDEP) is a legal entity under private law, formed on 26 December 1985, comprising companies that publish newspapers, magazines and other periodicals printed in this country. It currently comprises 10 member companies that publish the newspapers and magazines with the largest circulation in Ecuador, including those that most influence public opinion.

Its goals include: 1) To contribute to national development on the basis of freedom of thought, expression and information and other constitutional guarantees; 2) To reaffirm the values of freedom of the press and independent ethics for journalism; and 3) To safeguard the survival of journalistic companies. AEDEP is a national reference point in the defense of freedom of expression, of journalism that is independent of all forms of power and since 1985 it has struggled to reaffirm the inter-American standards regarding journalism, fundamental freedoms and human rights. AEDEP belongs to the Inter-American Press Association (SIP/IAPA) and the World Association of Newspapers (WAN).

The Guild of Journalists of Pichincha (CPP) is a professional federation which demands respect for professional practice and full enforcement of the freedom of expression, promoting the building of active citizenship through processes and actions framed within social responsibility for speech. CPP’s responsibilities include contributing to its members’ professional and human development and improving institutional management by identifying and applying practices which will contribute to defending proper professional practice.

## 10. SUSTAINABILITY:

Once the project has concluded, CPP and AEDEP commit to continue encouraging use of the codes of ethics. The self-regulation and gender guide will be publicized in the media and its use will be monitored by both organizations. Most importantly, this guide (which will be disseminated in schools of journalism) will contribute in a significant way to generate a culture of self regulation right from university level. Future journalists will have the skills to act in an ethical and rigorous way, and will be aware of the importance of the audience's opinion in order to improve their work.

## 11. FRAMEWORK OF MONITORING:

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with CPP and AEDEP.

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

The beneficiary agency undertakes to report on project progress at the conclusion of each project activity phase. Additionally, 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. Nydia Piedra, President of the Guild of Journalists of Pichincha (CPP), and Diego Cornejo, Executive Director of Ecuadorian Association of Newspapers Publishers (AEDEP), will prepare the reports.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
One international expert on self regulation (\$250 x 3 days)	750
One international expert on gender (\$250 x 2 days)	500
Airfares for 2 international trainers (\$1500 x 2 trainers)	3 000
Food, lodging and local transportation for one expert on self-regulation (UN daily rate for Quito \$198 x 4 nights)	792
Food, lodging and local transportation for one international expert on gender (UN daily rate for Quito \$198 x 3 nights)	594
Publicity for workshops	350
Food for participants during the workshops (40 trainees + 6 organizers x \$25 x 5 days of workshops)	5 750
Rental of room and equipment for the workshop (\$350 x 5 days of workshops)	1 750
Materials for workshops (documents, folders, notebooks, pens)	2 000
The expert on self-regulation and the expert on covering gender issues prepare the guidebook.	2 500
Design and print the guidebook (2000 copies)	6 000
Distribute the guidebook to print media all over the country.	1 000
Publicize the guidebook among schools of journalism/communication (airfares for three provinces (\$150 x 3 x 2 representatives of the project + food \$200)	1 100
<b>Total</b>	<b>US\$ 26 086</b>

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

Project coordinator (\$700 x 10 months)	7 000
Project assistant (\$400 x 10 months)	4 000
Accountant (\$250 x 10 months)	2 500
Office rental x 10 months	6 000
Communications for project coordination x 10 months	1 000
Local transport to coordinate project activities x 10 months	500
Unforeseen expenses	1 200
Reporting on the project.	500
<b>Total</b>	<b>US\$ 22 700</b>

## PERU

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING WOMEN JOURNALISTS IN ICTS AND GENDER</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 PER/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse.</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 32 300</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 20 600</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>ILLA Education and Communication Center</b>  <b>Calle Torres Paz 1360, Oficina 404</b>  <b>Santa Beatriz – Lima</b>  <b>Peru</b>  <b>Tel. 4717901</b>  <a href="http://www.illa.org.pe">www.illa.org.pe</a></p> <p><b>Contact: Rosa Sueiro, Director of ILLA</b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<p><b>Rosa M. González</b>  <a href="mailto:r.gonzalez@unesco.org">r.gonzalez@unesco.org</a>  <b>Communication and Information Advisor</b>  <b>for the Andean Countries, UNESCO Quito</b></p>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Peru</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Rosa Sueiro, Director of ILLA, with the assistance of UNESCO/Quito</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

ILLA Education and Communication Centre, constituted as a Non-Governmental Development Organization, has been working for the community sector since 1978. In a recent study, ILLA identified that only 2% of women working in community media attend training workshops. Although there are many women working in community radios as announcers with their own programmes, when training events are held, most participants are men. This is the case because women have little influence in decision-making in the communications media where they work and in their communities.

ILLA seeks to ensure that women journalists can access training opportunities, to take advantage of new technologies and give women's roles a higher profile in society. A promotion and recruitment campaign will be carried out among female journalists and communicators from community radio stations nationwide. It is important for women to know how to access information, however a recent survey found that women commonly use email and internet chat, but don't often use the internet to expand their knowledge. To overcome this gender-related digital divide, women must have opportunities to develop skills in handling ICTs.

In Peru, Internet access has been incipient, and many community radio stations do not yet have continuous, stable service. This has prevented them from developing their own new products or acting quickly in covering events relevant to their communities. Recently however, major progress has been apparent. ILLA is working closely with 300 legalized community radio stations, to exchange information, update issues and provide training.

Peruvian community media have become the voice of thousands of isolated or marginalized persons, significantly democratizing this media platform. In an effort to ensure that community communication services grow stronger, expand and improve in a quality manner, these workshops seek to train women journalists in key tools to navigate on the internet, create a website, use networks, platform 2.0, create an online radio, upload audio and video to cyberspace, manage blogs and create podcasts. ILLA is also seeking to train female journalists to conduct their radio programmes with gender perspectives, to reduce sexist stereotypes in programming content and promote an approach to work based on equality.

ILLA has extensive experience in managing training, currently organizing the Diploma Course on Communication and Development in alliance with the University of Huánuco in Peru. This course, targeting journalists from local and/or regional radio stations, has striven for equitable participation in terms of gender. Nevertheless, ILLA is working to further enhance the quality of the training they give community media. This project will elicit support from expert organizations from neighbouring countries where the community movement is well developed, in order to apply successful experiences or methodologies from other countries in community media in Peru.

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

50 female journalists and communicators from community radio stations in Peru (especially Puno, Ayacucho, Lambayeque, Pasco, Ica, and Loreto), from areas where there is very little knowledge and training about the use of new technologies applied to journalistic communication, and in which women have little influence in decision-making by the communications media where they work, will be trained in gender equality and applications for ICTs. The project will involve journalists from the legalized community radio stations belonging to the ARI Association.

### **3. DEVELOPMENT OBJECTIVE:**

The project will contribute to increasing plurality and diversity in Peru by building women's capacities to use the media as a platform for democratic discourse, in an effort to highlight women's roles in the media and their decision-making capacity.

### **4. IMMEDIATE OBJECTIVE:**

50 female journalists and communicators from community radio stations in Peru will acquire skills in using ICTs and knowledge about gender equality to improve media programming and contents, through attending two training workshops lasting four days each. In addition, an online training platform will be set up to establish new sources of guidance in order to multiply the knowledge within the media community.

### **5. PROJECT OUTPUTS:**

- 50 female journalists and communicators able trained in the use of new technologies to strengthen community media services and to cover news from a gender perspective, producing contents without sexist or discriminatory stereotypes
- 6 radio micro reports produced (3 per workshop)
- Set-up of an online training platform

### **6. ACTIVITIES:**

The project consists of 2 training workshops (delivered in the cities of Piura and Lima) on ICTs, digital radio production and gender equality, for 50 women journalists from community radio stations (25 per workshop).

The initiative will be promoted among female journalists and communicators from community radio stations nationwide. The workshops will be directed by experts in new technologies and gender, with each lasting 4 consecutive days. Systematization of the training content and setting up of a virtual platform will enable the content to be accessed online.

### **7. PROJECT INPUTS:**

- One trainer from a neighbouring country, who is an expert in new technologies and digital radio production (IPDC contribution)
- One trainer from a neighbouring country who is expert in gender equality (IPDC contribution)
- Equipped rooms: Computers, recording and editing booth (IPDC contribution)
- Materials for training (IPDC contribution)
- Promotional campaign among female journalists and communicators from community radio stations nationwide (ILLA contribution)
- Transport, lodging, food for participants and trainers (IPDC contribution)
- Systematization and setting up of virtual platform (IPDC contribution)
- A coordinator for the workshops (ILLA contribution)
- Two local assistants for trainers, participants and for coordination work (ILLA contribution)
- Office (computers, telephones, inputs) (ILLA contribution)
- Hosting Website (ILLA contribution)
- Digital recording booths (ILLA and IPDC contribution)

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Organize logistics	■											
Hire trainers	■											
Promotional campaign	■	■										
Prepare materials		■										
Workshop 1 - Piura			■									
Workshop 2 - Lima			■									
Systemization and set-up of virtual platform			■									
Evaluation and reporting				■	■							

## 9. INSTITUTIONAL FRAMEWORK:

ILLA Education and Communication Center, constituted as a Non-Governmental Development Organization, has worked for the community sector since 1978. Its team of professionals from diverse specialties and disciplines share a common approach to working for communication, democracy and development. In Peru, ILLA has served two terms on the Managing Council of the National Association of Centres (ANC), an institution representing Peru's non-governmental organizations. ILLA has also served on the National Consensus-Building Group for the Struggle against Poverty, in the National Agreement, and for years has promoted the National Conference on Social Development (CONADES) which brings together numerous projects with organizations and institutions of civil society, federations and associations of rural peoples nationwide. Furthermore, ILLA has been the Peruvian representative of the World Association of Community Radio Stations (AMARC). ILLA has served two terms on the National Managing Council of the National Radio Coordinator (CNR) which networks over 70 educational radio stations throughout Peru. ILLA has also supported implementation of three local radio stations in Jayanca (Lambayeque), Pachacútec (Ica) and Ignacio Escudero (Piura).

ILLA uses various forms, settings and media to reach rural and peri-urban population groups, achieving extensive coverage, social impact, influence in public opinion and policy advocacy. At present, ILLA is collaborating closely with 300 community and educational radio stations nationwide, actively participating in networks of NGOs, journalists and community media, and pursuing campaigns and citizen consultations in various regions (especially Puno, Ayacucho, Lambayeque, Pasco, Ica, and Loreto), regarding sustainable development and democracy. ILLA is building the capacities of journalists from local radio stations to improve their contribution to developing their localities with equity, justice and transparency. Its website has become a constant reference point for local radio stations, regarding legislation and training.

## 10. SUSTAINABILITY:

ILLA is in a position to provide continuity in training programs, after 30 years of experience in training for community media. ILLA is working closely with 300 legalized community radio stations and has a consolidated website to publicize workshops, and to provide advisory assistance and information, since reference materials and research are available. The project will complement and reinforce ILLA's work in training programmes for community media, which have given special priority to gender equality and empowering women.



## 11. FRAMEWORK OF MONITORING:

Monitoring will be undertaken by the UNESCO CI Adviser, in consultation with ILLA 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 UNESCO Quito Office. Rosa Sueiro, director of ILLA, will prepare reports.

## 12. EVALUATIONS CARRIED OUT:

ILLA has been evaluated by the World Association of Community Radio Stations (AMARC).

## 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.

### D. BUDGET

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

Trainer for workshop on new technologies (ICT) (8 days of workshops x \$150 per day)	1 200
Trainer for workshop on Gender equality (8 days of workshops x \$150 per day)	1 200
Trainers' travel to Peru (2 airfares x \$700 each)	1 400
Lodging and subsistence for trainers (2 trainers x 8 days)	2 100
Lodging and subsistence for participants (25 participants x 4 days x \$45x2 workshops)	9 000
Computing room rental: 25 computers + Internet (8days x \$100 per day)	800
Participants overland travel (25 participants x 2 workshops x \$35)	1 750
Materials for training (75 folders x \$10)	750
Digital record booths (8 days' use of recording equipment)	1 067
Systematization and setting up of virtual platform	1 333
<b>Total</b>	<b>US\$ 20 600</b>

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

Office equipment (computers, scanner, telephones)	3 000
Workshop Coordinator	1 300
Technical assistance (2 local assistants for trainers, participants & coordination)	530
Promotional material	500
Office materials	300
Digital recording booths	5 300
Hosting Website	500
Reporting	270
<b>Total</b>	<b>US\$ 11 700</b>

# VENEZUELA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>DIPLOMA PROGRAM TO STRENGTHEN TRAINING FOR COMMUNITY COMMUNICATORS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 VEN/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support and equipment</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 75 990</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 19 360</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Universidad Bolivariana de Venezuela, sede los Chaguaramos</b>  <b>Programa de Formación de Grado en Comunicación Social.</b>  <b>Piso 4.</b>  <b>Tel: (0212) 6063292.</b></p> <p><b>National Coordinator: Luisana Colomine.</b>  <b><a href="tel:04168251330">Tel: (0416) 8251330</a></b>  <b>Assistant Professor in Audiovisual Communication: Pedro Mujica.</b>  <b>Tel: (0426) 1065813</b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Quito</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Universidad Bolivariana de Venezuela Chaguaramos Campus in Caracas and campus in Zulia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Asst. Professor Pedro Mujica</b> <b>Instructor Professor Luisana Colomine</b>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

In the last few years, Venezuela has experienced information media diversification due to the proliferation of community and alternative media, in their various modalities: print, radio, television and Websites. These media have arisen in view of the need for different societal stakeholders to shift from being passive consumers of information to acting as the protagonists, generators and carriers of their own information spaces.

Venezuela currently has 244 radio stations, 37 television stations, 211 community newspapers and multiple websites with this orientation. According to the report on community communication<sup>10</sup>, these alternative communicators have been trained in technical and production topics, but only 12% have undergone training in socio-political or community journalism areas. To date, the various universities of Venezuela have not offered any courses to enhance training for grassroots communicators, who have multiplied in various zones of the country, thanks to this strengthening of neighborhood organizations. As a sample of this new local organization, communication committees work actively to develop information strategies within community councils<sup>11</sup>. This reality deserves support from universities, therefore the Bolivarian University of Venezuela is creating a diploma programme to strengthen training for alternative and community communicators, in order to provide them with the academic and methodological tools they need, through a diploma programme aimed at improving journalism practices and promoting debate about their scope and repercussions. The diploma curriculum will be designed in line with UNESCO's Model Curricula for Journalism Education, and students will not pay to follow the Diploma programme. The University is committed to pursuing a gender equality policy for recruitment, staff development and students' selection.

### 2. DESCRIPTION OF THE TARGET GROUP:

The project will target community media, community council and societal movements' communicators.

### 3. DEVELOPMENT OBJECTIVE:

A diploma programme will be created to provide professional training for community communicators, contributing to strengthening the plurality and diversity of media in Venezuela and improving communities' capacity to use the media as a platform for democratic discourse. This experience will enable the UBV to promote exchange with other academic institutions of the region.

### 4. IMMEDIATE OBJECTIVE:

The journalism department of the Bolivarian University of Venezuela will acquire the capacity to introduce a Diploma in Journalism course for working journalists, based UNESCO's Model Curricula.

### 5. PROJECT OUTPUTS:

- Introduction/strengthening of new subjects (Investigative journalism, Coverage and Writing, Media Ethics and Legislation) in the teaching of journalism at UBV, according to UNESCO's Model Journalism Curriculum.

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1. Bolivarian University of Venezuela, *Second Progress Report: 3 November 2008 to 30 April 2009*, Center for Studies in Social Communication, June 2009, p.20

2. This body promotes participation, coordination and integration among the various community organizations, social groups, and citizens, so the organized public can directly influence public policies and projects, oriented toward meeting community needs and aspirations in building a society of equity and social justice.

- 4 UBV journalism professors, who teach and direct the theses for the diploma programme, and 10 tutors trained by regional experts in the four modules suggested by the UNESCO Model Curriculum.
- 60 trained and qualified community communicators and professionals in the area.
- Benefits produced through cooperation and agreements between the University and the media (students producing publishable work with hiring potential upon graduating).
- Publication of an instructional guide for the diploma programme modules.
- Equipping of the library of the UBV School of Communication with 40 new titles on journalism, recommended by UNESCO's Model Curricula (10 per new module suggested by the Model Curricula).
- Equipping of a digital laboratory at UBV with 5 computers to create, manage and update a portal about the diploma programme, and share and publish instructional materials. This digital laboratory will also be available for students of the diploma programme in order to provide free access to internet and computing tools.

## 6. **ACTIVITIES:**

- Contacts with four national and regional experts/institutions (from the Andean region, Mexico, Argentina) to design training modules according to the new curriculum for the four modules suggested by the UNESCO Model Journalism Curriculum (Investigative journalism, Coverage and writing, Ethics and Legislation), and also to plan and hold the training courses for those who will be diploma programme professors.
- Training for those who will be professors (at least 50% women) and thesis supervisors of the diploma program. Four courses, each five on-campus days with a period off-campus, will cover subjects from the diploma program curriculum that are new for teaching journalism at UBV, namely: Investigative journalism, Coverage and writing, Media ethics and Legislation; The experts will give these courses on campus for five days and then for an additional three months off-campus.
- Select and register 60 students (at least 50% women), according to a list of pre-requisites previously established, including prior writing skills and a formal interest in working in community communication.
- Contacts with the media to reach agreements.
- The diploma program professors will prepare the instructional guides for the modules.
- Purchase of 40 new titles of books on Journalism, recommended by UNESCO's Model Curricula for Journalism Education, to equip the UBV School of Communication library.
- Purchase of 10 computers to set up the news room in the laboratory of the UBV School of Communication.
- Classes for the diploma program (6 months).
- Evaluation every four months and discussion workshops at the nine campuses of the Universidad Bolivariana, to assess the diploma program's results.

## 7. **PROJECT INPUTS:**

### Provided by UBV

Administrative personnel (1 coordinator for the diploma program, 1 secretary, 2 laboratory assistants), academic personnel (4 professors to be trained for the new modules, 10 tutors for graduation papers), infrastructure (laboratory), photocopies (of instructional guides for each module and others), design and publication of advertising art, telephone, transport, office material and expenses for graduation.

### Provided by IPDC

10 computers to equip the newsroom of the UBV School of Communication; payment of trainers' fees, per diems of national and/or regional experts to train the professors who will teach the modules and supervise theses; purchase of 40 new books on journalism.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Contracts with national/regional experts to design curriculum	■	■	■												
Planning of training courses			■												
Training of trainers				■	■	■	■	■							
Preparation of instructional guides									■						
Purchase /installation of 5 computers			■												
Purchase of 40 books on journalism		■	■												
Selection and enrollment of 60students					■										
Agreements with the media		■	■												
Delivery of diploma program (2yrs)										■	■	■	■	■	■
Evaluation of the diploma program															■

## 9. INSTITUTIONAL FRAMEWORK:

The Bolivarian University of Venezuela (UBV) was founded in 2003 by Presidential Decree 2517. The public institution's mission is to promote holistic education of worthy citizens, competent, reliable professionals trained to contribute to the country's development. This will link societal outreach with socio-economic, environmental, cultural and educational development of communities in the different regions of the country, while generating, systematizing and publicizing knowledge in scientific, technological, social and humanistic fields. Academic offerings at UBV include the Undergraduate Program (PFG) in Social Communication, within which the diploma programme is proposed, in order to reinforce training for alternative and community communicators. This Programme is directed by campus coordinators and another office at the national level and also given in the so-called university villages and other regional campuses nationwide. In Caracas, the diploma program headquarters, there are 38 exclusive professors (full-time staff) and 37 conventional professors (part-time), with a total of 1100 students. The PFG in Social Communication is active in 285 municipalities nationally, with approximately 1000 villages, 9 campuses and 140,000 graduates

## 10. SUSTAINABILITY:

Initially, two pilots of the diploma programme will be offered at the Bolivarian University campuses in Caracas and Zulia. This experience will help establish the programmatic contents and instructional guides, which will facilitate continuation with the following courses. The Programme's visibility and outreach will make it possible to raise future funding from companies, local governments and national institutions. The diploma programme will continue research into community communication through the Center for Studies in Social Communication (CECSO) under the Undergraduate Program PFG in Social Communication. In this case, future diploma programmes will have a modest cost per credit units. The nine campuses of the Bolivarian University nationwide will also replicate these courses. The diploma program will be part of an academic approach to community communication that will lead to Master's level studies and extension courses.

## 11. FRAMEWORK OF MONITORING:

Diploma program implementation will be monitored and regulated by a UNESCO officer in the area. At national level, it will be overseen by the Directorate of Community and Alternative Media of the Ministry of Grassroots Power for Communication and Information (MINCI), which is the public entity specializing in community media in Venezuela.

## 12. EVALUATIONS CARRIED OUT:

The Undergraduate Program (PFG) in Social Communication was one of the first programmes created at the Bolivarian University of Venezuela. In 2004, the Center for Studies in Social Communication (CECSO) was created. It has seven lines of research including community communication, through which it is promoting the creation of this diploma programme. The diploma in community and alternative communication was approved for implementation by Resolution CU 21-05 of 06 October 2010, by the University Council of UBV. This proposal has been backed by assistant professor Pedro Mujica, who teaches alternative and community communication at the Bolivarian University of Venezuela. As a scholar, he has conducted research on community communication in Venezuela. He is currently pursuing a Master's degree in Communication Science at the University of Havana, Cuba and researching the history of community television.

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

Assistant Professor Pedro Mujica of UBV teaches Alternative and community communication, audiovisual speech, and is also audiovisual coordinator of the PFG in Social Communication. Luisana Colomine, journalist and National Coordinator of the PFG in Social Communication, teaches the subjects of Investigative journalism, Precision in research, Journalistic speech, Journalism in situations of conflict and around borders.

### D. BUDGET

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

Purchase of 5 computers/editing islands. Pentium latest generation with microprocessor of 3.4, RAM at least 2 GB, hard disk 500 GB, video card 512 or 1 GB, sound card 5.1 or 7.1, multi-format DVD recorder, FireWare card to download videos, motherboard Corel 2 Duo, case or combo, external sound equipment and monitor. (\$1000 per item)	5 000
Design training modules (4 experts x \$70 x 7 days)	1 960
Payment for regional experts for on-campus training (4 experts x \$200 x 5 days)	4 000
Payment for regional experts for off-campus training (4 experts x \$200 x 3 non-consec.wks)	2 400
Travel (4 experts x \$1000)	4 000
Purchase of 40 new books on journalism (averaging \$30 each)	1 200
Photocopying and binding of instruction guides (\$10 each x 4 modules x 20 students)	800
<b>Total</b>	<b>US\$ 19 360</b>

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

Pay the diploma program coordinator, working half-time (\$350 per month x 15 months)	5 250
Pay the diploma program secretary, working half-time (\$150 per month x 15 months)	2 250
Pay two laboratory assistants, working half-time (\$230 per month x 6 months)	1 380
Pay 4 professors for teaching the modules (\$500 per module)	2 000
Pay supervisors to review theses (\$100 x 60 students)	6 000

Well-equipped classroom with a computer, multimedia and internet	1 800
Telephone and internet (\$50 per month x 15 months)	750
Transport (\$30 per month x 15 months)	450
Office material (\$50 per month x 15 months)	750
Graduation fees (\$600 per student x 60 students)	36 000
<b>Total</b>	<b>US\$ 56 630</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING PROFESSORS FOR MASTERS PROGRAMMES IN THE ANDEAN REGION WITH EMPHASIS ON STRATEGIC USE AND SOCIAL APPROPRIATION OF ICTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RLA/04</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 4. Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human Resource Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training support/ Institutional Capacity Building</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 71 400</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 37 200</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Federación Latinoamericana de Facultades de Comunicación Social – FELAFACS</b> <a href="http://www.felafacs.org">www.felafacs.org</a>  <b>Secretaria Ejecutiva</b> <b>Facultad de Comunicación Social</b> <b>Universidad Autónoma de Occidente</b> <b>Cali, Colombia. 3er piso / Ala Norte. Calle 25 # 115 – 85 Km 2. Vía Cali – Jamundí</b> <b>Tel. (057) (2) 318 8000 Ext. 11524 – 11894</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO-Quito Office</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Cali, Colombia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Diana Marcela Escobar Aguirre</b> <b>FELAFACS Project Coordinator</b> <a href="mailto:proyectos@felafacs.org">proyectos@felafacs.org</a>

**DECISION OF THE BUREAU:**



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The new digital age poses a challenge for academics. Information and Communication Technologies (ICTs) are now a key component in the daily work of journalists and communicators. Unfortunately however, many professors have struggled to adapt to this change, with ICTs not yet mainstreamed within the academic world. At present they tend to be used only occasionally, featuring as individual subjects that are not directly related to other courses.

The challenge of new technologies is compounded by the growing demand for master's programmes in journalism and communication in the Andean Region. Demand for post-graduate professionals is growing and some countries have even included in their legislation the requirement for professors with post-graduate degrees to teach at university level. In this regard, academics are faced with a lack of availability of post-graduate and doctoral level professors with specializations in areas related to journalism. This circumstance was reflected by the representatives of several universities at the Latin American Consultation Meeting on the UNESCO Model Journalism Curriculum (held in July 2011 in Loja, Ecuador), attended by FELAFACS.

Consequently, FELAFACS has identified the urgent need to provide training for professors in key areas of journalism, proposing four subjects from the UNESCO Model Curriculum: Foundations of journalism, Multimedia journalism, Media legislation and Journalism ethics. These subjects will be taught both on-campus and virtually through the FELAFACS website, allowing professors to become familiar with ICTs, using digital platforms to upload documents, interacting and promoting contents on social networks, in order to then take advantage of this experience to replicate within their curricula. The choice of subjects is not random. A recent mapping of teaching communication in Latin America and the Caribbean, conducted by the Latin American Federation of Schools of Social Communication (FELAFACS), with UNESCO support, revealed that journalism training in the region is generally part of degree programmes in communication, which cover areas such as marketing, image or public relations, with little attention to specific professional journalism subjects.

Therefore, this project will train professors in essential areas of journalism, so they can replicate the four selected modules of the Model Curriculum in their own countries. In this line, the project will ensure the equal participation of women and men, both in terms of participants and trainers. There is an urgent need to strengthen the professional and academic profile, to give new generations of students more updated knowledge, suited to the profession's foundations. The project will build a venue for training, building knowledge and exchanging ideas for outstanding scholars, professors or researchers who are currently striving for quality education for journalists as a means of change and social transformation, through strategic use and societal appropriation of ICTs. Finally, the project will also seek to create a base of recommendations to enable these subjects to be applied by more universities in the Andean Region.

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

40 professors for MA programmes in the Andean Region: 10 professors per country from Bolivia, Colombia, Ecuador and Venezuela (50% women, 50% men). This project will subsequently benefit students in journalism Master's programmes in the Andean Region.

### **3. DEVELOPMENT OBJECTIVE:**

The project will contribute to improving professional training for journalists and persons involved in media and communication by training MA level professors in the Andean Region.

#### **4. IMMEDIATE OBJECTIVE:**

40 professors for MA journalism/communication programmes in the Andean Region will receive specialized training in four courses: Foundations of journalism, Multimedia journalism, Media legislation and Journalism ethics, based on the UNESCO Model Journalism Curriculum, using and socially appropriating ICTs, to give students more up-to-date knowledge, better suited to the foundations of their profession.

#### **5. PROJECT OUTPUTS:**

- 40 professors of MA journalism/communication programs in the Andean Region with specialized knowledge in: Foundations of journalism, On-line/multimedia journalism, Media legislation and Journalism ethics, according to the UNESCO model journalism curriculum, able to replicate these courses in their own countries, using ICTs strategically.
- 40 professors of MA journalism/communication programmes in the Andean Region capable of using ICTs to make their teaching methodology more dynamic by broadcasting contents, having students interact with each other, and providing information sources and promoting sites relevant to the profession.

#### **6. ACTIVITIES:**

- Phase I: Preparation of the four courses: Foundations of journalism, On-line/multimedia journalism, Media legislation and Journalism ethics (select international trainers, purchase the bibliography proposed by the Model Curriculum and design classroom and virtual courses).
- Phase II: Launch the four courses (gather professors and selection process).
- Phase III: Sensitize professors to using ICTs strategically and encouraging societal appropriation (virtual method).
- Phase IV: Introduction to and conceptualization of the four courses (virtual method). This phase will provide digital material for the courses and create discussion fora, to prepare professors for their classroom study, to take optimal advantage of on-site training.
- Phase V: Classroom delivery of the four courses in each country (Bolivia, Colombia, Ecuador and Venezuela). Each course will last four days, for a total of 16 days of training per country. (The international trainers will travel to the various countries).
- Phase VI: Feedback (virtual).
- Phase VII: Final report and contributions to apply UNESCO's Model Journalism Curriculum in the Andean Region.

#### **7. PROJECT INPUTS:**

- Three international trainers
- Bibliography
- Design the four courses (Foundations of journalism, On-line/multimedia journalism, Media legislation and Journalism ethics) for the virtual and on-site training.
- Materials and inputs
- Virtual platform on the FELAFACS Website
- University campuses for workshops
- Travel fare for trainers
- Lodging for trainers
- Transport and food for trainers
- Food for participants
- Publicity (opening of the course, search for professors, selection)

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Phase I: Structure course and prepare contents	■	■										
Phase II: Open the course, search for professors, selection		■	■									
Phase III: Sensitize professors to using ICTs and encouraging societal appropriation (virtual)				■								
Phase IV: Introduction to and conceptualization of courses (virtual)					■							
Phase V: On-campus training (16 days per country)						■	■	■	■			
Phase VI: Feedback (virtual)										■		
Phase VII: Final report and contributions to apply Model Curriculum in Andean region.											■	

## 9. INSTITUTIONAL FRAMEWORK:

Since its creation in 1981, The Latin American Federation of Schools of Social Communication (FELAFACS) has worked to strengthen and transform communication teaching via its Member Countries or associates. During its 30 years of existence the Federation has organized to date 13 Latin American Meetings of Schools of Social Communication; accompanied and led over 300 seminars in 20 countries; participated in and promoted media research; tracked and characterized the offerings of educational centers or institutions related to this field; and has fostered the signing of international agreements favouring teaching education through study grants for Master's or doctoral degrees in different countries.

Furthermore, its Dialogues of Communication magazine, ISSN 1995 – 6630, has published 82 editions, the first published in 1987, and also available in digital form. Published half-yearly, it may be found at the link: (<http://www.dialogosfelafacs.net/revista/index.php?ed=82>). Several of their other publications include:

- Regional Integration in Andean Schools of Communication Andean (book)
- Map of Training Centers and Programs for Communicators and Journalists in Latin America and the Caribbean (book)
- Right to Information – boys, girls and adolescents (methodological guide – book)
- COMSALUD Project: A comparative study of health-related messages in the Latin American Media.
- Media and Health: The Voice of Adolescents (Project).

## 10. SUSTAINABILITY:

The project is intended to generate a multiplier effect so professors can deliver these courses in their universities, passing this knowledge on to future generations, and the body of materials and tools designed for these courses will be accessible to other teachers through the FELAFACS website. Finally, the project will produce a series of recommendations to apply the subjects of the Model Curriculum in more universities in the Andean Region.

## 11. FRAMEWORK OF MONITORING:

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with ILLA 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 UNESCO Quito Office. Diana Escobar, Project Coordinator of FELAFACS, will prepare the reports.

## **12. EVALUATIONS CARRIED OUT:**

FELAFACS has been evaluated in several projects supported by Spanish Agency for International Development Cooperation (AECID), Andean Community, SOCIAN, European Commission, UNESCO, Open Society Institute, Konrad Adenauer Foundation, UNAIDS, OMS and USAID.

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

The beneficiary agency undertakes to report on project progress at the conclusion of each project activity phase. 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.

### **D. BUDGET**

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

One international trainer for media legislation workshop (\$250 x 16 days) Four days in each country: Bolivia, Colombia, Ecuador and Venezuela.	4 000
One international trainer for multimedia journalism workshop (\$250 x 16 days) Four days per country.	4 000
One international trainer for foundations of journalism workshop and journalism ethics workshop (\$250 x 32 days) Four days per country.	8 000
Payment to 3 international trainers to design the virtual courses and monitoring for one month in Phase IV (\$500 x subject)	2 000
Airfare for international trainers (Country of origin to Caracas/Bogotá/Quito/ La Paz to country of origin) (\$2,600 x 3 trainers)	7 800
Lodging, meals and transport for international trainers (4 trainers x \$250 x 5 nights)	5 000
Bibliography (purchase 40-50 titles)	2 000
General stationery (folders, pens and working texts) (\$600 x 4 countries)	2 400
<b>Total</b>	<b>US\$ 35 200</b>

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

Payment for 1 project coordinator (\$1500 x 11 months)	16 500
Payment for 1 Website or Web platform administrator Web (\$500 x 11 months)	5 500
Launch of the four courses and professor selection	1 500
University campuses for workshops (4 campuses x 4 days x \$400 a day)	6 400
Food for participants (10 participants per country, plus 5 organizers per country (10 participants + 5 organizers x 4 countries x 4 days x \$20 a day)	4 800
Virtual platform	1 500
<b>Total</b>	<b>US\$ 36 200</b>

## EL SALVADOR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>MULTIMEDIA TRAINING PROGRAMME FOR MEDIA COMMUNICATORS FOR COMMUNITY DEVELOPMENT</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 ELS/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community Media Development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 57 025</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 24 500</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Asociación CONEXIÓN Al Desarrollo de El Salvador</b>  <b>Calle La Reforma No. 249</b>  <b>Col. San Benito</b>  <b>San Salvador</b>  <b>El Salvador</b></p> <p><b>Tel. (503) 223 05075</b>  <b>Fax (503) 229 85421</b>  <b>Email: <a href="mailto:info@conexionelsalvador.org">info@conexionelsalvador.org</a></b>  <b>Contact person: Gilberto Lara</b>  <b>Executive Director</b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO San José</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>El Salvador</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Gilberto Lara, Executive Director of Conexión El Salvador</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

People living in rural parts of El Salvador (and those in certain urban areas) often have limited access to the main means of communication. Television and newspapers are concentrated in an area referred to as “Gran San Salvador”, comprising the main counties of the departments of San Salvador and La Libertad which are more densely populated. There are also some local and national radio stations. However the two main newspapers have minimum distribution outside the main cities of the country, resulting in few opportunities for communicators in rural areas and certain urban areas within the country.

In the countryside, the most common means of communication of social sectors of communities are local radios, newspapers, weekly bulletins, means of municipal communication (mainly open markets) and loudspeakers. Since telecentres began to operate, (primarily in communities near Soyapango, Chalatenango, Santiago Texacuangos, Ilobasco, Zacatecoluca, San Francisco Gotera, and Sonsonate), some urgent needs have been identified, including the importance of making local organization and/or association easier, the facilitation of access to new technology, the training of local communicators, the improvement and stimulation of the development of informational content locally, and the advancement in the sustainability process along with other participants without distorting the main objective or mission.

The lack of training among communicators in the use and application of new technology is a common factor in the communities mentioned above. Due to their low incomes, these individuals are not able to develop training strategies that enable them to create content and formats that include image, voice, and video. This growth would make them more competitive and help reduce negative perceptions of the community, as well as providing fresh opportunities for professional development.

In order to improve the technical and informational quality, this project seeks the support necessary to improve training for communicators (men and women), who will in turn become instructors. An integral training programme that includes technical and conceptual tools of product development and multimedia services (graphic printouts, videos, and interactive media, streaming online and on demand) would accomplish community development and the diversification of the current means of communication in communities.

The project will focus particularly on offering women communicators of rural communities of El Salvador the opportunity to learn new audiovisual techniques for producing information (radio and video) on Gender equality and women’s empowerment within their communities, including the use of ICTs for creating content on Gender perspective and the dissemination of information regarding the role of women in media.

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

30 community communicators (men and women) of the municipalities of Chalatenango and Sonsonate.

### **3. DEVELOPMENT OBJECTIVE:**

To diversify the means of information dissemination and promote widespread access to information. The communicators involved will improve their ability to convey and exchange information through the generation and use of new forms of production that enable more community involvement.

#### **4. IMMEDIATE OBJECTIVE:**

30 local communicators (including women) will strengthen their abilities through training in the use of new tools of technology for multimedia content production, enabling them to promote community development on issues such as freedom of expression, communication for development and communication strategies at local and national level.

#### **5. PROJECT OUTPUTS:**

- 30 communicators (including at least 10 women) have acquired technical skills for multimedia content production.
- 10 multimedia products created by the beneficiaries of the project during the training process.
- A local network of communicators, providing multimedia services to local and national means of communication through the telecentres.
- A collection of training materials.
- Through the production of multimedia content, telecentres located in Sonsonate and Chalatenango will acquire technical and methodological capacity to exchange and access information and knowledge during the development of the project

#### **6. ACTIVITIES:**

- Training programmes methodology and content design with inclusion of issues related to the Gender Perspective
- Invitation for participation and selection of beneficiaries (at least 10 women selected)
- Training development and implementation process. The implementation of the training will consist of 4 modules of five days each and 1 workshop to present the pilot products, as follows:
  - Communication for Development, including the role of women in development processes
  - Multimedia Design Theory fundamentals
  - Technologies of video and audio edition
  - Video and audio on line and on demand
  - Presentation of multimedia products: CD, DVD, Web, radio, papers and TV
- Selection of pilot products to apply hands-on learning
- Creation of an advertising and dissemination plan for multimedia services

#### **7. PROJECT INPUTS:**

- Training personnel, content, and materials.
- Video camera with H.323 standard support protocol, and IP module for on live or on-demand video streaming.
- 6 computers with Intel i5/i7 technology, 6 GB RAM, and open source software for audio and video edition. 3 computers will be installed in each Telecentre to strengthen the multimedia production capacity.
- Space and computer equipment for training (personal computers, projector, etc.). This will be provided according to availability in Telecentres located in Sonsonate and Chalatenango.
- Instructor's needs: transportation, expenses, local equipment, etc.
- Communication needed to invite participants.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Coordination meetings and beginning of project	■											
Selection and hiring of instructors and trainers		■										
Selection and purchase of equipment		■										
Preparation and design of training materials			■	■	■	■	■					
Selection of participants and notification of training workshops			■									
Training workshop 1: Communication for Development				■								
Training workshop 2: Multimedia Design Theory fundamentals					■							
Training workshop 3: Technologies of video and audio edition						■						
Training workshop 4: Video and audio online and on-demand							■					
Training Workshop 5: Presentation of multimedia products: CD, DVD, web, radio, etc.								■				
Plan for advertising of multimedia services									■			
Submission of implementation reports				■				■		■		

## 9. INSTITUTIONAL FRAMEWORK:

Asociación CONEXIÓN al Desarrollo de El Salvador is a nonprofit organization that promotes the use and application of Information and Communication Technologies (ICTs), contributing to the reduction of poverty and facilitating enterprise development. It seeks to contribute to the development of El Salvador by creating awareness and educating the population on the use of ICTs. The Association also strives to provide access to information and knowledge to more Salvadorians who work for better living conditions.

With over ten years of experience actively and systemically working towards building a more conscious and educated population that has nationwide access, CONEXIÓN has a team of 25 full time professionals and approximately 15 consultants working on projects on a permanent basis. The organization has divisions in charge of Administration and Finance, Education Innovation, Technology Innovation, Programs and Projects, Fundraising and Partnerships, and our Network of Telecenters.

## 10. SUSTAINABILITY:

CONEXIÓN is known nationally and regionally as an institution that promotes the use and application of information and communication technologies. It focuses primarily on training related to various cross-sectoral development issues. In this regard, training programmes resulting from the project will be adopted for continual use, not only in Telecentres located in Sonsonate and Chalatenango, but throughout the national network of telecentres. The same content is shared other with networks to which CONEXIÓN belongs, such as the Latin American regional network of Telecentres and Learning Centers.

By including the multimedia training programme for communicators, the opportunity will exist to seek support from new or current partners that will jointly allow replication and improvement/upgrading/adaptation of this project over time. In this way, more people would have the means to benefit from the use of new technology as tools and strategies for communication. Thus, the training will be continued in coordination with other social and communication entities in the country (universities, NGOs, journalists, etc).



## 11. FRAMEWORK OF MONITORING:

CONEXION El Salvador will evaluate the degree of participation of the invited communicators by applying an evaluation instrument which will allow understanding of participants' concerns, and more importantly, of whether or not the stated goals of the programme have been met.

## 12. EVALUATIONS CARRIED OUT:

CONEXION El Salvador has participated in a process of investigation and implementation of communication in favour of development. Also, as part of the framework for Plan Puebla Panamá, research was conducted on rural communication technologies, primarily communication through wireless community networks to support the transmission of video and voice content about Internet Protocol (IP). This was done within the framework of WiLAC for Latin America, with support from the Institute for the Connectivity in the Americas.

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

CONEXION El Salvador 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 implementation of the project.

### C. ADDITIONAL INFORMATION

The decision to present this proposal to IPDC was reached after sharing experiences with RDS in Nicaragua, particularly as personally shared by José Ignacio López Silva. CONEXIÓN El Salvador has never received support from IPDC, and it is known that very few organizations in the country have benefitted from this programme.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Training</b>	
Training 1: Communication for Development (5 days each workshop)	4 300
Training 2: Multimedia Design Theory Fundamentals (5 days each workshop)	4 300
Training 3: Technologies of Video and Audio Editing (5 days each workshop)	4 300
Training 4: Video and Audio On Line and On Demand (5 days each workshop)	4 300
Training 5: Presentation of Multimedia Products: CD, DVD, Web, radio, papers & TV	4 300
Training materials for participants: production of material, USB, papers, manuals	3 000
<b>Total</b>	<b>US\$ 24 500</b>
<b>Breakdown of budget for each training course (in US dollars)</b>	
3 Rent (2 Telecentres x 5 days at \$50 per day)	500
Instructor/trainer (2 x 6 days training at \$100 per day, including advance travel)	1 200
Participants' meals (30 participants x 5 days at \$14 per person)	2 100
Local transportation for participants	500
<b>Total Training Costs</b>	<b>US\$ 4 300</b>

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

Project Coordinator (10 months)	12 000
Staff costs (10 months x 2 staff members)	8 000
Communication costs (10 months)	850
Vehicle maintenance and local transportation costs	1 500
Project reporting	475
Audio & Video Server PC (2)	3 400
Contingencies (3% total project costs)	1 700
<b>Total</b>	<b>US\$ 27 925</b>

# MEXICO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CREATION OF TWO COMMUNITY MEDIA CENTRES FOR YOUTH IN THE RURAL AND INDIGENOUS STATES OF CAMPECHE AND CHIAPAS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 MEX/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Development of community media</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 141 830</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 22 790</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Community Communication A.C.</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO San José</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Calakmul biosphere (Zoh-Laguna and neighbouring communities), Campeche and Chenalhó community, Chiapas, Mexico</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Irma Ávila, Project Coordinator Community Communication A.C. <a href="mailto:irma.avila.pietrasanta@gmail.com">irma.avila.pietrasanta@gmail.com</a>  Cell: (+52 55) 55 16 88 88 49 Office: (+52 55) 56 58 91 27</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Mexico has a wide level of development in terms of commercial media, possessing the largest media concentration in the world. In a country of 120 million inhabitants, two families control free-access television and another two control paying television. Seven families control the country's radios. Public media is scarce: only 22 of the 32 states in Mexico have radio and television systems, with very limited coverage, and community stations barely exist. In addition to this, public commercial media consider audiences as consumers or voters, not as citizens with communication rights. Due to this situation, there are very few spaces where people can express themselves via media, and even less where they are duly represented. Indeed, the content of commercial media caters generally to cultural, racial and social-class stereotypes that perpetuate denigrating conduct, especially towards women and indigenous people.

Rural and indigenous communities in Mexico are culturally and traditionally patriarchal and adult-centered. In this context, women are discriminated against, and girls even more so due to their age. That is why it is crucial to focus work on girls and on generating a culture of participatory work as opposed to focusing on adults and machismo. Despite the fact that the association Community Communication has worked with all age groups, it considers that working with children and youth creates a greater impact on the long-term social development of a community. Indeed, the integral development of a community is enriched when one supports self-esteem-building capacities and development, especially in girls. Nevertheless, this work cannot be undertaken on an individual scale, and has to be inscribed within communitarian logic, with participation of both girls and boys.

The aim of this project is to create two media centres (one in Chenalhó, Chiapas, the other in Calakmul, Campeche) focused on laying the foundations for young people to produce materials with technical quality, developed through workshops that enhance narrative capacity, strengthen gender perspectives, rescue traditions and oral memory, and that become vehicles for freedom of expression. The intention is to create a space that contributes to the formation of a generation of young people that will grow having access to the expressive tools they once lacked, based on the understanding that today's media guarantees visibility and self-expression.

Community Communication studies how the media impacts the cultural globalization process in small and traditional communities, and with traditional values to reaffirm gender perspective and community identity. The Association's Media Education Workshops give young people the tools to have a productive and positive relationship with media communication systems, where media and use of video and radio become means by which they connect to the promotion of their rights, build their citizenship and become media producers later on. The workshops also train adults in the use of audio and video production tools to work in collaborative processes with youth for continuous media production, providing community members with the necessary technical and methodological tools to ensure continuity in young peoples' work through the creation of long-term media centres with film and radio equipment, as well as editing stations and Internet connectivity. These centres will become true spaces for the exercise of freedom of expression and citizenship building, where the silent voices of young people will grow louder and be heard by many.

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

The primary target group is children aged 8-13 years, with special emphasis on the participation of girls. A second stage will focus on training adults, teachers, and organizations living in these communities in the use and handling of multimedia equipment which will be installed in media centers.

### **3. DEVELOPMENT OBJECTIVE:**

To promote long-term participation and enhance citizenship awareness of youth through the exercise of Communication & Cultural Rights, Gender Equality, Oral Tradition and Identity, expressed through radio, video, and Internet Communications.

### **4. IMMEDIATE OBJECTIVE:**

To train youth, local associations, teachers and adults in the use of media and continuous media production as a means for long-term enhancement of gender and cultural diversity awareness, exercise of communication rights and citizenship building in rural communities of two states in Mexico.

### **5. PROJECT OUTPUTS:**

- 50 children trained in the use of digital media technologies with Human Rights, gender and media education perspective.
- 45 adults from communities and local associations trained in use of digital media technologies with Human Rights and gender perspectives and Media Education Methodology with the aim to replicate workshops and operate media centers.
- Regional and national broadcasting of 6 video and radio capsules produced by youths

### **6. ACTIVITIES:**

- Two media Education Workshops (Media Education, Radio and Video) for 50 children in Calakmul, Campeche and Chenalhó, Chiapas.
- Two training workshops for staff from up to 40 local organizations, adults and teachers in Chiapas and Campeche
- Production of 2 radio series at Calakmul and Chenalhó in participation with 50 children
- Production of 4 videos made with 50 children, one animated or fiction, the other a documentary
- To design, develop and produce one DVD and one audio CD containing the video and radio materials of both communities.
- To organize the premiere and present results in Calakmul, Chenalhó and Mexico City.
- To broadcast the children´s work throughout public communication media and organize presentations.
- To make the final collection of information, gather the experience and upload it on the project website.
- To undergo an evaluation with an independent evaluator and deliver a transparent evaluation of results in both communities to sponsors and counterparts.

### **7. PROJECT INPUTS:**

- Establishment of 2 media centres for community use, directed specifically at young people, operated by qualified local staff with previous training in Media Education and use of radio and video equipment.
- 2 PANASONIC AG-HMC40 AVCCAM HD video cameras for long-term video production in 2 media centres, operated by qualified local staff with previous training in Media Education and use of radio and video equipment.
- 2 16 GB Memory cards to fit cameras and assure continuous and increased capacity in video production.
- 2 sets of illumination instruments for filming (6 in 1 Solar reflector kit and illumination kit) to ensure adequate filming conditions in different lighting scenarios and in interiors.
- 2 sets of headphones for use with Shure microphones (provided by beneficiary) for use during video and radio editing.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Project preparation	■											
Scouting to localities and pre-production		■										
Local workshop in Calakmul			■									
Local Workshop in Chenalhó					■							
Filming, editing and production of 2 videos				■		■	■	■	■			
Systematization of experiences							■					
Purchase of equipment for 2 stations							■	■				
Workshop results presentation, launch of centre									■			
Workshop for adults & teachers in Calakmul									■			
Workshop for adults & teachers in Chenalhó										■		
Results presentation, launch of Chenalhó CMC										■		
Submission of implementation reports											■	
Broadcasting of work via community media										■	■	

## 9. INSTITUTIONAL FRAMEWORK:

Community Communication (Comunicación Comunitaria A.C.) is a civil association constituted in Mexico City in 1999 by communicators, artists and citizens that have been actively engaged in the democratization of communication media for over 10 years. Its main objective is the creation of spaces for education, management and communication with aims to contribute to social democratization and enhanced citizenship. Its perspective is oriented towards gender awareness, identity and cultural rights, with its work with youths beginning in 2004 with the first workshop for critical reception, during which the methodology of Media Education was developed as a basis for projects. This methodology for Media Education won the 1<sup>st</sup> prize of the UNICEF “Children and Adolescents Rights in Mexico” contest in 2009. It includes a systematization of the entire process, with the purpose of monitoring and evaluating results step by step, guaranteeing the final product.

Community Communication A.C. will carry out the project with the financial aid of the W.K. Kellogg Foundation, and has founded solid counterparts in both states: Melel Xojobal A.C. in Chiapas and the Regional Popular Indigenous Council of Xpujil (CRIPX) in Campeche. Both associations have helped establish relations with local government offices and suppliers on a local level. Currently, it is seeking the financial aid necessary to ensure the equipment of two community multimedia centres.

## 10. SUSTAINABILITY:

Establishing permanent media centres and producing collaborative video with youth will strengthen communities and their youth populations and contribute to reduced migration due to lack of opportunities. The project is planned to have continuity year after year, as the W.K. Kellogg foundation has a 10-year focus on these areas, which will have a considerable impact on youth development. The professional quality of materials will be screened by local and state broadcasting systems, helping to make the children’s work more visible. Other donors will be approached for further funding and for the continuity of workshops in neighboring communities. Continuous work with children creates future audiovisual producers with high community and collaborative values.

## 11. FRAMEWORK OF MONITORING:

The monitoring of activities will be the responsibility of the Community Communication staff during the activities and through Internet follow-up. A webpage will be created for online interaction with children, trained adults and the media centres. Furthermore, counterparts in both states, as well as state broadcasting infrastructure, will aid in monitoring the radio and video transmission.

## 12. EVALUATIONS CARRIED OUT:

An independent evaluator will be invited to join the project in several of its stages to assess results and carry out a separate evaluation. Evaluations will be carried out by team members during each workshop, and a final evaluation following criteria of both the W.K. Kellogg Foundation and IPDC will be elaborated with final results. A regular follow-up will be carried out by local coordinators and counterparts in both states, as well as assessment via internet.

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

The project staff will provide full periodic reports to the Kellogg Foundation and IPDC following each activity, and, under the Foundation's guidelines, will elaborate a final narrative report due in April 2012, at the end of the project. The Regional Communication Office will also be invited to assess the progress.

### C. ADDITIONAL INFORMATION

Comunicación Comunitaria A.C. (Community Communication) has received a total grant of US\$ 62 000 from the W.K. Kellogg Foundation.

### D. BUDGET

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

<b>Equipment (to be donated to multimedia centres)</b>	
2 PANASONIC AG-HMC40 AVCCAM HD video cameras	4 000
2 16 GB Memory cards	200
2 Tripods	160
2 '6-in-1' Solar reflector kits	300
2 lighting kits	960
2 sets of headphones	150
<b>Sub-Total Equipment</b>	<b>5 770</b>
<b>Workshop 1: Children's Media education, radio &amp; video workshop in Calakmul</b>	
Travel of participants between Zoh Laguna and Conhuás communities in Campeche	890
Lunch for participants and trainers during workshops (33 people)	1 910
1 Media Education Trainer	650
Radio workshop trainer	400
Video workshop trainer	400
1 camera operator	600
1 sound engineer	320

1 production assistant	320
4 assistant trainers	1 050
Coordinator for activities registry and systematization (photo, video, audio and text)	500
Materials for 25 children (including 3 Media Education Methodology Manuals with exercises, 27 Media Education activity manuals, stationery articles and supplies for craftmaking for 30 people)	850
<b>Sub-Total Workshop 1</b>	<b>7 890</b>
<b>Workshop 2: Children's Media education, radio &amp; video workshop in Chenalhó</b>	
Lunch for participants and trainers during workshops (35 people x 7 days)	1150
1 Media Education Trainer	650
4 assistant trainers	1050
1 Radio workshop trainer	400
1 Video workshop trainer	400
1 camera operator	600
1 sound engineer	320
1 production assistant	320
Coordinator for activities registry and systematization (photo, video, audio and text)	450
Materials for 20 children	750
<b>Sub-Total Workshop 2</b>	<b>6 090</b>
<b>Workshop 3: Adults' Media education workshop in Calakmul</b>	
Lunch and coffee break for 25 people for 3 days	420
1 Media Education Trainer	400
1 Assistant Trainer	150
10 manuals with Media Education Methodology (1 per organization)	400
Coordinator for activities registry and systematization (photo, video, audio and text)	150
<b>Sub-Total Workshop 3</b>	<b>1 520</b>
<b>Workshop 4: Adults' Media education workshop in Chenalhó</b>	
Lunch and coffee break for 25 people for 3 days	420
1 Media Education Trainer	400
1 Assistant Trainer	150
10 manuals with Media Education Methodology (1 per organization)	400
Coordinator for activities registry and systematization (photo, video, audio and text)	150
<b>Sub-Total Workshop 4</b>	<b>1 520</b>
<b>Total Training Costs</b>	<b>17 020</b>
<b>Total</b>	<b>US\$ 22 790</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
<b>Project Logistic Costs (11 months)</b>	
Project director	13 000
Local coordinator	13 000
Assistant project director	6 000
Staff costs (5 months x 4 staff members)	12 000
Editor and editing costs	4 500
Administration office	6 000



Employment taxes	1 000
Fringe benefit	1 000
Communication costs (11 months)	4 480
Design costs for DVD and CD	1 000
Copying of final audio and video materials in both communities (2000 copies)	3 500
Evaluation costs	3 000
<b>Equipment Costs</b>	
2 high quality scanners and printers	400
2 studio sound monitors	400
1 licensed professional editing software (Adobe Creative Suite 5, Pro tools) for up to 10 computers	1 400
2 Terabyte hard disk for storage	500
2 Shure microphones, connectors and booms	2 360
2 PC Computer systems (hardware+components) for editing stations in 2 communities	3 500
2 professional audio recorders	2 000
<b>Project Presentation Costs in Campeche, Chiapas and Mexico City</b>	
Total costs for 3 presentations	12 000
<b>Travel and Lodging</b>	
Air travel for workshop and production team	9 000
Lodging and meals for workshop and production team	12 000
Ground transportation costs	7 000
<b>Total</b>	<b>US\$ 119 040</b>
<b>Contribution provided by Communication A.C.</b>	<b>US\$ 57 040</b>
<b>Contribution provided by W.K. Kellogg Foundation</b>	<b>US\$ 62 000</b>

# PANAMA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>COMMUNICATION, KEY ELEMENT FOR PERSONAL AND SOCIAL DEVELOPMENT IN INDIGENOUS COMMUNITIES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 PAN/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 35 000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 25 000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Fundación para la Educación en la Televisión (FETV)</b>  <a href="http://www.fetv.org">www.fetv.org</a></p> <p><b>Vía Ricardo J. Alfaro</b>  <b>detrás del Edificio de PostGrado de la USMA</b>  <b>Apdo. 6-7295</b>  <b>El Dorado Panamá</b>  <b>Panamá</b></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO San José</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Panama (Ngöbe Bugle region)</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<p><b>Mrs Teresa Wong</b>  <b>Phone: +507 230-8000/230-8014</b>  <b>Fax: + 507 230-1955</b>  <b>E-mail: <a href="mailto:tereli@fetv.org">tereli@fetv.org</a></b></p>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

As a society it is essential to recognize and contribute towards the respect of indigenous peoples' human rights. The universal values of freedom, equality, solidarity, tolerance, respect for nature, respect for others, and respect for cultures and languages, are essential in the safeguarding of respectful relations between human beings, communities and societies, and in order to address this issue it is important to first look at the socio-cultural diversity of a country.

Native groups with whom FETV has worked previously, and with whom it is intended to extend the coverage of this project, consist of the communities belonging to the provinces of Chiriqui and Veraguas, (referred to as Nedrin and Kodrian), of the Ngöbe Bugle region. Such communities have distinct beliefs, values, practices, communications, behaviours, worldview and institutions (family, economic, political, and religious institutions) which are characteristic and serve to preserve their culture as a bastion of the Panamanian society. These indigenous groups have historically been excluded from the socio-economic development of the rest of the country due to ethnic, geographical and socio-economic reasons. Cultural barriers currently exist due to a lack of understanding of these cultural contexts which in many cases give precedence to certain cultures over others, determining their positioning in Panamanian society.

This population group encounters problems with the public services, since cultural differences in terms of language and communication, values, beliefs, and lifestyles are not taken into account, therefore creating organizational barriers. Further social barriers exist due to the level of education of indigenous peoples, which is characterized by high illiteracy rates, particularly among women, and economic divides have resulted due to low income levels, and the cost of access to healthcare (including transportation costs, food, lodging, medicines, and loss of working days). Several communities also use barter as a form of payment, which is not accepted in the non-indigenous society.

This project will focus on alternative methods of communication, to enable participants to develop communication within their respective communities, in order to improve their professional capacity and contribute to initiating improvement and development. With this initiative, the Fundación para la Educación en la Televisión (FETV) will provide support to indigenous groups in order to reinforce access to information, plurality, diversity of media and capacity building, and getting the balance right in terms of gender equality in journalism.

One of the key goals of this project is the transformation of members of rural communities into a source of effective information, with real participation. By building links with many mass media outlets, effective communication channels can be created by which these communities will be able to voice their concerns and speak of their news and events to the rest of the country, which at present they seldom have the opportunity to do.

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

50 indigenous communicators (women and men) of the provinces of Chiriqui and Veraguas (referred to as Nedrin and Kodrian) of the Ngöbe Bugle region.

### **3. DEVELOPMENT OBJECTIVE:**

Enhancement of the indigenous communities' capacities for defending their culture and human rights via participatory dialogue.

#### **4. IMMEDIATE OBJECTIVE:**

Indigenous peoples trained to use media to communicate effectively, and transmit information about their perceived needs, their human rights, culture, experiences, events and environmental concerns, among other subjects.

#### **5. PROJECT OUTPUTS:**

- 50 indigenous communicators trained in communication techniques
- A national meeting, during which journalists will share experiences and learn ways to achieve synergies with mass communication media
- A television programme, which will allow the 100 journalists already trained in this project, to broadcast their messages nationwide
- Special messages created by the participants to be broadcast or published, regarding the importance of effective communication
- Increased awareness by national media such as print newspaper, radio and television regarding the importance of incorporating the less developed (marginal) sectors of society, and to have them take part in the country's development
- Development of educational support materials for the training of grassroots communicators, taking into account the specific needs and cultural models of the Ngobe Bugle region
- Promotion of the bonding of participants as active communicators within their communities

#### **6. ACTIVITIES:**

- Selection of the participating communities
- Visit to these communities to present the programme
- Sensitizing by means of radio and television regarding the importance of the proposed programme to train in communication techniques
- Conduct 4 workshop seminars to train leaders from different communities in the Ngobe Bugle Reservation for them to become multipliers in their communities through:
  - Techniques on reporting news, preparation of articles, letters, banners, and promotional messages and advertising, among others
  - Techniques of voice management and effective organization of the message to be broadcast or published, and presentation of successful communication experiences.
  - Understanding how the work is conducted in television stations, radio stations and newspaper, among other media outlets.
  - Learning about the opportunities afforded by regular broadcast media and the ways in which we can take advantage of these opportunities.
- A national meeting at the end of the programme whereby participants will exchange experiences
- Evaluation of workshop sessions
- A television programme regarding the importance of the communication process (which will showcase the experience of the programme)
- Tours to different mass media companies (radio, television, newspaper) to learn how these companies operate and provide information within Panama
- Seeking donation of equipment to allow participants to practice the concepts learned in the workshops
- Exchange of Experiences Meetings, where participants can share successes and experiences gained during the training programme development, in order to strengthen the communication skills of the marginalized communities.
-

## 7. **PROJECT INPUTS:**

- 1 Project coordinator
- 2 Trainers
- Meal allowance
- Transportation
- Accommodation
- Didactic materials and supplies
- Educational materials
- Rental of premises

## 8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection of communities	■											
Visit selected communities & meet with leaders	■	■										
Selection and contacting of participants	■	■										
Preparation of training material for journalists	■	■	■									
Workshop for journalists				■	■	■	■	■	■			
Transmission of knowledge acquired by participants within the communities						■	■	■	■	■		
Visit communities for monitoring and follow-up						■	■	■	■	■	■	
TV programme practice by participants						■	■	■				
Experience exchange meeting											■	
Project evaluation and final report delivery												■

## 9. **INSTITUTIONAL FRAMEWORK:**

FETV (La Fundación para la Educación en la Televisión), Channel 5, began in 1990 with the application for the required frequencies under which they broadcast their signal. In 1991 FETV obtained approval of these frequencies, as well as being appointed a non-profit education institution by the Ministry of Education. Its mission is to educate and increase cultural awareness of the Panamanian society, by providing wholesome entertainment and contributing to critical thinking through information, orientation and continuous dialogue, through producing programming content of a high quality. For over 15 years, as the foundation for education in television, FETV has been committed to building alternative communication spaces, promoting the sharing of ideas and dialogue through interaction and active participation, in an effort to help viewers acquire and seek knowledge to enable them to transform society.

## 10. **SUSTAINABILITY:**

FETV will establish an alliance with Consejo Nacional de Periodismo de Panamá (CNP) in order to continue with the process of providing training to popular journalists to practice and apply the learned concepts. FETV will also promote local activities in the communities for the support and development of communication in marginalized areas.

## 11. FRAMEWORK OF MONITORING:

FETV will evaluate the degree of participation of the invited communicators to the events. This will provide an understanding of participants' concerns, and will inform whether or not the stated goals of the training programme have been fulfilled.

## 12. EVALUATIONS CARRIED OUT:

FETV has participated in a process of investigation and implementation of communication for development projects, and as part of a USAID project, implemented a training programme on rural communication technologies for the production of Educative content on Audiovisual Communication in rural communities of Panama.

## 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

On many occasions FETV has collaborated and cooperated with other international agencies, namely:

- Canada Fund. Training Programme "Youth Participatory Action." (2008)
- USAID, Cemento Panama, Manzanillo International Terminal, Melo Enterprises, Cable & Wireless, Zona Libre de Colón. Training Program "Youth and Civic Participation." (2007)
- Canada Fund, Cemento Panama, Manzanillo International Terminal, Melo Enterprises, Cable & Wireless, Colon Free Zone
- Training Program "Youth and Civic Participation." (2006)
- Justice and Peace Commission. Multi Annual Program for Democracy and Human Rights. "Youth in Action" (2005)
- AECI (Spanish International Cooperation Agency). Production of 110 episodes called "Living in the Field."
- Frederick Ebert Foundation. Training for producers and cameramen.

### D. BUDGET

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

Trainer fees (2 per workshop at \$350 dollars per workshop \$58 per day to each trainer)	2 800
4 workshops (Cost of each 3-day workshop for 50 persons is \$1800, incl. accommodation, food allowance, transportation, supplies, participants' materials)	7 200
A National Encounter: Exchanging Experiences (2-day event for 50 persons, \$65 per day, including food allowance, transportation, lodging, etc.)	6 500
Printing of didactic material for training (preparation, editing, printing of 1500 copies)	1 500
Final report: Camera crew to record images of each workshop, to be used to prepare a documentary on the whole project, which will be broadcast. (Involves rental of equipment and transportation expenses).	2 000

Compilation of material developed in workshops, preparation of final document, printing of 50 copies, distribution costs.	2 500
Rental of premises and unforeseen expenses (communications, couriers, etc.)	2 500
<b>Total</b>	<b>US\$ 25 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b> <b>(in US dollars)</b>	
Two training experts for 6 workshops (food, hotel, transportation, travel expenses)	2 500
Project coordinator	4 000
Project assistant	1 500
Final Report (TV programme): Rental of equipment and transportation expenses.	2 000
<b>Total</b>	<b>US\$ 10 000</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>COMMUNITY COMMUNICATION FOR THE ERADICATION OF VIOLENCE AGAINST INDIGENOUS WOMEN OF MEXICO, NICARAGUA AND GUATEMALA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/56 RLA/05</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>Category 3: Media as a platform for democratic discourse</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Community media development</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 51 000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 40 000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<p><b>Red de Radios Comunitarias de México, A.C.</b>  <b>Address: Vista Hermosa 89, Col. Portales México, D.F. 03300</b></p> <p><b>Executive Coordinator:</b>  <b>María Eugenia Chávez Fonseca</b>  <b>Tel. +52 55 56724961</b>  <a href="mailto:coordinacion.oficina@amarcMexico.org">coordinacion.oficina@amarcMexico.org</a></p>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>San José</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Mexico, D.F.</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Red de Radios Comunitarias de México, A.C.</b>
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

This regional proposal involves community women communicators in Mexico, Nicaragua and Guatemala, with the aim of equipping them with increased knowledge and tools to help end violence against women in communities, particularly against indigenous women. It is based on common characteristics that affect the lives of indigenous women in their communities. The project has been devised by representatives of the Women's Networking Association of Community Radio Broadcasters in all three of the above countries, but will be coordinated in Mexico. Women communicators in these countries have made some progress in addressing the issue of violence against women in communities, however there exists a need to further examine such a complex issue, requiring knowledge and analysis in order to address it via radio. The project is aimed at women's networks, but it is recognized that it is also essential for radio to address the issue of violence from different angles to include men in an issue in which they are involved.

We propose this project taking account of statistics on violence against women in each country and based on the realities that women living in communities have expressed as being problematic. It therefore integrates diagnostics in terms of methodology and experience.

This initiative focuses on the issue of violence against women to enable them to generate effective responses to their communities. It is therefore necessary that communities equip women journalists with conceptual and methodological tools in each of the issues they work in, in order to have an impact on the cultural transformation in the community to exercise women's rights and progress towards greater respect for women.

This project is an opportunity to work with indigenous women communicators on the topic of violence. They will receive appropriate and accurate information on the ways in which violence is exercised against women. This information will help to promote women's rights through radio broadcasting. Secondly, the project will help to develop links between communicators and indigenous women in communities to enable future collaboration with other broadcasters in order to promote the participation of women in broadcasting work, taking into account their context, issues, applications, specific languages. This will contribute to providing effective alternatives to respond to the issue of violence against women and incorporating gender perspectives. Thirdly, via the radio productions that community radio women will produce, the project seeks to influence men and women in communities in order to change cultural practices in pursuit of gender equity. At the end, women will learn to support the development of gender-sensitive programs and strategies on best practices for dissemination.

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

The project targets 60 indigenous women communicators (aged 15-30 yrs) from Mexico, Nicaragua and Guatemala, from the communities where radios are located. The number of direct beneficiaries in each radio will be two women.

### **3. DEVELOPMENT OBJECTIVE:**

To contribute towards the eradication of violence against indigenous women of Nicaragua, Guatemala and Mexico through the radio production of messages and empowerment of women.

### **4. IMMEDIATE OBJECTIVE:**

Provide information and tools to indigenous community women communicators of Nicaragua, Guatemala and

Mexico in order to develop radio programmes aimed at the eradication of violence against women in their communities, including a working methodology with a gender perspective for community broadcasting.

**5. PROJECT OUTPUTS:**

- A methodology designed and new tools used in the production of radio programmes with emphasis on human rights and gender perspective
- 60 indigenous community women communicators (20 in each country) trained on radio production of programmes on Violence Prevention, Conflict Resolution and a Culture of Peace
- 3 series of 10 radio spots in Spanish and native languages produced about violence against indigenous women in each country
- Broadcasted radio spots for the international campaign 16 Days of Action against Violence against Women 2012
- A model designed for replication of the experience
- Alliances with local media established for dissemination of content and exchange of experiences

**6. ACTIVITIES:**

- Elaborating a methodology
- Design of three workshops
- Writing scripts for radio spots
- Scripts review
- Spots production
- Broadcasting
- Project assessment
- One national workshop in Nicaragua (including training and production sections)
- One national workshop in Guatemala (including training and production sections)
- One national workshop in Mexico (including training and production sections)
- Alliances with partners in Central America for developing content and training programmes.

**7. PROJECT INPUTS:**

- One methodological document
- Report of the workshop in Mexico
- Report of the workshop in Nicaragua
- Report of the workshop in Guatemala
- 30 Scripts produced (10 in each country)
- 30 Radio spots produced
- Project Evaluation

**8. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Development of methodology between three coordinators of national women's network												
Coordinators' visits to national networks												
Logistic organization of the workshop												
Workshops held in each country												
Working sessions in team												

Writing radio scripts													
Scripts review													
Spots production													
Broadcasting													
Project evaluation													

**9. INSTITUTIONAL FRAMEWORK:**

The Red de Radios Comunitarias de México, A.C. is a network that brings together 30 various community projects in 12 states. Two of these states are Oaxaca and Michoacán, where most of the stations are located in indigenous communities and transmitted in native languages, with particular attention to needs of the population’s access to information and promoting local culture. The Red de Radios Comunitarias de México, A.C. has worked on the formation and consolidation of the Women’s Network in its pursuit of gender equality, and addresses this issue in its communities. Contributing to the eradication of gender violence through radio work is a need for the communities and the network.

This project is being proposed in coordination with the women’s networks of community radios belonging to the World Association of Community Broadcasters in Nicaragua and Guatemala, in particular the representative of AMARC Nicaragua, Wendy Quintero, and the coordinator of AMARC Guatemala, Amalia Jimenez. Red de Radios Comunitarias de México, A.C. will manage the funds, to enable development of activities in the 3 countries.

**10. SUSTAINABILITY:**

Support has been obtained from other national and international funding bodies, such as Oxfam Mexico, National Council for Culture and Arts (CONACULTA), National Commission for Indigenous People’s Development (CDI), and the Spanish Aid Agency. The project’s sustainability will be possible through acquired tools by the local radio station members; the action proposes that women from the radio stations become able to provide tools for community women so that they achieve the necessary skills and information to denounce violence against them

**11. FRAMEWORK OF MONITORING:**

The project will be monitored by the representative of the women’s network and the national board, In addition, the team manager will participate in the evaluation of the project with the representative for Central America’s World Association of Community Radio Broadcasters.

**12. EVALUATIONS CARRIED OUT:**

A process of investigation and implementation of a communication project with UNIFEM on training women on the production of radio messages and content for radio programmes has been undertaken and was successfully implemented. In Central America, we also worked with USAID and Senderos for training Women on Migration issues.

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

Red de Radios Comunitarias de Mexico, A.C. is the beneficiary agency and will submit reports according to the IPDC requirements of reporting.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Teaching materials for three workshops (60 participants) \$1000 per country	3 000
Design of Methodology (prep of document, agenda, content for each workshop, etc.)	1 000
Travel for coordinator (Air travel to Guatemala and Nicaragua, lodging, meals, etc, for Project Coordinator) 10 days in each country	4 000
1 national workshop in Guatemala (Travel costs: \$1200; meals: \$700; lodging: \$1000; local: \$200, per diem: \$400) (US\$ 43.75 x 20 people x 4 days)	3 500
1 national workshop in Nicaragua (Travel costs: \$2000; meals: \$1000; lodging: \$900; local: \$200, per diem: \$400) (US\$ 56.25 x 20 people x 4 days)	4 500
1 national workshop in Mexico (Travel costs: \$2000; meals: \$1200; lodging: \$1500; local: \$600, per diem: \$400) (US\$ 71.25 x 20 people x 4 days)	5 700
Trainers fees (facilitators) (\$1200 per 5-day workshop x 3 workshops)	3 600
<b>Spots production: Trainers travel to participating radios to give on-site instruction in script development, programme production etc.</b>	
México: one 2-day training session (Facilitator's Travel: \$1000; Participants' meals \$600 at \$15 each per day; Participants' lodging: \$900 at \$22.50 each per day); per diem: \$400 for 3 days; post-production: \$1000 for 5 days).	3 900
Nicaragua one 2-day training session (Facilitator's Travel: \$1000; participants' meals \$800 at \$20 each per day; Participants' lodging: \$600 at \$15 each per day; studio rental 3 days: \$700; facilitators for 3 days \$400)	3 500
Guatemala training session (Facilitator's Travel: \$800; Participants' meals: \$600 at \$10.00 each x 3days; \$400 lodging for participants at \$10 each x 2 days; studio rental: US\$400; facilitators for 4 days: \$400)	2 600
Design and packaging of CDs (Cost of design and printer in Guatemala: \$1000; Idem in Nicaragua: \$1500; Idem in Mexico: \$2200)	4 700
<b>Total</b>	<b>US\$ 40 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Coordinator	6 000
Project evaluation	3 000
Stationery and office supplies	1 500
Contingency	500
<b>Total</b>	<b>US\$ 11 000</b>