I NTERNATIONAL

P ROGRAMME FOR THE

D EVELOPMENT OF

C OMMUNICATION

NEW PROJECTS
APPROVED FOR FINANCING
BY 51ST IPDC BUREAU

PART III: LATIN AMERICA AND THE CARIBBEAN

IPDC BUREAU
Fifty-first meeting

UNESCO HEADQUARTERS, PARIS

27-29 MARCH 2007

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REGIONAL

	A. PROJECT IDENTIFICATION	
1.	TITLE	JOURNALISTS TRAINING IN HURRICANE COVERAGE IN THE CARIBBEAN
2.	NUMBER	PDC/51 RLA/02
3.	CATEGORY OF MASS MEDIA	All media
4.	IPDC PRIORITY AREA	Development of communication capacities
5.	SCOPE (national, regional, interregional)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 27 600
8.	AMOUNT REQUESTED FROM IPDC	US $ 22 100
9.	BENEFICIARY BODY	Journalists and media organisations in the Caribbean
10.	IMPLEMENTING BODY	The "JOSE MARTÍ" International Journalism Institute, Havana
11.	PROJECT LOCATION	Havana
12.	PROJECT PREPARED BY	M. Sc. Roger Ricardo Luis, Research Deputy Director, International Journalism Institute

DECISION OF THE BUREAU:
APPROVED: US$ 22,000

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Every year, from June to November, the Caribbean area faces a dangerous period that becomes a real challenge for every one in tropical latitudes: the hurricane season. Global overheating and climate change in our planet cause a more active season each time, so hurricanes, tropical storms, tornadoes and other atmospheric events are frequently targeted as headlines for journalists and media organisations.

Millions of dollars are spent on hurricane preparedness every year, but experts say it is not enough, because these are intense and very complex events, and sometimes people underestimate the potential destructive force of nature. Hurricanes Wilma, Katrina and Rita were lately clear examples.

To reduce the impact of these meteorological events, the population in every country of the area must be well informed. In order to do the right thing at the right moment, people must be able to reach qualified information about forecasting, tracking and impact of the storm. Likewise, one must be well acquainted with the meaning of a good preparedness and the recovering phase following the storm. Evacuation tasks of human beings and goods assumed by agencies, local and national authorities, require a proper treatment by the media, regardless whether they are private or state-owned.

Journalists and media organisations develop a key role as a reliable link between the population, the meteorologists and the Civil Defence authorities, so it is crucial that journalist are well trained in covering this kind of news, engage relations with local and regional weather centres in order to share information and also to maintain the live media coverage during these events.

2. DESCRIPTION OF THE TARGET GROUPS

50 journalists and staff media: 20 from Cuban media and 30 from Caribbean countries (Spanish, French and English-speaking) including editors, reporters and special correspondents.

3. IMMEDIATE OBJECTIVE

➢ To train 50 journalists and media professionals from the Caribbean countries, in a four-day workshop on the issues of hurricane season coverage;

➢ To improve knowledge, quality preparedness and response to hurricanes and other weather disasters in the area.

4. DEVELOPMENT OBJECTIVE

To improve the communicative capacity of media professionals and the people they serve, and develop tools and links for a more effective coverage of the hurricane season.

5. PROJECT INPUTS

➢ 3 weather experts for conferences and interactive debates;
➢ 2 communication advisers;

➤ 2 simultaneous translators in regional languages (English and French);
➤ Storage media for educational purposes.

6.   PROJECT OUTPUTS

➤ 50 journalists from the Caribbean countries will be trained to improve skills in the coverage of the hurricane season;
➤ A multimedia storage device will be produced for the participants with the workshop contents;
➤ Personal contacts with staff of the Institute of Meteorology of Cuba and visit of its facilities.

7.   ACTIVITIES

➤ Setting up of the coordination and organising team;
➤ Call to regional journalists;
➤ Identification of experts;
➤ Arrangements for travelling booking, local transportation and accommodation;
➤ Arrangements of translation services;
➤ Selection of participants;
➤ 4-day workshop for 50 journalists;
➤ Making and delivering of multimedia storage device with contents;
➤ Project implementation report.

8.   WORK PLAN

➤ Coordinating meeting and first call for participants (*2 months*);
➤ Final call and selection of participants   (*2 months*);
➤ Travelling and accommodation arrangements   (*1 month*);
➤ Workshop for journalists on hurricane coverage   (*4 days*);
➤ Edition and production of media storage device   (*2 weeks*);
➤ Final implementation report   (*2 weeks*).

9.   INSTITUTIONAL FRAMEWORK

The project will be carried out by the Research Department of the José Martí International Journalism Institute and other organisations involved, such as the Institute of Meteorology of Cuba and the Cuban Civil Defence, as well as the Cuban Red Cross, which will supply the experts for conferences and general advisory services.

10. SUSTAINABILITY

The Institution and the operation can sustain itself by generating new programmes or contents for teaching journalists in the coverage of hurricane season or other disasters, and through the publication of a CD or media storage useful for journalists and media organisations on this issue.

11.   FRAMEWORK OF MONITORING

UNESCO ACI; the Havana-based UNESCO regional Office.

12.   EVALUATIONS CARRIED OUT

The Latin American Federation of Journalists can act as a potential evaluator of this project.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a three-month basis or as requested by the IPDC.

C.   ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

- Evaluation of a Cuban National Workshop for covering disasters carried out in the same institution for 30 Cuban journalists;

- Interviews and previous coordination and agreement with the Cuban Civil Defence and the Institute of Meteorology of Cuba.

Contribution foreseen by the beneficiary agency during the project period

The Institute's contribution to the project includes a research and coordinating team, 3 teaching experts, the use of a conference room and classroom equipped with computing and multimedia facilities, research materials, English/French translations for foreign participants and administrative support.

Assistance sought other than IPDC

None.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Air travel for foreign participants (30 from Caribbean countries):	12 300
In-out airport taxes for foreign participants:	1 800
Accommodation (4 nights in shared rooms) and subsistence in the students' residence:	4 200
Local transport:	475
English simultaneous translator (contract):	900
French simultaneous translator (contract):	900
Training materials (70 copies):	500
Media storage (70 units):	175
Communications (international fax and phone):	350
Monitoring:	500
TOTAL :	**22 100**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Research and coordinating team (3 persons × 3 months):	2 300
3 teaching experts for the workshop:	1 200
Translation of working papers into English and French:	350
Conference room and classroom:	150
Institute Documentation Centre and Library:	200
Equipment and multimedia facilities:	500
Design and production of media storage:	300
Administrative support:	500
TOTAL :	**5 500**

REGIONAL

	A. PROJECT IDENTIFICATION	
1.	TITLE	RADIOTECA, A MULTICULTURAL AUDIO PLATFORM
2.	NUMBER	PDC/51 RLA/04
3.	CATEGORY OF MASS MEDIA	On-line radio programmes
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 51 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 30 500
9.	BENEFICIARY BODY	Local and community radios of Latin America
10.	IMPLEMENTING BODY	Radialistas Apasionadas y Apasionados
11.	PROJECT LOCATION	Lima
12.	PROJECT PREPARED BY	Radialistas Apasionadas y Apasionados

DECISION OF THE BUREAU:
APPROVED: US$ 22,000

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Commercial radio stations predominate within the Latin America media scene. However, the presence of local and community radios (indigenous, juvenile, scholar, university and peasant) which respond to civil society's interests is growing up. Local and community radios do have a free and pluralistic mission and vision. Nevertheless, the limitation of their own production and insufficient of income make it difficult to disseminate these values, and compel them to a weak and fragmented programming.

RADIOTECA intends to enrich and support the programming of local and community radios. It will be possible through the Internet, the main partner, which will facilitate and strengthen the exchange of formats and productions of all type. In the field of information, local and community radios will have access to a wide offer of material, especially by the means of Internet.

In Latin America, numerous sound and radio productions respond to the highest human values and technical quality. Most of them are isolated or forgotten in the archives of many radio stations. Even if they are recorded in analogical formats, they can be recovered and put on-line. They must first be digitised (copied, cleaned, compressed) and catalogued. After what they will be available on the RADIOTECA site.

At least three conditions will be demanded to the productions for acceptance in the RADIOTECA catalogue: their value contents, their relevance and their technical quality. Productions that promote religious or political groups' propaganda will not be accepted. Either will not be accepted those that do not consider human rights. Material regarding key topics and which goes beyond the mass-media scope will be a priority for RADIOTECA.

The implementing body RADIALISTAS has a performing equipment, suitable for the implementation of the RADIOTECA project. Due to the expected high rate of connections, a dedicated server will be a priority.

2. DESCRIPTION OF THE TARGET GROUPS

Immediate beneficiaries of the project are the users of RADIOTECA: radio stations, organisations, production centres, information agencies, individuals and anyone interested in downloading or uploading audios, as well as exchanging materials.

RADIOTECA will accept as members legally constituted radio stations, or those that have on-line transmissions and do not use a radio frequency.

Local and community radio audiences are also an essential component of the project: they are the reason for which RADIOTECA will work, by indirectly offering them pluralistic high-quality programming.

3. IMMEDIATE OBJECTIVE

To provide and guarantee free access and free download to high-quality radio productions that promote cultural diversity, disseminate local contents and contribute to preserve the "radio memory" in Latin American countries. At the same time, RADIOTECA will improve the exchange of audio materials among radio networks, producers and associations in the region.

4.   DEVELOPMENT OBJECTIVE

Free access to the multicultural content of value promoted by RADIOTECA is intimately related to democracy and freedom of speech.

5.   PROJECT INPUTS

Human resources:

➢ The director will lead the team, coordinate public relationships, be the contact person for radio producers and be in charge of the project's funding;
➢ The Webmaster will design RADIOTECA's website, keep it updated and maintain the databases; web management demands a well-monitored service to keep the DNS routes operational, prevent hacker attacks, supervise e-mail systems and deliver e-bulletins to the members;
➢ RADIALISTAS team work (a person in charge of content, an audio editor and a secretary) will provide its support to RADIOTECA.

Technical equipment:

➢ An accessible, user-friendly and attractive website;
➢ A dedicated wide-band server capable to process an important rate of data transfer;
➢ An efficient search service;
➢ Specialised equipment to convert analogical audio into digital audio (with a noise reduction software).

6.   PROJECT OUTPUTS

➢ To collect and catalogue as many high-quality productions recorded in analogical formats as possible, and digitise at least 500 of them;
➢ To encourage the use and exchange of audio productions among radio stations, networks and other RADIOTECA users. Our goal is to reach at least 20 000 hits per month by the end the first year;
➢ To increase the number of radio stations and communication institutions linked to RADIOTECA. Our goal is to register at least 500 radios or organisations by the end of the first year;
➢ To supply RADIOTECA with an increasing number of audio productions. Our goal is to put at least 1000 all-format programmes at the users' disposal by the end of the first year.

7.   ACTIVITIES

➢ To acquire web domains (www.radioteca.net , www.radioteca.org , www.radioteca.com);
➢ To rent and configure a dedicated server;
➢ To design and maintain updated the RADIOTECA's website;
➢ To build up a precise search service and other database tools;
➢ To design a cataloguing format (title, date, country, author, format, theme, length);
➢ To reach agreements with outstanding institutions of Latin America which develop radio production initiatives (ALER, CIESPAL, Radio Nederland, AMARC, Radio Educación, SERPAL) and include their productions in the RADIOTECA;
➢ To digitise, clean and compress (convert into MP3 format) 500 originally analogical programmes;
➢ To produce a special section such as "*Great Series*", latest news, related links, etc.
➢ To launch www.radioteca.net, the RADIOTECA website offering at least 500 audio programmes;

- To promote the project through mailing lists and other information tools;
- To send e-bulletins twice a month disseminating new programmes, latest news and other key topics regarding the RADIOTECA;
- To create and maintain updated a database of users, countries and programmes registered in RADIOTECA;
- To elaborate a base line of radio stations and communication centres which produce high-quality materials based on human values;
- To invite radio stations and communication centres to send their audio documents by post, e-mail and FTP (File Transfer Protocol) and become aware of the importance of exchanging materials and working together to improve radio production in Latin America;
- To recover old but valuable productions that are now isolated or forgotten in some Latin American radio stations and university archives;
- To include RSS and Podcasting services.

8. WORK PLAN

Activities/month	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec
Website design	▨	▨										
Build-up search services	▨	▨										
Website available			▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Collect audio productions	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Digitise audio productions	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
First project update						▨						
Final report												▨

9. INSTITUTIONAL FRAMEWORK

Radialistas Apasionadas y Apasionados is a non-governmental / non-profit organisation which produces radio programmes since August 2001. To date, its website receives at least 30 000 hits per month. Each month, the number of audio downloads goes over the 20 000 radio clips.

10. SUSTAINABILITY

Once it is launched and has built an audience, the project will explore feasible ways of generating income in order to support its continuing operation. For example, RADIOTECA's website will look to publish banners on organisations which want to cooperate with the project. At the same time, RADIOTECA will seek to sell services such as audio recording, analogical music digitising and consultancy on the design and maintenance of websites. We will also ask for support to international cooperation agencies interested in the cultural democratic diversity of the website's content.

11. FRAMEWORK OF MONITORING

Rosa Sueiro, ILLA's Coordinator, could be assigned by UNESCO to monitor the project progress. ILLA is a Peruvian NGO that has been supporting local and community radios for the past 20 years.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

- Regional project "*Strengthening communication networks to build up a culture of peace*" (approved in 2003 and implemented by RADIPAZ and Radialistas);
- National project "*Building up production capacities for local TV stations*" (approved in 2004 and implemented by TV CULTURA);
- National project "*Radio and Democracy: Participation of marginalized sectors in the decentralisation process in Peru*" (approved in 2005 and implemented by the *Coordinadora Nacional de Radio*).

Preparatory activities completed prior to submission of the project to IPDC

Five years of continuous daily radio production uploaded to www.radialistas.net .

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Director (12 months):	4 800
Digitalisation of 500 audio documents:	12 500
Webmaster (12 months):	2 400
Web management:	4 000
Dedicated server:	3 400
Communications (12 months):	2 400
Monitoring	1 000
TOTAL :	**30 500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Person in charge of content (12 months):	2 400
Office furniture:	6 000
Office rent (12 months):	3 600
Internet connection (12 months):	1 000
Recording studio and digitising equipment:	7 000
Update reports:	500
REGIONALTOTAL :	**20 500**

BARBADOS

	A. PROJECT IDENTIFICATION	
1.	**TITLE**	**TRAINING MEDIA PROFESSIONALS IN DIGITAL ARCHIVING AND MANAGEMENT OF MEDIA CONTENT**
2.	**NUMBER**	PDC/51 BAR/01
3.	**CATEGORY OF MASS MEDIA**	Radio and television
4.	**IPDC PRIORITY AREA**	Professional training; promotion of media pluralism
5.	**SCOPE (national, regional, interregional)**	National
6.	**TYPE OF ASSISTANCE REQUESTED**	Financial
7.	**TOTAL COST OF PROJECT**	US $ 166 500
8.	**AMOUNT REQUESTED FROM IPDC**	US $ 58 500
9.	**BENEFICIARY BODY**	The Caribbean Broadcasting Corporation (CBC) and the Barbados Government Information Service (BGIS)
10.	**IMPLEMENTING BODY**	The Caribbean Broadcasting Corporation
11.	**PROJECT LOCATION**	The Caribbean Broadcasting Corporation and the Barbados Government Information Service
12.	**PROJECT PREPARED BY**	The Caribbean Broadcasting Corporation and the Barbados Government Information Service
	DECISION OF THE BUREAU: APPROVED: US$ 35,000	

1. BACKGROUND AND JUSTIFICATION

The core of Barbados' media content (audio and video) relating to national memory is housed in the collections of the Caribbean Broadcasting Corporation and the Barbados Government Information Service. At present, the potential of these collections for national development remains unrealised; much of the material is uncatalogued; access is mainly institutional or non-existent due to fragility or rarity. The collections are also threatened by technological obsolescence as well as chemical and physical degradation. The media of the region have a critical role to play in preserving and disseminating the cultures of the region while promoting cultural diversity and integration in the Caribbean.

In recognition of this, Caribbean media are placing increasing emphasis on indigenous programming, the content of which would be drawn from the audiovisual collections of the region. Consequently, this project seeks to train media professional s and workers to preserve and conserve invaluable elements of Barbados' cultural capital and create the level of interconnectivity that would make this information available to the widest possible user base. This is to be achieved at two levels: through the development of indigenous programmes and the creation of the prototype of a national electronic databank of existing image and sound formats that are of national and regional significance. To that end, provision will be made to include the audiovisual collections of other culture-based organisations.

In this age of globalisation, it is critical to reaffirm and celebrate our Caribbean cultural identity and preserve it in forms that are technologically compliant with and accessible through the mass media, and to share these cultural treasures in a way that is only achievable through mass media

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of this project are the media professionals and workers employed in all forms of electronic media. Approximately 30 persons of the above categories shall receive training as proposed. The secondary beneficiaries shall be the general public as well as students, researchers, the government, the NGOs and IGOs. The participating institutions will also benefit from skills training, institutional strengthening and capacity building that would be designed to broaden their appreciation of the need for media pluralism.

3. IMMEDIATE OBJECTIVE

➢ To promote the creation and broadcast of indigenous programming through training of 30 media professional and workers in digital archiving and management of media content over a one-year period;

➢ To purchase video, audio and ICT equipment to support conservation, content management, digitisation and access, so as to increase by 25% the amount of local content broadcast by CBC and the BGIS.

4. DEVELOPMENT OBJECTIVE

To make the audiovisual heritage of Barbados freely accessible for the creation of indigenous programmes that reflect the cultural diversity of Caribbean peoples and promote development through the advancement of the cultural industries.

5. PROJECT INPUTS

➢ Specialists to conduct needs assessments;
➢ Specialists to train staff in techniques of conservation, systems management, intellectual property issues and data entry;
➢ Archival storage containers;
➢ Professional film, video and audio equipment;
➢ Computer hardware and software, and telecommunications infrastructure;
➢ Project coordination and follow-up activities.

6. PROJECT OUTPUTS

➢ A prototype of a national electronic audiovisual databank;
➢ 30 media professionals and workers would be trained in conservation, preservation of audiovisual materials; staff will be trained in data entry and systems management;
➢ The most endangered items in the two collections would be digitised;
➢ Increased levels of indigenous programming and access to nation's audio visual heritage:
➢ Improved management of the audio visual collections;
➢ User and systems manuals.

7. ACTIVITIES

The project activities are scheduled for twelve months.

➢ Conduct needs assessments of the status and condition of the collections in CBC and BGIS;
➢ Local training in techniques of remedial conservation, systems operations and data entry;
  a maximum of 3 trainers shall be required to conduct 4 workshops of one week each;
➢ Identification and purchase of equipment;
➢ Plan, select and implement a database and network system; develop prototype;
➢ Data entry;
➢ Plan and implement conservation and digitisation programmes;
➢ Post-implementation testing, review and evaluation of the data network;
➢ Project evaluation.

8. WORK PLAN

Activity	1	2	3	4	5	6	7	8	9	10	11	12
Needs assessments	░	░	░									
Training			░	░	░	░	░	░	░	░		
Acquisition of equipment, software, and hardware			░	░	░	░	░	░	░			

Plan, develop and implement database application												
Data entry												
Conservation and digitisation												
Test, review and evaluate data files												
Evaluation												

9.   INSTITUTIONAL FRAMEWORK

This project is the initial stage of a long-term collaboration between the two government-owned agencies responsible for the production, collection, preservation and access to the national memory recorded as sound and images. But media professionals and workers in Barbados have fallen behind with keeping abreast of technological advances, due to the prohibitive cost of media technology in an industry that is constantly evolving. More training, transferral of skills and access to knowledge are imperative if the concept of media pluralism is to be a fundamental principle in assuring the widest possible dissemination of information throughout the society.

The Caribbean Broadcasting Corporation's collection consists of over 400 hours of film, 20 000 video recordings, about 15 000 audio recordings and approximately 300 photographic prints of historic views of Barbados.

The collection of the Barbados Government Information Service consists of audio recordings of interviews and speeches of local personalities and statements by government officials, the films produced for the Government's Public Education Programme on topics including housing, agriculture, education, health and government work programmes as well as materials relating to the West Indies Federation, and to the inventory of the Mobile Cinema, a public education tool used before the advent of television in Barbados.

10.   SUSTAINABILITY

The skills and knowledge gained from this project will not only sustain the operations of the participants, but has the potential to be shared with other media and cultural organisations throughout the Caribbean, so that they too can optimise their audio visual heritage for the public good.

11.   FRAMEWORK OF MONITORING

We recommend that the Barbados National Commission for UNESCO be in charge of monitoring this project.

12.   EVALUATIONS CARRIED OUT

Evaluations shall be carried out at the end of the scheduled time allocated for each activity, and upon the termination of the project.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/8BAR/01 350-BAR-81	25,000	Barbados	*1987 -1989*
		Upgrading TV facilities of the Caribbean Broadcasting Corporation	
PDC/16BAR/01 352-BAR-61	56,000	Strengthening the radio production capability of Barbados Radio-diffusion Service Ltd.	*1996-1997*
		Total Barbados: US$ 81,000	

Preparatory activities completed prior to submission of the project to IPDC

- Meetings to determine the most vulnerable items in the collections;
- General audit to ascertain the existing database applications being used by each participating institution.

Contribution foreseen by the beneficiary agency during the project period

Equipment, communications infrastructure, ICT support, personnel, workspace, source documents, as well as local knowledge and expertise.

Assistance sought other than IPDC

Institutions such as the United States Information Service, the Organisation of American States and the *Frederich Ebert Stiftung* Foundation will be approached for additional funding.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
2 U-Matic recorders:	15 000
Betacam recorder:	9 000
DVC Pro recorder:	5 000
High-definition scanner:	500
AV archive server and backup:	7 000
2 flat-bed film scanners:	2 000
16mm film projector and accessories:	2 000
Consultant AV archivist (honoraria, per diem and travel):	5 000
4 training workshops:	12 000
Monitoring::	1 000
TOTAL :	**58 500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
CBC AND BGIS personnel and expertise:	50 000
Coordinator:	15 000
Workspace and overheads:	15 000
Training materials:	1 000
Additional equipment:	20 000
Accommodation:	6 000
Monitoring and evaluation:	1 000
TOTAL :	**108 000**

BOLIVIA

<table>
<tr><td colspan="3">A.   PROJECT IDENTIFICATION</td></tr>
<tr><td>1.</td><td>TITLE</td><td>TRAINING OF RADIO REPORTERS FOR THE PREVENTION OF DOMESTIC VIOLENCE</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>PDC/51 BOL/01</td></tr>
<tr><td>3.</td><td>CATEGORY OF MASS MEDIA</td><td>Radio broadcasting</td></tr>
<tr><td>4.</td><td>IPDC PRIORITY AREA</td><td>Freedom of expression;
Human resources development;
Strengthening of community media</td></tr>
<tr><td>5.</td><td>SCOPE
(national, regional, interregional)</td><td>National</td></tr>
<tr><td>6.</td><td>TYPE OF ASSISTANCE REQUESTED</td><td>Financial</td></tr>
<tr><td>7.</td><td>TOTAL COST OF PROJECT</td><td>US $ 22 300</td></tr>
<tr><td>8.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US $ 18 000</td></tr>
<tr><td>9.</td><td>BENEFICIARY BODY</td><td>Casa de la Mujer, Santa Cruz</td></tr>
<tr><td>10.</td><td>IMPLEMENTING BODY</td><td>Casa de la Mujer</td></tr>
<tr><td>11.</td><td>PROJECT LOCATION</td><td>Santa Cruz</td></tr>
<tr><td>12.</td><td>PROJECT PREPARED BY</td><td>Miriam Suarez, Executive Director, Casa de la Mujer, Santa Cruz</td></tr>
<tr><td colspan="3">DECISION OF THE BUREAU:
APPROVED: US$ 16,000</td></tr>
</table>

1.   BACKGROUND AND JUSTIFICATION

Casa de la Mujer (House of the Woman) is an institution that protects human rights. Its mission is to contribute to building a society that replaces violence and intolerance with peace and mutual understanding. Violence against women goes beyond culture, class, kinship and age. A research conducted by *Casa de la Mujer* concluded that violence occurs within every social setting regardless of sex and age. It is also important to point out that violence is much greater in the urban peripheries. This research also confirmed that when children witness their parents' violence, they are prone to react violently in their own relationships.

In Bolivia, 70% of the women are subject to domestic violence. Since many of these battered women are mothers themselves, children at home also experience psychological violence (sometimes accompanied by physical violence). It is a community's need that social institutions not only work on preventing domestic violence, but also act on stopping the violence cycle. To this end, it is essential to educate the children raised in these families about non-violent solutions.

The mission of *Casa de la Mujer*'s *Radio Alternativa* is to turn radio broadcasting into an empowering instrument for minorities, especially women, to reach the benefits of development and ensure the exercise of their human rights. In order to reach a wider audience, this project involves two other organisations: the journalists' network *Red ADA* and *CIPCA*.

Red ADA is a radio journalists' network with emphasis on gender issues. It is a nationwide network that specifically targets small radio stations, which are predominant in the poorest and most isolated regions of the country; it would broadcast the messages denouncing and fighting against domestic violence.

The Centre for Research and Promotion of Peasants and Farmers, *CIPCA* (*Centro de Investigacion y de Promoción del Campesinado*) works for the strengthening of rural organisations (indigenous, farmers and settlers). Despite the fact that it does not own a broadcasting station, it would buy spaces to broadcast towards the rural areas.

It is to be mentioned that *CIPCA* and *Radio Alternativa* are part of a virtual broadcast network called "*Ondas Libres*" (Free Waves) that shares information through the Web as an Internet radio station.

2.   DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project are women leaders of grassroots organisations in the 15 municipal districts of the city of Santa Cruz and bordering municipalities. These women will be the 'popular reporters' and will directly receive a specialised training.

The other two beneficiary groups will be the women who suffer interfamilial violence and the audience of *Radio Alternativa* who will listen to the popular reporters' reports.

3.   IMMEDIATE OBJECTIVE

➢ To create a network of popular reporters that will facilitate the promotion of awareness campaigns, in coordination with private and public organisations and institutions of each sector. These campaigns would make legal advice available and encourage victims to report domestic violence.

4.   DEVELOPMENT OBJECTIVE

To contribute to the construction of a culture of non-violence that promotes respect for diversity without discrimination of any type and contributes to the prevention and eradication of domestic violence.

5.   PROJECT INPUTS

Equipment:

18 tape recorders for the reporters; 240 cassettes; 20 minidisks.

Human resources (full-time):

Coordinator; lawyer (facilitator).

6.   PROJECT OUTPUTS

➢ 18 women leaders of grassroots organisations would be trained in the production and editing of radio programmes and, as popular reporters, they would be sensitive to gender equity and to the issues of interfamilial violence;

➢ 40 radio programmes and 18 educational messages would be produced and broadcast, covering the issues of interfamilial violence, the promotion and defence of human rights and democracy;

➢ 36 workshops developed with women and men of the districts and municipalities (720 persons altogether).

7.   ACTIVITIES

➢ To develop a permanent process of training and awareness for the popular reporters covering domestic violence, through coordination meetings with grassroots organisations and public (municipal) / private organisations;

➢ To organise two workshops with women and men of each of the popular reporters' work areas on the law against domestic violence (20 pers. each: 720 altogether). To hold a workshop with a focal group in order to gather testimonies about the situation of violence in which women live;

➢ To produce forty 30-min radio programmes (in various broadcasting formats) that would be broadcast by *Radio Alternativa* during the 12 months of the project duration. They would also be run twice a week through *Radio Alternativa, Red ADA* and *Red Ondas Libres*. "*Casa de la Mujer*" broadcasts wedges and programmes through the network www.ondaslibres.com.bo.

After two biannual evaluations, systematisation will result in a practice manual for the popular reporters. It will contain two sections; one dealing with the prevention of violence and the other detailing the application of a communication protocol to a concrete issue.

8.   WORK PLAN

ACTIVITIES	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
Visit the grassroots organisations of the municipal districts of Santa Cruz and of the bordering municipalities to identify the 'popular reporters'.	X											
Organise radio training for the women chosen as popular reporters.		X										
5 workshops on awareness raising and training of the popular reporters on domestic violence.		X		X		X		X		X		
Coordination meetings with grassroots organisations and public/ private organisations.			X									
Writing of the radio programmes and educational messages.	X	X										
Edit the interviews and testimonies.		X	X	X	X	X	X	X	X	X	X	X
Broadcasting of the radio programmes and educational messages	X	X	X	X	X	X	X	X	X	X	X	X
2 workshops with women and men of each of the popular reporters' work zones about the law against domestic violence.					X	X	X	X	X	X	X	X
Workshop with a focal group in order to gather testimonies.									X			
Visits to the radio stations in the city and the municipalities in order to bear witness about domestic violence.						X	X	X	X	X	X	X
2 evaluation workshops						X						X
Systematisation of procedures and preparation of a manual for the popular reporters.										X	X	X
Final report.												X

9.   INSTITUTIONAL FRAMEWORK

Casa de la Mujer's main tool is *Radio Alternativa;* likewise, *Red ADA, Red Ondas Libres* and *CIPCA* also make use of radio broadcasting to serve their communities.

A communication specialist will have the overall responsibility of the project and will be in charge of programme production. This person will work in collaboration with a lawyer.

The selection of the popular reporters will be made in two ways: by direct invitation to women that have an outstanding position in institutions and seem capable of undertaking the reporter's tasks; by the means of visits to grassroots organisations in order to receive recommendations for applicants.

10.   SUSTAINABILITY

The "House of the Woman" has firm relations with authorities of the State, such as the Technical Judicial Police, the District Attorney's office of the District and other private institutions, with which it develops actions towards the full exercise of the rights of women

A fundamental aspect of the continuity of this process will be the permanent functioning of the Legal Integral Municipal Services. This implies that the municipal authorities should consider domestic violence as a problem of public health, and consequently allocate a budget for its eradication; we will try to give the first impulse in the matter.

11.   FRAMEWORK OF MONITORING

A member of the organisation could be assigned by UNESCO to monitor the project progress.

12. EVALUATIONS CARRIED OUT

This project is the result of research and personal testimony of hundreds of women victims of violence. *Casa de la Mujer* alone received more than 6000 domestic violence complaints. In the city of Santa Cruz, 49 women died as a result of domestic violence during the past two years.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/5BOL/01 350-BOL-51 350-BOL-81	55,000 25,000	**Bolivia** Co-operation Multi-Media Centre	*1985 -1988*
PDC/7BOL/01 350-BOL-71 350-BOL-82	30,000 10,000	Training in broadcasting (SECRAD)	*1986 -1991*
PDC/8BOL/01 350-BOL-83	30,000	Support for popular and educational radio	*1988 -1990*
PDC/12BOL/01 352-BOL-21	48,000	Popular mobile video library	*1992 -1994*
PDC/13BOL/01 352-BOL-01	43,000	Technical equipment for the FIDES News Agency	*1993 -1994*
PDC/18BOL/01 352-BOL-81	30,000	Aid for the development and improvement of rural radio stations	*1998 -1999*
PDC/21 BOL/01 353-BOL-5011	20,000	Strengthening of education Radiofonica de Bolivia (ERBOL)	*2003 -2004*
PDC/23 BOL/01 548-BOL-5000 (FIT - Luxembourg)	31,000	Development of a mobile training unit for rural community television centres	*2004-2005*
	Total Bolivia: US$ 291,000 + US$ 31,000 (Fund-in-trust)		

Preparatory activities completed prior to submission of the project to IPDC

The project has been designed in consultation with women and organisation leaders, including the municipalities of La Guardia, El Torno, Porongo and the municipal districts 6, 7 and 8, three zones quite representative of the city of Santa Cruz.

Contribution foreseen by the beneficiary agency during the project period

US$ 3 300.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Coordinator/communicator/administrator (one year):	5 000
Lawyer / Facilitator (one year):	4 500
18 tape recorders:	1 080
20 cassettes:	200
20 mini discs:	100
150 blank CDs:	70
Accessories (batteries, phone cards):	400
Workshop / office materials:	240
Design and printing of pamphlets (1000):	250
Manual for the reporters (500):	750
Broadcasting of 40 radio programmes:	840
Production and broadcasting of 18 educational messages:	2 700
41 workshops/meetings:	400
Communications etc.:	470
Monitoring:	1 000
TOTAL :	**18 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Broadcasting of 40 radio programmes:	360
Transportation/fuel:	1 000
Production and broadcasting of 18 educational messages:	1 140
Running expenses (electricity, water):	600
Office space:	1 200
TOTAL :	**4 300**

COLOMBIA

<table>
<tr><td colspan="3" align="center">A. PROJECT IDENTIFICATION</td></tr>
<tr><td>1.</td><td>TITLE</td><td>COMMUNICATION FOR RECONCILIATION AND HUMAN RIGHTS</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>PDC/51 COL/01</td></tr>
<tr><td>3.</td><td>CATEGORY OF MASS MEDIA</td><td>Community radio</td></tr>
<tr><td>4.</td><td>IPDC PRIORITY AREA</td><td>Promotion of freedom of expression and of the media</td></tr>
<tr><td>5.</td><td>SCOPE (national, regional, interregional)</td><td>National</td></tr>
<tr><td>6.</td><td>TYPE OF ASSISTANCE REQUESTED</td><td>Financial</td></tr>
<tr><td>7.</td><td>TOTAL COST OF PROJECT</td><td>US $ 71 350</td></tr>
<tr><td>8.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US $ 28 850</td></tr>
<tr><td>9.</td><td>BENEFICIARY BODY</td><td>Radio stations and communication organisations of Eastern Antioquía and Caquetá</td></tr>
<tr><td>10.</td><td>IMPLEMENTING BODY</td><td>**Centro de Investigación y Educación Popular**
(CINEP)</td></tr>
<tr><td>11.</td><td>PROJECT LOCATION</td><td>The provinces of Eastern Antioquía and Caquetá</td></tr>
<tr><td>12.</td><td>PROJECT PREPARED BY</td><td>Camilo Tamayo y Rocío Castañeda C., CINEP Researchers</td></tr>
<tr><td colspan="3" align="center">DECISION OF THE BUREAU:
APPROVED: US$ 30,000</td></tr>
</table>

1.   BACKGROUND AND JUSTIFICATION

This project is to be implemented in two regions afflicted by a high rate of armed conflict (Eastern Antioquía and Caquetá); this makes them a stake in communication for tolerance and reconciliation. Another point is the need to create and develop free and responsible journalism, and to improve the training of regional and local journalists on the matters of violence. Citizen radios have been installed in areas selected so as to amplify local and regional public audience. Thanks to community radios, there is now a greater recognition of public issues, and public debate has been promoted. In 2000, the Ministry of Culture of Colombia declared that the citizen and community radios were a "cultural expression of Colombian nationality".

Although the importance of community radios has been gaining attention at the local and regional levels, one cannot deny that their role is still weak compared to crucial problems concerning the population's well being, such as the armed conflict situation, the search for peace, striving for human rights etc. These issues are not prioritised in these medias, due to insufficient levels of protection and security.

This has at least two clear consequences in addressing the public opinion. First, the issues of peace and development at the local and regional levels are not being discussed or analysed. Second, the stories and speeches of the social activists that do search for peace solutions and strive for human rights are not gaining attention in the local and regional public spheres.

There is a great need to guarantee better ways of informing the public, and this is where community radios can be extremely effective. What this project proposes is a training for the community and citizen radios, in the sub-region of Eastern Antioquía and in two villages in Caquetá, considering the social processes that are taking place in these regions to address two essential elements for the construction of a sustainable peace: the promotion and defence of human rights and the development of reconciliation processes.

This training will be organised in two ways: the training of the audiovisual production personnel of the radio stations, addressing the issues of human rights and reconciliation, and the collaboration of social organisations and local communities with the radio stations, so that the issues really come *from* the communities, and thus respond to their need of information.

2.   DESCRIPTION OF THE TARGET GROUPS

The beneficiaries of the project will be 11 community and citizen radio stations, the communication organisations of 11 villages and the population of two regions of the country affected by the armed conflict. The first area of activity with concern the sub-region of Eastern Antioquía, the second one will include two villages in the province of Caquetá.

Each radio station would work with two journalists associated with the organisation. In Caquetá, the activities will be performed by the Andaqui Communication Centre, and specifically with four journalists associated to the Centre. Five persons from each communication organisation will be responsible for the supervision of the project. The CINEP (*Centro de Investigación y Educación Popular*) has been working for more than five years with these social actors, which guarantees their involvement in the project.

3. **IMMEDIATE OBJECTIVE**

Building of the capacities of the radio stations in Eastern Antioquía and community organisations in the province of Caquetá, so as to actively participate in the process of communication for reconciliation and human rights.

4. **DEVELOPMENT OBJECTIVE**

To involve the radio stations and communication organisations in Eastern Antioquía and community organisations in the province of Caquetá in the processes of human rights and reconciliation that are taking place in each region, so that these stations turn into spaces of reference and meeting for the access to information, debate on these subjects. They will then help to define new stereotypes and social representations of human rights, reconciliation in peace in each community.

5. **PROJECT INPUTS**

➤ Training of the communication organisations in two ways:

   a) Theoretical bases of human rights and reconciliation;
   b) Radio production on human rights and reconciliation. This process will be performed through sessions and advising activities with the communication organisations.

➤ Optimising the process of audiovisual production with each of the communication organisations in Eastern Antioquía and Caquetá through meetings devised to plan and design audiovisual products and implement tools for the evaluation of the productions.

6. **PROJECT OUTPUTS**

➤ 9 teams working in the radio stations of Eastern Antioquía, informed and sensitive about the process of reconciliation in the region, its causes, actors and results;
➤ Two communication organisations in Caquetá will reach consensus with various groups of the population and with the actors of the human rights in the region;
➤ The radio stations in Eastern Antioquía will identify and plan specific strategies leading to the process of reconciliation and open a time case for communication policies;
➤ The 9 radio stations in Eastern Antioquía will produce 18 radio series and/or audiovisual material about the reconciliation process, involving its actors;
➤ The communication organisations in Caquetá will produce 4 audiovisual series in photo animation on the topic of human rights;
➤ The radio stations of Eastern Antioquía will organise 9 cultural community events, in order to widely publicise the reconciliation process, such as cinema clubs, meetings with the population, video forums and thematic festivals;
➤ The School of audiovisual production in Belén de los Andaquíes will organise a course dedicated to human rights.

7.   ACTIVITIES

➢ Preparing the education programme on human rights and reconciliation for the communication groups in Eastern Antioquía and Caquetá;
➢ Strengthening the existing citizen media in these regions of Colombia;
➢ Preparing the process with the communication groups and creating work alliances with regional community organisations.

8.   WORK PLAN

Month 1:   Preparing the education programme on human rights and reconciliation for the communication groups in Eastern Antioquía and Caquetá;

Months 1 / 2:   Preparing the process with the communication groups and creating work alliances with regional community organisations.

IN EASTERN ANTIOQUÍA

Months 3 / 5:   Workshops on human rights and reconciliation for the media of the high plain sub-region;

Months 4 / 12:   Coordination meetings with representatives of women, children and other community groups for the reflection and agreement on human rights issues, which will provide further material for the production of communication items;

Months 6 / 7:   Workshops on audiovisual production about reconciliation;

Months 7 / 12:   Consulting and assistance to the production of radio series and audiovisual documents that the media will develop with the support of community groups;

Months 4 / 12:   Assistance for actions that will lead to reconciliation in the region.

IN BELÉN DE LOS ANDAQUÍES AND FLORENCIA

Months 3 / 4:   Workshops on human rights and reconciliation for the communication groups of Belén de los Andaquíes and Florencia;

Months 3 / 5:   Coordination meetings with representatives of women, children and other community groups for the reflection and agreement on human rights issues, which will provide further material for the production of communication items;

Months 3 / 6:   Workshops on audiovisual production of items on human rights;

Months 5 / 12:   Assistance to the production of radio series and audiovisual productions that the media will develop with the support of community groups;

Months 6 / 10:   Accompaniment and development of film festivals on the topic of human rights in Florencia and Belén de los Andaquíes;

Months 3, 6, 9 and 12: Assistance to the implementation of actions leading to reconciliation in the region.

9.   INSTITUTIONAL FRAMEWORK

This project will count on the participation of a group of three researchers from CINEP (Research and Popular Education Centre). CINEP is a non-profit organisation working for the construction of the more humane and equal society. Throughout the years, CINEP has conducted important research activities dealing with the problems that affect the Colombian society, such as violence,

sustainable development, national political structures, the civil society constitution, public services and education, as well as the religious and cultural world.

The researchers will be in charge of the coordination and development of all planned activities. Two of them have already been involved in former programmes carried out in the region where the project will be carried out. A third researcher will be hired to strengthen the group; he would be in charge on developing communication items about the process, accompany its management and travel throughout the regions in order to organise the activities of the groups and communities involved. One of the CINEP criteria is the development of work alliances with the local organisations in the regions where the projects take place, so that the activities planned and implemented respond to the expectations of the communities.

10. SUSTAINABILITY

The CINEP will:

➢ Promote actions aiming to integrate the project in the local development plans of each municipality;
➢ Develop abilities and competences in each one of the community groups of the project, so that they will continue the processes they have already begun;
➢ Integrate human rights and reconciliation in the work plans of each one of the organisations and local media involved in the initiative;
➢ Foster the connection of children and youngsters with the communication groups in each one of the regions.

C.   ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3COL/21 350-COL-31 350-COL-61	30,000 70,000	Colombia	1982 -1987
		Book publishing and distribution	
PDC/7COL/01 350-COL-71 350-COL-81	35,000 15,000	Audio-visual unit (UNISUR)	1987 -1990
PDC/8COL/02 350-COL-82	25,000	Establishment of a media unit in the Ministry of National Education with the necessary staff and technical equipment	1988 -1990
PDC/9COL/01 350-COL-91	20,000	Influence of the social communication media on children	1989 -1991
PDC/12COL/01 352-COL-21	98,000	Support via mass communication media to prevent drug-related problems	1992 -1995
PDC/13COL/01 352-COL-31	50,000	Radio Production on Centre for the Colombian Coast	1993 -1996
PDC/15COL/01 352-COL-51	45,000	Comprehensive public information system for the advancement of working women	1995 -1997
PDC/18COL/01 352-COL-81	30,000	Support for local radio stations	1998 -1999
PDC/48 COL/01 354-COL-5041	18,000	Organizational strengthening and coordination with community media in Colombia	2005-2006
		Total Colombia: US$ 436,000	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
2 project coordinators:	3 258
Researcher/assistant (10 months):	9 877
Airfares and trip expenses for the coordinators:	
3 × Bogotá – Rionegro – Bogotá:	741
3 × Bogotá – Florencia – Bogotá:	741
Accommodation and per diem (Eastern Antioquía, 15 days):	493
Accommodation and per diem (Caquetá, 15 days):	494
6 workshops in Eastern Antioquía:	3 333
6 workshops in Caquetá:	1 115
Airfares and trip expenses for the researcher/assistant:	
4 × Bogotá – Florencia – Bogotá:	988
4 × Bogotá – Rionegro – Bogotá:	988
Accommodation and per diem (Eastern Antioquía, 28 days):	1 316
Accommodation and per diem (Caquetá, 28 days):	1 316
Development of audiovisual productions	
Production of 18 audiovisual series in Eastern Antioquía:	2 140
Production of 2 × 4 radio and audiovisual series in Caquetá:	2 050
TOTAL:	**28 850**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
2 project coordinators:	35 382
Portable computer for radio production:	2 060
Communications, stationery:	2 058
Materials for the workshops:	3 000
TOTAL:	**42 500**

COSTA RICA

A. PROJECT IDENTIFICATION		
1.	**TITLE**	**TRAINING IN FREEDOM OF EXPRESSION FOR RURAL JOURNALISTS**
2.	**NUMBER**	PDC51 COS/01
3.	**CATEGORY OF MASS MEDIA**	Electronic and print media
4.	**IPDC PRIORITY AREA**	Freedom of the press
5.	**SCOPE (national, regional, interregional)**	National
6.	**TYPE OF ASSISTANCE REQUESTED**	Financial
7.	**TOTAL COST OF PROJECT**	US $ 51 300
8.	**AMOUNT REQUESTED FROM IPDC**	US $ 28 100
9.	**BENEFICIARY BODY**	Press and Freedom of Expression Institute (IPLEX)
10.	**IMPLEMENTING BODY**	Press and Freedom of Expression Institute
11.	**PROJECT LOCATION**	Costa Rica
12.	**PROJECT PREPARED BY**	Montserrrat SOLANO, Patricia VEGA, Doris GONZÁLEZ

DECISION OF THE BUREAU:
APPROVED: US$ 24,000

1.   BACKGROUND AND JUSTIFICATION

The rural journalists are particularly vulnerable to direct and indirect violations of freedom of expression. Since they practice their profession within small populations, where social relationships are very close, they become more conspicuous, and thus more exposed to the fluctuations of the regional politics. Also, considering they mostly depend on publicity for their operation, their economic precariousness becomes a weakness, which could be exploited for the benefit of institutions or officials seeking to obtain favourable information or to silence criticism.

In Latin America, as pointed out by the Inter-American Commission of Human Rights in its annual reports of 2003 and 2004, the journalists of rural media are the victims of threats, intimidation and blackmail from population sectors involved in the information they handle, and by private and government entities who place advertisements with them, as a means to condition the topics being informed by the media. However, the population is unaware of many of these situations. As a survival mechanism, rural journalists often resort to self-censorship, thus limiting the free debate of ideas and opinions required by a democratic society.

In Costa Rica, multiple cases matching this type of scenario have occurred. Additionally, some violations of free expression may remain concealed when they are not perceived as a problem but rather as the norm.

In the last 5 years, Costa Rica has not made significant progress towards strengthening freedom of expression and facilitating the discussion of problems that might be affecting the full exercise of this right by all citizens. This became evident in 2004, when the Costa Rican State was condemned by the Inter-American Court of Human Rights for having violated the freedom of expression of the journalist Mauricio Herrera Ulloa.

During 2006, two events occurred that reduced freedom of expression in Costa Rica. The first one was a resolution adopted by the Constitutional Court. This resolution ratifies the Printing Law of 1902, a law that punishes by trial misdemeanours against the honour. The second event was the bill of the Law of Freedom of Expression and Press presented in the Parliament, which considerably limits the aforementioned freedom of expression and hinders the practice of journalism.

For 35 years, the rural press has significantly contributed to Costa Rica's information diversity. Despite the economic and technological limitations, its scopes and contents fully meet the specific information needs of rural residents. However, they are often exposed to judicial complaints and threats, which serve as a gag that prevents them from freely exercising their duty to inform.

Within this context, the proposed project intends to identify the problems faced by the regional media, to train journalists who work in rural media, to contribute to improve the current situation and disseminate all necessary information on freedom of expression.

2.   DESCRIPTION OF THE TARGET GROUPS

Targeted groups include the journalists and communication professionals operating in regional media; legally incorporated Indian and community radio stations featuring literacy programmes and local news, and television stations in the provinces and remote regions. Most of these information entities are considered to be small companies, due to the fact that they often operate in their owner's

homes, where the journalist is at the same time the photographer, designer, driver and director of the communication company.

3.   IMMEDIATE OBJECTIVE

➢ To obtain a diagnosis about the freedom of expression problems that are affecting the journalists of local and rural media in the interior provinces of Costa Rica;

➢ To train 100 communicators of regional and rural media working outside San José, Costa Rica's capital city.

4.   DEVELOPMENT OBJECTIVE

By meeting these objectives, we intend to promote and defend the work of rural journalists and communicators in Costa Rica, strengthen freedom of expression and a free democratic debate of local ideas and opinions, thus contributing to the formation of better informed and more participating citizens.

5.   PROJECT INPUTS

➢ Instructors and consultants;
➢ Transportation, accommodation and per diem allowance for instructors and consultants;
➢ Renting of equipment and premises required for the training sessions;
➢ Training material and supplies;
➢ Participants' meals and transportation expenses;
➢ Preparation of a user-friendly manual or handbook for journalists on freedom of expression;
➢ Publication of the handbook.

6.   PROJECT OUTPUTS

➢ A diagnosis on freedom of expression problems in Costa Rica's rural regions;
➢ 100 journalists working in Costa Rican rural media trained on freedom of expression and the mechanisms through which they can enforce their rights;
➢ A freedom of expression handbook for Costa Rican journalists, validated during the workshops;
➢ A memoir including the project's development and results.

7.   ACTIVITIES

Preliminary stage:
➢ Drawing up the terms of reference for the selection of the instructors and consultants;
➢ Contracting instructors and consultants.

Diagnosis preparation:
➢ Preparation for visits to 4 regions of the country (North, North Pacific, South Pacific and the Caribbean), to carry out the diagnosis and to define the logistics for the subsequent tasks;
➢ Preparation of instruments to collect data;
➢ Visits;
➢ Writing of diagnosis.

Handbook preparation:

> Writing up of the handbook based on the information collected during the visits and the diagnosis;
> Validation of the handbook during the training workshops;
> Handbook correction;
> Handbook edition and publication.

Training:

> Organisation of 4 one-day workshops for 25 regional media journalists, in each of the regions previously visited during the preparation of the diagnosis;
> Holding of workshops.

Final stage:

> Preparation of the memoir;
> Elaboration of the final report for UNESCO.

8.   WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of terms of reference for contracting instructors and consultants	█											
Contracting instructors and consultants	█											
Preparation of visits	█	█										
Preparation of instruments for data collection		█	█									
Visits			█									
Diagnosis preparation				█	█							
Handbook writing						█	█					
Handbook validation								█				
Handbook correction									█			
Handbook edition and publication										█	█	
Organisation of four workshops				█	█	█						
Workshops							█					
Memoir preparation												█
Writing of final report												█

9.   INSTITUTIONAL FRAMEWORK

The Association "Press and Freedom of Expression Institute" (IPLEX) was established in June 2005 with the support of UNESCO, as an initiative of a group of distinguished journalists and lawyers who are committed to strengthening freedom of expression and access to information. The Institute also seeks the promotion of an ethical, responsible and independent journalism.

For the present project, we will have the logistical support and power to assemble key agents of the Costa Rican "Alternative and Regional Media Network" (REMAR), which is integrated by 23 regional media (20 newspapers and 3 magazines). This will exert a great impact in raising the awareness of the sector on the importance of becoming trained in Freedom of Expression by participating in the workshops. We also count on the participation of other organised groups, the National Chamber of Radio (CANARA) and the Costa Rican Institute of Radio Learning (ICER), which gathers the cultural radio stations of the country.

The IPLEX will provide administrative support, the project's coordination, dissemination in conjunction with local organisations (such as the Association of Journalists and the networks of regional journalists), as well as offering its members' expertise for the preparation of training programmes.

10. SUSTAINABILITY

Training the social communicators is one of the best means to ensure the training of the communities themselves and to raise the awareness of their local audience regarding the importance of strengthening freedom of expression. At the same time, the availability of handbooks will lead to the undertaking of future training activities in the country.

11. FRAMEWORK OF MONITORING

The Coordinator of the project will account for all actions to the IPLEX Executive Board, will be responsible for maintaining contact with UNESCO and the media associated with the project, as well as preparing progress reports.

12. EVALUATIONS CARRIED OUT

We will use two comprehensive evaluation mechanisms: the first one will validate the handbook during each workshop; the second will be formed by the evaluations of the workshops, where not only the power to assemble agents and logistics will be considered, but where contents, lecturers and dynamics will be also taken into account.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

We will submit a technical and financial progress report of the project every four months, or at any time upon request from the UNESCO Office. Once the project is completed, we will present a final report.

C.   ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3COS/22 350-COS-31	40,000	Costa Rica Production of endogenous messages	*1983 -1984*
PDC/11COS/01 352-COS-11	40,000	Training programme in communication	*1992 -1993*
PDC/14COS/01 352-COS-41	30,000	Audio-visual production centre of the co-operative movement	*1994 -1995*
PDC/16COS/01 352-COS-61	40,000	Development of rural radio stations	*1996 -1998*
PDC/24 COS/01 354-COS-5031	20,000	Strengthening the Indian Community Radio Stations in Costa Rica	*2004-2005*
		Total Costa Rica: US$ 170,000	

Preparatory activities completed prior to submission of the project to IPDC

Thanks to the expertise of its members, the IPLEX has proven to have sufficient credibility and power to assemble key Costa Rican agents. This was demonstrated in its first public activity, held on July 28th, 2005: a UNESCO-sponsored seminar on access to information. In just a few months, the IPLEX has received institutional support offered by Costa Rican media; it has been consulted by international and national organisations such as Inter-American Dialogue (based in Washington, D.C.) and by the local office of the United Nations Development Programme (UNDP). It has also

been invited to participate in international forums on topics related to its objectives. It has received the support of international organisations such as the Inter-American Press Association (IAPA), the Open Society Justice Initiative (OSJI), the Knight Centre for Journalism in the Americas at the University of Texas at Austin, and has already established a contact with the Inter-American Human Rights Commission. Moreover, the IPLEX is meeting a number of members of the Costa Rican Parliament and also the current President Oscar Arias in order to develop proposals about the bill of the Law of Freedom of Expression and Press.

Contribution foreseen by the beneficiary agency during the project period

The Institute expects to continue receiving the support offered by social communication media as institutional support, as well as from other foundations we have contacted.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Consultant for diagnosis preparation:	2 000
Consultant for handbook preparation:	2 000
Instructor:	2 700
Local transportation:	1 200
Diagnosis visit (per diem for 3 persons × 8 days):	1 800
Seminar tour (per diem for 3 persons × 10 days):	2 200
Diagnosis visits (subsistence for 10 persons × 4 visits):	1 200
Workshops (subsistence for 25 persons × 4 workshops):	3 000
Renting of facilities:	1 200
Renting of equipment:	2 000
Journalists' transportation:	500
Preparation of diagram:	1 500
Printing (500 copies) and distribution:	4 000
Web design and publication:	800
Memoir printing and diffusion:	1 000
Monitoring:	1 000
TOTAL :	**28 100**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Project coordinator (half-time, 12 months):	8 400
Instructor San José (2 days):	320
Diagnosis visit (per diem for 3 persons × 8 days):	880
Seminar tour (per diem for 3 persons × 10 days):	1 100
Renting of facilities:	800
Renting of equipment:	1 400
Training materials:	1 200
Distribution:	1 100
Administrative expenses and communications:	3 000
Handbook edition:	1 000
Printing (500 copies) and distribution:	1 500
Web design and publication:	1 500
Memoir (diagram preparation and edition):	1 000
TOTAL :	**23 200**

DOMINICAN REPUBLIC

<table>
<tr><td colspan="3">A.   PROJECT IDENTIFICATION</td></tr>
<tr><td>1.</td><td>TITLE</td><td>STRENGTHENING FREEDOM OF EXPRESSION IN RADIO, TV AND SCHOOLS OF JOURNALISM</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>PDC51 DOM/01</td></tr>
<tr><td>3.</td><td>CATEGORY OF MASS MEDIA</td><td>Radio and television</td></tr>
<tr><td>4.</td><td>IPDC PRIORITY AREA</td><td>Freedom of expression; Development of human resources</td></tr>
<tr><td>5.</td><td>SCOPE (national, regional, interregional)</td><td>National</td></tr>
<tr><td>6.</td><td>TYPE OF ASSISTANCE REQUESTED</td><td>Financial</td></tr>
<tr><td>7.</td><td>TOTAL COST OF PROJECT</td><td>US $ 96 800</td></tr>
<tr><td>8.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US $ 30 200</td></tr>
<tr><td>9.</td><td>BENEFICIARY BODY</td><td>UNESCO Chair in Communication, Democracy and Good Governance, Pontificia Universidad Católica Madre y Maestra, Santo Domingo</td></tr>
<tr><td>10.</td><td>IMPLEMENTING BODY</td><td>UNESCO Chair in Communication, Democracy and Good Governance</td></tr>
<tr><td>11.</td><td>PROJECT LOCATION</td><td>Dominican Republic</td></tr>
<tr><td>12.</td><td>PROJECT PREPARED BY</td><td>María Isabel SOLDEVILA, Director of the UNESCO Chair in Communication, Democracy and Good Governance</td></tr>
<tr><td colspan="3">DECISION OF THE BUREAU:
APPROVED: US$ 25,000</td></tr>
</table>

1.   BACKGROUND AND JUSTIFICATION

The Dominican Republic's issues regarding freedom of expression no longer revolve around government censorship. It is of a new kind of restraint that journalists and editors complain about: the "dictatorship" of publicity and of the owners of media enterprises, who are often business people involved in other types of activities at the same time.

In this context, a process of self-censorship has flourished. News gathering and publishing are headed towards a comfortable, "light" vision of reality. Conflict is avoided and good journalism is dying.

Closely related to this problem, is the academic level of journalists and journalism students. Dominicans have profound deficiencies in comprehensive reading and good writing, obstacles that make teaching critical thinking and ethics a difficult task. Besides, the subject of freedom of expression and free access to information is not taught as part of the curricula, even though some universities discuss the topic in workshops and as a part of their other journalism courses.

It is well known that in the Dominican Republic, first television and then radio are the main sources of information for the general public. Also, it has been established that if there is a law that supports journalists in their quest for public information, media workers do not feel empowered and do not even know about their legal rights.

It is urgent to put forward mechanisms to detect these more subtle forms of censorship and self-censorship, and to come up with tools that will help journalists and academics to improve the perception (and the reality) of the media in the Dominican Republic by helping it recover its credibility.

2.   DESCRIPTION OF THE TARGET GROUPS

The journalists who work in the radio and television stations of the country, and lecturers in journalism. At least 50% of the participants will be women.

3.   IMMEDIATE OBJECTIVE

➢ To train 80 journalists in the legal framework that protects and regulates the use of freedom of expression and press in the Dominican Republic, emphasising the special features of television and radio journalism;

➢ To train 20 lecturers in journalism in teaching the freedom of expression and of the press, and free access to public information.

4.   DEVELOPMENT OBJECTIVE

By strengthening the knowledge of journalists and lecturers in journalism on press freedom issues and free access to public information, we intend to help practising and future journalists work more freely, thus contributing to the free flow of information.

5. PROJECT INPUTS

➢ Instructors and experts for the workshops and seminars;
➢ Conference rooms for the meeting, seminars and workshops;
➢ Advisers for the production of printed and audiovisual material;
➢ Participants' subsistence and transportation expenses;
➢ Training material and rental of equipment to carry out the meeting, seminars and workshops;
➢ Rental of studios to produce audiovisual materials;
➢ Journalists selected from the workshops for the production of radio and TV reports.

6. PROJECT OUTPUTS

➢ 3 workshops on freedom of expression and press and free access to public information;
➢ 2 intensive workshops on the strengthening and spreading of freedom of expression and press;
➢ A seminar/meeting attended by the directors of the radios and TV stations of the Dominican Republic;
➢ A regional seminar for 20 journalists from the Dominican Republic, Mexico, Cuba, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and Panama on "*The practice of Journalism and the safety of journalists*";
➢ 60 journalists trained in the national and international legislation on freedom of expression and of the press;
➢ 20 trainers in journalism skilled in the national and international legislation on freedom of expression and the press, and in the proper teaching of the matter;
➢ Radio and TV directors from the Dominican Republic being aware of the significance of the freedom of expression and press for practising journalists, and of the importance of free access to public information;
➢ 22 radio productions (3-4 minutes each): 12 on the situation of freedom of expression and press, and 10 on free access to public information in the Dominican Republic;
➢ 3 TV reports (approximately 7 minutes each) on the situation of freedom of expression and press and free access to public information;
➢ Publication of a record of the project.
➢ A catalogue of censorship mechanisms and possible solutions;
➢ Creation of a Media Observatory.

7. ACTIVITIES

➢ Selection and contracting of instructors and consultants;
➢ Preparation of the training materials for the meeting, seminars and workshops;
➢ Organisation of the meeting, seminars and workshops;
➢ 3 workshops on freedom of expression and press and free access to public information, each attended by 20 practising radio and TV journalists of the Dominican Republic;
➢ 2 intensive workshops on the strengthening and spreading of freedom of expression and press, each attended by 10 lecturers from the universities of the Dominican Republic;
➢ A seminar/meeting attended by the directors of the radios and TV stations of the Dominican Republic, to raise awareness on the freedom of expression and press for practising journalists and on the importance of free access to public information for a proper practice of journalism;

- A regional seminar (journalists from the Dominican Republic, Mexico, Cuba, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and Panama) on "*The practice of Journalism and the safety of journalists*";
- Production and broadcasting on Dominican radio stations of a series of 22 reports (3-4 minutes each): 12 on the situation of freedom of expression and press, and 10 on free access to public information in the Dominican Republic;
- Production and broadcasting on Dominican TV channels of a series of 3 audiovisual reports (approximately 7 minutes each) on the situation of freedom of expression and press and free access to public information;
- Printing and distribution of the materials for the meeting, seminars and workshops.
- Systematisation and publication of the experience;
- The creation of a Media Observatory should come out of the workshops.

8. WORK PLAN

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Monitoring and evaluation	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
Selection and appointment of trainers and consultants	▪	▪										
Preparation of the materials for the meeting, seminars and workshops	▪	▪	▪									
Meeting of the heads of the radios and televisions of the Dominican Republic			▪									
Regional seminar on "*The practice of Journalism and the safety of journalists*"											▪	
3 workshops on freedom of expression and free access to public information				▪			▪			▪		
2 intensive workshops on the strengthening and spreading of freedom of expression and press					▪			▪				
Production and broadcasting on the Dominican radios of a series of 22 reports on freedom of expression and information in the Dominican Republic					▪	▪	▪	▪	▪			
Production and broadcasting on the Dominican TV channels of a series of 3 audiovisual reports on freedom of expression and information				▪	▪	▪	▪	▪	▪	▪		
Systematisation and publication of the experience											▪	▪
First progress report				▪								
Second progress report								▪				
Final report												▪

9. INSTITUTIONAL FRAMEWORK

The UNESCO Chair in Communication, Democracy and Good Governance was established in 2003 at Pontificia Universidad Católica Madre y Maestra in Santo Domingo. It aims at promoting an integrated system of research, training, information and documentation activities in the field of communication and culture of peace, to facilitate collaboration between high-level, internationally recognised researchers and the teaching staff of the University and other institutions, in the Dominican Republic and abroad.

10. SUSTAINABILITY

As a training project, it will be sustained by the knowledge being transmitted to each of the participants, which will in turn be reflected in their daily work, to the benefit of their audience. We expect this first training experience to serve as a model for the carrying out of new programmes in the future, such as a replica of the workshops as a part of a continuing education programme, and the development of a Media Observatory.

11. FRAMEWORK OF MONITORING

The UNESCO Chair in Communication, Democracy and Good Governance in the Pontificia Universidad Católica Madre y Maestra in Santo Domingo will carry out a permanent monitoring. Progress reports will be sent to the UNESCO San José Office.

12. EVALUATIONS CARRIED OUT

We will conduct two evaluation mechanisms: the first one at the end of each seminar and workshop; the other being the final comprehensive report.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The UNESCO Chair in Communication, Democracy and Good Governance in the Pontificia Universidad Católica Madre y Maestra assumes the responsibility of delivering a report every four months during the first eight months, and a final report at the end of the project's activities.

C.   ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/13DOM/01 352-DOM-31	50,000	*Dominican Republic*	*1993 -1996*
		Assistance to train young people to produce communication for development programme	
PDC/18DOM/01 352-DOM-81	35,000	Strengthen the network of popular development-oriented radio stations	*1998 -1999*
PDC/49 DOM/01 354-DOM-5051	15,000	STRENGTHENING OF FREEDOM OF EXPRESSION IN DOMINICAN REPUBLIC	*2006-2007*
		Total Dominican Republic: US$ 100,000	

Preparatory activities completed prior to submission of the project to IPDC

- Programme of exchange with journalism students from Spain and the Dominican Republic organised by the UNESCO Chair and the Universidad Autónoma de Barcelona.
- UNESCO lectures by Fausto Rosario, Editor-in-chief of Clave and Clave Digital, on media in the Dominican Republic, and by José Manuel Pérez Tornero, of UAB. August 2006.
- Presentation of UNESCO's report on Communication and Information in a Society of Knowledge by regional consultant Alejandro Alfonzo.

- Preparation of international book-launch of "*The practice of journalism in the era of information*" by Raúl Fuentes, Ph.D. Both presentations will be held in September.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
3 workshops:	9 000
2 intensive workshops:	4 000
Seminar/meeting with the Heads of Dominican radio and TV stations:	1 300
Regional seminar on "*The practice of journalism and the safety of journalists* ":	8 910
Publication of the final report:	5 990
Monitoring:	1 000
TOTAL :	**30 200**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Project coordinator (14 months):	17 000
3 workshops – printing and distribution of the materials:	13 278
2 workshops – printing and distribution of the materials:	4 000
Seminar/meeting with the Heads of Dominican radio and TV stations – printing and distribution of the materials:	660
Regional seminar – printing and distribution of the materials:	2 570
Monitoring and evaluation (14 months):	16 970
Production and broadcasting of a series of 22 reports on Dominican radio stations:	6 667
Production and broadcasting of a series of 3 audiovisual reports on Dominican TV channels:	5 455
TOTAL :	**66 600**

ECUADOR

A. PROJECT IDENTIFICATION		
1.	TITLE	WOMEN AND RADIOS ON LINE
2.	NUMBER	PDC/51 ECU/01
3.	CATEGORY OF MASS MEDIA	Popular and educative radios
4.	IPDC PRIORITY AREA	Freedom of expression; Human resource development
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 39 900
8.	AMOUNT REQUESTED FROM IPDC	US $ 23 800
9.	BENEFICIARY BODY	*Corporación Promoción de la Mujer* (CPM) *Taller de Comunicación Mujer* (TCM)
10.	IMPLEMENTING BODY	*Corporación Promoción de la Mujer* *Taller de Comunicación Mujer*
11.	PROJECT LOCATION	Quito
12.	PROJECT PREPARED BY	*Corporación Promoción de la Mujer* *Taller de Comunicación Mujer*

DECISION OF THE BUREAU:
APPROVED: US$ 20,000

B.   PRESENTATION

1.   BACKGROUND AND JUSTIFICATION

This project proposes a creative communication process developed by women, which combines radio and the Internet. To focus the project on women and combine communication technologies is not only a way to utilise new and powerful possibilities in development project on communication, but it also allows dealing with the "androcentric" bias in information and communication processes with unequal access to and knowledge of information technologies. This project will support the radio and its virtual networks by promoting their use in communication processes developed by women, by making their radio productions to be broadcast on the Internet and by giving women the technological tools to make the best use of all the resources available in the Internet.

Consequently, this project will face three vital development problems:

➢ Scarce opportunities for free and creative production of women working in radio stations;

➢ Lack of influence of women to introduce themes of their interest within the radio programmes;

➢ Need to strengthen the use of networks so that old and new technologies can be put to the service of less audible actors with little access to media.

In this light, the interest of this project is to combine the empowerment of women-producers working on popular and educative radios with the access to new information technologies of communication (ICTs). It aims at producing a series of creative micro-programmes based on the debate and reflection of the history of Women's Rights. The programmes will be spread through the radio networks CORAPE, ALER, AMARC and CONDESAN

A crucial element to achieve this purpose is to qualify women with creative and technological skills. They will enjoy a greater autonomy to produce and to manage their own initiatives in the radios for which they work. Thus, enhancing their professional level through the development of their technical capacities in radio production would also allow for a greater recognition of their abilities. Consequently, this project will promote the empowerment of women in creating new modalities of communication that will contribute to a social dialogue dealing with the issues that will make them more visible

2.   DESCRIPTION OF THE TARGET GROUPS

➢ The immediate beneficiaries of the project will be 20 women producers of rural or urban radios of Ecuador, capable of sharing their acquired knowledge with other people and other radios and networks.

➢ The participant's selection will be based on diverse criteria: interest on the initiative and commitment to participate throughout the process; experience and/or capacity to negotiate innovative proposals inside the station; experience and/or interest in radio production; experience and/or willingness to participate in collective projects.

3.   IMMEDIATE OBJECTIVE

To ensure the participation of 20 women during 10 months in a process of creative and technical training. The aim is to strengthen their position within the stations, make their work visible and promote the debate of the need of a gender perspective within this communication media.

4.   DEVELOPMENT OBJECTIVE

To promote the democratisation of communication spaces like the radio stations and their networks, as well as an increasing presence of women within them. By offering women new tools for creative production and diffusion, this project will impulse new effective forms of freedom of expression and plurality to various social actors – such as women – and their perspectives.

5.   PROJECT INPUTS

A trainer in radio languages and artistic production; a radio technician; a ICTs trainer; a project coordinator; an assistant; equipment and accessories to produce the micro-programmes; a training studio; a recording studio.

6.   PROJECT OUTPUTS

➢ 20 women will collectively produce a series of at least 10 radio programmes to be spread in two directions: networks of national and regional radios (CORAPE and ALER SATELITAL) and virtual networks (CORAPE and ALER SATELITAL FTP servers);

➢ 20 women able to install a gender perspective in radio productions;

➢ At least 10 Ecuadorian radio stations belonging to CORAPE networks with the capacity to combine old and new technologies committed to broadcast the radio productions through their networks and servers.

7.   ACTIVITIES

➢ Selection of a group of twenty women from various radio stations;
➢ Institutional commitments for the women's participation and the broadcasting of micro-programmes;
➢ Gathering of material on the history of women's rights;
➢ Training in radio production and ICTs in an intensive process of two 3-day training workshops;
➢ Inclusion of the gender issue in the trainings;
➢ Production of 10 micro-programmes (8/10 min. each);
➢ Collective evaluation of the training and production process;
➢ Broadcasting of radio programmes through the CORAPE, AMARC and ALER SATELITAL networks and through the Internet;
➢ Systematisation;
➢ Technical support and monitoring after each training session in order to ensure the sustainability of the project by including women's productions and perspectives in the programmes.

8.   WORK PLAN

ACTIVITIES	MONTHS									
	1	2	3	4	5	6	7	8	9	10
Meetings with ALER and CORAPE and mapping of the different radios	▨									
Contact with the radios and selection of women to participate in the project.	▨									
Validation and adjustment of the training plan with the group of women.		▨								
Negotiations with the radios for the broadcasting of micro-programmes.	▨	▨								
Compilation for radio programmes	▨		▨							
Meeting: priority subjects, narrative axes of production.				▨						
Radio training				▨						
Training on gender and women's rights				▨						
Training on ICTs and elaboration of collective evaluation				▨						

tools											
Edition and final assembly of the productions.											
Evaluation of the training and of the productions.											
Technical support to the collective of women who are disseminating the radio productions.											
Systematisation											
Final report											

9. INSTITUTIONAL FRAMEWORK

CPM/TCM will coordinate the overall activities of the project. The personnel of CPM/TCM will be in charge of drawing up a map of the radio stations and will select a group of 20 women to participate in the project; they will ensure the attendance of these women to the training sessions in Quito, and will be responsible for logistics; they will also negotiate the commitment of the radio stations participating in the project.

10. SUSTAINABILITY

The project sustainability is ascertained by the following elements:

➢ Commitment of the radio stations to continue producing on gender issues and/or from a gender perspective;

➢ High quality of the productions that can open further possibilities of women's radio productions.

11. FRAMEWORK OF MONITORING

The evaluation of the project will be collective, carried out by the group of women part of the process and by the experts on radio production and ICTs.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/7ECU/01 350-ECU-71	45,000	Ecuador Distance teaching	*1987 -1991*
PDC/9ECU/02 350-ECU-91 520-ECU-61 (FIT-France)	30,000 10,170	Programme for the recovery and safeguard of national moving images	*1989 -1992*
PDC/13ECU/01 352-ECU-31	69,000	Communication policies and strategies for the improvement of basic education	*1993 -1995*
PDC/15ECU/01 352-ECU-51	45,000	National communication network for culture	*1995 -1997*
PDC/23 ECU/01 548-ECU-5000 FIT-Luxembourg	31,000	Restructuring of the Radio Station of the Casa de la Cultura Ecuatoriana	*2004-2005*
PDC/48 ECU/01 354-ECU-5041	18,000	Capacity Strengthening of the community radio "The Voice of Imbabura"	*2005-2006*
PDC/49 ECU/01 354-ECU-5051	22,000	COMMUNITIARIAN JOURNALIST TRAINING	*2006-2007*
		Total Ecuador: US$ 260,000+US$ 10,000(Funds-in-trust)	

Preparatory activities completed prior to submission of the project to IPDC

- Meetings with directors of ALER to identify the potential participation of a determined number of radio stations;
- Contacts with Jorge Gorostiza, Miguel Saravia and Byron Garzón to discuss the technical questions (training, broadcasting etc.).

Contribution foreseen by the beneficiary agency during the project period

Computer, audio card, audio console, microphone, writing and radio production, promotional documents.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training and recording studios:	380
Accessories and expendables:	200
Coordinator (½ month):	6 000
Documentation (history of women's rights) and drawing up of map:	2 000
Broadcasting of 10 micro-programmes:	2 000
Training in radio production:	3 000
Training and technical support on sound techniques:	1 000
Training on ICTs:	2 000
Transport of participants to Quito:	2 000
Accommodation for participants and international trainers:	1 810
Subsistence (5 ½ days for 25 persons):	1 670
Air transport for production trainer:	740
Monitoring:	1 000
TOTAL :	**23 800**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Use of equipment:	770
Office space and infrastructure:	730
Office supplies:	600
Coordinator (½ month):	6 000
Assistant (½ month):	4 000
Accountant (1/3 month):	2 000
Broadcasting of 10 micro-programmes:	2 000
TOTAL :	**16 100**

GUATEMALA

A. PROJECT IDENTIFICATION	
1.	TITLE	TRAINING OF AUTOCHTHONOUS COMMUNITY JOURNALISTS TO BROADEN MEDIA PARTICIPATION
2.	NUMBER	PDC/51GUA/01
3.	CATEGORY OF MASS MEDIA	Community radio
4.	IPDC PRIORITY AREA	Human resource development; development of community media; promotion of free expression and media pluralism
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 41 900
8.	AMOUNT REQUESTED FROM IPDC	US $ 27 700
9.	BENEFICIARY BODY	Ajb'atz Enlace Quiche, Santa Cruz del Quiche
10.	IMPLEMENTING BODY	Ajb'atz Enlace Quiche; Gracias Vida Center of Media training
11.	PROJECT LOCATION	The departments of Quiche, Quetzaltenango and Huehuetenango
12.	PROJECT PREPARED BY	Ajb'atz Enlace Quiche

DECISION OF THE BUREAU:
APPROVED: US$ 31,300

B.   PRESENTATION

1.   BACKGROUND AND JUSTIFICATION

Guatemala is a multiethnic, multilingual and multicultural nation that is still emerging from and struggling with the legacy of its 36-year civil war. The inequities and discrimination that helped fuel the repression of the war years still affect the country, particularly in the autochthonous highlands provinces that bore the brunt of the civil conflict. In part as a result, Guatemala suffers from the world's third most unequal distribution of wealth, with poorly developed and underfunded public education, especially in rural, autochthonous areas. Roughly 60 % of Guatemalans are autochthonous, with 24 distinct local languages.

While Guatemala's national media are relatively free in their coverage of issues centred on the capital, the concentration of most print and television programming restricts media pluralism. The *Quetzalteco*, an emerging daily in the highlands capital of Quetzaltenango (circ. 20 000), is the most prominent locally-produced paper in the highlands and employs a large number of autochthonous editors and reporters; its editors plan to broaden its coverage and subscription base to other highlands provinces over the next year.

Local radio network *Emisoras Unidas* plays an influential role in radio news coverage across the country, and increasingly autochthonous journalists are able to report stories of local interest from autochthonous areas, and have their coverage carried nationwide in Spanish through this network. Community radio stations in local languages allow access to media in the 24 autochthonous linguistic communities. By and large, however, autochthonous journalists are underrepresented in the major national media, and many need skills training to be able to move into positions of greater prominence. Overall, media standards in Guatemala are low, and without professional training, the quality of reporting is uneven.

This training project will focus on developing the skills of autochthonous journalists, focused especially on radio and, to a lesser extent, print reporters. As noted above, there are increasing opportunities for autochthonous reporters and editors to access and influence the national Guatemalan media, especially those with solid training in radio and print reporting techniques and in professional journalism practices. While autochthonous Guatemalans comprise many of the reporters in media outlets in the highlands provinces, few have ever had any professional training and many have had limited formal education. Providing practical journalism training through targeted workshops will help autochthonous journalists better represent the interests of their communities in national media.

2.   DESCRIPTION OF THE TARGET GROUPS

The direct beneficiaries of this training will be 120 journalists from the Mayan highlands provinces. At least 90 % will be residents from one of the country's 24 autochthonous linguistic communities. Recognising that there are relatively few women journalists from these provinces, we intend to recruit at least 20 % women participants. Priority will be given to journalists from provincial and community radio stations that have never received any journalism training. A second priority group will be print reporters who seek to gain access to the national print media.

3.   IMMEDIATE OBJECTIVE

➢ To improve professionalism and broaden the technical skills of 120 primarily autochthonous radio and print journalists, through a series of workshops and seminars over several months;

➢ The 120 reporters and editors will be taught a concise course of basic journalistic skills. In order to broaden the project's impact, reporters from rural autochthonous media will be recruited to attend the workshops held at four strategically dispersed Mayan highlands centres. Participants at the workshop sites will be invited to participate in three events over several months, so as to strengthen the training and encourage journalists to actively put it in practice.

4. DEVELOPMENT OBJECTIVE

This project will expand freedom of expression and media pluralism by developing the skills of 120 journalists, supporting community media, and empowering autochthonous reporters to participate actively in the national media. The aim is to promote a more inclusive democracy that addresses deep-seated problems of widespread societal violence, human rights violations, uneven educational access, persistent social discrimination, good governance, progress against impunity and corruption, and policies to reduce poverty. This long-term media goal is essential to helping long-marginalised autochthonous communities claim their rightful place in Guatemala's national life.

5. PROJECT INPUTS

➢ Professional journalist training instructor to conduct the workshops;
➢ Premises for workshops in Santa Cruz del Quiche, Quetzaltenango, Solola, and Huehuetenango;
➢ Written training materials and manuals for workshop participation and future reference;
➢ Overhead projector and audiovisual equipment;
➢ Website, site management and a list serve for the workshop results and their translation into *k'iche'* (the most widely spoken Mayan language) for bilingual posting on website;
➢ Instructor's transportation, accommodation and meals for travel to the four highlands centres;
➢ Participants' travel, accommodation and meals.

6. PROJECT OUTPUTS

➢ 120 journalists (mostly Mayans) will participate in a three-part series of training events over several months to perfect basic journalism skills:

　　a) An initial one-day seminar on journalistic practice and interviewing skills, which will also serve as a needs assessment;
　　b) A two-day workshop on basic reporting and radio production skills and journalism ethics;
　　c) A final one-day seminar focused on the social responsibility of journalists.

➢ The workshop participants will receive instructor feedback on a media product (radio or print story) they developed drawing on their training experiences;
➢ Participants will receive written training materials for reference;
➢ They will receive resources and suggestions on how to market their stories to national media;
➢ A website tied to the training sessions will host course materials in Spanish and *k'iche'*, as well as interactive resources and a list serve for autochthonous Guatemalan journalists;
➢ The four regional workshop clusters will help promote regional and national cooperation and networking among autochthonous journalists in order to empower them to help Guatemala move to a more participatory democracy and more responsive and pluralistic media.

7. ACTIVITIES

➢ Recruitment of four groups of 30 regional journalists to participate in workshops and seminars in four strategically dispersed Mayan highlands centres. Participants will include 90 %

autochthonous journalists, and we will seek to recruit 20 % women journalists (recognising that women are underrepresented among autochthonous journalists);

➢ Logistic and administrative arrangements for the three workshops and seminars at the four sites;
➢ Initial one-day seminars at the four sites on journalistic practice and interviewing skills, which will also serve as needs assessments for each group of 30 journalists;
➢ Fine-tuning of workshop programme tailored to the abilities and background of each participant group; appropriate workshop materials made available;
➢ Launching of website page tied to the training sessions, hosting course and reference materials in Spanish and *k'iche'*;
➢ Two-day workshop at the four sites on basic journalism skills, focused on: writing, creative radio production and journalism ethics;
➢ Workshop participants will be encouraged to share a media product (radio or print story) with the workshop instructor for feedback at the final session;
➢ Final one-day seminar at the four sites, focused on reporting on natural disasters (a particularly timely topic for journalists in these environmentally precarious areas), and on the social responsibility of journalists;
➢ Training materials given to course participants for future reference;
➢ The project instructor will share resources and contacts available to participants who wish to market their journalistic products to national Guatemalan media;
➢ Participants will provide feedback and evaluation on the entire training process;
➢ The beneficiary body and the course instructor will jointly prepare a wrap-up evaluation and report on the project outcomes. In addition, the report will address lessons learned and suggestions for future development and training needs in strengthening Guatemalan media.

8. WORK PLAN

1st quarter: Recruitment of journalist participants – Site reservations and administrative preparations for series of three workshops/seminars at the four sites – Preparation of initial course materials – Launching of website for project – Initial one-day training seminars on journalistic practice and interviewing skills, which also serve as needs assessments for each group.

2nd quarter: Fine-tuning of workshop materials and agenda tailored to abilities of each group – Adaptation of website following initial one-day seminars – Hosting of four two-day seminars on basic journalistic skills – Assignment of participants to course project – E-mail and phone contact between instructor and participants to put their skills into practice.

3rd quarter: Final one-day seminar at each site – Feedback from workshop instructor to participants on their media projects – Future reference materials, resources and contacts to market products provided to participants – Feedback from participants to instructor.

4th quarter: Beneficiary body and course instructor jointly prepare a wrap-up evaluation and report on the project results, along with lessons learned and suggestions for future development of Guatemala media capacity.

9. INSTITUTIONAL FRAMEWORK

The beneficiary body, *Ajb'atz' Enlace Quiche*, based in Santa Cruz del Quiche, Guatemala, will be in charge of administering and supervising the project. It is a training centre in the Mayan highlands that helps build skills in information technology, *k'iche'* and English language learning, and micro-business administration. It will host the first of the four regional workshops, will make administrative arrangements for the three other sites and coordinate the selection of journalists for the workshops. *Enlace Quiche* also will host the website for the project, translate the training materials from Spanish to *k'iche'* and coordinate the final project evaluation.

The implementing body for the journalism training itself, in partnership with *Ajb'atz'*, will be *Gracias Vida Centre for Media Training*, whose journalism trainer is based in Antigua, Guatemala. *Gracias Vida* has more than eight years' experience in leading journalism training seminars in Guatemala, Nicaragua and Bolivia.

10. SUSTAINABILITY

The project is focused on experimental learning and practical coaching to help journalists improve their skills and enter into new media opportunities in Guatemala. The web-based component of the project, hosted by *Ajb'atz' Enlace Quiche*, will allow the training material to be shared with other journalists and to have a longer life through "training the trainers". The list serve hosted by *Ajb'atz'* will also promote greater cooperation and networking among autochthonous journalists.

11. FRAMEWORK OF MONITORING

Both *Ajb'atz' Enlace Quiche* and *Gracias Vida* will provide progress reports. A possibility for monitoring could be the office of the UNESCO representative in Guatemala City.

12. EVALUATIONS CARRIED OUT

Ajb'atz' Enlace Quiche and *Gracias Vida* will conduct mid-term assessments and formal year-end evaluations. Evaluations and feedback from participants in the workshops will be incorporated into the final report.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Ajb'atz' Enlace Quiche, as the beneficiary agency, will report on project progress on a four-month basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/11GUA/01 352-GUA-11	55,000	*Guatemala* Radio programmes for the transfer of farming technology	*1991 -1993*
PDC/15GUA/01 352-GUA-51	33,000	Training in printed mass communication with a view to fostering community participation	*1995 -1997*
PDC/48 GUA/02 354-GUA-5041	18,000	Training journalists in freedom of expression and indigenous rights	*2005-2006*
PDC/49 GUA/01 354-GUA-5051	20,000	Creation of a Mayan Communication Network-REFCOMAYA	
		Total Guatemala: US$ 126,000	

Preparatory activities completed prior to submission of the project to IPDC

Ajb'atz' Enlace Quiche has participated in the World Summit on the Information Society (WSIS), and the organisation continues its links through WSIS stocktaking and partnerships. *Abj'atz* also has conducted a wide variety of outreach and autochthonous community building activities to the *k'iche'* community in Santa Cruz del Quiche, including hosting of a website and information technology training and outreach. *Gracias Vida* has developed journalism training materials that it has refined over the past eight in journalism training in Bolivia, Nicaragua and Guatemala, among other countries. *Gracias Vida* has worked with a wide range of radio stations in the highlands of Guatemala, which provides a key starting point for recruiting journalists for the workshops.

Contribution foreseen by the beneficiary agency during the project period

Ajb'atz' Enlace Quiche will provide facilities and equipment for hosting workshops in Quiche, computer and information technology resources for the hosting of the training materials on a website, and staff time for monitoring and oversight of the project. *Gracias Vida* will provide the use of radio production and recording equipment during the workshops, as well as the previously developed training materials and resources.

Assistance sought other than IPDC

Gracias Vida may also seek additional funding from other donors.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION **(in US dollars)**	
4 one-day needs assessment seminars for 120 participants (fees, hotel, transport etc.):	4 250
4 two-day journalism workshops for 120 participants (fees, hotel, transport etc.):	14 700
4 one-day social responsibility seminars for 120 participants (fees, hotel, transport etc.):	4 250
Training materials / manuals:	2 000
Website hosting, translations of training materials:	1 500
Monitoring:	1 000
TOTAL :	**27 700**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION **(in US dollars)**	
Abj'atz' overhead costs (administrative expenses, Internet etc.):	2 000
Gracias vida overhead costs (computers, administrative expenses, Internet etc.):	2 000
Equipment (computer lab, Internet terminals, recording/editing equipment, overhead projector, screen):	7 000
Travel, communication expenses:	1 200
Supervision of project:	1 000
Progress reports:	1 000
TOTAL :	**14 200**

JAMAICA

A. PROJECT IDENTIFICATION	
1. TITLE	**INTERNET RADIO/MOBILE ICT LAB**
2. NUMBER	PDC51 JAM/01
3. CATEGORY OF MASS MEDIA	Multimedia communication
4. IPDC PRIORITY AREA	Development of a community media centre
5. SCOPE (national, regional, interregional)	National
6. TYPE OF ASSISTANCE REQUESTED	Financial
7. TOTAL COST OF PROJECT	US $ 148 300
8. AMOUNT REQUESTED FROM IPDC	US $ 27 500
9. BENEFICIARY BODY	Mongrel Street Lab
10. IMPLEMENTING BODY	Mongrel Street Lab
11. PROJECT LOCATION	Palmers Cross, Clarendon
12. PROJECT PREPARED BY	Mervin Jarman, Container Project

DECISION OF THE BUREAU:
APPROVED: US$ 20,000

1. BACKGROUND AND JUSTIFICATION

The Mongrel Collective has developed and implemented in 2003 the Container Project: a 40 ft. container was retrofitted into a 14-computer laboratory, training and certification were offered in digital music production, digital photography and videography, and offered the only Internet /computer source for the Palmers Cross community. The Mongrel Street Lab has given the opportunity to contribute in a significant way to the advancement of communication and self-expression at the grassroots levels through promotion of a digital culture. In so doing, it helped to bridge the "communication chasm" and the digital divide, while providing some of the tools that can contribute to closing some of the other economic and social gaps. Addressing these problems is critical, since one of the greatest threats to civil obedience comes from the target group – young people on the streets of the island.

The Mongrel Collective proposes to establish a Multimedia lab in a wheeled bin which would travel to a number of marginalised communities and conduct training sessions on ICT/multimedia technology, so as to increase the capacity of at least 300 hard-to-reach, at-risk and socially excluded youth in audio/video production, interface design and Internet usage. The lab also offers an inexpensive method of a moving workshop from street to street, from city to city, in the most remote corners.

The project will involve a partnership with HEART TRUST/ National Training Agency (NTA), to certify those trained. The practical training provided by the project is expected to result in better educational levels among the target group, increased income-generating capacity, enhanced ICT/multimedia capacity, making them multimedia producers whose input will help to increase media pluralism in Jamaica.

2. DESCRIPTION OF THE TARGET GROUPS

The primary beneficiaries of the project will be the approximately 300 at-risk socially excluded youth who will be selected for training. Secondary beneficiaries include the families of these 300 youth, as well as other fee-paying customers who will benefit from the additional capacity generated by the project.

3. IMMEDIATE OBJECTIVE

➢ To train at least 300 hard-to-reach, at-risk and socially excluded youth in the use of familiar forms of media (audio, video, Internet radio etc) in a 2-year period, in order to improve their personal educational levels and increase their income-generating capacity;

➢ Promoting communication and self-expression of the marginalized, through building and equipping a mobile multimedia lab in a wheeled bin, with Internet radio, which will appear familiar and un-intimidating to the target group.

4. DEVELOPMENT OBJECTIVE

Image control has all kinds of important political and socio-economic consequences that impact upon development. Placing media under community control empowers ordinary people by giving them a say and therefore a stake in everything. It is the right step in the direction of good governance.

5.   PROJECT INPUTS

- Wheeled container;
- Equipment;
- Trainers;
- Mobile unit;
- Project coordinator.

6.   PROJECT OUTPUTS

- 300 at-risk youth trained and certified;
- Increased capacity of 300 young people in media production;
- Equipped training facility;
- Training material developed;
- Strengthened HEART TRUST/NTA relationship with the Mongrel container project, thereby securing certification at grassroots level;
- Local content produced, including digital stories.

7.   ACTIVITIES

- Planning and community surveys;
- Acquisition of equipment;
- Equipping the Portable Street Lab to deliver ICT/multimedia training;
- Contract trainers;
- Production of training materials to deliver a 72-hour, 6-week ICT/interactive multimedia training programme based on the curriculum developed by the Container Project with the assistance of the previous IPDC workshop;
- Build on the HEART/NTA and Container 'Special' Project partnership programme to offer the "*Nation Vocation Qualification of Jamaica* " (NVQJ) accreditation;
- Testing the installation;
- Marketing/advertising campaign;
- Implementing the workshop;
- Content production including at least 50 digital stories;
- Monitoring and evaluation.

8.   WORK PLAN

Months 1-2:	Preliminary planning and community surveys;
Months 2-4:	Acquisition of the equipment; building the infrastructure into the wheeled bin;
Month 5:	Installation of the equipment;
Months 4-6:	Development of training materials; planning of the workshops;
Months 5-6:	In-house testing and adjustment of the completed lab;
Month 6:	Organising the first two workshops;
Months 7-15:	Organising other workshops;
Months 9-22:	Local content production;
Month 23:	Monitoring and evaluation;
Month 24:	Complete final report;
Ongoing:	Marketing and advertisement.

9. INSTITUTIONAL FRAMEWORK

The management Committee (the Container Project's board of Directors) will be responsible for financial accountability, as the funds will be administrated through the Container Project. Other members of the team will come from the various organisations approached. This group will form the core development body. In addition, representatives from UNESCO/IPDC and other organisations will be invited to participate.

10. SUSTAINABILITY

The sustainability of the activity rests firstly upon the additional capacity of the Mongrel Street Lab to offer a wider array of training opportunities, access to the equipment and to multimedia tools. In addition, the obligation of the youths trained under the project to mentor other youths also provides an opportunity to impart skills and entrepreneurial values to them.

The results of each workshop will be catalogued and displayed to paying viewers. These are expected to be hosted by Galleries and other public access spaces. The events will be organised in such a way that they will promote the individual or groups work so as to boost their business prospects, acting as a marketing and advertisement tool.

Another approach will be to seek the participation of the corporate institutions in the designated workshop location. Finally we will seek grant funding to continue to run workshops and afford seed funding to continue the business development programme, such as plans to install a revolving fund that will continue to assist in the maintenance of the project.

11. FRAMEWORK OF MONITORING

We would recommend independent consultants Ms. Camille Turner and Ms. Sonia Mills to create a monitoring and evaluation team. Their collective technical expertise enables them to document the process first-hand, providing a blueprint of the whole construction process for future use.

12. EVALUATIONS CARRIED OUT

The Container project was a recipient of the UNESCO/IPDC workshop programme "*Building Mobile Multimedia Facility for Rural Youth*". This was the pilot of the project that yielded excellent results. On the base of these results, which reflect true community transformation, the Container project seeks to expand the programme to other communities by creating a truly mobile unit.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C.   ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/4JAM/19		Jamaica	1983 –1992
350-JAM-41	40,000		
350-JAM-71	34,000		
350-JAM-81	25,000	Creative production and training centre for television and radio (CPTC)	
352-JAM-21	63,000		

PDC/11JAM/01 352-JAM-31	60,000	Development of the computer system in the Jamaica Information Service	*1993 -1994*
PDC/16JAM/01 352-JAM-71	37,000	Community Radio for Poverty Alleviation and Development	*1997-1998*
PDC/18JAM/01 352-JAM-81	90,000	Upgrading the training and production capabilities of the Creative Production and Training Centre (CPTC)	*1998-1999*
PDC/20JAM/01 353-JAM-01	33,000	Workshop for production of training video/manual for journalists on how to report on violence against children and among children	*2000 - 2002*
PDC/48 JAM/01 354-JAM-5041	20,000	Building mobile, multimedia capacity for rural youth	*2005 - 2006*
Total Jamaica: US$ 402,000			

Preparatory activities completed prior to submission of the project to IPDC

- 2005: Designing and organising workshops for the Container Project in Palmers Cross;
- 2004: Conducting street art workshop, using mobile phones in South End, England;
- 2003: Designing and organising Media Arts workshop in Regent Park, Toronto, Canada;
- 2003: Designing and implementing the Container Project in Palmers Cross, Clarendon.

All these activities were designed and implemented with hard-to-reach at-risk socially excluded youths.

Contribution foreseen by the beneficiary agency during the project period

Proposals are being sent to both local and international funding agencies and institutions, seeking their assistance for the development of purpose-built software and hardware, and residencies for technology practitioners. The Container Project will provide the Lab with the necessary ongoing resources and a financial contribution for the organisation of the workshops.

Assistance sought other than IPDC

The Daniel Langlois Foundation; the Ontario College of Art and Design; Creative London; the Environmental Foundation of Jamaica; the Cable and Wireless Foundation; the Jamaica National Building Society; the National Commercial Bank.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Equipment: A wheeled garbage bin; 5 laptop computers; remote server/ back up system; printer; scanner; photocopier; 2 mini disc recorders; 2 DV camcorders; 2 digital cameras; data projector; 2 AC/DC converters; mobile radio transmitter and accessories (community web/broadcast):	12 500
5 trainers:	10 000
Administrative support, maintenance, insurance etc.:	4 000
Monitoring :	1 000
TOTAL :	**27 500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Trainers:	20 000
Local/international media specialist:	20 000
Volunteer stipend:	12 000
Local transport (one year):	5 000
Training materials (hand-out and software):	5 000
Administration (one year):	10 000
Monitoring and documentation:	10 000
Miscellaneous and incidentals:	38 800
TOTAL :	**120 800**

JAMAICA

A. PROJECT IDENTIFICATION		
1.	TITLE	**PRISON RADIO NETWORK (REHABILITATION RADIO)**
2.	NUMBER	PDC51 JAM/02
3.	CATEGORY OF MASS MEDIA	Integrated media, Internet and radio
4.	IPDC PRIORITY AREA	Community media; independent and pluralistic media
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 74 600
8.	AMOUNT REQUESTED FROM IPDC	US $ 40 000
9.	BENEFICIARY BODY	Department of Correctional Services (DCS)
10.	IMPLEMENTING BODY	Department of Correctional Services (DCS)
11.	PROJECT LOCATION	Tower street, South Camp and Fort Augusta Adult Correctional Centres
12.	PROJECT PREPARED BY	Department of Correctional Services and partners

DECISION OF THE BUREAU:
APPROVED: US$ 32,000

B.   PRESENTATION

1.   BACKGROUND AND JUSTIFICATION

In Jamaica, the media are relatively free and champion free speech, considering the vast number of talk-shows being broadcast. However, people are still not communicating. There is a clearly expressed need for a better quality content on the country's airwaves. The cable channels focus mostly on entertainment, the talk-shows often lack a solid basis of reliable information, and even this information may not be easily heard, due to the problem of transmitter coverage. Those concerned with social problems, relating particularly to crime and violence, are demanding more interactive and user-friendly information of concern to specific communities. These include prison communities, where feedback between inmates and their families, the Church and other rehabilitative elements of civil society could be established in both print and electronic formats.

This project aims at addressing inadequate quality programming and including certain communities and their concerns – such as the prison communities – in the national media coverage. The Department of Correctional Services (DCS) in Jamaica has a limited capacity to respond to this situation. Its programmes focus on training in areas such as communication, thinking and social skills. Music and drama activities constructively channel energies and offer the discipline and positive feedback of performance. It engages in some media production through the publication of its own newsletter, with considerable input from the inmates who are also encouraged to contribute articles to weekly reviews and newspapers. In one centre, the inmates also produce a newsletter within the framework of its Educational and Rehabilitation Programme for circulation within and outside the facility.

This project envisages strengthening this capacity by creating a positive interactive radio environment through the DCS, involving correctional officers, administrators, inmates and families. The radio network will be a major vehicle to advance the DCS's *Life Skills Programme*. This is a significant opportunity for positive change, since there is currently no medium for coordinated education and communication in the prisons. This development requires a broadband Internet connection and installation of a low-power FM transmitter at each of the DCS facilities. With this connection, radio programming can be generated from each of the institutions and distributed throughout the system. Programmes will be designed, developed and distributed to educate the inmate population (via courses, discussion groups, interviews and guest speakers) and to inform them on events across the penal system. This will create a conducing atmosphere to learning, and will benefit both the inmates and staff. Partnerships will be established with other media houses to broadcast content produced by inmates and staff to the general public.

2.   DESCRIPTION OF THE TARGET GROUPS

➢ Inmates. They are the immediate beneficiaries of the project; they will learn the basic skills of Internet and radio content production;
➢ Correctional officers;
➢ Families of inmates.

3.   IMMEDIATE OBJECTIVE

To conduct a series of training workshops for 100 inmates and correctional officers in media and communication skills, programming, broadcasting, engineering and related multimedia operation.

4. DEVELOPMENT OBJECTIVE

Enabling inmates and officers to share their own stories and encourage dialogue, within their own environment as well as externally, should contribute to the improvement of their condition and well being, and reduce recidivism among inmates by providing them the means to behave in a socially acceptable manner upon re-entry into society.

5. PROJECT INPUTS (for 4 studios):

➢ 4 low-power FM transmitters with antennae;
➢ Broadband Internet connections;
➢ 4 studio audio consoles;
➢ 12 studio microphones with stands;
➢ 12 studio headphones;
➢ 4 CD players;
➢ 4 tape decks;
➢ 18 chairs;
➢ 8 × 10 broadcasting studio to be built.

Personnel:

➢ Media and communications consultant;
➢ Trainers.

Training material.

6. PROJECT OUTPUTS

➢ 100 Inmates and officers trained in broadcasting and communications and related multimedia skills;
➢ Improved morale, as a significant part of the inmate population will be engaged on a daily basis in something meaningful and positive;
➢ DCS monthly newspaper established and articles produced and published;
➢ A Guide on the use of mass media for rehabilitation in correctional facilities of the Caribbean;
➢ Training manual (CD or on Internet) on community broadcasting, tailored to penal communities. This manual can be used to share the experiences with other institutions within and outside Jamaica.

7. ACTIVITIES

➢ Baseline assessment of facilities;
➢ Acquisition of equipment;
➢ Recruitment of trainers;
➢ Installation of broadband Internet connections;
➢ Furnishing and equipping the studios in the 4 locations;
➢ Development of training material;
➢ Training workshops for staff and inmates;
➢ Design of schedules and production of pilot radio programmes;
➢ Test broadcasts;
➢ Beginning of regular transmissions;
➢ Development of a Guide on the use of mass media for rehabilitation in correctional facilities of the Caribbean;
➢ Evaluation.

8.   WORK PLAN

ACTIVITIES	Month
Baseline assessment of facilities	1-2
Preparation of training programme for three facilities	3-4
Acquisition and installation of equipment	3-4
Development of training materials	3-4
Organisation of training workshops	4-16
Production, broadcast and dissemination of new content	5-16
Launch of "*Rehabilitation Radio*" – Test broadcasts	5
Development of a Guide on the use of mass media for rehabilitation in correctional facilities of the Caribbean	12-16
Evaluation	16

It is proposed to upgrade the DCS newsletter to a monthly newspaper for wider circulation and produce radio and video programmes for broadcast. Furthermore, while DCS does already have some desktop publishing and digital production equipment, additional items would be needed to ensure the training and production are undertaken in the most appropriate environment and for continued use.

The project will be piloted in 4 correctional facilities Fort Augusta (Adult female), Rio Cobre Juvenile Correctional Facility (Youths), South Camp (Adult male, minimum security) and Tower Street Adult Correctional Centres (Adult male, maximum security).

9.   INSTITUTIONAL FRAMEWORK

The activities of this project will be undertaken in collaboration with the Berkman Centre for Internet and Society (Harvard University, USA) and the Technical Training School of Cornerstone Ministries, an NGO specialised in rehabilitative skills training.

The Department of Correctional Services (DCS) and Students Expressing Truth (SET) Foundation and other partners have committed to collaborate in the education and advancement of the staff, inmates and families in the penal system through a ICTs and rehabilitation programme. To this end, they are developing the infrastructure, personnel, communication and management framework to educate inmates while maintaining the security and integrity of the penal system. This project aims to set up a dedicated and secure communication network across four institutions and the DCS training facility in Kingston.

DCS provides infrastructure for the establishment of radio laboratories, as well as supervision for the project. Ultimately, the "*Rehabilitation Radio*" will belong to the DCS, which will be responsible for its maintenance and upkeep.

10.   SUSTAINABILITY

➢ The programme will be sustained through the continuous training of inmates and warders. The manual will facilitate continuity;
➢ The DCS is developing a support base of volunteers, staff and inmates who will help to generate programmes and opportunities for broadcast;
➢ Financial sustainability will be enhanced, since overhead expenses will be met by the Department of Correctional Services. The network will generate some income by providing mainstream media with selected content for a fee.

11. FRAMEWORK OF MONITORING

➢ The project will be managed by a Committee to be established by DCS, with independent technical oversight from Spectrum Management Authority Ltd.;
➢ We recommend that UNESCO engage the services of an independent consultant to evaluate the project.

12. EVALUATIONS CARRIED OUT

A recent evaluation carried out on the DCS facility has foreseen the need for increased skills training in ICTs within the Rehabilitation Programme.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C.   ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/4JAM/19 350-JAM-41 350-JAM-71 350-JAM-81 352-JAM-21	40,000 34,000 25,000 63,000	Jamaica Creative production and training centre for television and radio (CPTC)	*1983 –1992*
PDC/11JAM/01 352-JAM-31	60,000	Development of the computer system in the Jamaica Information Service	*1993 -1994*
PDC/16JAM/01 352-JAM-71	37,000	Community Radio for Poverty Alleviation and Development	*1997-1998*
PDC/18JAM/01 352-JAM-81	90,000	Upgrading the training and production capabilities of the Creative Production and Training Centre (CPTC)	*1998-1999*
PDC/20JAM/01 353-JAM-01	33,000	Workshop for production of training video/manual for journalists on how to report on violence against children and among children	*2000 - 2002*
PDC/48 JAM/01 354-JAM-5041	20,000	Building mobile, multimedia capacity for rural youth	*2005 - 2006*
Total Jamaica: US$ 402,000			

Preparatory activities completed prior to submission of the project to IPDC

➢ Submission to the Broadcasting Commission and Spectrum Management Authority to obtain licence to establish and operate the prison radio network;
➢ Selected possible providers for equipment as well as professional consultants and trainers;
➢ Sensitised the entire inmate and staff population about the programme;
➢ Secured overseas assistance from Harvard Law School through the Berkman Centre for Internet and Society;
➢ Established a partnership with SET to provide expertise in broadcasting, training, content production, avenues for distribution etc.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
4 Macintosh G5 computers:	7 745
8 studio condenser microphones:	1 600
12 studio headphones:	2 075
4 CD players:	4 000
4 dual tape decks:	580
4 low-power FM transmitters with antennae:	2 000
4 broad band internet connections:	4 000
Project Coordinator:	5 000
10 training workshops:	7 000
Development of training material and Guide:	5 000
Monitoring:	1 000
TOTAL :	**40 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
3 furnished studios:	13 560
4 studio audio consoles:	6 400
18 chairs:	3 240
Project Coordinator:	5 000
Media and communications consultant:	6 400
TOTAL :	**34 600**

MÉXICO

	A. PROJECT IDENTIFICATION	
1.	TITLE	STRENGTHENING RURAL, INDIGENOUS AND COMMUNITY COMMUNICATION IN MÉXICO
2.	NUMBER	PDC/51 MEX/01
3.	CATEGORY OF MASS MEDIA	Rural community radio
4.	IPDC PRIORITY AREA	Development of community media Human resources development
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 107 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 30 000
9.	BENEFICIARY BODY	Radio "*La Voz de los Campesinos*" ("The Voice of the Peasants")
10.	IMPLEMENTING BODY	*Fomento Cultural y Educativo A.C.* (F.C.E.)
11.	PROJECT LOCATION	México
12.	PROJECT PREPARED BY	Julieta APPENDINI MORÁN, Vice-chairwoman of F.C.E. María Teresa GUERRA PÁRAMO Project supporter of F.C.E.

DECISION OF THE BUREAU:
APPROVED: US$ 25,000

1.   BACKGROUND AND JUSTIFICATION

According to a survey carried out by the SCT in 2004, there are 1154 commercial radio stations in México, but only 269 of them focused on education and culture of the communities; no more than 83 of the latter are transmitting in FM. In other words, in México, 88% of the frequencies belong to the corporate body of the concession for commercial and profit use. The remaining 12% are in the permission body where communities are located, which allows State and university broadcasting for education and culture. 13 radio broadcasting groups monopolise of 80% of the commercial broadcasting.

Besides, there is a lack of support from the government with regard to community media, making it difficult to create new cultural or educational sources which promote cultural interchange, analysis of the day-to-day facts and freedom of expression. The official bodies are supporting only powerful groups, universities and government-related media.

Radio "*La voz de los Campesinos*" is one of the few community radio stations with legal permission that has survived the political and social struggle. Radio has always been a communication link among 1000 communities in the states of Veracruz, Hidalgo, Puebla, and San Luis Potosí. Otomí, Nahua, and Tepehua indigenous groups live in those states. Communication facilities are rather limited; road conditions are bad and the phone service is not always available. This makes radio transmissions crucial for communication in the region.

There are 42 weekly cultural, information and entertainment programmes. Additionally, there is air space for private messages and community announcements. Producers and presenters of these programmes are bilingual, using at the same time Spanish and local languages in their endogenous productions. People from the communities regularly have their messages recorded.

The training of new community correspondents is vital for the promotion of traditional and cultural manifestations. Correspondents must possess technical skills as well as a thorough knowledge of the subject matter to be able to contribute to the creation of a social feeling among the indigenous communities, as regards freedom of expression and human rights in relation to communication and information. These qualifications will be gained by the implementation of the project outlined below.

2.   DESCRIPTION OF THE TARGET GROUPS

180 correspondents, men and women, belonging to some 80 communities of the state of Veracruz.

3.   IMMEDIATE OBJECTIVE

➢ To strengthen community communication in 80 communities from the Nahua, Otomí and Tepehua regions through the use of radio as a democratic and pluralistic communication means;

➢ To train 180 correspondents from the communities in the use of new information and communication technologies, incorporating these technologies keeping in mind the region's specific conditions and culture.

4.   DEVELOPMENT OBJECTIVE

To develop the technical and communication skills of the correspondents who work and live in the rural areas of the Nahuas, Otomís, Tepehuas, and other mixed communities by training and by getting them involved in radio operations. This will strengthen freedom of expression, add to the media pluralism and provide a better access to information.

5.   PROJECT INPUTS

➢ Appointment of training instructors and consultants for the workshops;
➢ Educational materials for the training;
➢ Travel expenses, accommodation and subsistence;
➢ Purchase of audio equipment;
➢ Communication and announcement expenses;
➢ Administrative support by *Fomento Cultural y Educativo*, AC.

6.   PROJECT OUTPUTS

➢ 4 training seminars on freedom of expression, rural communication, community radios and immigration;
➢ 8 training workshops on indigenous and community radio, multilingual translation methods, multilingual radio hosting strategies and strengthening of the communities through radio;
➢ 180 correspondents trained to operate the technical communication equipment;
➢ A detailed document systematising this training of correspondents, the equipment used, including content, results, evaluation of the courses and workshop proceedings.

7.   ACTIVITIES

➢ Design and planning of the training (meetings);
➢ Conception of a working method for the workshops and design of the training courses;
➢ Selection of instructors and experts, and preparation of training materials;
➢ Selection of the attendants to the training courses, in agreement with the communities;
➢ 4 training seminars on freedom of expression, rural communication, community radios and immigration;
➢ 8 training workshops on indigenous and community radio, multilingual translation methods, multilingual radio hosting strategies and strengthening of the communities through community radio;
➢ Evaluation of the workshops on a four-month basis;
➢ Documentation and systematisation of the training experience, to be printed and published on *Fomento's* website;
➢ Final evaluation and completion of the report.

8.   WORK PLAN

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Design and planning of the training. Conception of a working method	▓	▓	▓									
Selection of instructors and design of evaluation instruments		▓	▓									
Selection of attendants (correspondents)			▓	▓								
8 training workshops and 4 training seminars				▓		▓		▓		▓		▓
Evaluation every 4 months				▓				▓				▓

								▓									▓			▓	▓				▓					
Documentation and systematisation of the experience																				▓	▓	▓		▓						
Final evaluation																							▓		▓	▓				
Final report																									▓	▓				

9. INSTITUTIONAL FRAMEWORK

Radio "*La voz de los Campesinos*" (affiliated with the ALER – *Asociación Latinoamericana de Educación Radiofónica*- and the AMARC group), formerly known as *Radio Huayacocotla,* established in 1974, was the first community radio in México. Since then, its purposes have been to serve as a communication bridge between communities, helping to spread the traditions of the various indigenous groups of the region, promoting the rights of the indigenous villages and giving voice to the farmers. It was created in 1965 by the members of SER – *Servicios Educativos Radiofónicos* – aimed at promoting adult literacy by radio. At the end of the project, along with legal authority, the premises were handed over to *Fomento Cultural y Educativo, AC.*

F*omento Cultural y Educativo, AC.* is a civil non-profit association with 32 years of experience, consisting of an interdisciplinary team that provides educational and management training services to indigenous people in the poorest areas of the country.

10. SUSTAINABILITY

Fomento Cultural y Educativo, AC. is legally responsible for the project and will be the implementing body through Radio "*La voz de los Campesinos*" team. The sustainability of the project is also based on the knowledge and training received by the correspondents, as well as on the improvement of their day-to-day activities. *Fomento Cultural y Educativo AC.* will be responsible of the continuance and implementing process of the project after its completion.

11. FRAMEWORK OF MONITORING

The project will be monitored at all stages, and progress reports will be sent to the UNESCO as required.

12. EVALUATIONS CARRIED OUT

The evaluation of the project will take place at three different stages: 1) diagnosis (at the beginning); 2) progress (in the middle); 3) performance (at the end). For evaluation purposes, monthly meetings will be held with the assigned correspondents along with the presenters and the instructors.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Fomento Cultural y Educativo, AC. is responsible for the submission of reports on the activities implemented and the results obtained. The reports will be submitted every four months and upon request.

Previous IPDC support received by the country

PDC/4MEX/18 350-MEX-41	40,000	Mexico Design and testing of curriculum for consumer education in communication	*1984 -1986*
PDC/8MEX/01 350-MEX-81 350-MEX-91	25,000 20,000	Purchase of microcomputers for the technological modernization project for NOTIMEX (Mexican News Agency) correspondents	*1986 -1990*
PDC/14MEX/01 352-MEX-41	28,000	Reinforcement of multimedia project 'El rumbo de los Ninos'	*1994 -1997*
PDC/48 MEX/01 354MEX 5041	25,000	Strengthening freedom of expression and community radios	*2005-2006*
		Total Mexico: US$ 138,000	

Preparatory activities completed prior to submission of the project to IPDC

For 32 years, *Fomento* has been financially supported by foreign co-operative agencies, institutions and national donations. The main agencies that have given us their support are: *Cafod, Adveniat* and the IAF (Interamerican Foundation). In terms of national aid, the most prominent donators are: *Fundación Telmex, Fomento Social Banamex, Fundación Dondé*.

Regular donations for the training of radio presenters and production and radio transmission costs have also been provided by the following organisations: *Manos Unidas, CAFOD, Secours Catholique y Dreikonigsaktion*. The radio team undergoes monthly training sessions on the new communication technologies. *Fundación Espinosa Rugarcía* supported radio initiatives that strengthen the work of women in the area. Two groups from México, *Radio Centro* and *Comisión Nacional para el Desarrollo de los Pueblos Indígenas*, gave their support for the purchase of the equipment that made possible the switch to the FM frequency.

As of today, there is ongoing support from the IAF for the production of radio material to deal with immigration matters as well as for the promotion of local bands. In the course of 2007, the renewal of the support for the production improvement by *CAFOD* and *Secours Catholique* is expected.

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
4 training seminars for all attendants:	5 400
3 training courses/workshops for presenters, producers and correspondents:	6 300
3 training courses/workshops for correspondents:	6 300
2 courses for correspondents and communities:	5 825
Purchase of audio equipment:	2 700
Documentation and systematisation of experience:	1 125
Annual report (transportation, travel expenses and materials):	1 350
Monitoring:	1 000
TOTAL :	**30 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
4 training seminars for all attendants:	600
3 training courses/workshops for presenters, producers and correspondents:	1 200
3 training courses/workshops for correspondents:	700
2 training courses for correspondents and communities:	675
Audio equipment:	300
Documentation and systematisation of experience:	125
Design and planning of the training:	1 500
Selection of attendance (correspondents):	500
Evaluation of the attendants' performance:	2 500
Final evaluation:	1 000
Annual report (transportation, travel expenses and materials):	150
Project coordinator:	12 000
4 presenters:	48 000
Rental of premises:	1 500
Running expenses:	7 250
TOTAL :	**78 000**

NICARAGUA

	A.	PROJECT IDENTIFICATION	
1.	TITLE		TRAINING PROGRAMME IN RADIO PRODUCTION FOR COMMUNITY COMMUNICATORS
2.	NUMBER		PDC/51 NIC/01
3.	CATEGORY OF MASS MEDIA		Community radio broadcasting
4.	IPDC PRIORITY AREA		Community media
5.	SCOPE (national, regional, interregional)		National
6.	TYPE OF ASSISTANCE REQUESTED		Financial
7.	TOTAL COST OF PROJECT		US $ 51 400
8.	AMOUNT REQUESTED FROM IPDC		US $ 32 000
9.	BENEFICIARY BODY		The Nicaraguan Sustainable Development Network (SDN)
10.	IMPLEMENTING BODY		The Nicaraguan Sustainable Development Network
11.	PROJECT LOCATION		Nicaragua
12.	PROJECT PREPARED BY		The Nicaraguan Sustainable Development Network

DECISION OF THE BUREAU
APPROVED: US$ 25,000

1. BACKGROUND AND JUSTIFICATION

In Nicaragua, there are 180 radio stations of all political and religious persuasions; however, they are concentrated in Managua and other urban centres. None of these stations can be said to have a truly national coverage or, in other words, a coverage that reaches the Caribbean Coast as well as the Pacific. The programme content of the 'national' commercial radio stations, and many of the local stations too, does not reflect the interests or concerns of the rural population, nor is it educational. It does not provide a space for people to talk, raise questions, criticise and propose alternatives, i.e. to exercise their right to free speech in order to exert an influence on local and national management of the development which affects their lives.

Investigations carried out on community radios identify the following needs as being those most urgently in need of attention: strengthening the trade organisations, facilitating access to the new technologies, training the work force, increasing the ability for advocacy at local and national level and moving forward in the process of ensuring sustainability, without sacrificing the social mission.

Training of community radio staff has taken place through exchanges, placements and workshops aimed at improving the management of communication techniques, a process that has been sporadic and – in some cases – the result of the patronage or sponsorship by an NGO. But the training has had little impact on the radio stations' development, due to the lack of trained personnel.

The project proposes to train 45 local communicators in technical and conceptual tools for radio production so as to promote community development, specifically in the subjects of freedom of expression, communication for development and communication strategies at local level.

With the aim of improving the community radios' technical and informational quality, the project will provide training in radio digitalisation and other information and communication technologies.

Only 10% of community radios possess a computer; so, out of the 6 computers funded by the project, 4 will go to radio stations, while two will go to the Nicaragua Sustainable Development Network (SDN) in order to ensure the conditions for the subsequent replication of the training, reproduction of materials and access to the Internet.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project are local communicators working for legally constituted community radio stations which are members of the country's regional networks and radio production centres; they show an interest in going on to replicate the training;

3. IMMEDIATE OBJECTIVE

To train 30 local communicators in technical and conceptual radio production tools so as to promote community development, specifically in the areas of freedom of expression, communication for development and communication strategies at local level, and 15 communicators in the use of new ICTs for improving community radio production techniques, investigation and information services.

4. DEVELOPMENT OBJECTIVE

The project seeks to ensure that reporters improve their ability to communicate and interact with their communities, via the production of new radio programmes and the use of new forms of radio production that induce a greater awareness of community.

5. PROJECT INPUTS

➢ Instructors and training materials;

➢ Travel, accommodation, subsistence, venue, etc.;

➢ Invitation and communication costs;

➢ Project monitoring and follow-up;

➢ Systematisation;

➢ Administrative and financial support for an accountant.

6. PROJECT OUTPUTS

➢ 30 local communicators trained in the use of technical and conceptual tools in radio production for community development, possess the ability and inclination to teach their new knowledge to other communicators, as well as put it into practice by producing new, more participative radio programmes;

➢ 15 communicators trained in new ICTs possess the ability and inclination to teach their new knowledge to other communicators, as well as put it into practice in order to improve production processes, investigation and information services to the community radios;

➢ A project systematisation document which would serve as a record of project achievements, difficulties and solutions. The same document would be a crucial input in building consensus for planning future actions;

➢ Six training manuals on the subjects mentioned and containing exercises in radio production.

7. ACTIVITIES

➢ Coordination meetings between the community radio stations, production centres and the SDN to agree on the monitoring, follow-up and to define strategic guidelines for improving the communicators' regional networks;

➢ Selection of local communicators for the training;

➢ Production of the methodological proposal for the workshops;

➢ Preparation of the workshops and corresponding training materials;

➢ Four workshops on the following subjects: The right to freedom of communication and expression (3 days), Introduction to communication for development (3 days), Radio production (5 days), and Communication monitoring, follow-up and evaluation (3 days);

➢ A 5-day workshop on radio digitalisation;

➢ A 3-day workshop on pedagogic instruments for replicating the training;

➢ 6 visits to the three major regions of the country (the Pacific, the North Central and the Caribbean Coast) to carry out an analysis of training implementation;

➢ Meetings of three focus groups for project systematisation: coordinators, communicators, sample of community radio listeners;

➢ Production of reports.

8. WORK PLAN

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Project preparation meeting	X											
Preparation of training materials		X	X									
Coordination between SDN and networks		X										
Selection of trainees			X									
Production of monitoring instruments		X	X									
Methodological proposal for the workshops			X									
Baseline visits to the 3 regions			X									
First report				X								
Preparation of workshops				X	X	X	X	X	X			
Four workshops carried out				X	X	X		X				
Radio digitalisation workshop							X					
Pedagogical instruments workshop									X			
Second report								X				
Analysis visits to the three regions									X	X		
Project evaluation meeting											X	
Project systematisation										X	X	X
Final report												X

9. INSTITUTIONAL FRAMEWORK

SDN Nicaragua was established in 1994 as a result of a project executed by the United Nations Development Programme (UNDP). Its objective was to promote sustainable development by providing access to information through the use of New Information and Communication Technologies (ICTs) and the radio.

The SDN will be responsible for carrying out the project as far as contracting the instructors and ensuring the logistics for the workshops is concerned. The beneficiary community radios, which must be legally constituted, will assign their staff trained by the project to facilitate repeat training and will be responsible for the monitoring and follow-up of project activities.

10. SUSTAINABILITY

The SDN is self-sustained by operating the *sdnnic* node (www.sdnic.org.ni) as well as seeking one-off support from different donor agencies for specific activities or projects. The community radios are sustained by the sale of radio space for commercial ends. Many of them also support themselves through relationships with international cooperation.

The preparation of a 3-year agreement for the creation and development of a National Network will also support the sustainability of project activities. With respect to social sustainability, it is hoped that the project improves an effective association between radios and community organisations.

11. FRAMEWORK OF MONITORING

It is proposed that monitoring is shared between the SDN and the networks participating in the project with the aim of capturing the effects of the project in the municipalities on the one hand, and on the other, creating an atmosphere of mutual commitment through the networks' direct participation.

12. EVALUATIONS CARRIED OUT

Since 1998, the SDN has carried out a series of investigations in the field of communication for development, which includes one carried out by AMARC in 2004 on the situation of community radios and their audiences. This proposal is the result of the experience gained at this time.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Based on monitoring carried out by both the community radios and the SDN, the latter will be responsible for presenting a report of activities undertaken and their results every four months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/7NIC/01 350-NIC-71 350-NIC-91	45,000 30,000	Nicaragua Establishment of News Agency	*1987 –1991*
PDC/20NIC/01 548-NIC-5060 FIT-Luxembourg	35,000	Training in communication for the strengthening of democracy and the culture of peace	*2003 –2004*
	Total Nicaragua: US$ 120,000+ US$ 35,000 (FIT)		

Preparatory activities completed prior to submission of the project to IPDC

In the last few years, SDN carried out two activities related to the purposes and aims of this project:

- The investigation undertaken by AMARC and SDN mentioned above in point 12 ("Evaluations carried out");
- In February 2005, UNESCO and SDN co-organised the workshop "*Strengthening the capacities of community journalists*".

In addition, the SDN Nicaragua has worked in conjunction with UN organisations in the following activities and bodies:

- Nicaraguan Committee for the Promotion of the Information Society, in collaboration with the Nicaraguan Commission of Cooperation with UNESCO;
- The Executive Board of the UNDP Small Grants Programme;
- Following the World Summit on Information Society, SDN carried out an investigation on the methods developed by the Civil Society organisations for acquiring NICTs.

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Workshop 1 (Freedom of expression): Instructor, travel, subsistence, venue for 3 days:	2 200
Workshop 2 (Communication for development): Instructor, travel, subsistence, venue for 3 days:	2 200
Workshop 3 (Radio production): Instructor, travel, subsistence, venue for 5 days:	2 400
Workshop 4 (Communication strategies): Instructor, travel, subsistence, venue for 3 days:	2 200
Workshop 5 (The new ICTs): Instructor, travel, subsistence, venue for 5 days:	5 000
Workshop 6 (Pedagogic tools): Instructor, travel, subsistence, venue for 5 days:	2 200
Systematisation (fees, pre-test, 3 focus groups, 6 visits, interviews):	3 500
Facilitation:	1 200
Coordination meeting with local networks:	500
Training materials:	350
Follow-up and monitoring:	2 000
6 computers for the networks and workshops:	5 550
Communications:	500
Administrative costs:	1 200
Monitoring:	1 000
TOTAL :	**32 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
General coordination (including reports):	9 000
Planning meeting:	150
Evaluation meeting:	150
Design and production of training materials:	3 600
Training materials (duplication of manuals, texts etc.):	2 000
Design and publication of systematisation:	600
Administrative costs:	1 800
Communications:	2 100
TOTAL :	**19 400**

PANAMA

A. PROJECT IDENTIFICATION	
1. TITLE	**FREE PRESS AND ETHICS IN PUBLIC AND PRIVATE RADIO-TELEVISION JOURNALISM**
2. NUMBER	PDC/51 PAN/01
3. CATEGORY OF MASS MEDIA	Radio and television
4. IPDC PRIORITY AREA	Human resources development; Promotion of freedom of expression
5. SCOPE (national, regional, interregional)	National
6. TYPE OF ASSISTANCE REQUESTED	Financial
7. TOTAL COST OF PROJECT	US $ 115 000
8. AMOUNT REQUESTED FROM IPDC	US $ 33 500
9. BENEFICIARY BODY	*Servicio Estatal de Radio y Televisión* (SER TV)
10. IMPLEMENTING BODY	*Servicio Estatal de Radio y Televisión* (SER TV)
11. PROJECT LOCATION	Panamá
12. PROJECT PREPARED BY	Carlos AGUILAR (Director of SER TV) Alexandra SCHJELDERUP (Director of International Cooperation in SER TV)
DECISION OF THE BUREAU: APPROVED: US$ 20,000	

1. BACKGROUND AND JUSTIFICATION

Panama's radio and television news stories are characterised by a frequently shallow, tabloid press-oriented coverage of daily events which has a negative impact on the way Panamanians, especially the less economically endowed, perceive themselves. This is probably due to the TV and radio stations' tight competition for higher ratings, or to a lack of clear vision of what the responsibilities, rights, and obligations of journalism might be.

After 37 years of existence, SER TV (*Sistema Estatal de Radio y Televisión*) recently (2004) changed its based government-centred viewpoint to Public Service Broadcasting (PSB), oriented towards pluralism, freedom of expression, where rural and urban Panamanians would feel represented and, above all, respected as the central subject of the station's new social, cultural, and educational purpose.

In the private media sector, there have been several unsuccessful initiatives to establish a moderate, more respectful code in terms of news coverage of criminality, violence, natural disasters, or even gender-related issues. However, there is a general interest to solve this situation by creating alliances between the most important news departments in the audiovisual landscape.

SER TV, with its 4 radio stations, wishes to train its radio and TV journalists alongside 50 others from the private and the National University Journalism Faculty, in order to promote freedom of expression and to enhance a frame of ethics that will enable deep, independent news coverage that will not only inform the community on the daily events, but will also strive to create criticism, analysis, and thought through its contents. As SER TV will be recovering its nationwide broadcast signal in the midst of 2007, the effects of the newly acquired skills in news and documentary production will be seen and heard throughout Panama.

2. DESCRIPTION OF THE TARGET GROUPS

Journalists from SER TV (radio, TV and regional correspondents) as well as journalists from the private sector (radio and TV) and graduate students of the journalism Faculty from the National University of Panama.

3. IMMEDIATE OBJECTIVE

To improve 100 journalists and students' skills in research, development, and analysis in news production and train 100 journalists on a stronger perspective of the ethics applied in the processing of the news.

4. DEVELOPMENT OBJECTIVE

With proper training, SER TV will be able to attain its goals in terms of a public service's news and documentary production with high standards of ethics. This will also have an effect on the rest of the group that is not part of SER TV.

5. PROJECT INPUTS

- ➢ Fully equipped conference room for the workshops;
- ➢ Computer, multimedia projector, screen, office supplies for the workshops;
- ➢ Assistants, technicians and local coordination;
- ➢ Local transportation for correspondents from other provinces (12);

- Filming crew, equipment and materials to record all workshops and seminars.

6. PROJECT OUTPUTS

- 4 workshops on Legal Frame in press freedom; Ethics of journalism; News coverage of violence and tragedy; "*Ethnograph*", a leading tool for statistics analysis;

- A high-quality public news service in SER TV with in-depth coverage produced under ethics and free press perspective;

- 100 journalists that will create an extensive network in radio and TV news media that includes private stations that will be trained under the same parameters of the public service standards;

- A group of journalists with larger awareness of their rights and responsibilities towards the community;

- All training sessions will be filmed and will be used for special programmes to be broadcast in SER TV or consulted in SER TV's public media Centre;

- A 10 one-hour series on all training will be broadcast and available for internal and public consultation.

7. ACTIVITIES

- 4 workshops on the following areas:
  - Legal frame in press freedom;
  - The ethics of journalism;
  - News coverage of violence and tragedy;
  - "*Ethnograph*", a leading tool for statistics analysis.

- Preparation and editing of a TV series of 10 programmes dedicated to the contents of all workshops to be broadcast on SER TV public television.

8. WORK PLAN

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Monitoring and evaluation		▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Contracting trainers and consultants	▓	▓										
4 workshops (4-5 days/module) on law, ethics, violence and the *Ethnograph*, addressed to 100 journalists			▓		▓		▓		▓			
Production of TV series (10×1 hr)			▓	▓	▓	▓	▓	▓	▓	▓		
Broadcast of the series				▓	▓	▓	▓	▓	▓	▓	▓	▓
First report on progress.				▓								
Second report on progress.								▓				
Final report containing a narrative section and a financial report.												▓

9. INSTITUTIONAL FRAMEWORK

Created in 1978 and originally conceived for educational and cultural broadcasting, Canal 11 was absorbed by the Panamanian State, slowly becoming a government propaganda media, with very low ratings and no credibility from its viewers. In 2004, a new administration presented a project to the National Assembly (Parliament) through which Canal 11 would soon become the *Servicio Estatal de Radio y Televisión*, with a new perspective in terms of its mission towards its audience.

The institution is in a very crucial moment where it needs its staff to acknowledge its new role with general and practical workshops that will help them correct former propaganda practices that have nothing to do with the current SER TV and the mission it wishes to develop.

SER TV will be carrying the training schedule in collaboration with the Panama National University, which will issue a certificate to each of the participants as an academic acknowledgement of the workshops and seminars.

10. SUSTAINABILITY

The fact that this training schedule will be carried out both in the private and public sectors as well as with the best graded students of the Communications (journalism) Department of the National University, will ensure a large number of journalists working under the project's objectives standards.

11. FRAMEWORK OF MONITORING

SER TV will carry out the monitoring, with regular reports to the regional UNESCO Office in San José. Also, SER TV will be appointing a person who will permanently work in the institution and receive feedback from the viewers regarding the station's contents (*Defensor del Televidente*) [Defender of the Viewers].

12. EVALUATIONS CARRIED OUT

SER TV will make a report of each of the workshops, with a final report regarding the entire activities.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

SER TV will be responsible for the evaluations carried out during the project.

C.   ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/3PAN/27		Panama	*1982 -1990*
350-PAN-31	15,000		
350-PAN-51	35,000		
350-PAN-71	35,000	Audio-visual training for development	
350-PAN-91	20,000		
PDC/14PAN/01		Publishing equipment for training in journalism	*1994 -1997*
352-PAN-41	25,000		
PDC/18PAN/01		Foster youth participation in the media	*1998 -1999*
352-PAN-81	30,000		
PDC/19PAN/01		Strengthening and development of radio	*1999 -2000*
352-PAN-91	30,000		
PDC/21 PAN/01	20,000	Continuing education programme for journalists	*2003 -2004*
353-PAN-5011			
PDC/48 PAN/01	18,000	Promotion of media pluralism in Panamanian rural communities	*2005 - 2006*
354-PAN-5041			
		Total Panama: US$ 228,000	

Preparatory activities completed prior to submission of the project to IPDC

SER TV has carried out several workshops, specifically for internal use, in order to convey acknowledgment in terms of what the notion of "public media, educational and cultural Radio and Television" is to the station's staff.

The first of the workshops – with Omar Rincón, who is one of the most important specialists on public and cultural Television in Latin America – was devised for the directors, heads of departments and area managers.

The second – with José Ignacio López Vigil – was a workshop on community radio, for all radio journalists, producers and area managers. It was crucial for the new perspective of production, and helped design the present programme grid in the radio area.

In the third 4-day workshop, Mauricio Mosquera, a specialist on educational television, led the discussion with SER TV's producers. All of these workshops have resulted in a substantial change of attitude in production and news departments, regarding the new role and responsibilities towards the community.

Furthermore, an RTVE (Spain) consultant sent by the O.E.I. (*Organización de Estados Iberoamericanos*) was invited for two weeks in order to analyse SER TV's present change of structure and help organise priorities and training needs. Part of the result of this analysis was the recognition of the need to strengthen the News Department in order to achieve a more "public service" attitude.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
4 workshops (including airfares and accommodation):	31 500
Printed material, DVDs and CDs:	1 000
Monitoring:	1 000
TOTAL:	**33 500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Project coordinator:	5 000
Programme coordinator:	5 000
Rental of facilities:	1 500
10 one-hour programmes for broadcast:	50 000
Broadcast time (10 hours):	20 000
TOTAL:	**81 500**

PERÚ

A.	PROJECT IDENTIFICATION	
1.	TITLE	**RED RADIAL AMAZONICA**
2.	NUMBER	PDC/51 PER/01
3.	CATEGORY OF MASS MEDIA	Community and educational radios
4.	IPDC PRIORITY AREA	Human resources development; Radio production in native languages
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 38 700
8.	AMOUNT REQUESTED FROM IPDC	US $ 30 500
9.	BENEFICIARY BODY	Red Radial Amazonica, Macro Región Oriente
10.	IMPLEMENTING BODY	*Radio Oriente de Yurimaguas* (associated with *Coordinadora Nacional de Radio*)
11.	PROJECT LOCATION	Loreto
12.	PROJECT PREPARED BY	Geovanni Acate Coronel, Director of *Radio Oriente de Yurimaguas*

DECISION OF THE BUREAU:
APPROVED: US$ 28,000

1. BACKGROUND AND JUSTIFICATION

Most of Amazonian natives are in situation of poverty and have scarce participation in the design and implementation of public politics, because they are practically excluded of the decision process in the local and regional political issues. In the commercial environment of the media, natives have little presence and their appearances has often to do with distorted images of reality, presenting them as subject of jeer facing the *mestizo*, white and coastal population.

However, natives have developed, over the last years, organisation levels for ethnic groups that have allowed them to strengthen their capacity of integration, necessary to be actors in the implementation of public and political activities.

Radio Oriente – Vicariato Apostolico of Yurimaguas has been promoting, for 39 years, the use of the media for education, evangelism, information and entertainment. The station's activity is dedicated to the exposure of social and economical injustices; but it is also is a space to discuss proposals for change and development.

Because of its experience, this radio station constitutes the key piece in the defence of human rights and cultural patrimony of the disadvantaged populations of the area, particularly the 8 ethnic groups of the Vicarage, which belong to the excluded social sectors; they are victims of the colonisation of the forest and the pillage of natural and ecological resources. The drug traffic and the environmental impacts of the extractive activities (hydrocarbons and forest) are not only affecting their habitat but also their survival. The project's activities will focus on four ethnic groups with which the participating radios have established close relationship in terms of communication and cooperation.

The main objective of Red Radial Amazonica, made up of six radio stations, is to promote better information for excluded sectors, especially the native communities. Red Radial Amazonica, a member of the *Coordinadora Nacional de Radio*, has established strategic alliances with several institutions in the area.

2. DESCRIPTION OF THE TARGET GROUPS

The project has two audience sectors: radios, educational / community communicators of Red Amazonica Peruana, and native populations of four ethnic groups: Chayahuita, Aguaruna, Quechua of Lamas and Cocama-Cocamilla.

3. IMMEDIATE OBJECTIVE

To develop the capacities of community and educational radios associated with Red Radial Amazonica, so that they can strengthen their action in favour of education and civic information, foster a dialogue between political and social actors and contribute to the design, implementation and monitoring of local and regional politics.

4. DEVELOPMENT OBJECTIVE

The project aims at promoting the participation of excluded native populations of the Amazon region, in the context of the decentralisation and regional development process. In order to achieve this goal, the capacities of educational and community radios of Red Radial Amazonica should be strengthened, and informative / educational productions should be supported.

5. PROJECT INPUTS

The project has three main components:

Training

Training activities for journalists, producers and communication agents of the native communities, through one regional workshop (one day) and three 2-day local workshops.

PRODUCTION

Each radio and Red Radial Amazonica will carry out an intense work of production of informative and educational programmes to disseminate democratic and pluralistic information on the decentralisation process, regional integration and local development planning to native populations and the citizens in general. It is foreseen to produce in Spanish and in native languages of the ethnic groups involved in the project.

PUBLIC DEBATE

Debates and proposals will be carried out, regarding problems, potentialities and contributions from native communities to the process of local development, planning and participative budgets.

6. PROJECT OUTPUTS

- Regional workshop with journalists and producers of Red Radial de Amazonía;
- 3 local workshops in Tarapoto, Iquitos and Yurimaguas;
- 3 public forums on problematic and proposals of native community's development;
- 20 journalists and producers of the network, qualified in the project activities;
- 120 native communication agents, with competence in development issues;
- A native population informed of its rights, presenting proposals on development and strengthening civic participation.

7. ACTIVITIES

- Assessment of training requirements for the radio teams and communication development agents;
- Design of the methodology and selection of educational materials;
- Selection and notification of the participants in the workshops;
- Follow-up and coordination of the project;
- Specification of the thematic agenda, virtual discussions on topics every two weeks;
- Production of local information by each of the participant radios;
- Thematic and technical coordination for the production of an informative bulletin and a debate programme on the network;
- Specification and methodology of the thematic contents of the forums;
- Selection and notification of the participants;
- Systematisation of contributions and conclusions of the forums;
- Publication and dissemination of the main proposals stemming from the forums.

8. WORK PLAN

ACTIVITY	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
Collection of the requirements and training expectations	X								
Design of contents and methodology	X								
Regional workshop		X							
Local workshops	X	X							
Production and dissemination of local programmes		X	X	X	X	X	X	X	X
Production and dissemination of decentralised weekly programmes; informative bulletins			X	X	X	X	X	X	X
Production and dissemination of analysis and debate programmes			X	X	X	X	X	X	
Definition of thematic contents and methodology			X	X					
Selection of participants and notifications for the forums				X					
3 public forums					X	X	X		
Systematisation and dissemination of the results								X	X
Mid-term report					X				
Technical and financial final report									X

9. INSTITUTIONAL FRAMEWORK

The project will be coordinated by *Radio Oriente del Vicariato Apostólico de Yurimaguas*. This station belongs to the Catholic Church, with the objective of strengthening social development, integration and democracy in the regions of Loreto and San Martín. Due to its experience, it constitutes a key piece in the defence of human rights and of the cultural patrimony of the disadvantaged populations of the area, particularly of the 8 ethnic groups of the Vicarage.

Radio stations of Red Radial de la Amazonia: *Macro Region Oriente* of *Coordinadora Nacional de Radio*, and mainly *Radio La Voz de la Selva* of Iquitos and *Radio Prodemu*, of Tarapoto will also participate.

10. SUSTAINABILITY

The radio stations that participate in the network also aim at educational goals and community development, with specific political projects in favour of development and democratisation. These stations are Red Radial de la Amazonía, which belongs to the CNR system. Thus, the topics and strategies of the project will be incorporated by the radios of the network.

11. FRAMEWORK OF MONITORING

The monitoring will be in charge of *Radio Oriente of Yurimaguas*, supported by the CNR National Office. Besides, it will also specify the framework of the progress reports and the final report, in accordance with UNESCO.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Radio Oriente of Yurimaguas proposes to elaborate the progress reports and the final activity report.

C.   ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/7PER/01 350-PER-71	35,000	**Peru** Multi-Media Techniques for Literacy Teaching	*1986 –1988*
PDC/9PER/01 350-PER-91	30,000	Computerization of Andina: Agencia Peruana de Noticias y Publicidad	*1989 -1991*
PDC/14PER/01 352-PER-41	24,000	Community cultural television	*1994 -1996*
PDC/16PER/01 352-PER-71	40,000	Communication to Promote Citizens' Participation	*1996 -1998*
PDC/196PER/01 352-PER-91	30,000	Radio Production Centre for the Promotion of Education and Culture	*1999 -2001*
PDC/24 PER /01 354-PER-5031	25,000	Strengthening production capabilities of local TV stations	*2004-2005*
PDC/48 PER/01 354-PER-5041	20,000	Radio and democracy: Participation of the disadvantaged and excluded sectors of the Peruvian society in the decentralisation process	*2005 -2006*
PDC/49 PER/01 354-PER-5051	12,000	TRAINING PROGRAMME FOR JOURNALIST ON THE CULTURE OF PEACE IN ORDER TO STRENGTHEN PARTICIPATIVE DEMOCRACY	*2006-2007*
		Total Peru: US$ 216,000	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Design and implementation of the workshops:	3 000
Regional workshop (participants' fare, accommodation and subsistence, premises and equipment):	4 000
3 local workshops ($ 1 500 each):	4 500
Selection of educational materials:	1 500
Production and local broadcasting of information data and debates:	6 000
Production and local broadcasting of 2 bulletins by *Red Radial Amazonica*:	3 800
Production of debate programmes by *Red Radial Amazonica*:	3 200
Use of satellite system (CNR):	2 000
Operational expenses:	1 500
Monitoring:	1 000
TOTAL :	**30 500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Use of satellite system (CNR):	1 500
Operational expenses:	1 500
Design and notification of public forums:	1 200
3 public forums (Tarapoto, Iquitos and Yurimaguas):	3 000
Systematisation and dissemination of the results of the forums:	2 000
TOTAL :	**9 200**

ST. KITTS & NEVIS

	A. PROJECT IDENTIFICATION	
1.	TITLE	DIGITISATION OF AUDIO-VISUAL ARCHIVES OF ZIZ BROADCASTING CORPORATION
2.	NUMBER	PDC/51 STK/02
3.	CATEGORY OF MASS MEDIA	Radio and television
4.	IPDC PRIORITY AREA	Capacity building; human resource development
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 46 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 36 000
9.	BENEFICIARY BODY	ZIZ Broadcasting Corporation; The people of St. Kitts & Nevis
10.	IMPLEMENTING BODY	ZIZ Broadcasting Corporation
11.	PROJECT LOCATION	St. Kitts
12.	PROJECT PREPARED BY	ZIZ Broadcasting Corporation

DECISION OF THE BUREAU:
APPROVED: US$ 31,000

1.   BACKGROUND AND JUSTIFICATION

There are currently 7 radio stations in St Kitts & Nevis. ZIZ is a state-owned national radio station which broadcasts on AM and FM bands. The other stations are privately owned. Most of them, including ZIZ, also have websites. ZIZ Television (ZBC) is the only local television station in St Kitts, while there are 2 commercial cable operators, one in St Kitts and another in Nevis. The St Kitts Government Information Service (GIS) operates through ZIZ (shared programme time); a separate cable channel is assigned to GIS through the cable network in Nevis. While ZBC is a national station, it does not receive any subvention from the government and runs its own affairs.

ZIZ TV is however hindered in its attempts to meet audience needs because of outdated equipment (over 15 years old in some cases) and because its library is full of video material (dating back to 20 years) recorded on analogue/VHS tapes, a situation which makes the material largely inaccessible and threatens its very preservation. In addition, media professionals are not sufficiently trained on digital archiving and the related technologies.

ZBC, being the only television station in Federation of St. Kitts and Nevis, has collected footage for more than 20 of its 34 years of existence that cannot be found anywhere else. This content is considered priceless and often sought after by government agencies as well as by the public.

In addition, the youth segment of ZBC audience now looks increasingly to the Internet as a source of information. While ZIZ has the facility to stream audio and visual content online, the inaccessibility of material from its archives has made it impossible for the station to make the best use of this technology. Should this project receive the necessary funding, ZIZ Television would then be able to expose the large youth population in the Federation to the history of the country and make information from its archives readily available for public usage.

This project involves the training of staff to undertake conversion of its video archives from analogue/VHS to digital base, and the provision of the necessary equipment to that end.

2.   DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries will be the staff of the ZIZ Radio, ZIZ Television and professionals from other media houses in St. Kitts & Nevis, as well as the government. The people of the Federation will ultimately be the beneficiaries of a wider range of historical programmes.

3.   IMMEDIATE OBJECTIVE

To train a team of 15 media professionals and workers to professionally digitise the libraries of the radio and television stations, including, storage, transfer and cataloguing.

4.   DEVELOPMENT OBJECTIVE

This project will contribute to enhance the content diversity of the media in St. Kitts & Nevis, while preparing the public to better communicate on matters of community and national importance. It will help broadening the knowledge base of the people of the Federation, preparing them to better participate in the governance and democracy of their communities and country through the exposure to a more diverse historical content on St. Kitts & Nevis.

5. PROJECT INPUTS

- 2 trainers;
- Training materials;
- Equipment;
- Digital software;
- Administrative resources.

6. PROJECT OUTPUTS

- 15 media professional/workers trained in digital archiving;
- An upgraded digital archival /library system;
- Improvement in the variety of content broadcasts to public.

7. ACTIVITIES

- Establishing the project management team;
- Implementing the supervisory /monitoring team;
- Identifying the work processes and objectives;
- Acquisition and installation of equipment;
- Identify the trainers;
- Preparation of training materials;
- Identification of the trainees;
- Conduct training sessions;
- Preparation of manuals and CD-ROM;
- Preparation of monitoring and evaluation reports;
- Digitisation of media content.

8. WORK PLAN

Month 1:   Establishing the project management team; implementing the supervisory and monitoring team.

Months 1-2:   Identifying the work processes and objectives.

Months 3-4:   Acquisition and installation of equipment; identification of the trainers.

Months 4-5:   Preparation of training materials.

Month 6:   Conduct training sessions and preparation of manual and CD-ROM for future training on the system operation.

Months 6-12:   Transfer/digitisation of archival material.

Continuous: Monitoring and evaluation.

9. INSTITUTIONAL FRAMEWORK

The ZIZ Broadcasting Corporation will be the lead implementing agency with the General Manager heading the project management team, along with other members of the company's management staff. The supervisory team would be led by the head of the Television Department. Training would be performed through collaboration with the Caribbean Broadcasting Union (CBU).

10. SUSTAINABILITY

An updated digital system will allow for easy access to information and the ability to create programmes on events of significance, thereby providing additional revenue sources to the ZBC. Local advertisers are always interested in new programming, and with this scope for additional revenue, the ZBC will be able to sustain the library and provide continuous training to its staff.

11. FRAMEWORK OF MONITORING

ZBC recommends that a joint UNESCO / CBU team carries out the monitoring.

12. EVALUATIONS CARRIED OUT

The management and staff of ZBC have assessed the circumstances under which the Library has been forced to operate and deem this project a necessity. This urgent need has been incorporated into the strategic development plans of the Corporation.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The ZBC will ensure that evaluation reports are prepared on a quarterly basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

The Federation of St Kitts-Nevis has benefited from the IPDC. The ZBC has also benefited some 8 years ago, when the Radio Department was being updated.

Contribution foreseen by the beneficiary agency during the project period

The ZBC will cover costs related to overtime pay for staff involved in the activities, project management, supervision and administrative support, technical support, maintenance, security and transportation. Assistance has been sought from the government Office, directly associated with the ZBC for support in areas concerning the installation of equipment.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
3 video editing and conversion workstations:	12 000
3 software licenses (*Adobe PremierSuite*):	5 000
3 U-Matic players:	3 000
2 consultants for training and advisory services:	10 000
Training materials:	5 000
Monitoring:	1 000
TOTAL :	**36 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Installation of equipment:	1 000
Administrative expenses (including staffing):	3 700
Miscellaneous (supplies):	300
Storage:	5 000
TOTAL :	**10 000**

SAINT LUCIA

	A. PROJECT IDENTIFICATION	
1.	TITLE	SOUFRIERE COMMUNITY AND MULTIMEDIA CENTRE
2.	NUMBER	PDC/51 STL/01
3.	CATEGORY OF MASS MEDIA	Community radio; community multimedia Centres
4.	IPDC PRIORITY AREA	Community media; human resource development; promotion of pluralistic media
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Technical and financial
7.	TOTAL COST OF PROJECT	US $ 55 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 31 000
9.	BENEFICIARY BODY	Soufriere Regional Development Foundation (SRDF)
10.	IMPLEMENTING BODY	Soufriere Regional Development Foundation
11.	PROJECT LOCATION	Soufriere
12.	PROJECT PREPARED BY	Soufriere Regional Development Foundation
DECISION OF THE BUREAU: APPROVED: US$ 26,000		

1.   BACKGROUND AND JUSTIFICATION

There are eight radio stations in Saint Lucia, seven of them being privately owned. Radio St. Lucia is state-owned. Private companies own all four television stations. The Government Information Service (GIS) operates a local cable television channel under the principles of Public Service Broadcasting. The extent to which the objectives of PSB are achieved is however quite questionable. The mass media operates in a liberalised environment with regulatory entities responsible for broadcast licenses and frequency authorisation. However, none of the media institutions sufficiently strives to incorporate the interests of the most poverty-stricken and marginalised sectors.

The main problem faced by radio and television as communication channels for development in St Lucia is that the public perceives that their major role is to provide entertainment. The packages include material that largely disseminates North American values. While some people have the opportunity to express their views on different subjects through "call-in programmes" on radio and television, the topics are always chosen by the producers, and are generally urban-centric. These "call-in programmes" seldom deal with issues that impact directly on the lives of rural communities. Additionally, the prevailing opinions articulated in the media marked by a liberal tendency in all domains. Furthermore, the local *Kwéyòl* language is not very widely used in the media, and certainly not in proportion to the percentage of the population that speaks fluently only in that language; this factor limits audience participation, as many do not feel confident to use the official language to participate in discussions on issues that concern them.

In order to encourage a balanced flow of information from and into rural and marginalised communities, opportunities for communities to develop media programmes that are important to them and deal with subjects and issues that are chosen by them, are needed.

This project seeks to establish a community multimedia Centre with a radio station, in order to improve the access of residents of the Soufriere community to public debates and provide them opportunities to influence the agenda on national policy formulation as it affects their daily lives. The project further intends to develop the broadcasting capacity of community members to administrate and manage the community station.

In a recent survey conducted by the *Soufriere Regional Development Foundation* (SRDF), 90% of the respondents indicated that unemployment was a high priority issue for discussion on community radio. This was followed by HIV / AIDS, tourism matters, delinquency, environment, education and sports.

 It is expected that providing access to community voices will facilitate the growth and development of the small rural communities and their tangible and non-tangible resources, all rooted in their cultural forms (language, song, dance, traditional technology etc.) The Soufriere Regional Development Foundation is therefore requesting UNESCO's support to establish St Lucia's first community multimedia centre and radio station.

2.   DESCRIPTION OF THE TARGET GROUPS

➢ The immediate beneficiaries of the project are the 45 persons who will be trained in the skills of community media.

➢ The secondary beneficiaries are the residents and young people of the Soufriere community (including community groups and NGOs: Mothers and Fathers Groups, Farmers' organisations/cooperatives, sports clubs etc).

3. IMMEDIATE OBJECTIVE

Soufriere community multimedia centre is operational and broadcasting regular, quality radio programming on local socio-economic issues, especially concerning youth employment

4. DEVELOPMENT OBJECTIVE

Free and equitable access to mass media tools will contribute to community participation in processes relating to governance and sustainable development.

5. PROJECT INPUTS

Equipment : Production, transmission and related materials for the establishment of the community multimedia Centre with a radio station. This also includes a studio, computers with software, field audio and video recorders.

Trainers: To teach 45 community members, including 15 women and 15 students, NGO representatives, youth and students, the elderly and related target groups in community media skills such as radio production, journalism, on-air broadcasting and community media management.

Project Coordinator: This is to be led and financed by the *Soufriere Regional Development Foundation.*

Facility to house community radio / overheads : The *Soufriere Regional Development Foundation* will cover overhead costs

Training materials.

6. PROJECT OUTPUTS

➢ Community mass media Centre established and operational;
➢ Community media management structure established;
➢ 45 community members trained in broadcasting and media production:
➢ 40 hours of programming produced and broadcast. (The programmes will use appropriate techniques to engage in dialogue on issues in the community: delinquency, teenage pregnancy, tourism education developed);
➢ Increased participation of the community in the media, using the multimedia Centre and programmes produced and broadcast by the Centre.

7. ACTIVITIES

➢ Basic survey of issues affecting the community, awareness, possible solutions and how community radio/new technologies can help;
➢ Establishment of a project Management Committee;
➢ Establishment of community Advisory Board;
➢ Selection of participants;
➢ Community consultation to develop policy, operations and scope of the Community Multimedia Centre;
➢ Training workshops on audio/video production, Internet, databases and NT, content for target audiences, training of trainers;
➢ Installation of equipment;

- ➢ Programming and duty schedule;
- ➢ Production and broadcast of programmes;
- ➢ Evaluation and monitoring at various stages of the project.

8. WORK PLAN

Activities	Timeline											
	1	2	3	4	5	6	7	8	9	10	11	12
Community consultation, survey, development of problems, solutions and indicator matrix	▓											
Selection of project coordinator	▓											
Identification and selection of trainees		▓										
Identification and recruitment of trainers / consultants		▓										
Acquisition and installation of equipment	▓	▓	▓									
Testing of system				▓								
Reporting and evaluation												
Implementation of training			▓	▓	▓	▓						
Production of local content programmes												
Official on-air opening						▓						
Evaluation and monitoring			▓	▓	▓	▓	▓	▓	▓	▓	▓	▓

9. INSTITUTIONAL FRAMEWORK

- ➢ The project will be implemented by a team of volunteers led by the Soufriere Regional Development Foundation and two short-term consultants;

- ➢ A project Management Committee, made up of expertise in the various fields and representatives of community organisations, will oversee and supervise implementation.

10. SUSTAINABILITY

As with other radio stations in St Lucia, the Soufriere Community Radio will be made self-sufficient and sustainable through the sale of on-air advertisement, accessing funds from external funding sources, community level fund-raising activities and the establishment of an Advisory Committee to enable community ownership made up of national and community organisations (led by the Soufriere Regional Development Foundation).

11. FRAMEWORK OF MONITORING

We propose that monitoring be undertaken by a consultant with the support of a sub-committee from the group steering the implementation of the project.

12. EVALUATIONS CARRIED OUT

An assessment was undertaken (through a questionnaire) among 108 residents in all the communities of Soufriere. Additionally, a focus group was also held with experienced radio broadcasters on the feasibility and sustainability of a community radio station and possible advertising revenues sources. The results indicated that 91% of the respondents welcomed a community radio station in Soufriere; 80% cited poor or very poor coverage of their community by

mainstream media, and 59% stated that they would be willing to offer financial support if the community station were to became a reality.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Management Committee will submit reports every quarter to UNESCO. They will include progress reports and notes from the Advisory Committee meetings.

C.   ADDITIONAL INFORMATION

Previous IPDC support received by the country

PDC/8STL/01 350-STL-81	25,000	Saint-Lucia	*1986 -1988*
		Improvement of studio production facilities at Radio St.Lucia	
PDC/14STL/01 352-STL-41	43,000	Strengthening of the FM broadcasting capabilities of the Saint Lucia Broadcasting Corporation	*1994 -1996*
PDC/48 STL/01 354-STL-5041	15,000	Training for the digital newsroom at Radio St Lucia	*2005 - 2006*
		Total Saint Lucia: US$ 83,000	

Preparatory activities completed prior to submission of the project to IPDC

➢ Research was conducted among the Soufriere communities to ascertain the communications needs and whether residents would support the community station;
➢ Discussions were held with local NGOs/CBOs to explain the scope of the project and funding sought and to encourage buy-in.
➢ The Soufriere Regional Development Foundation identified a potential space to house the project. It also started the application process for a broadcast license concerning the community radio station

Contribution foreseen by the beneficiary agency during the project period

The Agency will provide space for housing of the CMC and will meet the recurrent operating costs, including sharing of support staff and utilities. It will also finance cost of government licenses for operation and frequency.

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Studio and audio field production equipment:	5 000
Multimedia equipment (video cameras, computers, software, fax, photocopier) and internet connectivity	10 000
Transmission equipment (FM transmitter, antennae, cabling, connectors etc.)	5 000
Training delivery and materials	6 500
Programme development workshops and radio / video productions:	3 000
Survey, consultation:	500
Monitoring:	1 000
TOTAL :	**31 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Project Coordinator:	6 000
Researcher / evaluation reports:	1 800
Offices, maintenance and services:	5 000
Administrative support:	3 500
Consultation on community participation:	2 500
Broadcast application, license and frequency fees:	1 800
Installation of equipment:	900
Utilities:	2 500
TOTAL :	**24 000**

TRINIDAD AND TOBAGO

A. PROJECT IDENTIFICATION		
1.	TITLE	**MAYAROLIFE MULTIMEDIA CENTRE**
2.	NUMBER	**PDC/51 TRI/01**
3.	CATEGORY OF MASS MEDIA	<u>Community media</u>: radio, television, cable, the Internet
4.	IPDC PRIORITY AREA	Media pluralism, human resource development
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial and technical
7.	TOTAL COST OF PROJECT	US $ 48 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 37 000
9.	BENEFICIARY BODY	**Mayarolife Community-based Organisation (CBO)**
10.	IMPLEMENTING BODY	Mayarolife CBO and Trinidad & Tobago National Commission for UNESCO
11.	PROJECT LOCATION	Nariva / Mayaro, Trinidad
12.	PROJECT PREPARED BY	Mayarolife CBO

DECISION OF THE BUREAU:
APPROVED: US$ 28,000

B.   PRESENTATION

1.   BACKGROUND AND JUSTIFICATION

Despite the activity of the media and the number of channels that disseminate information, Trinidad and Tobago has yet to achieve a truly pluralistic media landscape giving voice to the multiplicity of groups that make up the country. Community stations like *Radio Toco* in Trinidad have however shown that community media have a significant role to play in community mobilisation, media diversity, and in the overall bolstering of media pluralism in Trinidad and Tobago.

The Nariva/Mayaro county is a large bay on the east coast of Trinidad, with some 11 000 residents. According to a 2001 survey, 40% of Mayaro residents lived below the poverty line, with unemployment running at 30%. Not much has changed today. Over the years, the community has had no significant access to the mainstream media, either to articulate its concerns or to help residents to better themselves and their community.

In January 2005, *MayaroLife*, a registered Community Based Organisation (CBO), started working to enrich and develop the lives of the Mayaro residents by implementing educational and motivational seminars/workshops, by hosting special events and by launching a community website. While these activities have resulted in a positive impact on the community, a number of challenges continue to face the residents. One that is of particular concern is the lack of access to the media. *MayaroLife CBO* believes it is suitably placed to implement the proposed multimedia centre (community radio, cable TV and the Internet) to address the "voicelessness" of the Mayaro community.

It is envisioned that the establishment of the Mayaro multimedia Centre, consisting of a community radio, a community television and Internet facilities, together with the training of community members to utilise the facilities, will provide the Mayaro community:

➢ The means to collect and disseminate community specific information;
➢ An outlet for the community to express its concerns on local and national issues;
➢ A supportive environment for the development and expression of community talent;
➢ A Natural Disaster Information Centre, providing residents with timely warnings about natural disasters and threatening weather patterns, as well as general safety information;
➢ Opportunities for training and employment in the mass media.

MayaroLife's community radio and television stations will cover, but will not be limited to, community news and bulletins, teenage and young adults social issues, NGO / CBO projects and programmes, community meetings and school events, issues on local and national governance, entrepreneurship and career education, health and well-being, safety and disaster prevention, talent and cultural expressions, commercials for local business.

2.   DESCRIPTION OF THE TARGET GROUPS

➢ Over 11 000 residents of the Mayaro community;
➢ Community and NGOs operating in the county;
➢ Schools;
➢ Young people who wish to pursue a career in media;
➢ The Mayaro business community.

3. IMMEDIATE OBJECTIVE

A fully equipped community multimedia centre, including radio and television facilities, is operated by members of the Mayaro community, including news broadcasting and programmes relating to disaster preparedness, governance issues and promotion of local culture

4. DEVELOPMENT OBJECTIVE

Increased pluralism and localised input to development planning through access to media facilities and production skills for marginalised populations and communities

5. PROJECT INPUTS

➢ Equipment: computers with accessories, printers, projector, digital camera, field recorders with microphones, radio studio and transmitter kit;
➢ Internet connectivity and charges;
➢ Telephone, photocopier;
➢ 5 computer workstations;
➢ 4 trainers;
➢ 2 computers with video editing specifications;
➢ Video and audio editing software and license;
➢ Overheads;
➢ Facilities to house media Centre.

6. PROJECT OUTPUTS

➢ Operational and accessible community multimedia centre
➢ At least 45 Mayaro residents, composed of a majority of young people, trained over a one-year period, including:
  ▪ 15 trained in radio and television production/presentation;
  ▪ 5 trained in the operations and management of the multimedia centre;
  ▪ 5 trained in desktop publishing and use of the Internet;
  ▪ 10 trained in video recording/ graphics/editing;
  ▪ 10 trained in sound recording/broadcasting;
➢ Radio and television productions by and for the Mayaro community;

7. ACTIVITIES

➢ Assignment of a project management team to the project;
➢ Recruitment of project coordinator;
➢ Preparation of site to host the multimedia Centre;
➢ Acquisition and installation of equipment;
➢ Recruitment of persons trained in media production and Centre management;
➢ Organisation and conduct of the training programme;
➢ Production of programmes for radio and television;
➢ Programming of stations and of staff;
➢ Production of a desktop-published newsletter;
➢ Broadcasting/dissemination of productions;
➢ Monitoring and evaluation.

8. WORK PLAN

	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of site	▓	▓										
Assigning of community-based project Coordinating Committee	▓	▓										
Recruitment of project Coordinator		▓										
Acquisition and installation of equipment		▓	▓	▓	▓							
Identification of trainers and procurement of training and materials		▓	▓	▓								
Recruitment of participants		▓	▓	▓								
Training workshops for participants					▓	▓	▓					
Production of local content					▓	▓	▓	▓	▓	▓	▓	▓
Broadcast and dissemination of local content						▓	▓	▓	▓	▓	▓	▓
Monitoring and reporting	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓

9. INSTITUTIONAL FRAMEWORK

Since 2005, *MayaroLife* has been working with other community groups, the private sector and individuals to build the Mayaro community. The *MayaroLife* Management Committee, which has developed broad-based relationships and a community network, will be responsible for the implementation of the project. The Committee will receive technical guidance from a group of professional media practitioners who have committed themselves to assisting in the project, while overall implementation guidance will be received from the Trinidad & Tobago UNESCO Commission.

A project Coordinator who reports to the Committee will be employed to manage the day-to-day running of the project, while trained Mayaro residents will conduct the operations of the Centre, scheduling and participating in information gathering and programme production. The radio content will be broadcast through the proposed community radio station, while television productions will go through a Mayaro cable channel that *MayaroLife* has already obtained permission to use.

10. SUSTAINABILITY

MayaroLife will be enlisting the financial and voluntary support of the private sector and other NGOs and CBOs in this regard. It also intends to provide multimedia products and services to local business and community members at a cost. It will be staging various fund-raising events, the proceeds of which will help to sustain the project. Concerning the training component of the project, it is believed that the skills learnt and their use at the multimedia Centre will help to ensure that it is run in an efficient and professional manner, which will in turn contribute to giving the project a long life.

11. FRAMEWORK OF MONITORING

MayaroLife has enlisted the support of a group of media professionals who will regularly monitor the project. In addition, the UNESCO National Commission will be approached to provide assistance to that end.

12. EVALUATIONS CARRIED OUT

Programme evaluation will be integrated into the project. Questionnaires, focus groups and interviews will be used to collect information on the strengths and weaknesses of all its components, and the information exploited to strengthen it at all stages of its implementation.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

MayaroLife will report on project progress on a quarterly basis.

C. ADDITIONAL INFORMATION			

Previous IPDC support received by the country

PDC/15TRI/01 352-TRI-51	30,000	Trinidad and Tobago	1995 -1997
		Rural Information Unit	
		Total Trinidad and Tobago: US$ 30,000	

Preparatory activities completed prior to submission of the project to IPDC

MayaroLife has already identified a venue to house the project. It has also sensitised Mayaro residents and other community groups about the proposal. A group of media professionals have already committed to providing technical guidance. *MayaroLife* has reached an agreement with a Mayaro cable provider to utilise one of its channels to broadcast the community's TV programmes.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Studio equipment: mixing console; multimedia computer; microphones, headsets, monitors; CD/cassette components; cables and connectors	5 000
Portable audio-video recording equipment: 5 audio units	2 000
250 W FM transmission system	6 000
Telecentre equipment: 3 computers with software; printer, scanner, photocopier; other components	6 000
Training workshops: trainers, materials and logistics	8 000
Programme development workshops	4 000
Production materials	2 000
Technical assistance	3 000
Monitoring	1 000
TOTAL :	**37 000**
BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Multimedia computers:	3 000
Training expenses:	4 000
Project coordination:	2 000
Local content development:	2 000
TOTAL :	**11 000**

URUGUAY

	A.	PROJECT IDENTIFICATION
1.	TITLE	COMMUNITY COMMUNICATION FOR DEVELOPMENT
2.	NUMBER	PDC/51 URG/01
3.	CATEGORY OF MASS MEDIA	Community radio
4.	IPDC PRIORITY AREA	Development of community media
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US $ 34 200
8.	AMOUNT REQUESTED FROM IPDC	US $ 21 000
9.	BENEFICIARY BODY	Multimedia Community Centres and Community radios of Uruguay
10.	IMPLEMENTING BODY	RUTELCO (Uruguyan Network of Community Telecentres)
11.	PROJECT LOCATION	Uruguay (with priority to rural areas)
12.	PROJECT PREPARED BY	RUTELCO, coordinated by CDI-Uruguay

DECISION OF THE BUREAU:
APPROVED: US$ 18,000

1. BACKGROUND AND JUSTIFICATION

Last decade's technological advancements have produced changes in society in such a way that the information and communication role has been boosted, and access has become a determining factor in people's quality of life, since information and communication are becoming ever more indispensable for their basic needs. In Uruguay, however, this social matter of communication is usually subject to commercial purposes and lies in the hands of a few profit-oriented groups. This high concentration of mass media gives little or none opportunity to the general public for their opinions to be heard or their problems be taken care of. Additionally, in rural areas and especially at the border, Uruguayan radios' broadcast is defective or even nonexistent; therefore, the inhabitants receive only what is being broadcast from the bordering country, thus not participating in their country's events, not even hearing their mother language.

Furthermore, the country has more or less acceptably inserted into the digital society, but the less favoured communities of Montevideo and other major cities' outskirts plus the rural communities are socially and economically excluded. A significant number of community telecentres have been opened due to public and private effort to close the digital gap, but they suffer the same sustainability problems resulting from the lack of appropriation of the tools provided by the beneficiaries and inefficient and/or insufficient use of the available resources.

Community radios have been opened, but they also face problems regarding quality, sustainability, lack of proper capacity building and content management, and they are still very few: a total of 25 in the whole country.

The project seeks to strengthen community multimedia centres (CMCs) through the training of their managers in community promotion, as well as adding the advantages of community radios to the operations of the telecentres and promoting the connection to Internet of a successful radio station in order to widen its reach, as pilot experiments.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries will be the communities of three isolated rural centres that will be able to install a community radio in their multimedia centres. They, and another 17 community centres and 10 community radios in several parts of the country, will benefit from training and technical advice on community promotion, community radio management and on the connection of community radio stations to the Internet. On a pilot case, an existing community radio will be connected to Internet broadcasting.

3. IMMEDIATE OBJECTIVE

To strengthen the Community Multimedia Centres (CMC) by providing development tools for 20 communities in Uruguay, through the creation of 3 community radio stations, the training of 50 persons from 10 community radios in community radio content management, and of 200 people in community promotion, and multimedia centres' sustainability during 10 months.

4.   DEVELOPMENT OBJECTIVE

To empower less protected people of Uruguay by providing technological tools for their personal progress.

5.   PROJECT INPUTS

The major part of the requested budget will be applied to highly specialised human resources (53.4%), as training and technical consultations are the CMCs' most pressing needs. The experts to be financed by the project will be a telecentre evaluator, a project coordinator, and trainers/advisors on community promotion, on Internet connection and on community radio management.

Historically, the computer equipment has been obtained through donations, but the project will have to meet the equipment expenses for community radios and other charges not usually covered by donations, as communications costs (37,3%), travel, perdiem and training allowances (when being held out of the place of residence) and other expenditures related to planned activities (9,3%).

6.   PROJECT OUTPUTS

Training:

Training in community promotion, CMCs sustainability, radio broadcasting and support strategies for micro and small enterprises.

- 50 persons from 10 community radios trained on community radio management and on the connection of the community radio stations to the Internet (50% women);
- 200 people from 20 CMCs trained in CMC sustainability and community promotion (50% women);

Community radio stations:

- Three new stations installed in isolated communities;
- One pilot case of a community radio connected and transmitting through the Internet.

Evaluation and coordination:

The activities of the participant CMCs are coordinated, cooperation mechanisms are designed and made available to all participant CMCs; the sharing of experiences, the diffusion and adaptation of good practices are put into effect.

- Organisation of 4 coordinating meetings for the working teams;
- Creation of a bulletin to disseminate the project objectives and outcomes;
- Creation and updating of a web page with the project results.

7.   ACTIVITIES

Constitution of two working teams (one on CMCs' sustainability and the other for CR quality development), with the project coordinator, experts, specialised volunteers, delegates from participating institutions, CMCs' educators, journalists, etc.

Study of the installed CMCs and community radios, and selection of the most appropriate ones to receive equipment, support and training (the final selection will be decided by the Directing Commission).

Design of a detailed training plan in a collaborative way for each subject.

Curricula design, seminars and other educational and motivational activities for the instructors (community promotion, connection to the Internet, radio content management).

Selection and acquisition and installation of the equipment for the new community radios.

Evaluation of the courses, of the trainees and of the trainers, testing of the contents delivered and final evaluation of the project's results.

Final report.

8. WORK PLAN

Months / Activities	1	2	3	4	5	6	7	8	9	10	11	12
Constitution of 2 working teams	X											
Diagnosis of existent CMCs and community radios	X	X										
Design of a training plan	X	X										
Design of curricula		X	X									
Community promotion courses					X	X						
Connection of the community radios to the Internet					X							
Radio content management					X	X						
Follow-up												
Connection to Internet of the existing CMC.						X						
Selection and acquisition of the equipment			X			X						
Installation of the new community radios							X	X	X			
Evaluation												
Final report												

9. INSTITUTIONAL FRAMEWORK

RUTELCO (*Red Uruguaya de Telecentros Comunitarios*) will be the executive organisation.
Its members are:

- *Ministerio de Educación y Cultura – Dirección de Educación* (Ministry of Education and Culture – Direction of Education);
- ANTEL (Uruguay's official telecommunications company);
- CDI - Committee for the Democratisation of Informatics (NGO);
- *Fundación Logros* (NGO for social inclusion);
- "*La Cotorra*" community radio (non-profit organisation);
- *Red de Mujeres Rurales* (Rural Women Network) (NGO);
- Office of the UNESCO Regional Adviser for Communication and Information for Latin America and the Caribbean, Montevideo;
- UTE (Uruguay's electric power company).

A Directing Commission will be created; its members will be delegates from each executive organisation. This will ensure the coordination, strategic policy, impartiality and the proper implementation of the activities. Their execution, daily coordination and administration will be performed by a coordinator to be appointed by the Directing Commission, which will also create 2 work teams (one on CMCs' sustainability and another on quality development of the radio stations), with the project coordinator, experts, specialised volunteers, delegates from participating institutions, CMCs' educators, journalists, etc.

10. SUSTAINABILITY

The organisations that form the RUTELCO network have been working on the project's topics for several years now, investing time and resources to facilitate social inclusion in Uruguay through the use of ICTs. The project will allow performing activities they cannot finance, but will make possible their continuation once the project is completed. The basic idea of the project is to promote the self-sustainability of the CMCs. Besides, the project will train volunteers that will ensure the continuity of the programme and will create a volunteer database that will remain operational beyond the project's financing period.

11. FRAMEWORK OF MONITORING

AMARC (Latin American Association of Community Radios).

12. EVALUATIONS CARRIED OUT

Interviews with the staff of the community radios and discussions with listeners, NGOs, public organisation officials etc.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Report on project progress on a four-month basis.

C.   ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/9URG/01 350-URU-91 352-URG-31	13,000 11,000	*Uruguay*		1989 -1994
		Development of human resources in State television in Uruguay		
PDC/14URU/01 352-URU-41	31,000	Communication to improve urban life		1994 -1995
		Total Uruguay: US$ 55,000		

Preparatory activities completed prior to submission of the project to IPDC

The RUTELCO network was created with the support and leadership of UNESCO almost two years ago, with organisations that were already working together on similar matters. Periodic meetings are being held; a distribution list was created to keep permanent contact and update on all common subjects. As stated above, a RUTELCO-coordinated project is presently being implemented.

Contribution foreseen by the beneficiary agency during the project period

Please refer to Budget, Section 2.

Assistance sought other than IPDC

- The countrywide role out of infrastructure project for CMCs is being discussed with IDB.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training	
Logistic support for training:	1 000
Training material:	500
Community radios	
Equipment:	5 100
Computer:	600
Adviser/trainer on community radio management (6 months):	2 400
Internet connection for one community radio station (one year):	540
Technical operator (one year):	1 080
Evaluation and coordination	
Telecentre evaluator and project coordinator (one year):	6 000
Administrative assistant (one year):	1 200
Logistic support for meetings:	300
Communications and overheads:	720
Site visits:	560
Monitoring:	1 000
TOTAL :	**21 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Training	
Training on community promotion:	3 000
Rental of training space:	1 000
Training on Internet connection (one month):	400
Logistic support for training:	1 500
Training material:	500
Community radios	
Internet connection for one community radio station (one year):	180
Technical operator (one year):	1 080
Internet portal and hosting:	1 000
Evaluation and coordination	
Administrative assistant (one year):	1 200
Logistic support for meetings:	300
Site visits:	560
HQ rent and office expenses:	2 480
TOTAL :	**13 200**