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INTERNATIONAL
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DEVELOPMENT OF
COMMUNICATION

**NEW PROJECTS SUBMITTED TO THE
IPDC**

PART III: LATIN AMERICA AND THE CARIBBEAN

**IPDC BUREAU
Fifty-third meeting**



**UNESCO HEADQUARTERS, PARIS
23-25 FEBRUARY 2009**

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REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENVIRONMENTAL JOURNALISM IN THE CARIBBEAN: <i>REPORTING CLIMATE CHANGE</i>
2.	NUMBER	PDC/53 RLA/01
3.	CATEGORY OF MASS MEDIA	Television and Internet broadcast
4.	IPDC PRIORITY AREA	Training of media professionals Development of Community Media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$89,600
8.	AMOUNT REQUESTED FROM IPDC	US\$39,100
9.	BENEFICIARY BODY	<p>Caribbean Conservation Association, The Garrison, St. Michael, Barbados. Tel: (246) 426-5373 Fax: 429-8483, http://www.ccanet.net Contact: Dr Joth Singh Executive Director, execdirector@ccanet.net</p> <p>Caribbean Media Corporation, Harbour Industrial Estate, Unit 1B, Building 6A St. Michael, Barbados, BB11145, Tel: (246) 467-1000, Fax: (246) 429-4355 http://www.cananews.net Errol Clarke - Chief Operating Officer, Tel: (246) 467-1015 errol.clarke@cmccaribbean.com</p> <p>Caribbean Community Climate Change Centre, 2nd Floor, Lawrence Nicholas Building, Ring Road, P.O. Box 563 Belmopan, Belize, Central America,</p>
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office
11.	PROJECT LOCATION	Caribbean Community Climate Change Centre,
12.	PROJECT PREPARED BY	
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION:**

There are over 40 radio stations and 25 television stations in the English and Dutch Speaking Caribbean. Most of these are privately owned with about 20-25% state ownership. Broadcast media are generally free and fair but there still exists influence by government in some countries and private interests groups in others. The influence of private interests is fuelled by a trend towards media conglomerates in the more developed and more populated countries of the Caribbean.

Media houses in the region basically focus on the bottom line, profit maximisation. Development issues such as climate change generally do not receive the amount of air coverage they deserve. This is partially due to the high cost of air time but more importantly the high cost of producing television programmes in the region. Additionally there is scarcity of journalists trained to report on environmental issues, particularly climate change.

Most television content on the environment broadcast in the Caribbean is extra-regional in origin. The material tends to be educational, informative, interesting and of a high quality. However, the programming can not consistently capture and address the priorities, issues and special circumstances of Small Island and Low-lying Coastal Developing States (SIDS and LLCDS).

The region's media must respond to the urgent need for more attention to be given to environmental issues, particularly climate change. It is recognized, however, that this is not only the remit of the media and that public education and behavior change communication initiatives require a concerted effort of many stakeholders. The **Caribbean Conservation Association (CCA)** and the Caribbean Community Climate Change Centre (CCCCC) have reviewed their approach to the production, packaging and dissemination of public awareness and education information. This review has taken place recognizing the need for the wider Caribbean public to be more integrally involved in environmental governance and articulating environmental issues in their own words and from their own perspectives. The CCA and CCCCC can only facilitate this process through closer, deeper and more strategic partnership with the region's media.

Since 1998, significant work has already been done in the region under the Caribbean Planning for Adaptation to Climate Change (CAPCC), the Adaptation to Climate Change in the Caribbean (ACCC) and Mainstreaming Adaptation Climate Change in the Caribbean (MACC) projects. However, the results, outcomes and lessons learned have not been communicated in a popular format to the Caribbean public and sectoral stakeholders.

In this regard, the CCA and CCCCC in partnership with the Caribbean Media Corporation are proposing to train mainstream and community media professionals/practitioners in environmental journalism with a focus on reporting on climate change and to facilitate a better understanding of environmental issues/ climate change, which would allow for the production of more informative, relevant and accurate news items on these topics;

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

The immediate beneficiaries of the project are:

- media practitioners and young journalists who will be trained;
- community members who will participate in the production of programmes and those who will be more informed and educated through television and radio broadcasts;

- The secondary beneficiaries are decision and policy makers in the Caribbean.

3. **DEVELOPMENT OBJECTIVE:**

To create a sustainable platform for improving environmental journalism through partnerships among regional media and environmental organizations and communities, enhancing media capacity and production and dissemination of environmental programmes

4. **IMMEDIATE OBJECTIVES:**

- To training 75 media professionals/practitioners from mainstream media, community media practitioners, young journalists and scientists working in the field of environment preservation/climate change
- To produce five television and radio programmes which address environmental issues pertinent to the Caribbean, including a documentary template, including rights-free climate change interviews, clasps and charts

5. **PROJECT OUTPUTS:**

- 75 media professionals/practitioners from mainstream media representatives of the UNESCO Community Multi Media Centres will be trained in environmental journalism for radio and television
- The production of five half-hour radio and television programmes for broadcast through radio and television stations (mainstream and community) in the region and to the Caribbean Diaspora One documentary template, including rights-free climate change interviews, clasps and charts.

6. **ACTIVITIES:**

- Inception Meeting with partners and service providers;
- Rental of studio and equipment;
- Select and contract instructors/ consultants for training;
- Organise Sub-regional (Barbados and the Eastern Caribbean) Workshop on Reporting Climate Change in the Caribbean;
- Three local/national workshops in Jamaica, Trinidad and Tobago and the Bahamas;
- Finalization of programme strategy, work plan, and thematic and logistic schedules;
- Coordinate preproduction, production and post production activities;
- Development of marketing and sustainability strategy

7. **PROJECT INPUTS:**

- Rental of studio and equipment
- Consultants (content specialists, producer, camera person etc)
- Venue for training workshops
- Training material
- Community participation

8. WORK PLAN:

Activity/ Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Monitoring and Evaluation														
Inception Meeting with partners and service providers.														
Finalization of programme strategy, work plan, and thematic and logistic schedules.														
Finalize contracting arrangements														
Preparation of training material														
Organise subregional Training workshop														
Organise national workshops														
Press conference and project launch.														
Programme production and distribution.														
Development of marketing & sustainability strategies														
Progress Report Submission														
Final Report														

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented jointly by the CCA, CCCCC and the Caribbean Media Corporation. Both CCA and CCCCC were established to enhance the quality of life of present and future generations by initiating, advocating and advising on environmentally-sound policies, programmes and practices which contribute to the sustainable development

Recently the CCA produced a two-part television documentary on the whaling/ non-whaling issue in the Caribbean. Entitled “*Whales: Perceptions, realities and Opportunities*”, the documentary examines the facts and the differing perspectives and opinions of Caribbean stakeholders, who are involved in this debate.

The Caribbean Community Climate Change Centre will provide technical expertise and know-how in relation to the content of programmes as well as training of journalist to report on climate change.

Additionally, Caribbean Media Corporation (CMC) which has been a part of the conceptualization of this project, will be a vital partner to the process from start to finish. Through its network and relationship with the Caribbean Broadcasting Union, the media fraternity will be mobilized. Further, the Caribbean Media Corporation’s regional television channel, CARIBVISION, will be one of the main outlets for the broadcast of the programmes.

The UNESCO supported Caribbean Network of CMC will play the lead role in mobilizing and making linkages with local communities while ensuring there participation in the project. This network would also be a distribution outlet for the series of programmes to be produced.

10 SUSTAINABILITY:

A direct outcome of this project is the opportunity for commercially viable initiatives that can generate sustainable revenue. Some of these opportunities are:

- Commitments by a regional media organisations/institutes to keep climate changes issues as a priority action in daily operation and priority topic for ongoing regional discourse;
- Production of programmes for other groups (International Organizations, NGO’s, CBO’s in the Caribbean)

- Sale of programmes and footage to media organizations globally (National Geographic, Discovery Channel, TLC etc)
- Production and sale of in-flight programme content
- Sale of stock footage to international production facilities.

11. FRAMEWORK OF MONITORING:

The project will be managed by a joint committee consisting representatives of CCA, CCCCC, CMC and the Caribbean Network of Community Multimedia Centres. We also propose that the progress of the project be monitored by the UNESCO Office for the Caribbean, Kingston, Jamaica.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The CCA will report on project progress on a quarterly basis using quantifiable indicators (number of programmes produced, the number of media houses in the region and extra-regionally to which the programmes were distributed each month)

C. BUDGET

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

One -3 day Sub-Regional Workshop for Barbados and the Eastern Caribbean on Reporting Climate Change (15 participants @ 700 each for air fare, accommodation and food,	10,500
Three – 3-day local workshops, 20 participants each – 3,500 for each workshop: <ul style="list-style-type: none"> • 2 Trainers x \$ 150 x 3days x 3 workshops = 2,700 • Accommodation and meals: 3days x \$60 x 10participants x 3 workshops = \$5400 • Local travel: \$200 x 3 workshop = \$600 • Venue: \$500 per workshop = \$1,500 • Total = 11,100 	10,200
Production of 2-programmes @ \$2,000 per programme): Pre- production (research, scripting etc) = \$800; production (shooting) = \$700 and post-production(editing etc) = \$500	4,000
Production of documentary template for public service broadcasters	7,900
Workshop material:	2,000
Travel and Accommodation for 3 trainers:	4,500
<u>TOTAL :</u>	<u>US\$ 39,100</u>

**BUDGET: BREAKDOWN OF CCA'S CONTRIBUTION
(IN US DOLLARS)**

Items	Unit Cost	Total
Studio (recording, mixing, mastering, studio musicians)	8,000	12,500
CD/DVD Pressing	1,000	
Song Writing & Compositions	1,500	
Art work	500	
Producer's fee	1,500	
Project Manager (18 months)	16,200	30,000
Administrative Costs and Overheads (18 months)	10,800	
Research and Technical Support (4 months)	3,000	
	3,000	9,000
TOTAL :		US\$51,500

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	THE DIGITAL SWITCH-OVER: TRAINING BROADCAST ENGINEERS AND MEDIA MANAGERS ON DIGITAL BROADCASTING
2.	NUMBER	PDC/53 RLA/02
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	Training media professionals in new technologies
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional (Pan Caribbean)
6.	TYPE OF ASSISTANCE REQUESTED	Funding for training
7.	TOTAL COST OF PROJECT	US\$52,250
8.	AMOUNT REQUESTED FROM IPDC	US\$38,200
9.	BENEFICIARY BODY	Jasmine Dhariwal. Commonwealth Broadcasting Association (CBA) 17 Fleet St, London EC4 1AYY. Tel +44 207 583 5550, Fax: +44207 583 7277 Mr. Patrick Cozier. Caribbean Broadcasting Union, Wilkins Lodge, Two Mile Hill, St Michael, Barbados Phone: +1 246 430 1000, Fax: +1 246 429 2171 cbusat@caribsurf.com http://www.caribunion.com
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office for the Caribbean
11.	PROJECT LOCATION	Barbados and the Caribbean
12.	PROJECT PREPARED BY	Jasmine Dhariwal, CBA London with the technical advice of CI Team, UNESCO Kingston Cluster Office for the Caribbean
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Over the coming years, analogue television will become a thing of the past in many parts of the world. Broadcasters will have to switch to digital signals from traditional analogue, yet the transition is not predicted to be a smooth one.

Switching to digital television and radio should bring a number of advantages. Consumers are promised improved picture quality and a wider range of channels, etc. Switching off analogue services will also free up spectrum, which either can be used for emergency services, as is planned in the United States, or made available to facilitate faster broadband and high-speed mobile internet services.

Digital signals are not able to travel as far as had been initially hoped, which means that remote areas of large countries, including the Caribbean, may effectively lose television signals for long period after analogue transmitters are switched off. This will be problematic, particularly in areas that cable and satellite services also do not serve.

While broadcasting authorities are seeking to boost digital signals, relatively large numbers of users will be unable to receive signals using their existing aerials. This will affect particularly households that use set-top rather than external aerials -- a recent study in the United States showed that users of external aerials also tend to live in relatively remote areas and do not have access to cable and satellite services.

The objective of this project is to teach a structured course in transferring to digital, and how to maximise its potential for connectivity through broadcasting. It would be a 2-week course for 32 broadcasting engineers and media managers in key organisations.

Many broadcasting organisations in the developing Commonwealth countries are faced with modernising their equipment, without proper knowledge of the options. This course is designed to prepare and equip analogue engineers with knowledge and skills required to organise a transfer to digital in the years ahead

This project would address:

- a) Training of media professionals and workers. Training will be provided by a team of specialists and is expected to lift knowledge and practice on issues relating to digital switch-over to new levels. It will include both technical and managerial aspects of digital switch-over.
- b) Upgrading existing equipments
- c) Implementation of Digital equipment

The project will provide both society and the particular broadcaster with the following advantages: increasing programme making; and planning for new technologies

5. DESCRIPTION OF THE TARGET GROUP:

The primary target group will be media professionals, managers or workers who are directly involved in the technical operation of an electronic media house. Priority will be given to qualified or experienced engineers who are or likely to be involved in their organization with a move to digital technology, whether this be upgrading their current equipment or expanding their operations.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to the strengthening of the communication capacities in the Caribbean countries and facilitate access to information and knowledge by ensuring that media houses and particularly public service broadcasters are able to operate in a digital environment;

4. IMMEDIATE OBJECTIVES:

- 32 broadcast engineers from Caribbean countries will acquire the knowledge and skills, over a 12-month period, of what the digital switchover would mean for their stations and the best way to be prepared for it and what procedures they can put into place.

5. PROJECT OUTPUTS:

- 32 broadcast engineers and managers trained in technical ad management skills related to the digital switch-over;
- Action plans prepared for the digital switch-over in their respective organization during the workshops.

At the end of the course, trainees will be able to:

1. Explain the fundamentals of digital technology & applications.
2. Assess the latest developments of digital technology and applications in the broadcasting industry and how they relate to their operational needs.
3. Conduct a feasibility study for digital technology in their respective stations.
4. Manage and integrate digital systems infrastructure.
5. Manage the implementation of digital broadcasting technology.

6. ACTIVITIES:

- Contracting trainers
- Preparation of training material
- Press release and notification of training
- Selection & notification of participants
- Two 4-day sub-regional workshops, 16 persons each, one in the Eastern Caribbean (six local participants and 10 regional) and another in Jamaica (10 local participants and 6 participants from the Caribbean countries); Participants will produce a short narrative upon their return to station explaining how the training has benefited them and any proposals of where added content would have been of value.
- Evaluation
- Submission of Reports

7. PROJECT INPUTS:

- 2 trainers with expert knowledge of the technical and managerial aspect of the digital switch-over;
- Training material
- Conference rooms and rental of technical equipment

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identify and Contracting trainers	X	X										
Preparation of training		X	X									
Press release and notification of training			X									
Selection & Notification of participants				X								
Workshop 1						X						
Workshop 2							X					
Evaluation									X			
Reports submitted				X				X				X

9. INSTITUTIONAL FRAMEWORK:

The CBA (Commonwealth Broadcasting Association) has been established for over 60 years. It has over 110 broadcasting members in 53 countries. The objectives of the CBA are to provide assistance to its members through training, bursaries, consultancies, networking opportunities and material to broadcast. The CBA supports freedom of expression and ideals of public service broadcasting and the exchange of information and knowledge among its members. In 2007, the CBA successfully delivered media training and consultancies to over 350 participants from around the commonwealth, running up 30 courses and consultancies. Many of these projects were run in partnerships with other media organizations and with support from funding partners such as UNESCO, DFID and FCO.

The project will be implemented by the CBA and CBU. CBU has 37 years of experience in Caribbean broadcasting. Central to its activities is the organizing and administration of (a) market surveys and (b) Training/Orientation workshops.

CBU will also play a vital role in follow-up actions after the training workshops; stimulate regional dialogue and actions for the Caribbean to collectively capitalize on the opportunities presented by the digital switch over and to mitigate the potentially negative impacts on media and communications in the region.

10. SUSTAINABILITY:

The CBA will enrol all participants on the CBA online technical forum where they can liaise with other participants on the course and also with engineers throughout the commonwealth. This will help to sustain the project achievements and also offer support to media organisations as they implement their action plans.

11. FRAMEWORK OF MONITORING:

The project implementation will be monitored by the UNESCO Kingston Cluster Office for the Caribbean and the Caribbean Broadcasting Union.

12. EVALUATIONS CARRIED OUT:

The CBA, in partnership with the Singapore Government, Ministry of Foreign Affairs, recently ran this similar training programme at the Singapore Media Academy in June 2008. The course had engineering staff and middle managers from CBA member organizations in India, the Maldives, Sri Lanka, Bangladesh, Pakistan, Asia and the Pacific Islands attend. Partners in the Caribbean have expressed interest in similar training in this region.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The CBA/CBU will prepare a report at the end of the training which will evaluate the training and the participant's progress on examples of their work and action plans.

C. ADDITIONAL INFORMATION

The CBA will also work with CTO, International Association of Broadcasting Manufacturers, ITU and local Broadcasters during this training. Commonwealth Broadcasting Association will be contributing to the training with some funds and CBA members will provide all equipment needed for the training in kind.

D. BUDGET

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

8 DAY WORKSHOP IN JAMAICA

Trainers (2 trainers x 8 days x \$150)	2,400
Local travel (6 x 30 x 2 trips)	360
Regional participants accommodation and meals (8 days x \$150 per day x 6 regional participants)	7,200
Air tickets (6 participants x \$ 900)	5,400
Meal for local participants (8 days x \$30 per day x 10)	2,400
Coffee breaks	700
Subtotal (1) contribution costs requested from IPDC	18,460

8 DAY WORKSHOP IN THE EASTERN CARIBBEAN

Trainers (2 trainers x 10 days x \$100)	2000
Local travel (10 x 30 x 2 trips)	600
Regional participants accommodation and meals (8 days x \$150 per day x 10 regional participants)	12,000
Air tickets (10 participants x \$500)	5,000
Lunch for local participants (8 days x \$30 per day x 6)	1,440
Coffee breaks	700
Subtotal (2) contribution costs requested from IPDC	19,740

IPDC CONTRIBUTION

US\$38,200

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

Teaching materials	1,900
Inoculations, insurance UK travel for trainers	380
Airfare for 2 trainers/consultants	2,000
Airfare for local consultant	570
Trainer/Consultants accommodation x 2 & subsistence	4,800
Accommodation for local co coordinator	2,400
Total beneficiary's contribution	US\$12,050

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	REGIONAL WORKSHOP ON RAISING GENDER AWARENESS THROUGH MEDIA
2.	NUMBER	PDC/53 RLA/03
3.	CATEGORY OF MASS MEDIA	ALL MEDIA
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT AND INSTITUTIONAL CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	US\$71,000
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	BENEFICIARY BODY	“José Martí” International Institute of Journalism Calle G # 503, e/ 21 y 23, Vedado, Plaza de la Revolución, Ciudad de La Habana, CP 10400, Cuba Tel: (53 7) 832 - 0566/67 E-Mail: eventos@prensaip.co.cu Contact: Rebeca Cabrales (Public Relations)
10.	IMPLEMENTING OFFICE	UNESCO Office in Havana and Regional Office for Culture in Latin America and the Caribbean Contact: Isabel Viera, National Program Officer, Communication and Information i.viera@unesco.org.cu
11.	PROJECT LOCATION	“José Martí” International Institute of Journalism Havana, Cuba
12.	PROJECT PREPARED BY	Prepared by: Antonio Moltó, Director Ileana González, Professor “José Martí” International Institute of Journalism
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Journalists and media play a very important role in raising gender awareness in today's world. The media's correct handling of gender issues has an enormous effect in the way people understand and support gender equality.

Usually, introducing gender related policies and laws is not enough to succeed in fighting against women discrimination. Behaviors, values, judgments, roles, stereotypes, prejudices and so on, must be changed. Media has the responsibility of influencing positively in this process.

Therefore, it is necessary to provide media professionals with the knowledge and skills necessary to recognize and to address gender issues in all communication process and to be gender-sensitive while producing news and reporting objectively.

The Jose Marti International Institute of Journalism has a group of highly trained and experienced professors as well as excellent logistic resources for providing such knowledge for journalists and other communication professionals particularly, from Latin-America and the Caribbean.

This academic potential needs to be complemented with modern equipment similar to that used in the production of TV programs. This would allow the trainings to include teaching on television coverage, AVID edition and others. While learning, the participants will be able to produce audiovisual materials different from those produced by traditional TV stations. Also, lectures and workshops will be recorded for further use in distance education.

This will be a good opportunity to create dynamic audiovisual products not only to address gender. Once project implementation is ended, other workshops and courses may benefit from the audiovisual laboratory, aiming at satisfying the growing interest of audiences on key global issues such as the energy crisis, environmental protection, and the international situation of finances and economy.

2. DESCRIPTION OF THE TARGET GROUP:

- 25 journalists and/or media professionals, including editors, reporters and special correspondents, from several Latin America and Caribbean countries (Spanish, French and English speakers).
- After implementing the project, the media laboratory will recurrently benefit groups of 25 media professionals from the region. Each group will be trained on television journalism and audiovisual production techniques through courses organized on a regular basis.

3. DEVELOPMENT OBJECTIVE:

- To increase gender awareness through media by training media professionals, particularly for community media in Latin America and the Caribbean,

4. IMMEDIATE OBJECTIVES:

- To train 25 journalists and/or media professionals in gender sensitive reporting so they will acquire the skills and knowledge to be able to promote gender equality through media
- To reinforce institutional capacities of the Institute through financing the necessary equipment for setting a media laboratory to train groups of 25 media professionals each, through regular courses, on television journalism and audiovisual production techniques.

5. PROJECT OUTPUTS:

- 25 journalists and/or media professionals trained in gender sensitive reporting and having acquired the skills and knowledge to be able to promote gender equality through media
- A multimedia storage with the workshop contents. Including a memoir summarizing the project's development, results, lessons learnt, etc. so it can be easily replicated in other training institutions.
- Better quality gender sensitive news and information distributed through media
- A well-equipped, new media laboratory ready to implement a regular training program on television coverage, AVID edition and others, mostly for Latin American and Caribbean communication professionals

6. ACTIVITIES:

- Establishing the project management team and designating the project coordinator;
- Implementing the monitoring framework;
- Identifying the work processes and objectives;
- Purchasing equipment
- Installing the equipment for the media laboratory
- Fine-tuning of workshop concept and outline;
- Call to regional journalists for the workshop;
- Selection and contracting of instructors and consultants;
- Preparation of the training materials for the workshop;
- Selection of participants;
- Organization of the workshop;
- Arrangements for traveling booking, local transportation and accommodation;
- Selecting and contracting translation services;
- On-going four-day workshop for 25 journalists on gender sensitive issues;
- Producing and delivering a multimedia storage device with workshop contents;
- To promote the project through mailing lists and other information tools;
- Preparation of monitoring and evaluation reports;

7. PROJECT INPUTS:

- Project coordinator
- Administrative support
- Communication costs
- Instructors and experts for the workshop;
- Translators for working languages (Spanish, English and French)
- Conference rooms and equipment for the workshop;
- Training material and supplies;
- Storage media for educational purposes
- Participants' transportation, accommodation and meals expenses;
- Suitable hardware and software;

8. WORK PLAN:

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Establishing the project management team and designating the project coordinator												
Implementing the monitoring framework												
Identifying the work processes and objectives												
Purchasing and installing equipment for audiovisual lab												
Fine-tuning of workshop concept and outline												
Call to regional journalists for the workshop												
Selection and contracting of instructors and consultants												
Preparation of the training materials for the workshop												
Selection of participants												
Organization of the workshop												
Arrangements for traveling booking, local transportation and accommodation												
Selecting and contracting translation services												
On-going four-day workshop for 25 journalists												
Producing and delivering a multimedia storage device with workshop contents												
Monitoring and evaluation												
Progress report												
Final report												

9. INSTITUTIONAL FRAMEWORK:

The project will be carried out by the “José Martí” International Institute of Journalism.

The Institute has been offering advanced training for communication and information professionals since 1982. During more than 20 years of experience it has trained many journalists from at least 23 countries, in different aspects of journalism and media. It is the leading center for post-graduate communication and journalism courses in Cuba with a vast experience in offering a wide range of topics through seminars, courses and so on.

Without abandoning the mission of being an Institute of the South which promotes and exercises South – South cooperation, it is directed toward continuing education and the interchange of experience among colleagues from all over the world.

10. SUSTAINABILITY:

- The workshop will be conducted on a regular basis. Further editions will establish a very economic fare for participants.

11. FRAMEWORK OF MONITORING:

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

12. EVALUATIONS CARRIED OUT:

- Previous experience of projects proposed by the Institute, were evaluated as EXCELENT by UNESCO Havana and have turned to be a very successful initiatives.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

- The Institute undertakes to report on project progress on a four-month basis to UNESCO Havana Office and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

C. ADDITIONAL INFORMATION

- **Previous IPDC support received by the submitter:**
 2008 – 2009: Science journalism: training workshop and operational network
 2007 – 2008: Regional workshop for training journalists in hurricane coverage in the Caribbean
- **Preparatory activities completed prior to the submission of the project to IPDC:**
 Both workshops mentioned in previous issue are considered preparatory and were evaluated excellent
 The Institute has organized several formations dealing with gender topics during the last five or six years

D. BUDGET

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

Five-day workshop on promoting gender equality through media:	
Air tickets and other travelling expenses for 13 participants and 2 experts	13,500
Transport interprovincial pour 5 journalistes cubains résidents en dehors de La Havane	450
Accommodation for 20 participants during 6 nights (20x6x\$35)	4,200
Meals	1,000
Local transportation	100
Communication costs	100
Workshop TOTAL	\$ 19,350
Equipment for media laboratory	
Non-linear editing workstation	6,500
Mini DV cameras	3,500
Kit Lighting	2,000
Kit Lighting portable	600
Stock of mini DV cassettes	500
Accessory expenses	200
5 audio recorders MP3	200
Microphones: 2 professional Shure, 1 wireless, 2 Levalier	2,000
Cords (reproduction and capture cords)	300

DVCAM play and recorder	2,800
4 Battery Camera	700
2 Battery Charger	400
2 Tripode Camera	650
2 Transportation bag	3,000.
Equipment Total:	\$ 20,650
TOTAL BUDGET FOR IPDC CONTRIBUTION:	US\$40,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Establishing the project management/monitoring team and designating the project coordinator	9,300
Selection and contracting of instructors and consultants	1,800
Preparation of the training materials for the workshop	800
Translation of contents	3,400
Administrative and secretarial support	7,200
Producing and delivering a multimedia with workshop contents	550
Designing and printing promotional material	1,000
Institute Documentation Centre and Library	800
Office supplies	400
Renovation of premise for media laboratory and audiovisual recording set	3,200
Air conditioning	1,200
Stock of Mini DV cassettes	500
Miscelaneos expenses	500
Writing Project Report	300
TOTAL SUBMITTER'S CONTRIBUTION	\$30,950

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING A SAFETY INFORMATION NETWORK TO OFFER HIGH QUALITY MEDIA TRAINING
2.	NUMBER	PDC/53 RLA/04
3.	CATEGORY OF MASS MEDIA	Radio and print media
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$65,350
8.	AMOUNT REQUESTED FROM IPDC	US\$32,200
9.	BENEFICIARY BODY	International News Safety Institute (INSI) International Press Center Résidence Palace, Block C, 155 Rue de La Loi, B-1040, Brussels, Belgium (HQ) Rodney Pinder, Director, Phone +44-7734709267 Email: rodney.pinder@newssafety.org
10.	IMPLEMENTING OFFICE	UNESCO Office Montevideo, Uruguay Günther Cyranek
11.	PROJECT LOCATION	Latin America & The Caribbean
12.	PROJECT PREPARED BY	Luisa Rangel, INSI Latin America Coordinator, Montevideo Günther Cyranek, UNESCO Office Montevideo
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

A forthcoming study to be published by INSI Latin America Office shows that two thirds of the journalists murdered in a decade were journalists investigating political corruption or economic crimes (so called parallel powers) and 74% of them were working for radio or written Media¹. These journalists, potentially most affected by violence, usually do not have the means to access timely information on security or acquire the necessary skills and hence are most at threat.

This project proposes to develop a way of delivering in a timely and economic mean security information and skills to those frontline reporters in order to make them minimize risks and allowing them to continue investigating sensitive matters such as corruption and economic crimes in their countries. These skills will reinforce the process already set in place by INSI of transferring safety skills to journalists in Latin America through regular training courses and training of trainers program.

To this end a group of 50 assignments or investigations entailing risks due to their location or subject- will be selected and monitored from a security optic by a group of 10 experts for eight months. NGO's and Press Freedom groups (such as the Committee to Protect Journalists, CPJ, the International Federation of Journalists, IFJ, and the International Committee for the Red Cross, ICRC) and security training companies (AKE, TOR) will select the experts or monitors of the journalists work. At the end of the monitoring experience the journalists will be asked to elaborate security recommendations for their peers in their country or on other risky matters that will be subsequently published in order to disseminate safety skills and develop safety standards for the region. The project will contribute to INSI's regional Latin America Office capacity to counsel in security issues and strength of its regional network. The elements included in the project are:

- 1- Contributing to a better development of investigative capacity in journalism
- 2- Active partnership and consultation with experimented investigative journalists and security experts;
- 3- Strengthening institutional capacity in the LAC region to advice and counsel in security skills journalists most at need;
- 4- Generating relevant security information of risk areas in the LAC region specific to journalism allowing tailored high quality training

2. DESCRIPTION OF THE TARGET GROUP:

50 journalists reporting in radio and written media.

3. DEVELOPMENT OBJECTIVE:

Strengthening investigative journalism through minimizing risks in coverage enhances the capacity of journalists to report on matters connected to the deepening of democracies

4. IMMEDIATE OBJECTIVES:

- Delivering expertise to a group of 50 journalists over 18 months on security issues while conducting a dangerous assignment.
- Contributing to elaborate security recommendations and disseminating them.
- Institutional capacity building for INSI Latin America Office to offer high quality training

¹ Rangel, Luisa, La muerte viaja en el tren de la paz, INSI, forthcoming.

5. PROJECT OUTPUTS:

- 50 journalists develop skills to reduce risks while investigating sensitive matters.
- Experts reports on monitoring experience.
- Publishing security recommendations specific to common threats faced by journalists in the countries involved.

6. ACTIVITIES:

- Selection of 10 experts for monitoring
- Selecting 50 assignments to be monitored by the experts
- Phone, email and personal contact between the expert and the journalist
- Drafting advisories/recommendations to peers
- Expert report
- Publishing and disseminating advisories

7. PROJECT INPUTS:

10 experts in security and investigative journalism capable of monitoring and delivering counsel on security issues.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Reception of assignments	X	X	X															
Selection of assignments and designation of 10 experts for monitoring				X														
Monitoring/counselling					X	X	X	X	X	X	X	X						
Recommendations drafting												X	X					
Submission of Expert Report and writing of Final advisory														X	X	X		
Publishing and dissemination of Advisories																	X	X

9. INSTITUTIONAL FRAMEWORK:

The Institute is an NGO created in 2003 and based in Brussels, dedicated to the safety of journalists and media staff in the world. It is a coalition of media organizations, press freedom groups, unions and humanitarian campaigners concerned by the rising number of journalist casualties in conflict areas around the globe. Its members include global news organizations (e.g. CNN, BBC, among other) supporting core administration through annual subscription. Foreign and Commonwealth Office, FCO, Swedish International Development Agency, SIDA, and Norwegian Development Agency have also contributed to funding.

The work of the Institute includes an extensive programme of risk-awareness training and, more recently, of training of trainers program for media staff in poorer regions. The Institute is managed by 3 professionals based in Brussels and London and has settled five Regional Offices.

The Latin America & the Caribbean Office, created at the end of 2004, has trained so far 300 journalists (half of INSI trainees worldwide) in Brazil, Colombia and Venezuela. Promoted by Institute trainees an extensive e-network has been established since 2005. In the past 2 years the Office has issued six advisories specific for

countries or risky situations and delivered weekly reports on security related matters. In 2008 an international hostage advisory group was established, based on a hostage experience in Brazil, assisted by the INSI Latin America Office.

10. SUSTAINABILITY:

The project will be a step forward to create a regional safety development program supported by local media workers in their own language to meet their particular safety requirements.

11. FRAMEWORK OF MONITORING:

Beside UNESCO Office Montevideo, we would like to suggest monitoring assistance by the AMARC regional office in Montevideo

12. EVALUATIONS CARRIED OUT:

Media organizations related to INSI’s Latin America Office have recently implemented successfully monitoring programs aimed at transferring journalistic skills. Such is the case of ACM in the Caribbean and the Center for Province Journalists in Peru. Also training need assessment carried by the Office with the aid of security experts prior to training in Brazil showed the need to systematize security knowledge of journalists covering dangerous assignments. While a tailored training helped making journalists aware of security, it was clear that more efforts have to be invested in creating local capacity.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Luisa Rangel, Latin America Office Coordinator, will report every four months to the Montevideo UNESCO Office. Brussels will provide funding assistance to the report.

C. ADDITIONAL INFORMATION

No regional project was funded by IPDC on safety issues in the LAC region. In preparation to the project the INSI Office in Montevideo has contacted institutions and key experts who will select the Monitors.

A regional Conference on Security will take place in Mexico in October 2008, gathering institutions and people interested in promoting better security practices in the region journalism. This is an opportunity to contact key experts.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Monitor expenses (\$ 200 x 50 monitored)	10,000
Participants accommodation package (\$ 90 x 50 participant x 2 days)	9,000
Average travel expenses (\$ 120 x 50 participants)	6,000
Design (US\$ 1000) publishing (\$ 4700 for 1000 units) and distribution (\$ 1500) Advisories	7,200
Total contribution requested from IPDC	US\$32,200

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars, per 18 months)

Project Coordination costs (\$ 800 x 18 month)	14,400
Consumables costs (\$ 117 per month, office material and consumables)	2,118
Telecoms costs (\$ 336 per month)	6,048
Maintenance costs (\$ 168 per month, office maintenance)	3,024
Renting costs (\$ 420 per month, office rental)	7,560
Total INSI contribution	US\$33,150

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	INVESTIGATIVE JOURNALISM FOR MEXICAN AND CENTRAL AMERICAN JOURNALISTS
2.	NUMBER	PDC/53 RLA/05
3.	CATEGORY OF MASS MEDIA	Newspapers
4.	IPDC PRIORITY AREA	Press freedom Capacity building of human resources
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$75,200
8.	AMOUNT REQUESTED FROM IPDC	US\$36,480
9.	BENEFICIARY BODY	Fundación Educativa y Cultural Don José S. Healy, A.C., Hermosillo, Sonora, México http://www.fundacionhealy.org/
10.	IMPLEMENTING OFFICE	Fundación Educativa y Cultural Don José S. Healy, A.C., Hermosillo, Sonora, México
11.	PROJECT LOCATION	Seminar 1: Hermosillo, México Seminar 2: San Pedro Sula, Honduras Seminar 3: Guatemala City, Guatemala Seminar 4: Panama City, Panama
12.	PROJECT PREPARED BY	Luis Fernando Figueroa Arvizu Executive Director, Fundación Healy Tel: +52 (662) 260-2780 Fax: +52 (662) 260-2777 ✉ fundacionhealy@fundacionhealy.org ✉ fundacionhealy@elimparcial.com Hermosillo, Sonora, México
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Like its American counterparts, many Mexican and Central American newspapers will likely fall in hard times due to reduced circulation and advertising, these developments themselves caused by the challenges that the Internet and new technologies pose for the newspaper industry. Amid all these challenges, quality investigative reporting, which is very expensive to produce, will likely be neglected. Though time- and resource-consuming as it is, sound investigative journalism is much needed in the region's corruption-plagued, fragile democracies.

The above-mentioned developments occur against a backdrop of widespread self-censorship among Mexican and Central American journalists, motivated by the numerous, violent, and often brazen attacks against journalists and news outlets in the region. Some newspapers, particularly in the U.S.-Mexico border, have openly declared their intention to stop covering dangerous beats such as drug trafficking, in large measure due to federal, state, and local governments' failure to investigate crimes against the press.

The limitations in the quantity and quality of the investigative reporting that is being done in these countries are very familiar to the Fundación Educativa y Cultural Don José S. Healy, A.C. (hereinafter referred to as "Fundación Healy"). Clearly, the training, retraining and updating needs in investigative journalism in our region are enormous. One of our core objectives being the promotion of freedom of speech, of the press, and of information, Fundación Healy is seeking to become more active in the field of investigative journalism by developing training projects that update journalists' investigative skills.

Since this project has a regional scope, Fundación Healy intends to subcontract Miami-based Inter American Press Association (IAPA) and its Press Institute, which for over a decade have carried out numerous training seminars and workshops in Mexico and Central America. Fundación Healy and the IAPA's Press Institute have collaborated in several training activities, particularly in the area of Newspaper In Education (NIE). The daily El Imparcial has hosted Press Institute workshops in the areas of digital photography and reporting in hostile environments.

Fundación Healy will coordinate with IAPA in developing content for these series of seminars, which will update Mexican and Central American journalists on complex issues such as money laundering, drug trafficking, organized crime, and environmental crimes. Each seminar will educate journalists in these topics and will provide them with tools and knowledge so they can better investigate crime and corruption in their countries and thus continue performing their watchdog roles. Although our seminars will be geared primarily toward investigative journalists, we would also reach out to reporters who regularly cover other beats such as community news, the environment, business, and judicial/court beats.

Because doing investigative journalism often entails risks such as working in hostile environments, or uncovering information that organized crime and corrupt government officials wish to keep under wraps, the seminars will include sessions on journalists' security and dangerous assignments. These sessions will include risk assessment and management, and recommendations and strategies for planning coverage.

2. DESCRIPTION OF THE TARGET GROUP:

Investigative journalists, as well as reporters who regularly cover other beats such as community news, the environment, business, and judicial/court beats.

3. DEVELOPMENT OBJECTIVE:

We expect that completion of the seminars will contribute to reinforcing democracy and the rule of law in Mexico and Central America by enhancing journalists’ investigative capabilities and raising awareness about journalists’ security issues.

4. IMMEDIATE OBJECTIVES:

Over a hundred Mexican and Central American journalists will receive practical training on specific issues—rather than general training on investigative reporting—such as money laundering, drug trafficking, organized crime, and environmental crimes by listening to experts in each field. In addition, they will acquire or update skills on risk assessment and management.

5. PROJECT OUTPUTS:

Over a hundred Mexican and Central American editors and reporters will be capable of producing high quality reporting by using resources available on the Internet to investigate crime and corruption; enhancing their understanding about domestic and international law and the workings of the financial system; by analyzing real-life case studies on illicit activities; and by looking at crime and corruption from a global perspective.

6. ACTIVITIES:

- One two-day seminar held in Hermosillo, Mexico, on drug trafficking for 35 working journalists from Mexican newspapers. The activity would be held at the facilities of *El Imparcial* daily newspaper, which is an IAPA member, or at a meeting room in a local hotel.
- One two-day seminar held in San Pedro Sula, Honduras, on organized crime and gangs for 35 working journalists from Honduras and neighboring Central American countries. The activity would be held at the facilities of *La Prensa* daily newspaper, which is an IAPA member, or at a meeting room in a local hotel.
- One two-day seminar held in Guatemala City, Guatemala, on environmental crimes for 35 working journalists from Guatemala and neighboring Central American countries. The activity would be held at a meeting room in a local hotel.
- One two-day seminar held in Panama City, Panama, on money laundering for 35 working journalists from Panama and neighboring Central American countries. The activity would be held at a meeting room in a local hotel.

7. PROJECT INPUTS:

- Six experts and/or consultants on each issue that will be covered by individual seminars, plus six investigative journalists and/or experts on security issues.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection / contracting of instructors; development of seminar content			X	X								
Distribution of notifications; promotion of seminar				X	X							

Logistics arrangements				X	X							
In-country seminar #1 (drug trafficking)					X							
Submission of implementation reports				X		X						
Selection / contracting of instructors; development of seminar content						X	X					
Distribution of notifications; promotion of seminar							X	X				
Logistics arrangements							X	X				
In-country seminar #2 (drug trafficking)								X				
Submission of implementation reports							X		X			
Selection / contracting of instructors; development of seminar content									X	X		
Distribution of notifications; promotion of seminar										X	X	
Logistics arrangements										X	X	
In-country seminar #3 (drug trafficking)											X	
Submission of implementation reports										X		X
Selection / contracting of instructors; development of seminar content (December 2009/January 2010)	X											X
Distribution of notifications; promotion of seminar	X	X										
Logistics arrangements	X	X										
In-country seminar #4 (drug trafficking)		X										
Submission of implementation reports	X		X									

9. INSTITUTIONAL FRAMEWORK:

Fundación Healy will carry out the project in cooperation with the Inter American Press Association (IAPA)'s Press Institute.

Fundación Healy is a non-profit civil association which was founded by the late José Alberto Healy Noriega and a group of prestigious Sonoran citizens on October 7, 1992 as a way of remembering the 25th anniversary of late Don José Santiago Healy Brennan, the founder of El Imparcial Publishing House and the Healy Communications Group. Fundación Healy is part of Healy Newspapers, which includes its flagship daily newspaper El Imparcial, based in Hermosillo; the Tijuana-based daily Frontera; and the Mexicali-based daily La Crónica.

Fundación Healy's mission is to guide our foundation toward becoming the leading civil society organization in Northwestern Mexico, contributing to the integral development of individuals and the improvement of quality of life and prosperity in the region by generating educational opportunities for citizens with a desire to succeed; by promoting freedom of speech, press and information; and by enriching the civic infrastructure and culture of the region.

In October 1999 the Fundación Healy and El Imparcial newspaper were jointly recognized with the prestigious IAPA Award for Excellence in Journalism in the category "Newspaper in Education" for one of its most successful, high quality, and massive programs: PRENSA ESCUELA.

In 1998, Fundación Healy became a member of the Centro Mexicano para la Filantropía (CEMEFI). Such membership has allowed it to interact with other prestigious foundations and develop international

relationships that will hopefully enable it to become more active in the fields of human development and investigative journalism. To this end Fundación Healy is now seeking to build up new alliances or partnerships with other foundations from Mexico and abroad to encourage and secure freedom of expression as well as to expand the benefits and coverage of its existing educational programs and their spillover to the communities beyond Northwestern Mexico. This project is a key step in our efforts to promote freedom of speech and of the press by engaging IAPA's resources and experience to advance our mission beyond our region.

IAPA (www.sipiapa.com) is a non-profit organization founded in 1950 and dedicated to defending freedom of expression and of the press throughout the Americas, including encouraging high standards of professional and business conduct among members of the press. IAPA enjoys a membership in excess of 1,300, representing newspapers and magazines from Patagonia to Alaska, with a combined circulation of 43,353,762. The organization is supported by member and private foundation contributions, and it is governed by a Board of Directors that reports to the full membership at the annual General Assembly, whose meeting sites alternate between South and North America. An Executive Committee oversees the day-to-day activity of the organization's staff, which works out of IAPA's headquarters in Miami, Florida. The Press Institute is IAPA's journalism training arm. It regularly offers seminars; publishes the Spanish-language, quarterly trade magazine *Hora de Cierre*; and has published several journalism books. For this project, the Press Institute will receive support by IAPA's Committee against Impunity, which helps fight impunity for violence committed against journalists and news outlets.

10. SUSTAINABILITY:

The seminars will build on work already carried out by IAPA's Committee against Impunity, and will help publicize the activities of the Institute for Investigative Journalism, a recent project of IAPA's Press Institute. Both the Press Institute and the Committee against Impunity have their own sources of funding for their operations and implementation of their projects.

11. FRAMEWORK OF MONITORING:

Each seminar will be evaluated by applying an evaluation questionnaire, which will measure the overall quality of seminar contents, the speakers' style and content of their presentations, the seminar's practical use, plus recommendations, and criticisms. Fundación Healy and IAPA's Press Institute will also review the seminar's impact on participating publications through contacts with editors and reporters. After each seminar, we will draft a report and will send it to UNESCO San José.

12. EVALUATIONS CARRIED OUT:

In order to determine which specific issues (money laundering, drug trafficking, organized crime, and environmental crimes) are being uncovered or poorly covered and require more practical training, Fundación Healy and IAPA's Press Institute have contacted Mexican and Central American news editors and asked for their feedback. We have also reviewed evaluations from previous seminars on investigative journalism and reporting in hostile environments, and have tapped into this information for the purposes of developing this project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency will submit progress reports to UNESCO San José, as well as a comprehensive final report assessing to what extent the project's immediate objective was achieved. The beneficiary agency will prepare the reports, including any financial payments to IAPA.

C. ADDITIONAL INFORMATION

Fundación Healy will seek funding from other sources. In addition to the contribution sought from IPDC, IAPA's Press Institute will contribute to the implementation of the project by using its own funds and other funds granted to us by the Knight Foundation. The Press Institute will also ask IAPA member newspapers for support.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Plane tickets for seminar instructors (\$800 per ticket x 6 instructors x 4 seminars)	19,200
Instructors' accommodation (\$100 per night x 3 nights x 6 instructors x 4 seminars)	7,200
Instructors' per diem (\$80 per day x 3 days x 6 instructors x 4 seminars)	5,760
Instructors' fees (\$360 x 3 speakers x 4 seminars)	4,320
Total costs	US\$36,480

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

Plane tickets for IAPA staff (\$800 per ticket x 2 seminar coordinators x 4 seminars)	6,400
Accommodation for Press Institute's seminar coordinators (\$100 per night x 3 nights x 2 coordinators x 4 seminars)	2,400
Per diem for Press Institute's seminar coordinators (\$80 per day x 3 days x 2 coordinators x 4 seminars)	1,920
Hotel services – (coffee breaks, lunch for seminar participants) Coffee breaks: (\$10 per person x 35 persons x 4 coffee breaks x 4 seminars) Lunch: (\$20 per person x 35 persons x 2 lunches x 4 seminars)	5,600 5,600
Hotel services – (meeting room rental) (\$300 per day x 2 days x 4 seminars)	2,400
Hotel services – (audiovisual equipment rental) (\$300 per day x 2 days x 4 seminars)	2,400
Overhead costs (phone calls, stationary, printouts) (\$3,000 per seminar x 4 seminars)	12,000
Total costs	US\$38,720

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	RADIO JOURNALISM 2.0 FOR THE RECOGNITION AND EXERCISE OF THE “RIGHT TO INFORMATION”
2.	NUMBER	PDC/53 RLA/06
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$56,548
8.	AMOUNT REQUESTED FROM IPDC	US\$34,148
9.	BENEFICIARY BODY	Asociación Latinoamericana de Educación Radiofónica, ALER. Address: Valladolid 511 y Madrid Telephone: +593 2 2559012 Fax: +593 2 2503996 e-mail: nelsy@aler.org/ giovanna@aler.org
10.	IMPLEMENTING OFFICE	Rosa M. Gonzalez Communication and Information Adviser for the Andean Countries UNESCO, Quito
11.	PROJECT LOCATION	Quito, Ecuador
12.	PROJECT PREPARED BY	Giovanna Tipán Barrera Coordinadora de Sostenibilidad, ALER with the assistance of ACI UNESCO/Quito
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

Over the past 35 years, the Latin American Association for Radio Education – ALER (Asociación Latinoamericana de Educación Radiofónica – ALER) has nurtured a different form of communication—democratic and participative—to enable populations who have been traditionally marginalized in society to access alternative, popular and civic media. The main objective of this work is the democratization of communication.

In these times, with the development of Information and Communication Technologies (ICTs), as well as the possibilities offered by the Internet, the opportunity to make concrete progress towards the Right to Information and the Right to Freedom of Expression would seem more plausible. These fundamental rights include other rights that civil society organizations, alternative media and social movements continually struggle to achieve. These rights include: freedom of the press, freedom of expression, the right to information, open access to public records, access to media frequencies, the right to privacy and preservation of personal data, access to new media technologies, democratic and multi-sectoral governance of the Internet.

Within this context and with ALER's capacity and impact in Latin America, through its daily work sustained by its networks—concretely the Continental Information Network—it is absolutely necessary to develop skills in its media practitioners to enable them to utilize ICTs to strengthen their journalistic work.

So, ALER is seeking the ownership and management of ICTs, new ways of interacting with our audiences (having traditionally linked to them through our broadcasting practice), empowerment of citizens to exercise their rights and the use of technology as an instrument to mobilize traditionally marginalized sectors. We believe that training in the use of ICTs and Journalism 2.0 software tools is fundamental for media practitioners. This way they can interact with citizens, making these audiences into participants in the production of information which holds the potential to help to strengthen citizenship, as well as to contribute to the democratization of communication through ICTs and create a more active communication process.

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

Journalists, correspondents and information producers who are part of ALER's different production networks, selected based on their involvement in radio production. It is estimated that the beneficiary group will be 25 media producers who work in ALER's diverse production networks throughout 17 countries in Latin America and the Caribbean.

3. **DEVELOPMENT OBJECTIVE:**

Design the basis for ALER's new policy and informative agenda that seeks to produce the exercising of a civic journalism based on web 2.0 tools; software tools that enable the development of content in a participative way in conjunction with users.

4. **IMMEDIATE OBJECTIVES:**

Strengthening of skills of journalists from ALER's Information Network in Journalism 2.0, for the exercise of the freedom of expression using ICTs.

5. **PROJECT OUTPUTS:**

- ❖ Train 25 journalists from the Continental Information Network in using ICTs to approach their journalistic practice in a participative manner. (Journalism 2.0).
- ❖ Strengthen the specialized training process of ALER's Information Network in using ICTs and Journalism 2.0.
- ❖ ALER's information production is based on a plurality of sources, which allows for the interpretation of an event in holistic way and therefore, taking the positions of, or enabling actions from, citizens based on the use of Journalism 2.0 tools.
- ❖ Train 25 journalists from the Continental Information Network in Journalism 2.0 software tools.
- ❖ Design a virtual education methodology to give theoretical support to the monitoring system.
- ❖ Design a virtual monitoring system to monitor the journalistic practices of the media practitioners who have been trained in Journalism 2.0.
- ❖ Carry out frequent monitoring of the activities of the journalists who are being trained.

6. **ACTIVITIES:**

- Develop a training proposal for journalists in the use of Journalism 2.0: The training team and ALER's Intercontinental System of Broadcasting (SICR) will design the workshop's methodological and conceptual proposal. They will develop methodological guidelines for the training.
- Carry out the training cycle in Journalism 2.0: A call throughout ALER's production networks and affiliates will be made to carry out this activity. It will be designed to create a profile of participants to ensure a good level of participation by ALER's journalists. Teaching materials will be designed for the workshop and will provide the tools for the proper development of the training session: computers, projector and Internet. Two trainers will be hired. The workshop will take place in Quito, Ecuador.
- Develop a systematic process of Journalism 2.0 training: After the workshop ALER will draw-up a systematic account of the training process, the results and the lessons learned. The document summarizing this strategy will enable journalists to create Journalism2.0.
- Design a virtual education methodology: Bibliographic research on initiatives and methodological proposals of virtual education will be conducted to carry out this activity. With this information, ALER's training and research team will design a methodology which will be validated.
- Design a monitoring system: The monitoring system will be an electronic tool which will show the advances of the journalists. The system will determine the journalists' advances and backward steps at the moment of introducing the topic of Journalism 2.0, and how they are appropriating the technological tools.
- Monitoring: A person will be hired to apply the evaluation system. The person will carry out the suggestions and/or comments related to the workshop participants' advances.
- Evaluate the Journalism 2.0 training process: ALER will design an evaluation instrument that must be complemented by the participants at the end of the workshop.

7. PROJECT INPUTS:

- ALER is an organization with 35 experience of years working in the field of alternative communication in Latin America and the Caribbean
- Coordinator of the training and research area
- Coordinator of Intercontinental System of Broadcasting (SICR)
- Head of Information Production of SICR
- Administration team
- Broadcasting production studios
- Team of broadcasting producers
- Computers and Internet connection

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Develop a training proposal for journalists in the use of Journalism 2.0	X	X										
Carry out the training cycle in Journalism 2.0:					X							
Carry out the training process in Journalism 2.0						X						
Design a virtual education methodology			X	X							X	
Design a monitoring system				X	X	X						
Monitoring					X	X	X	X	X	X	X	X
Evaluate the Journalism 2.0 training process							X			X		X

9. INSTITUTIONAL FRAMEWORK:

In 1972 the Asociación Latinoamericana de Educación Radiofónica ALER was born. More than three decades of existence have allowed us to be part of the educational and popular radio history and to create it based on its own characters: the radios that are part of the Association.

Nowadays, ALER is constituted of 118 affiliated located in 17 countries of Latin America and the Caribbean. There exist 10 national coordinators (CN) are within these: UDECA/ Dominican Republic, FGER/Guatemala; ARPAS/El Salvador; IRFA/Venezuela; ARCA/Colombia; CORAPE/Ecuador; CNR/Peru; ERBOL/Bolivia; Network of Educative Transmitters of Paraguay/Paraguay and FARCO/Argentina.

During all these years, the biggest worth of the Association has been the experience of our radios and our people, who tell their stories in their own languages and dialects. These processes have been renewed since 1990 working towards the consolidation of a technological platform that allows these voices of Latin America to reach millions of people.

This way, the Latin American Network *ALER Satelital* was born and later became the Intercontinental System of Broadcasting SICR. This system allows that the broadcasting work developed by the affiliated radios and the National Coordinators spread via satellite through the whole continent and to the world.

10. SUSTAINABILITY:

Training in the majority of cases is a sustainable process because it creates capacities; this situation generates new knowledge that can be transmitted. Training is a mechanism of knowledge management that installs in ALER's affiliates the production of new knowledge. The capacity to replicate the contents of the workshop will generate sustainability. In addition, it is more urgent every time to develop capacities in these new times—in which journalists need to know new tools for interaction with citizens and to know of their demands.

11. FRAMEWORK OF MONITORING:

After the event has been finalized, it will be monitored through the Internet, to have a permanent feedback mechanism from the production that will have been realized by the network. In addition, the network's production will be monitored and adjusted respectively to seek impact on public opinion.

ALER will send trimester reports to UNESCO about the progress of the project.

12. EVALUATIONS CARRIED OUT:

The development of skills is a necessity, according to ALER's objectives, because it is a strategy to generate knowledge: This training is urgent, if we add a latent and new issue such as Journalism 2.0. to our journalists. Our broadcasting network must know and use ICTs to further develop our capacity to interact with our audience, that is, journalists need training in how to make civic and participative journalism in the twenty-first century where ICTs are more than an instrument.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

ALER will send trimester reports to UNESCO about the progress of the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Development of methodological guide (2 experts x \$500)	1,000
Airplane tickets for trainers and trainees (13 journalists x average US\$700)	9,100
Materials for the on-site workshop	1,000
Workshop facilitation (US\$1,500 x 2 trainers)	3,000
Development of systematization (1 expert x 1,666 x 3 months)	4,998
Design of virtual education methodology (1 consultant x US\$ 1,250 x 2 months)	2,500
Design of monitoring system (1 consultant x 2 months x US\$1,000 + 2 part-time web technicians x US\$ 375 x 2 months)	3,500
Monitoring (1 part time consultant x US\$650 x 12 months)	7,800
Evaluation (conducted by external entity for one month)	1,250
TOTAL	US\$34,148

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Airplane tickets (12 journalists x average US\$700)	8,400
Travel allowances for 25 journalists (food and accommodation)	14,000
TOTAL	US\$22.400

BELIZE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING OF AK’KUTAN FM: RADIO FOR THE MAYA OF SOUTHERN BELIZE
2.	NUMBER	PDC/53 BZE/01
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	Developing Community Media
5.	SCOPE (NATIONAL,REGIONAL,INTER-REGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment Training Institutional Capacity Building
7.	TOTAL COST OF PROJECT	US\$62,850
8.	AMOUNT REQUESTED FROM IPDC	US\$24,910
9.	BENEFICIARY BODY	Indigenous and Rural Communities of Toledo and Tumul K’in Centre of Learning
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office for the Caribbean
11.	PROJECT LOCATION	Blue Creek Village Toledo District Belize
12.	PROJECT PREPARED BY	Bruce Jones Adviser to Tumul K’in Centre, with the technical advice of CI Team, UNESCO Kingston Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Belize, a country of 300,000 people, the independent media present a range of viewpoints without restriction. All newspapers are subject to libel laws that are occasionally enforced. There are no government restrictions on the Internet or on academic freedom. A broad range of media is available. Broadcast television started in 1992 and three local TV stations have begun offering some local programming. Cable, meanwhile, took off, with over 15 stations around the country servicing homes directly with cable link-up. Currently four national papers are published weekly. However, no journalism classes are currently available at the University of Belize.

The Belize Broadcasting Authority (BBA) was formed in the mid 1980's to regulate all broadcast media. Currently, 33 radio stations have been licensed and 24 operate under Belize Broadcasting Authority guidelines; of these, half are religious stations run by U.S. evangelical groups, and the others are commercial radio. Although radio seems well developed in Belize, only one station broadcasts nationally. Indigenous language broadcasting is limited to stations in the towns of Dangriga and Punta Gorda that feature occasional native language programs.

The communities in the south are isolated and indigenous – Mopan and Q'eqchi' Maya. Unfortunately, radio cannot reach many of these villages due to the terrain. This is particularly problematic because these villages also are home to poor, marginalized indigenous people who need access to information and communications technologies. It is imperative that local Maya receive accurate and up-to-date information. Given its accessibility and cost-effectiveness, community radio represents a democratic and participatory medium. People can be united by community radio. Tumul K'in Learning Center already has a satellite dish for internet communications which will allow for the convenient development of multimedia presentations.

One reason that these communities are isolated is the terrain. Southern Belize is karst, jagged limestone hills, and Tumul K'in lies in a valley. Currently, Ak'Kutan FM, a small radio station set up with the support of UNESCO, is broadcasting to about 200 households. If the transmitter could be placed on a nearby ridge with a wireless link to the station, the audience could be expanded to about 4,000 indigenous households.

This project seeks to strengthen the broadcasting capacity of Ak' Kutan FM to provide access to information for an additional 3800 indigenous families of 58 indigenous villages in the Toledo district. The project also aims at enhancing the capacity of the community media practitioner who operate the radio station in radio programme development and sustainability of Ak'Kutan FM.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate target group is the 21,900, approximately 3,900 households in 58 indigenous villages. About 75% of families in Toledo are Maya – Q'eqchi' and Mopan. The Maya continue their traditional way of life, but cultural pressures are building. School fees, books, and uniforms are perennial sources of stress. Toledo has the lowest proportion of students in secondary school at 10.7% (% of all children ages 13 to 16). In Toledo, one in every four children who goes to school also works. Few economic opportunities exist. Women suffer the most in these communities. They

have higher workloads, they are excluded from social and economic opportunities, and they are marginalized in regard to decision-making.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to fostering diversity of content and the representation of the Mayan people, reducing the isolation of these communities by *enhancing the capacity of community based media to harness and disseminate information and cultural knowledge.*

4. IMMEDIATE OBJECTIVES:

- Ten community media practitioners will acquire skills in producing educational radio programmes geared at addressing development issues such as indigenous rights, cultural identity, rights of women, child development, HIV/AIDS, traditional healing, and other topics that will improve their lives as well planning for sustainability in a two-week training course and an exchange programme;
- To establish a self-sustaining community radio station capable of empowering community members in the 39 Maya villages of the Toledo District with information on their indigenous rights,

5. PROJECT OUTPUTS:

- Ten community persons trained in producing educational radio programmes;
- A stronger community radio station with the capacity to produce educational radio programmes for 4,000 indigenous families;
- A five-year management plan with particular attention to sustainability developed;
- Field trips to the station by at least 200 students from five primary schools and at least 15 local residents trained in use of the equipment

6. ACTIVITIES:

Purchase and installation of equipment

Organise one-week training workshops

Plan and execute exchange programme in conjunction with other community radio stations that promote Maya culture broadcast in Guatemala.

Prepare Management/business plan with a particular emphasis on sustainability

Programming: Meet with stakeholders & interest groups to design programs:

Outreach: Tumul K'in will visit five of the communities served by Tumul K'in. They will promote the station and educate the communities about Ak' Kután FM. Station staff will also arrange field trips to the station for students from five local primary schools.

6. PROJECT INPUTS:

- 2 Trainers
- Transmitting equipment – 500 watt transmitter, building materials to house transmitter, support wires, link transmitter, small diesel generator as back-up
- Studio Equipment -- cables, headphones, back-up system, mixing console, digital DJ, CDs flash drives, etc.
- Transportation & fees for technical consultant for set-up
- Travel and per diem for three people to Guatemala twice for 4 days for practical training.

- Curriculum for a one-week training for community members in operating the station

7. WORK PLAN:

ACTIVITIES /MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Purchase equipment	X											
Install equipment		X										
Management Plan												
Research Background		X										
Community meetings			X	X								
First Draft circulated					X							
Community meetings						X	X					
Final draft published								X				
Develop Programming				X	X	X	X	X	X	X	X	X
Field Trips: 5 primary schools							X	X	X	X	X	
Visit to Station in Guatemala	X			X								
Train Community Members							X	X	X			
Prepare Progress Reports				X				X				X

8. INSTITUTIONAL FRAMEWORK:

Tumul K'in Centre of Learning is an innovative educational institution located in the karst hills of Toledo District, Belize. It has a track record in implementing development projects funded by various international development agencies. It was established to exploit the synergy produced by integrating the wisdom and knowledge of the Maya with modern science and technology in fostering the education and sustainable development of the Mayan people. Tumul Kin's residential programme offers rural children educational and training services at high school level in five areas of specialization chosen for their relevance to the needs of Maya communities. Thus, placing Ak'Kutan FM at Tumul K'in is an excellent fit. Ak'Kutan Coordinator and support staff will manage and implement this project. A Peace Corps Volunteer will assist with the project.

9. SUSTAINABILITY:

Tumul K'in has 500 acres of land in Blue Creek Village where students both work and study. Today Tumul Kin is producing corn, rice, beans, mutton, cacao, honey, poultry and vegetables. It is selling cacao, honey and a variety of processed products including fruit juices, pickles and sauces. It has recently launched a top quality honey product nationally. Revenue from this coupled with contribution from community residents will offset recurring costs for the radio station. One aspect of the management planning will be to explore the setting up of a community cooperative to generate additional revenue for the station.

10. FRAMEWORK OF MONITORING:

A project coordinator attached to the Tumul Kin Learning Centre will monitor and evaluate the project and its progress. Assessments will be carried out through students, the project coordinator, and local residents to determine Ak'Kutan's impact on local communities. At three months, the equipment should be in place and community consultations will be taking place for the management plan. At 9 months, the

management plan should be complete, half the field trips completed and at least 15 local residents trained in the use of the equipment.

11. EVALUATIONS CARRIED OUT:

JCS and *Fundacion ProPetén* are currently surveying the four small communities that Ak’Kutan reaches. It will establish baseline data on audience, programming preferences, etc. After the programming for these organizations is broadcast, they will survey the communities again to determine how well the message was delivered.

12. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

After every four months, the Project Coordinator will prepare progress reports. He will also prepare the final report with assistance from the Julian Cho Society.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/8BZE/01 350-BZE-81	30,000	Belize	<i>1988 -1990</i>
		Upgrading of intergovernmental information service video production unit	
PDC/11BZE/01 352-BZE-11	60,000	Improvement of outside broadcasting capabilities of the Belize Broadcasting Network	<i>1990 -1992</i>
PDC/13BZE/01 352-BZE-31	70,000	Projecting the Belizean Heritage via Television	<i>1993 -1995</i>
PDC/18BZE/01 352-BZE-81	80,000	Enabling countrywide access to national radio	<i>1997 -2002</i>
PDC/48 BZE/01 354 BZE 5041	20,000	Reinforcement of Hamalali Garifuna community radio	<i>2005-2006</i>
Total Belize: US\$ 260,000			

In 2005 as part of Phase I of UNESCO’s Community Multimedia Centres project, the Maya Leaders Alliance and Tumul K’in established a radio station and multi-media center at the school. Tumul K’in has set up the equipment in a 12’ x 12’ space that adjoins the administration office. Furniture and shelves have been installed. Several trainings have taken place including Fundamentals of a Radio Station, Using ICT in Community Development, Radio Communication Skills, Multi-media production and management, and Radio Law. Tumul K’in is broadcasting directly from the campus. This has given them valuable experience in operating the equipment. In April 2008 the Belize Broadcasting Authority reconstituted itself after two years of dormancy and has authorised this expansion.

Tumul K’in will assume all recurrent costs of the project and will also offer the full-time Project Coordinator, with at least four student interns each semester. A Peace Corps Volunteer will provide marketing services for Ak’ Kutan. Tumul K’in will also provide bookkeeping services.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
Equipment			
500 Watt FM Transmitter (N-Type connector) + shipping, handling			7,100
Mast and antenna locally built			1,500
Build base for mast			750
Diesel generator (4800 W)			700
Subtotal for equipment:			10,050
Studio Equipment	#	Unit Price*	
mixer	1	700	700
headphones	4	80	320
2 microphones	2	50	100
Blank CDs, DVDs	200	.50	100
software (DJ)	1	100	100
Software (Pyro,)	1	60	60
flash drives	4	50	200
Microphone stands	4	50	200
Shielded audio cable (100 m.) with 30 XLR male/ female connectors and 30 RCA connectors	1	300	300
Wireless microphones	2	225	450
Digital recorders	2	260	520
Portable radio	1	80	80
Total for Studio Equipment			3,130
2 Week Training Course			
Meals: (20 people x 10 days x \$10) Transport 15 people x \$10) x 10 days Honoraria for trainers (100 x 10 days) Materials (20 booklets x 20 people)			4,500
Training visit to Guatemalan radio station			2,880
2 trips (3 people x 4 days at \$70 per day) Transport (100 gallons @ \$6 x 2 trips)			
Total for Training			7,380
Outreach and Sustainabilty Planning			
Field trips from 5 primary schools to Tumul Kin (transportation, snacks @ 150)			750
Promotional materials (brochures, exercise books, pencils, t-shirts)			1,500

Transport to community meetings for consultation to : fuel & maintenance (\$50 x 14 meetings)	700
Preparation of management plan (15 man day at 100/day)	1500
Total for Outreach	4,450
Total	US\$24,910

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordinator (1,500 x 12 months)	18,000
Bookkeeping (\$300/mo x 12 months)	3,600
Office Supplies (\$100/mo x 12 months)	2,400
Utilities (\$150/mo x 12 months)	1,800
Office Space (\$100 x 12 months)	1,200
Report Preparation (3 days @ 100 x 3 reports)	900
Student interns (2/semester x \$20/week x 1 semester=20 weeks)	1,600
Peace Corps Volunteer (1/3 time x 12,000)	US\$4,000
Total of Beneficiary's Contribution	US\$33,500
BREAKDOWN OF JULIAN CHO SOCIETY'S CONTRIBUTION	
Programming (cultural identity)	2,340
Facilitate consultations (14 meetings x \$150/mtg)	2,100
Total of Julian Cho's Society's Contribution	US\$4,440

BOLIVIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	USING ICTS FOR THE PROMOTION AND DIFFUSION OF CHIQUITANO CULTURE
2.	NUMBER	PDC/53 BOL/01
3.	CATEGORY OF MASS MEDIA	Community radios Internet (web sites, news sites)
4.	IPDC PRIORITY AREA	Support for community media to reinforce own culture and greater access to information
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$35,100
8.	AMOUNT REQUESTED FROM IPDC	US\$25,000
9.	PROJECT BENEFICIARY	Indigenous Chiquitano organisations and communities in East Bolivia
10.	IMPLEMENTING BODY	Support for Indigenous Farmers in East Bolivia (APCOB, acronym in Spanish)/ Advisor on Communication and Information for Latin America, UNESCO/Quito
11.	PROJECT LOCATION	Santa Cruz Department, Bolivia
12.	PROJECT PREPARED BY	Silvia BERNAL and Juan BURGOS APCOB, Apoyo Para el Campesino-indígena del Oriente Boliviano Calle 4 Ojos # 80 Santa Cruz de la Sierra - BOLIVIA Tel.: 00951-3-3542119 Fax: 00591-3-3542120 apcob@apcob.org.bo
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The world we live in is submerged by messages produced and circulated by industry, which often contribute to the assimilation and distortion of various forms of cultural expression. As such, we feel that new Information and Communication Technologies (ICTs) are instruments that can contribute to a country's development, by facilitating greater access to information, more equitable communication, and promotion of the cultural diversity of peoples.

APCOB (Support for Indigenous Farmers in East Bolivia) has implemented several ICT-related projects since 2001, including the production of ethno-educational CD-ROMs, through the "Education to Interculturality" project, and the IICD-supported "ICT network for the small-scale indigenous Chiquitano producer" project, launched in 2003, which lead to the setting up an information network in which the users use the internet, radio and radiotelephony to exchange farming-related information. The project entailed setting up four community telecentres and a radio production centre.

Since 2005, UNESCO has provided assistance for the training of indigenous media workers and reporters in radio production, information management and the use of computers and the internet. At the end of 2007, in addition to the training of a new group of young media workers, a news blog was set up, using the free Web resources for the diffusion of electronic newsletters.

These experience have lead to notable advances in the field of communications. However, we intend to pursue the quest for *sustainable development* through the use of ICT tools, and in so doing promote the *empowerment* of these two projects. To do so, we have identified new needs, namely:

- The indigenous Chiquitano organisations currently possess two FM transmitters, and a third on the way, all inspired by the Bolivian vision of community radio. However, the long-term viability of the equipment is jeopardised by the lack of human-resources trained in the production of multi-format radio material.
- The indigenous organisations do not have a web site promoting their culture and the work they accomplish in their communities.
- Media workers need to be provided with appropriate tools for training and facilitating information within the communities, so that they in turn could train other media workers and reporters within the communities.

2. DESCRIPTION OF THE TARGET GROUP:

The Chiquitano people encompasses more than 40 lowland ethnic groups scattered over five provinces in the Santa Cruz department. There Chiquitano population numbers more than 80,000 inhabitants living in both rural and urban zones. The direct beneficiaries of the project will be the indigenous Chiquitano media workers and correspondents. We plan to work with 15 media workers and/or correspondents from grassroots organisations.

3. IMMEDIATE OBJECTIVES:

To build the capacity of indigenous Chiquitano media workers and correspondents, to use radio and internet production tools as a means of supporting the development of their culture, and to promote freedom of expression within their organisations and communities.

4. DEVELOPMENT OBJECTIVE:

To give a boost to and to promote Chiquitano culture, by reinforcing the use of ICT tools by young indigenous media workers, so they can contribute to promoting the recognition of their identity, freedom of expression and the harmonious co-existence with the other peoples of Bolivia.

5. PROJECT CONTRIBUTIONS

The project will introduce an alternative and participative form of communication, based on the principle of "learning through practice". The indigenous media workers and correspondents will receive training in the following:

- Theory and practice of radio production: locution, dramatisation, script-writing and management, short formats.
- Writing: news writing, interviews, layout of newsletters.
- ICT management, computers and the internet.
- Web-site creation in general, and the creation of a web site promoting indigenous organisations in particular, the administration of and responsibility for which will be gradually transferred to the organisations in question.
- Management and exchange of information between indigenous organisations. Coordination and monitoring with the representatives of each organisation.

6. PROJECT OUTPUTS:

- The indigenous organisations will possess their own audio media (short format, micro-programmes), and their own web site with content developed by the communities themselves and the grassroots organisations.
- The indigenous media workers and correspondents will use the ICT tools effectively to produce and update content for the web site using information provided by their own communities and organisations.
- The indigenous media workers and correspondents will produce short-format radio programmes for radio and internet broadcast.
- The indigenous media workers and correspondents will collect, edit and update news from Chiquitano communities and organisations, for a monthly electronic newsletters.
- Through workshops and awareness fairs, the Chiquitano communities and the general public will be aware of and will be involved in the work carried out by the indigenous media workers and correspondents, The project provides for the monitoring of project activities and the production of a video documentary, which will be shown at local and national events.
- The media workers will generate resources through the services implemented to create jobs and ensure long-term viability.

7. ACTIVITIES:

- Election of the indigenous media workers from each organisation, and planning and organisation of the work platform for the network of media workers;
- Selection and hiring of a webmaster; administration of the design, graphics and creation of the web sites; creation of web sites for the indigenous organisations; develop and reactivate the news site so that it can accommodate short-format radio programmes
- Preparation of an ICT tools course and relevant training equipment; theoretical- and practical-training workshops; technical support in the development and application of computing and communication knowledge.
- Preparation of a radio-production course for indigenous media workers, and relevant training equipment; theoretical and practical radio-production workshops; broadcasting of small- and large-format radio programmes (radio magazines and micro-programmes).
- Preparation of a digital journalism course, and relevant training equipment; theoretical and practical workshops on journalism writing (interviews, press notes); diffusion of electronic newsletters via a mailing list.
- Preparation of promotional material for communities and awareness events; contests based on the community news, myths and history, organised in collaboration with the indigenous organisations; organisation of an annual information fair; production of an audiovisual documentary on the project.
- Development of a sustainable services model; preparation and adaptation of manuals on management procedure; preparation of administrative and accounting forms for internal auditing purposes.

8. PROJECT INPUTS:

- One social-communication professional, responsible for training in and monitoring of radio production and writing.
- One IT technician, responsible for training in and assistance with the ICT use and management, and web-site creation
- One radio production technician, responsible for the production of radio programmes.
- Radio production equipment (recorders, cameras, studio microphones, audio mixing console, recording studio and computers).
- Written and audiovisual training material (manuals, information posters and charts, CDs, etc.)
- Trips to monitor and promote the project (fairs and workshops).

9. WORK PLAN:

ACTIVITIES/MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Election of media workers	x											
Selection and hiring of a webmaster; web-site creation		x										
Preparation of training courses and equipment	x	x	x									
Theoretical and practical workshops on the use of ICT tools.			x	x	x			x		x		
Theoretical and practical workshops on radio production			x		x		x		x		x	
Search for partnerships with other radios at the regional and national level									x	x	x	x
Broadcast of radio programmes			x	x	x	x	x	x	x	x	x	x

Preparation of promotional material				x				x		x		
Organisation of an annual information fair										x		
Production of an audiovisual documentary on the project.								x	x	x	x	

10. INSTITUTIONAL FRAMEWORK:

the project will be implemented by Support for Indigenous Farmers in East Bolivia (APCOB), in collaboration with the following organisations: *Centrale Indigène des Communautés de Concepcion* (CICC, Indigenous Centre of Communities of Concepción), *Centrale Indigène Paikoneka de San Javier* (CIPSJ, Paikoneka de San Javier Indigenous Centre), *Centrale Indigène des Communautaires Originaires de Lomerio* (CICOL, Indigenous Centre for Communities from Lomerio), and the *Organisation Indigène Chiquitana* (OICH, Chiquitano Indigenous Organisation).

11. SUSTAINABILITY:

APCOB will establish a collaboration agreement with the indigenous organisations, CICC, CICOL and CIPSJ, to ensure the smooth implementation of the project. An agreement has already been entered into with the *Organisation Centrale du Peuple Chiquitano* (l'OICH, Central Organisation of the Chiquitano People) for the broadcasting of radio programmes. Achieving long-term viability will require seeking support from *sponsors*, as well as advertising revenue, to finance the web sites.

12. FRAMEWORK OF MONITORING:

APCOB has a project-implementation policy which provides for mechanisms for controlling and monitoring work through institutional reports and surveys of project beneficiaries. However, we are ready to adopt other monitoring systems which UNESCO may propose.

13. EVALUATIONS:

- An evaluation -- which formed the basis for this project -- was carried out in 2008, based on informal interviews with beneficiaries, and on the results of and the experience gained through past communication projects implemented by APCOB and other institutions.

14. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

- APCOB, through its multi-disciplinary team, will submit an activity report every four months, or according to UNESCO specifications.

C. INFORMATIONS COMPLÉMENTAIRES

Previous IPDC support received by the country:

PDC/5BOL/01											
350-BOL-51	55,000	Bolivia								1985 -1988	
350-BOL-81	25,000	Co-operation Multi-Media Centre									
PDC/7BOL/01											
350-BOL-71	30,000	Training in broadcasting (SECRAD)								1986 -1991	
350-BOL-82	10,000										

PDC/8BOL/01 350-BOL-83	30,000	Support for popular and educational radio	1988 -1990
PDC/12BOL/01 352-BOL-21	48,000	Popular mobile video library	1992 -1994
PDC/13BOL/01 352-BOL-01	43,000	Technical equipment for the FIDES News Agency	1993 -1994
PDC/18BOL/01 352-BOL-81	30,000	Aid for the development and improvement of rural radio stations	1998 -1999
PDC/21 BOL/01 353-BOL-5011	20,000	Strengthening of education Radiofonica de Bolivia (ERBOL)	2003 -2004
PDC/23 BOL/01 548-BOL-5000 (FIT - Luxembourg)	31,000	Development of a mobile training unit for rural community television centres	2004-2005
PDC/51 BOL/01 354-BOL-5061	16,000	BOLIVIA: TRAINING OF RADIO REPORTERS FOR THE PREVENTION OF DOMESTIC VIOLENCE	2007-2008
Total Bolivia: US\$ 307,000 + US\$ 31,000 (Fund-in-trust)			

The project team is counting on support from the Belgian Embassy in the amount of USD 15,000 over a 3-year period, to finance the purchase of equipment for the San Javier and Makanaté telecentres.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Instructor in Social communication (USD 600 x 12 months)	7,200
Equipment (audio recorders, camera, audio mixing console and studio microphones)	1,400
Four (4) courses in information management and ICT use, for 20 persons	2,500
Four (4) courses in radio production, for 20 persons	2,500
Three (3) courses in journalism writing, for 20 persons	2,500
Radio programmes (12 x USD 175)	2,100
Trips and monitoring activities at all centres	1,500
Production of an audiovisual documentary	2,800
Web-site hosting	300
Broadcast of radio programmes	600
Operational costs	1,600
TOTAL:	US\$25,000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

IT technician (USD 600 x month)	7,200
Radio production technician (12 months)	2,100
Operational costs	800
TOTAL:	US\$10,100

COSTA RICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	INDIGENOUS REPORTER WOMEN
2.	NUMBER	PDC/53 COS/01
3.	CATEGORY OF MASS MEDIA	COSTA RICAN NATIVE (INDIGENOUS) COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	CAPACITY BUILDING COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCING FOR TRAINING OF INDIGENOUS WOMEN
7.	TOTAL COST OF PROJECT	US\$ 39,600
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29,600
9.	BENEFICIARY BODY	INSTITUTO COSTARRICENSE DE ENSEÑANZA RADIOFÓNICA (ICER)
10.	IMPLEMENTING OFFICE	ICER
11.	PROJECT LOCATION	SAN JOSÉ, COSTA RICA
12.	PROJECT PREPARED BY	INSTITUTO COSTARRICENSE DE ENSEÑANZA RADIOFÓNICA (ICER) Address: 200 metros al norte de la Iglesia de Lourdes de Montes de Oca Phone. 2225-9036 Fax phone: 2225-9252 <i>Contact persons: Rosa Quintanilla, Ronald Cubillo and Miguel Jara</i>
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Costa Rican native populations are spread in remote places throughout the national territory. Some of these native cultures are located in three independent regions, composed of various ethnic groups: the *Brunca Region*, in the South Pacific area (communities of Buenos Aires, Boruca, Corredores); the *Atlantic Huetar Region* (communities of Talamanca and Turrialba); the *North Huetar Region*.

In Costa Rica, medias are well developed, but they do not always coincide with the democratic spirit of the country. It counts with almost 110 radio stations that broadcast their programmes, but they are still generally concentrated in the central part of the country, although the community radios make the exception. There is a large variety of weekly reviews and publications, but their news coverage remains limited, and sometimes with very low quality. The new media tools, based on the Internet, begin to get certain relevance, although it is still below the level reached by more developed countries. Costa Rica provides a professional formation at university in journalism, but the country is still ruled by an archaic information law which limits freedom of expression.

The Small Cultural Community Media Project:

This is a project which began in 1979 and now includes fifteen community radio-stations, which are located in several rural areas of Costa Rica. These are local radio transmitters whose main assignment is to serve as a tool for distance education. They also contribute to the preservation of the culture in the Costa Rican communities, as well as to offer broadcasting services to the population. Contrary to the national transmitter, the local transmitter benefits from a better adaptability to local conditions, and a valuable proximity to the local population.

Why train 24 native (indigenous) reporter women?

By training the indigenous women, we will give them a voice to express the problems of the community and the means to transmit their culture. A total of 24 women from 6 communities will be trained, through 4 different workshops in each community. We expect that the 24 women receiving training would in turn train other women in their communities. Finally, the same 24 women will attend a 7-day final workshop in the ICER, dedicated to gather all the information collected during the community workshops and to create a *Sonorous Encyclopedia*. The workshops will take place within the communities themselves, since, as mothers, they would not be able to leave home for a 3-day workshop outside of the community.

We also will provide 12 digital cameras and records, two for each of the 6 teams of 4 women, so that it will be possible for them to document and share many aspects of their work. This material collected (pictures, videos and interviews) will be put on our Web Page to share with others.

2. DESCRIPTION OF THE TARGET GROUPS:

Twenty four native women will be trained to become reporters in their native communities, the woman being a vital transmitter of cultural heritage.

Community Radio Station	Location of the Ethnic Group (Beneficiated Ethnic Group)
1-Radio Cultural La Voz de Talamanca	Bribris, Cabécares
2-Radio Cultural Buenos Aires	Bribris, Cabécares
3-Radio Cultural Boruca	Bribris, Brunecas, Térrabas

4-Radio Cultural Corredores	Guaymías
5-Radio Cultural Turrialba	Cabécares
6-Radio Sistema Cultural Maleku	Guatusos

3. **DEVELOPMENT OBJECTIVE:**

Contribute to the development of freedom of speech of the indigenous communities and to the preservation of the cultural diversity of Costa Rican native communities.

4. **IMMEDIATE OBJECTIVES:**

- 24 indigenous women will acquire the skills of local reporters for the production of radio programs and photo-journalism, so that they can inform about community problems through their community radio, after having been trained in a 3-day workshop. Jointly, the same women will increase the acquired skills and knowledge training other native women from their communities.
- The native communities will be able to reveal their culture, traditions and virtues, as well as to solve conflict situations, after having improved their reporting skills through the workshops.

5. **PROJECT OUTPUTS:**

- 24 indigenous women trained as reporters for the production of radio programs and photo-journalism (collecting, editing and presenting news material for publication or broadcast) on community matters
- Twenty-four radio programs will be transmitted by radio and also through Internet.
- Web page expanded for sharing training materials
- Development of “*The sonorous encyclopedia of the native woman*” that can be downloaded from a virtual platform or from a Web page. “*The sonorous encyclopedia of the native woman*” will include photographs, news material and cultural information (data, audio).
- Training materials (photos, videos and interviews) available on the Platform or Web page developed by the project.

6. **ACTIVITIES:**

- **Project’s work plan**
- Acquisition of equipment. ICER will test the equipment before giving it to each reporter the day of the first training, at their community.
- Training workshops in their communities, four workshops per community
- Final 7-day training workshop at ICER’s facilities for final editing and production of radio programmes which will be broadcast in each community radio, collection of information and recording of the *Sonorous Encyclopedia*.
- Collection of the radio programmes into the “*The sonorous encyclopedia of the native woman*”. The 24 radio programs will also be transmitted by the community radios and through the Internet.
- “*The sonorous encyclopedia of the native woman*” available for downloading from a virtual platform or from a Web page. Recorded on two CDs, it will also be distributed to the 24 women in each community. “*The sonorous encyclopedia*” will include photographs, news material and cultural information (data, audio) collected during the workshops.
- Visits to community radio stations for follow-up and evaluation.
- Writing of the final report.

Training workshops:

- Four women trained in the Community **Tonjibe**, 4 workshops, 3 days each one (includes transportation time)
- Four women trained in the Community **Boruca** 4 workshops, 3 days each one (includes transportation time)
- Four women trained in the Community **Corredores** 4 workshops, 3 days each one (includes transportation time)
- Four women trained in the Community **Talamanca** 4 workshops, 3 days each one (includes transportation time)
- Four women trained in the Community **Buenos Aires** 4 workshops, 3 days each one (includes transportation time)
- Four women will be trained in the Community **Turrialba** 4 workshops, 3 days each one (includes transportation time)
- Twenty four women trained in (**ICER**) 7 uninterrupted days (includes transportation time)

7. PROJECT INPUTS:

- Trainers and general coordination for the workshops that will be implemented in each one of the native communities and in the ICER’s offices.
- Financial resources for the implementation of the workshops in six native communities and in the ICER’s offices.
- Purchase of the equipment necessary for the execution of the workshops and the production of 24 radio programs.

8. WORK PLAN:

The implementing office of the activities will be the ICER (Small Cultural Community Media Project).

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of training material/ selection and purchase of equipment	X	X										
In-community workshops			X	X	X							
In-ICER workshops’ evaluation/ and elaboration of the Encyclopedia						X						
Elaboration of the Encyclopedia							X	X	X			
Evaluation of broadcast programmes and Encyclopedia										X		
Material distribution											X	
Final report/ evaluation												X

9. INSTITUTIONAL FRAMEWORK:

The Costa Rican Institute of Radio Teaching (*Instituto Costarricense de Enseñanza Radiofónica - ICER*) is a nonprofit institute and private association. Its activities are carried out with the support of a cultural cooperation agreement between the governments of Liechtenstein and Costa Rica. The ICER is an educational institution which uses an open education system. The most-used modality is the distance education system, using community media, written materials, and personal or tutorial aid.

The ICER has set an information and communication service in rural and native communities, with the Project of Small Cultural Radio Stations. In this important effort, the ICER has the accompaniment of Costa Rican National School of Journalists (*Colegio de Periodistas de Costa Rica*). Through this project, it has been able to reach very remote areas, offering distance educational opportunities and tools.

10. SUSTAINABILITY:

The Board of Directors of each radio administers the small radio station; each community supplies the necessary infrastructure, such as: land, constructions and services. The community is an active participant and that they are able to better value this communication media of the community. These communities have demonstrated in these two decades, that they are capable of obtaining the resources necessary to maintain the radio station. This is made through sponsorships, contributions, community activities, among others. It is notable that the communitarian transmitter can easily adapt its programming as well as its schedule to the local conditions, and can easily count with the local participation and collaboration.

11. MONITORING FRAMEWORK:

Unesco San José will be in charge of monitoring the project.

12. EVALUATION CARRIED OUT:

ICER identified the needs of the indigenous communities, and in particular of indigenous women, thanks to the cultural radio stations that have already been established in 15 communities through the Small Cultural Community Media Project. From these local radios, ICER has observed the priorities that they all have in common and which have led to this project. The selection of the 6 communities has resulted from this process of determining priorities and needs of community needs.

13. BENEFICIARY AGENCY’S REPORTING FRAMEWORK:

ICER will submit a Project’s report every four months (including the final Project reporting).

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
PDC/51 COS/01 354-COS-5061	24,000	COSTA RICA: TRAINING IN FREEDOM OF EXPRESSION FOR RURAL JOURNALISTS	2007-2008
Total Costa Rica: US\$ 194,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

I. Equipment			
	Unit price	Quantity	
Digital cameras	200	12	2,400
Microphones	50	12	600
CD Player (with auxiliary (out/in) USB and Ripping)	300	1	300
Headphones	35	12	420
Data traveler	20	12	240
Digital recorders	100	12	1,200
Laptop (including operative systems)	1300	1	1,300
Total equipment costs (Six thousand eight hundred sixty dollars)			6,460
II. 3-day training workshops			
24 training workshops (4 per community, 3 days (cost of) lodging, meal and transportation for instructors and meals of four trainees; \$1100 x 6 communities).			6,600
24 native leader reporter women will be trained at the ICER (24 trainees' accommodation, transportation and meals x 7 days)			7,890
Logistic support			1,000
Trainers (24 workshops at \$200 each + 1000)			5,800
Project evaluation			1,000
Training materials			850
Total training costs			23,140
Total contribution requested from IPDC			US\$29,600

BREAKDOWN OF ICER CONTRIBUTION (in US dollars)	
Production costs (the sonorous encyclopedia of the native woman)	
Script elaboration	200
Script printing	50
Recording studio hours	1.000
Post production	500
Program's staff costs	200
CDS and DATS	50
Hours of native women speakers of broadcasting program	50
Elaboration of 500 CDS with photographs (250) and audio CD (print and burn)	1,000
CD Cover-printing art	50
General project coordinator	3,400
Communication costs (publication and broadcasting results on the Internet)	500
Contingencies	3,000
Total ICER's contribution	US\$10,000

EL SALVADOR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	JOURNALISM FOR DEMOCRACY AND NEW MEDIA
2.	NUMBER	PDC/53 ELS/01
3.	CATEGORY OF MASS MEDIA	Community Media
4.	IPDC PRIORITY AREA	Freedom of expression and press freedom Human capacity building Support to community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$45,600
8.	AMOUNT REQUESTED FROM IPDC	US\$20,030
9.	BENEFICIARY BODY	Universidad Centroamericana José Simeón Cañas. Departamento de Letras. San Salvador, El Salvador.
10.	IMPLEMENTING OFFICE	Universidad Centroamericana José Simeón Cañas. Departamento de Letras. San Salvador, El Salvador.
11.	PROJECT LOCATION	Universidad Centroamericana José Simeón Cañas. Boulevard Los Próceres, San Salvador. Tel. (503) 2210-6683
12.	PROJECT PREPARED BY	José Luis Benitez
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In El Salvador, after the civil war and the Peace Accords (1992), there has been a new era for democracy and the implementation of new media outlets. However, some of these media projects, over time, have disappeared and others still face critical financial challenges for sustainability. Today, there are about 200 radio stations in the AM and FM bands -20 of these stations are self-defined as community radio, 4 major daily newspapers, about 16 television stations in VHF and UHF, and at least 3 online weekly newspapers. Nevertheless, there are some concerns about the level of media concentration, particularly in the area of radio (4 or 5 radio groups) and television (one group that controls three television stations). Similarly, there are observations about the level of pluralism and democratic participation in the media. In some media outlets there are few spaces for political and civil society expressions critical of the current government and dominant economic groups.

Thus, this project intends to work with young journalists to strengthen the values and perspective for pluralistic journalism and the consolidation of democracy in El Salvador. This project will be a training course that focuses in the following topics: media and communication processes for democracy, ethics and freedom of expression, and tools for media production in community media and new media such as online newspapers, blogs and other forms of interactive communication. This project addresses the problems of limited training opportunities for community media, social demands for more professional journalism, and the development of the new information and communication technologies. Consequently, this project will contribute to the enhancement of professional competencies, pluralistic practices of journalism, and the effective use and appropriation of new communication technologies by Salvadoran journalists. Because of the characteristics of the training course this project requests support to acquire some equipment.

2. DESCRIPTION OF THE TARGET GROUP:

The target group for the training course **Journalism for democracy and new media** are young journalists working in community media (radio and local television stations), and new media (online newspapers, online radios and civic blogs initiatives) from all of the Salvadoran provinces, particularly from the more remote areas such as La Unión, Morazán, Chalatenango and Cabañas. All the selected candidates will receive a scholarship in order to participate in the training course.

3. DEVELOPMENT OBJECTIVE:

This project contributes to the development of pluralistic journalism practices, ethical journalistic values, new technological communication competencies, and in the long –term the strengthening of freedom of expression and participatory democracy through new and alternative media in El Salvador.

4. IMMEDIATE OBJECTIVES:

- Thirty young journalists working in community and new media will acquire the skills and knowledge of pluralistic and democratic journalists' practices, ethical values and production competencies after having participated in a four-months online and onsite training course.
- To strength journalists' practices of analysis and systematic reflection on the challenges of democracy, freedom of expression and ethical journalism demanded by the community, new media and Salvadoran society.

5. PROJECT OUTPUTS:

-Thirty young journalists, with less than five years of professional experience and with gender and geographical representation, have acquired new knowledge and skills on democratic and pluralist journalism, freedom of expression and new communication technologies.

-Thirty young journalists have produced –during the four-months training course- three journalistic features (stories and investigative reports) about the course topic that will be published or broadcast in community and new media.

6. ACTIVITIES:

- Development of planning activities for the training course, acquire equipment and hire the local and international trainers.
- Development of online platform and the contents for the four main topics: 1) Civic journalism and freedom of expression, 2) Journalism for democracy, 3) Ethics and journalism, 4) New technologies for journalistic production.
- Outreach, recruitment, and call for applications for the training course.
- Selection of 30 candidates (criteria: young journalists, with less than 5 years of experience, working at community or new media, balance of gender, geographical representation from different provinces of the country, and leadership skills)
- Development of the training course (four months, including 16 onsite sessions: Saturdays from 8:00 a.m. to 3:30 p.m.)
- Training course evaluation and final project report.

7. PROJECT INPUTS:

- Development of the online training platform (moodle), which will be coordinated by the Department de Letras and the technical support from the Dirección de Informática of the UCA. The platform will have multimedia content, exercises and evaluation activities, as well as online forums to allow participant and trainer interactions.
- Purchase a laptop, 5 digital tape recorders, and a multimedia projector.
- 3 international experts in the following topics: civic journalism and freedom of expression (Ana María Miralles, Universidad Bolivariana, Colombia), communication for democracy (María Cristina Mata, Universidad Nacional de Córdoba, Argentina), new technologies and journalism (José Luis Arce, Universidad de Costa Rica).
- Training material and other logistical support for the training course.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7
Planning activities for the training course	X	X					
Development of the online training platform	X	X	X				
Outreach, recruitment, and call for applications	X						
Selection of 30 journalists		X					
training course implementation			X	X	X	X	
Evaluation and project’s final report						X	X

9. INSTITUTIONAL FRAMEWORK:

This project will be implemented by the Departamento de Letras, Comunicación y Periodismo, Universidad Centroamericana José Simeón Cañas (UCA), San Salvador. The Departamento de Letras will assign a coordinator for the training course, logistical assistance and technical support for the course. The Departamento de Letras has equipped laboratories that will be available for this training course: computer laboratory with Internet connection, radio and television laboratories, as well as photography equipment.

The Departamento de Letras also has the experience of implementing a variety of training courses in cooperation with different national and international institutions such as: UNESCO, UNICEF, Ayuda en Acción, Federación Latinoamericana de Facultades de Comunicación Social (FELAFACS), among others. Additionally, the Departamento de Letras will provide the knowledge and skills of communication professionals that serve both the undergraduate and graduate programs in communication at the UCA.

10. SUSTAINABILITY:

This project will be sustainable in the future because the online training platform and the experience of local trainers will allow the possibility of replicating this experience. Moreover, in order to cover some of the expenses of the training course, in the future the participants will pay for participating in the course. At the same time, the UCA also will explore other possibilities for local and international partnerships to continue these kinds of training courses for media and communication democracy.

11. FRAMEWORK OF MONITORING:

The Departamento de Letras will assign a professional to systematically monitor the development of the project in permanent coordination with the UNESCO Information and Communication regional office in San José, Costa Rica.

12. EVALUATIONS CARRIED OUT:

Evaluations have been carried out in order to implement the communication master's program at UCA. In these evaluations, journalists have expressed their interest in these types of training courses, particularly from professionals working at local and community media. Additionally, this project incorporates journalists' training needs expressed during different activities that the Departamento de Letras has developed in recent years.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

There will be a report on the project progress on a four-month basis to the UNESCO Information and Communication regional office in San Jose, Costa Rica. Also the Head of the Departamento de Letras, Ricardo Roque Baldovinos, will submit a comprehensive final report of the training course.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

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

Evaluations have been carried out in order to implement the communication master’s program at UCA. In these evaluations, journalists have expressed their interest in these types of training courses, particularly from professionals working at local and community media. The majority of journalists, especially those with university training, do not have the time and economic resources to study a master’s program. However, they are willing to participate in other forms of trainings that can be more flexible to their schedule and professional commitments. Additionally, this project incorporates journalists’ training needs expressed during different activities that the Departamento de Letras has developed in recent years.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Contribution towards honoraria for 3 international trainers (\$800 x trainer x 1 day workshop and online training)	2,400
Contribution towards 4 national trainers (\$1000 per trainer for 3 days of workshops and online training)	4,000
3 airplane travel tickets (approximately \$800 x ticket)	2,400
Hotel and transportation for international trainers (\$270 x trainer)	810
Participants’ per diem for 16 onsite training sessions (\$11 x 30 participants x 16 days)	5,280
Development and maintenance of online training platform	1,500
1 laptop	1,600
1 multimedia projector	1,000
5 digital tape recorders	500
Training material (copies, CDs, folders, etc.) (\$18 x person)	540
Total contribution requested from IPDC	US\$ 20,030

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
1 coordinator x 7 months (\$400 x month)	2,800
1 person to monitor the project x 5 months (\$300 x month)	1,500
1 assistant for the project x 7 months (\$200 x month)	1,400
Classroom space for the course (\$60 x day x 16 days)	960
3 technical staff to support the laboratories and the platform (50 x day x 16 days)	2,400
Cost of laboratories' usage (\$100 x day x 16 days)	1,600
Publicity of the training course through UCA's media and institutional channels	1,500
Project reporting	300
Miscellaneous	500
Indirect costs (secretary, water, electricity, phone, fax, and financial monitoring)	\$2,610
Total beneficiary's contribution	US\$ 15.570

ECUADOR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SUPPORT TO THE PUBLICATION OF THE BILINGUAL KICHWA-SPANISH MONTHLY NEWSPAPER “WIÑAY KAWSAY” (IMBABURA,ECUADOR)
	PROJECT NUMBER	PDC/53 ECU/01
3.	CATEGORY OF MASS MEDIA	Print press
4.	IPDC PRIORITY AREA	Community media Freedom of expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment for editing of newspaper Training of journalists
7.	TOTAL COST OF PROJECT	US\$ 59,900
8.	AMOUNT REQUESTED FROM IPDC	US\$9,600
9.	BENEFICIARY BODY	Asociación de Jovenes Kichwas de Imbabura (AJKI), Radio Iluman, Parroquia San Juan de Iluman, Canton Otavalo, Prov. Imbabura, Ecuador Sr. Gonzalo Diaz Cajas, President of AJKI Tel:+593 629 46 379 ; radio_iluman@hotmail.com
10.	IMPLEMENTING OFFICE	Quito UNESCO office; Ms Rosa Gonzalez
11.	PROJECT LOCATION	Northern part of Ecuador, Province of Imbabura, local constituencies of Otavalo, Cotachi, Atuntaqui
12.	PROJECT PREPARED BY	Traditions pour Demain: -Diego Gradis, Executive President -Carine Huber Michoud, Project Coordinator
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Ecuador has more than 1000 FM or AM radios. Only 10 of them carry programs in Kichwa. Regarding the written media, there are 45 daily newspapers all in Spanish, with two of them in the Imbabura Province: “*El Norte*” and “*La Verdad*”. There are no daily nor weekly newspapers in Kichwa language in Ecuador. In this context, the Kichwa Indian population finds it difficult to make its voice heard. The commercial newspapers monopolize virtually all advertising, depriving community publications of the necessary support and restraining media plurality, thereby questioning the development and use of Kichwa language and thereby cultural diversity and intercultural dialogue.

The “*Asociación de jóvenes Kichwas de Imbabura*” - Imbabura Association of Young Kichwas (AJKI) was founded in 1986 by a group of young Kichwa Indian students interested in promoting Indian culture. It later joined the national Indigenous organisation, CONAIE (Indigenous National Confederation of Ecuador). Its purpose has always been to develop cultural identity and consciousness amongst the youth, especially in order to build bridges with the *mestizo* society in the region, thereby favouring social cohesion.

The first mean they chose was radio communication. In 1997, Radio Iluman, a cultural participatory radio station started. It produces programmes on local technology, medicine, education and culture, mainly in Kichwa. As the radio station became well established, the need to develop reading skills amongst its listeners increased, emphasizing local culture issues never covered by other media. Amongst those issues are: local governance and conflict resolution, traditional schemes and strategies to protect Andean agro-biodiversity and environment; valuing well rooted traditional local social customs.

The first issue of the newspaper “Winay Kawsay” came out in January 2007. The paper is conceived by AJKI, and has been produced and printed, until now, by a printer in the town of Ibarra. 800 copies (16 pages, tabloid format, front and last page in colour) are presently printed. Close to 500 copies are sold, the rest being distributed as a promotion scheme for the newspaper. Income from sales cover about half of the budget; the other half is sponsored by Radio Iluman. 11 issues have been published since January 2007, always with great technical difficulties. AJKI suffered from the increase in production costs and has no adequate computer equipment to produce the newspaper by itself. It therefore relies heavily on the printer’s availability.

The production of “Winay Kawsay” allows the Kichwa Indians to learn about themselves, and be better recognized, in their specificity as an Indigenous group. It proposes also an attractive pedagogical instrument to school pupils, their families and the teachers' community and contributes simultaneously to intercultural bilingual education in the region. AJKI maintains close relations with the Provincial Delegation of the Ministry of Education, as well as with local, cantonal and provincial authorities. Through its content and its bilingual character, “Winay Kawsay” answers the need of the Indian population for enhancing its identity and contributes to cultural diversity. It would be a great pity if, just for financial reasons, such a unique initiative were to be suspended for lack of funding.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiary is the group in charge of the production of the newspaper “Winay Kawsay”, a team of more or less six "bare feet" journalists including editors, graphic, reporters.

3. DEVELOPMENT OBJECTIVE:

The project contributes to the enhancement of AJKI’s capacity to produce and disseminate a bilingual monthly newspaper now in existence for over two years, and to become financially sustainable within three years. This is a contribution to both media diversity and to community press.

4. IMMEDIATE OBJECTIVES:

Provide the editorial team with the necessary computer equipment and technical knowledge to produce the newspaper autonomously on a monthly basis without depending on external resources (the printing company would thereafter only be in charge of printing the newspaper, and not anymore to edit the paper).

5. PROJECT OUTPUTS:

A well-equipped and trained newspaper production team of six people capable of producing and preparing monthly the printing of 2’000 copies of a newspaper,

6. ACTIVITIES:

- Signature of a contract between Traditions pour Demain and AJKI
- Selection of computer equipment
- Purchase and installation of material (equipment)
- Training in the use of software (16 hours on 2 days)
- Production and printing of the newspaper
- Distribution and selling of the newspaper
- Delivery of biannual narrative and financial reports to Traditions pour Demain
- On-site project evaluations

7. PROJECT INPUTS:

- a) Set of equipment to produce the paper on a monthly basis including 2 digital cameras and 2 recorders, 2 computers, software, 1 scanner, 2 printers, office furniture and supplies
- b) Training in the use of software and support to 5 part-time positions (2 reporters, 2 editors, 1 graphist)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Signature of contract	X											
Selection of equipment	X											
Purchase and installation of equipment		X										
Training in the use of software		X										
Production and printing of the paper		X	X	X	X	X	X	X	X	X	X	X
Distribution and selling of the paper			X	X	X	X	X	X	X	X	X	X
Delivery of biannual reports						X						X
Project evaluations												X

9. INSTITUTIONAL FRAMEWORK:

Traditions pour Demain (www.tradi.info) is an NGO with headquarters in Rolle, Switzerland. Since 1986, it accompanies Indigenous and Afro-American communities of Latin America in their initiatives to safeguard and promote living traditional values and expressions of their cultural identity.

Traditions pour Demain has a representative in Ecuador. In 2003, Traditions pour Demain presented the candidacy of Radio Quispillaccta (Peru), to the IPDC Prize for Rural Communication which was granted to this project.

Annual budget: around US\$ 300,000 financed through membership, public donations and institutional funding. The financials are audited by PricewaterhouseCoopers in Geneva.

Among 400 and more projects supported by Traditions pour Demain since its foundation in 1986, the organization has supported a newspaper of the Kuna Indians in Panama, a number of community-based publications elsewhere and has also been involved in community radio stations in Mexico, Guatemala, Colombia, Ecuador, Peru and Bolivia. As mentioned above, “Radio Quispillaccta” (Ayacucho, Peru), a project initially supported by Traditions pour Demain, received in 1993 the IPDC Prize for Rural Communication.

10. SUSTAINABILITY:

Thanks to the project, “Wiñay Kawsay” will dispose of the necessary equipment to produce the newspaper entirely by itself. This will allow AJKI to produce the newspaper and develop its distribution so that it can gradually reach financial sustainability. It is expected that three years should make it possible.

11. FRAMEWORK OF MONITORING:

Traditions pour Demain will follow-up on the project both through the bi-annual financial and activity reports it will receive and through on-site visits on an annual basis. Besides, the local representative of Traditions pour Demain in Ecuador, Mrs. Nathalie Weemaels, based in Quito, will work closely with AJKI on the implementation of the project, contributing her expertise in communication developed on various environmental projects in Ecuador for the past 10 years (oil and water issues).

12. EVALUATIONS CARRIED OUT:

An on-site identification/feasibility visit of the project was made by the Executive President of Traditions pour Demain in November 2007.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Name and position of the person in charge of the elaboration and presentation of the reports to be presented to the Quito UNESCO field office on a four-month basis:

- Carine Huber Michoud, Project Coordinator of Traditions pour Demain

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/7ECU/01 350-ECU-71	45,000	Ecuador	1987-1991
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		Distance teaching	
PDC/9ECU/02 350-ECU-91 520-ECU-61 (FIT-France)	30,000 10,170	Programme for the recovery and safeguard of national moving images	1989 -1992
PDC/13ECU/01 352-ECU-31	69,000	Communication policies and strategies for the improvement of basic education	1993 -1995
PDC/15ECU/01 352-ECU-51	45,000	National communication network for culture	1995 -1997
PDC/23 ECU/01 548-ECU-5000 FIT-Luxembourg	31,000	Restructuring of the Radio Station of the Casa de la Cultura Ecuatoriana	2004-2005
PDC/48 ECU/01 354-ECU-5041	18,000	Capacity Strengthening of the community radio "The Voice of Imbabura"	2005-2006
PDC/49 ECU/01 354-ECU-5051	22,000	COMMUNITARIAN JOURNALIST TRAINING	2006-2007
PDC/51 EQU/01 354-GUY-5061	20,000	ECUADOR: WOMEN AND RADIO ON LINE	2007-2008
		Total Ecuador: US\$ 280,000+US\$ 10,000(Funds-in-trust)	

- Wiñay Kawsay has a highly participatory approach in the work it develops. A large number of individuals from villages, mostly, participate in the investigation and news reporting process.
- "Winay Kawsay" has demonstrated that there is a demand for a bilingual newspaper, that provides some national news, but mostly covers issues related to the people's true local interests.
- It also brings to the non-Indian society some important knowledge about the wealth of indigenous cultural heritage and values. At a moment where the new Ecuadorian Constitution will clearly recognize interculturality and multiculturalism, this pilot experience, unique in Ecuador, is of crucial importance.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

	Unit price	Qty		
Recorders	200	2	400	
Mackintosh computer (with software for design)	3,500	1	3,500	
PC computer (with software for redaction and documentation)	1,200	2	2,400	
Digital cameras	500	2	1,000	
Material for computer and cameras (memory, batteries, etc)			230	
Scanner	100	1	100	

Printers (multifunctional)	170	2	340	
Office furniture and supplies (table for computer etc.)			630	
Total equipment costs				8,600
Trainer (2 days training at a daily rate of \$ 90)	90	4	360	
Training material			140	
Total training costs				500
Miscellaneous			500	500
TOTAL IPDC CONTRIBUTION				US\$9,600

Breakdown of the beneficiary agency's contribution (in US dollars)				
Subsidy to the publication/printing of the paper (for 18 months)				
Printing of 2000 copies (\$ 800 per month)	800	18	14,400	
Transportation for reporters and staff	60	18	1,080	
Total subsidy to publication				15,480
Support to human resources (for 36 months)				
Support to 5 part-time positions : 2 reporters, 2 editors and 1 graphic (5 x 70 per month)	350	36	12,600	
Total human resources costs				12,600
Subsidy to the publication/printing of the paper (for 18 more months)				
Printing of 2000 copies (\$ 800 per month)	800	18	14,400	
Transportation for reporters and staff	60	18	1,080	

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Total subsidy to publication				15,480
Miscellaneous (5% of the project's costs)			2,180	
Traditions for Tomorrow project follow up costs (10%)			4,560	
Total misc. and follow-up costs				6,740
TOTAL				50,300
TOTAL COST OF PROJECT				US\$58,300

GUYANA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING RADIO PRODUCTION TRAINING FACILITIES AT THE CENTRE FOR COMMUNICATION STUDIES (CCS), UNIVERSITY OF GUYANA
2.	NUMBER NUMBER	PDC/53 GUY/01
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	Training of media professionals and freedom of expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building equipment
7.	TOTAL COST OF PROJECT	US\$66,350
8.	AMOUNT REQUESTED FROM IPDC	US\$35,350
9.	BENEFICIARY BODY	The Centre for Communication Studies (CCS), University of Guyana Chief contact : Dr. Paloma Mohamed, Director CCS Mailing address: Centre for Communication Studies University of Guyana Turkeyen Campus , East Coast Demerara Tel: (011-592) 6528652 OR 674800 bluvid@yahoo.com
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office
11.	PROJECT LOCATION	Centre For Communication Studies University of Guyana, Turkeyen Campus , East Coast Demerara
12.	PROJECT PREPARED BY	Dr. Paloma Mohamed, Director Centre for Communication Studies, University of Guyana with the technical advise of the CI Team UNESCO Kingston Cluster Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Guyana media environment is a complex mix of government and private establishments. There are three daily newspapers, Twenty six television stations and a single radio station which is owned and operated by the Guyana Government, There are about 100 journalists practising in the country. According to a Guyana Press Association Survey report produced in 2004 as well as several student surveys, journalism in Guyana is viewed as an unprofessional profit driven enterprise. Efforts to change this perception and the current practices of the media are critical to democracy and development in the country. Hence, there is a need to strengthen the capacity of institutions teaching journalism in the country.

Project Phoenix is a multi faceted project for the resuscitation and restructuring of the Centre for Communications Studies (CCS) at the University of Guyana. This critical centre, the only institution in Guyana which teaches communications and journalism, was temporarily closed in 2006- 2007 due to a lack of teaching staff and loss of all its teaching resources due to the great flood of 2005.

The new staff who appeared in 2007 upon confronting the complete lack of teaching facilities and the deplorable physical conditions of the CCS devised a project which would not only provide an upgraded physical facility but also would revamp the entire curriculum to make it relevant to Guyana's needs and to bring it in tandem with regional and global imperatives.

The output of this facility has been closely linked to the quality and practice of Journalism in Guyana with direct implications for freedom of expression and the timbre of democratic life in the country. The CCS has been harshly criticized by both students, public and media owners for its students lack of practical experience upon graduation. Notwithstanding, the CCS is a major exporter of journalists to many Caribbean islands.

In this context UNESCO's Model Curriculum for Journalism Education provides a welcome page in the retooling of the CCS. However, such a curriculum which relies heavily upon the practicum cannot be implemented at the CCS if the adequate facilities of a radio studio are not available to the students and faculty. In fact, the CCS is unable to deliver the kind of competent radio journalist required by any worthy curricula in the present circumstances.

This project seeks support from UNESCO/IPDC to set up a radio production studio for the CCS.

2. DESCRIPTION OF THE TARGET GROUP:

Eighty (80) students a year of the Centre for Communication Studies at the University of Guyana. This is broken down as 50 diploma students and 30 degree students. These students are expected to join the media corps in Guyana and the Caribbean.

3. DEVELOPMENT OBJECTIVE:

Phoenix II is expected to provide the necessary capacity within the Centre for Communication Studies for implementation of the corresponding component of the UNESCO Model Curriculum for Journalism Education (MoCJED) by facilitating practical training in radio journalism thereby raising the level of journalism in Guyana and the region and providing journalists with the adequate tools skills with which to affect democratic processes where they practice.

4. IMMEDIATE OBJECTIVES:

1. Fully operational radio lab to facilitate the incorporation of the radio journalism component of the UNESCO Model Curriculum for Journalism Education (MoCJED) into its curriculum redesigning the project which is currently being undertaken at the CCS.
2. To adapt the MoCJED and to train eight faculty members (full and part-time) to deliver MoCJED radio component and to maintain and manage the facility.
3. One hundred and twenty (120) present students at the Centre for Communication Studies will acquire practical training in radio journalism from the point of project execution.

5. PROJECT OUTPUTS:

- One hundred and twenty (120), which are all the present students at the Centre for Communication Studies trained in practical radio journalism
- Quality of radio journalism in Guyana improved.
- Radio Journalism component of the UNESCO Model Curriculum for Journalism Education incorporated into CCS curriculum at the University of Guyana
- Guyana specific course materials will be produced for 120 students
- New Radio Journalism course based on UNESCO'S "MoCJED" taught at CCS.

6. ACTIVITIES:

- Adaptation of the UNESCO MoCJED for use at CCS.
- Upgrading and Training of faculty to support new course (2 workshops)
- Physical Preparation of facility to receive students
- Development of system of management of facility
- Development of system of maintenance of facility
- Develop Training Materials (2 manuals of 150 pages each)
- Produce Training Materials (2 manuals by 500 copies each)
- Teach MoCJED Radio Journalism Curriculum in Lab
- Evaluate Project
- Present Final Report

7. PROJECT INPUTS:

- Two trainers – upgrading
- 8 persons trained in delivering the model curricula and maintenance of studio/lab
- Equipment (Please see details in budget) – BROADCAST JOURNALISM: RADIO PRODUCTION STUDIO
- Books / teaching resources/ tapes
- Curriculum specialist
- Printing budget
- M&E (please, explain)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Adaptation of corresponding component of the UNESCO MoCJED for use at CCS.	X	X	X									
Upgrading and Training of faculty to support new course				x	x							
Physical Preparation of facility to receive students				x	x	x						
Development of system of management of facility					x	x						
Development of system of maintenance of facility					x	x						
Develop Training Materials				x	x	x						
Produce Training Materials						x	x	x				
Teach MoCJED Radio Journalism Curriculum in Lab						x	x	x				
Evaluate Project								x	x	x		
Present Final Report											x	

9. INSTITUTIONAL FRAMEWORK:

The Centre for Communication Studies (CCS) is a centre with the Department of Sociology in the University of Guyana. The CCS is the oldest and only media training institution in Guyana. It offers two programmes of study – a two year diploma programme and a three year degree programme. The CCS typical annual intake is 80 – 100 students. The graduation rate is 80%.

After a resource loss crisis closed the Centre during early 2007 in September several past graduates of the programme rallied to the centre’s assistance. As a result, the communications centre is now staffed with a competent cadre of full time lecturers who are skilled and trained in many theoretical and practical aspects of mass communication. In addition, there are several part-time lecturers who buttress the department from time to time.

UNESCO’s and the CCS have shared a long and productive relationship. The most recent partnership was a national consultation on UNESCO Model Journalism education Curricula and the state of journalism education in Guyana. Project Phoenix of which this project Phoenix II is a continuation component.

10. SUSTAINABILITY:

The sustainability plan for this project is as follows:

1. Institute lab fees for all students using the labs
2. Use lab to eventually produce materials for commercial purposes while students learn
3. Start campus radio which can also generate revenue (in the very long term)
4. Subvention from the university’s consolidated funds

11. FRAMEWORK OF MONITORING:

It is expected that the UNESCO Kingston Cluster Office for the Caribbean, Jamaica will provide the Monitoring and Evaluation of this project. However in the context of this project it may be practical to include the Guyana Press Association to provide additional oversight on the project.

12. EVALUATIONS CARRIED OUT:

- Analysis and incorporation research on media needs in Guyana
- National consultation held on UNESCO Model Journalism Curricula, organized by UoG. This yielded positive outcomes with UoG taking a decision to adapt the curricula.
- National Consultation on UG held by the Ministry of Education in which the CCS was discussed
- Discussions with key stakeholders and partners notably GPA, USAID, Prof. Cambridge, Media, old staff and alumina, UG administration

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The CCS undertakes to report on project progress on a four-month basis to UNESCO Kingston Cluster Office and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Dr. Paloma Mohamed will be responsible for reporting on the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/5GUY/03 350-GUY-51	60,000	Guyana	1985 -1988
		Establishment of Videotape Production Unit	
PDC/6GUY/01 350-GUY-61	66,000	Establishment of a radio production teaching capacity in the Communication Studies Unit of the University of Guyana	1986 -1988
PDC/7GUY/01 350-GUY-71 352-GUY-11	50,000 60,000	Renovation of studios of Guyana Broadcasting Corporation	1987 -1992
PDC/17GUY/01 352-GUY-71	55,000	Training for Rehabilitation of the Media	1997 -1998
PDC/48 GUY/01 354-GUY-5041	23,000	Training in multimedia production for community radio	2005 - 2006
PDC/52 GUY/01 354-GUY-5071	22,000	GUYANA TRAINING MEDIA PROFESSIONALS IN RESEARCH AND PRODUCTION OF CULTURAL AND COMMUNITY-ORIENTED PROGRAMMES	2008 - 2009
		Total Guyana: US\$ 336,000	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION

(in US dollars)

Upgrading and Training of faculty to support new course. 2 workshops X 10 participants = 20 ; 2 workshops x 5 days x 20 participants x US \$40 per participant per day= US \$4000 2 trainers x 2 workshops x 5 days x US \$115 per day = US \$2300	6,300
Develop Training Materials. 2 Consultants x US \$1500= US \$3,000	3,000
Produce Training Materials. 2 Paperback manuals (150 pages) x 500 copies x US \$6 = US \$6,000	6,000
Radio Studio Production Equipment	23,350
Total	US\$ 38,650

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION

(in US dollars)

Provision of 2 Staff Members	8,000
Provision of 2 persons who will manage and maintain facility	4,800
Physical Preparation of facility to receive students	4,000
Development of system of management of facility	1,500
Development of system of maintenance of facility	1,500
Production of Final Report	1,000
Total	US\$ 28,000

HAITI

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR FOR HAITIAN MEDIA
2.	NUMBER	PDC/53 HAI/01
3.	CATEGORY OF MASS MEDIA	Radio and print media
4.	IPDC PRIORITY AREA	Training of journalists
5.	SCOPE (national, regional, inter-regional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment
7.	TOTAL COST OF PROJECT	US\$58,200
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	PROJECT BENEFICIARY	250 Haitian journalists
10.	IMPLEMENTING BODY	<i>Association des Journalistes Haïtiens (AJH, Association of Haitian Journalists), in partnership with the Multimedia Centres made available by the MINUSTAH (United Nations Stabilization Mission in Haiti)</i>
11.	PROJECT LOCATION	The 10 department capitals of the country
12.	PROJECT PREPARED BY	The AJH, with support from MINUSTAH, the UNESCO Office in Haiti, and in conjunction with the Ministry of Culture and Communication
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

As part of the effort to foster and promote dialogue among Haitians, the MINUSTAH (United Nations Stabilization Mission in Haiti) and UNESCO in Haiti have made a network of 9 Multimedia Centres (MMCs) available to civil-society organisations and local authorities. Established in the communities as venues for learning and exchange, the MMCs enable beneficiaries to share information and knowledge as they work together on resolving priority concerns in their regions. Haitian journalists are regular users of the MMCs, where they enjoy free internet access, and technical (raising awareness of new technologies) and thematic (human rights, HIV, etc.) training.

Radio in Haiti is a true mass medium, attracting more than 80% of the national listenership. Although very dynamic, the sector suffers severely from the low level of training of its journalists, particularly in the regions. Indeed, despite the existence of a handful of privately owned journalism schools – 85% the Haitian national education system is privately owned, the level of training of most journalists is such that they are incapable of critical and investigative journalism.

Additionally, the radio sector in provincial towns suffers from a cruel shortage of technical resources, and often from a lack audio recoding equipment and appropriate premises. Journalists have to count on their memories and hand-written notes when transcribing statements or interviews. And when they do have the equipment to record their reports, they often have neither the know-how nor the equipment required to edit them.

The *Association des Journalistes haïtiens* (AJH, Haitian Association of Journalists) is the oldest media organisation in Haiti. In theory, all Haitian journalists are members. The AHJ would like to be able to provide a concrete solution to these problems, and, to that end, is requesting the IPDC's financial support to set up of a mini radio production studio, and to develop a programme of technical and theme-specific courses for journalists.

2. DESCRIPTION OF THE TARGET GROUP:

- 250 journalists from the country's 9 departments, i.e., 40 journalists from Port-au-Prince, 30 journalists from Cap Haïtien, Gonaïves and Les Cayes, and 20 journalists from the 6 other departments, with women being given an equal opportunity wherever possible.
- These journalists already use the Multimedia Centres (MMC) where they can receive training and enjoy free internet access.

3. DEVELOPMENT OBJECTIVE:

Concerned by the lack of resources available to civil-society organisations, and to journalists working in the regions in particular, the MINUSTAH set up, with the government's approval, a Multimedia Centres in each of the 9 departmental capitals. The Centres have been managed jointly with the UNOPS since 2006.

The MMCs cater daily to the needs of members of various civil-society organisations -- in terms of training and technical and logistics support -- and have received a very favourable welcome from the communities, which have embraced them whole-heartedly. It soon became apparent that they would be the perfect venue for providing the media with technical tools, in the form of mini radio production studios and associated technical training.

Thus, in October-November 2008, 3 UNESCO-supported courses were organised for journalists from the Nord, Nord-est and Centre departments, on the theme, "*Journalism and conflict resolution*".

4. IMMEDIATE OBJECTIVES:

- To provide journalists with the resources they need to record and edit their interviews and reports in professional conditions, before forwarding them to their offices;
- To build journalists' capacity to process information in a professional manner (critical analysis of facts, investigative journalism, etc.);
- To reinforce journalists' know-how in audio processing (mixing, production, editing, etc.);
- To raise media professionals' awareness of journalism ethics and standards;
- To raise the media awareness of the principle of good governance;
- To restore trust in the relationship between journalists and other sectors of society.

5. EXPECTED PROJECT OUTPUTS:

- Multimedia Centres equipped with word-processing and audio recording and processing equipment, enabling journalists to work in professional conditions;
- Better understanding, on the part of journalists, of their role in the dialogue between and reconciliation of Haitians, and good governance;
- Improvement in the relations between the media and political and social actors.

6. ACTIVITIES:

27 activities are planned throughout the 10 departments of Haiti. In Port-au-Prince, the sessions will be held at the AJH's offices. In other region, the courses will be held in the 9 MINUSTAH Multimedia Centres:

- A 2-day seminar on "*Journalism and conflict resolution*", in 7 regions for 40/30/20 journalists per region (this course was held in the Nord, Nord-Est and Centre regions in October-November 2008, as part of the UNESCO / MMC pilot project);
- A 2-day seminar on "*Using new information technologies, the internet, and audio recording techniques*", in 10 regions for 40/30/20 journalists per region;
- A 2-day course on "*Journalism ethics and standards*", in 10 regions for 40/30/20 journalists per ;
- An evaluation at the end of each course.

7. PROJECT INPUTS:

Thanks to the Multimedia Centres' logistics and technical support, the investment required to implement the project amounts to the acquisition of equipment and the organisation of training in its use;

The MMC will provide logistics support (venue, Internet connection and electricity) and technical support (human resources), enabling the integration of the project equipment at no additional cost, so that journalists have free access to a mini radio production studio in each departmental capital.

As the implementing body, the AJH will coordinate the project together with MCC staff, in conjunction with the Haitian authorities, and will evaluate the human resources necessary to administer the activities. The AJH will also make its offices in Port-au-Prince -- the only department without a MMC -- available for the purposes of the project.

8. WORK PLAN:

The instructors will conduct sessions in the country's 10 departments, i.e., Nord, Nord-Est, Nord-Ouest, Artibonite, Centre, Grande-Anse, Sud, Nippes, Ouest and Sud-Est.

ACTIVITIES: MONTH	2009										2010	
	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
Equipping of centres												
Purchase of equipment	■											
Installation of equipment and start-up			■									
Seminars on "Journalism and conflict resolution"												
Preparation of sessions	■											
Course: Nord-ouest and Artibonite		■										
Course: Grande-Anse, Sud, Nippes, Sud-est and Ouest			■	■								
Seminars on NICT, Internet and recording techniques												
Preparation of sessions			■									
Course: Nord, Nord-est, Centre, Nord-ouest and Artibonite				■	■							
Course: Grande-Anse, Sud, Nippes, Sud-est and Ouest					■	■						
Seminars on "Journalism ethics and standards"												
Preparation of sessions						■						
Course: Nord, Nord-est, Centre, Nord-ouest and Artibonite							■	■				
Course: Grande-Anse, Sud, Nippes, Sud-est and Ouest								■	■			
Post-training evaluations (at the national level)											■	
Post-training evaluations: Nord, Nord-est, Centre, Nord-ouest and Artibonite												■
Post-training evaluations: Grande-Anse, Sud, Nippes, Sud-est and Ouest												■

9. INSTITUTIONAL FRAMEWORK:

As an association of journalists officially recognised in the 1987 Haitian Constitution, the AJH put together this project in conjunction with the Ministry of Culture and Communication and the state media (National Radio and Television), and with the Multimedia Centres' logistics and technical support. The coverage of the project by the national media will guarantee institutional visibility.

10. SUSTAINABILITY:

The MMCs were initially set up in the knowledge that the skills and equipment would be transferred to the national authorities when the MINUSTAH left Haiti. In this light, the AJH, in conjunction with the decentralised services of the state (departmental delegations), becomes a natural administrative partner, broadening its involvement in the mini radio studio project.

11. FRAMEWORK OF MONITORING:

The project will be monitored by the AJH's regional delegations, with logistics support from the MINUSTAH, in conjunction with the departmental delegations and the national media (National Radio and Television).

12. EVALUATION:

Since their opening in May 2007, and through to September 2008, the MMC have accredited a total of 569 Haitian civil-society associations and organisations. These organisations have begun to reap the benefits of the free resources placed at their disposal, which include fully equipped conference rooms, Internet access, computer courses, administrative and logistics support for a number of activities, as well as a space for the exchange of ideas on important issues affecting the populations where the centres are established.

From May 2007 to September 2008, more than 76,000 people were involved in activities organised by the MMCs.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The AJH's regional delegations will submit progress reports to the IPDC and their partners at the end of each phase to the IPDC (May, July and December 2009, February 2010).

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/8HAI/01 350-HAI-81	30,000	Haiti Development of a programme for the production and promotion of printed and audio-visual materials	1988 -1991
PDC/17HAI/01 352-HAI-71	50,000	Strengthening the Television Production Capacity	1997 -1998
PDC/18HAI/01 352-HAI-81	38,000	Strengthening the production of the National Radio	1998 -1998
PDC/19HAI/01 352-HAI-91 505 HAI 60 FIT-Saudi Arabia	37,000 27,000	Strengthening the production means of the National Radio	1999 -2001
PDC/19HAI/02 352-HAI-92 505-HAI-61 505-HAI-62 FIT-Saudi Arabia	50,000 18,000 5,000	Strengthening the production capacity of Télé-Haïti	1999 -2003
PDC/48 HAI/01 354-HAI-5041	25,000	Establishment of community multimedia centres	2005 - 2006
		Total Haiti: US\$ 230,000 +US\$50,000 (Funds-in-trust)	

Aid requested from sources other than the IPDC

The financial contributions and contributions in kind made by the organisations involved in the implementation of the project amount to USD 18,200; they include the free services available at the Multimedia Centres and provided by the MINUSTAH (rooms, transportation, projectors, trainers, Internet access, printing or training manuals, etc.).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Training

Instructors (27 x 2-day sessions at USD 105/day) :	5,670
Subsistence allowance for participants (680 participants × 2 days × USD 12/day):	16,320

Equipment

10 computers, 10 microphones, 10 pairs of headphones):	15,000
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Evaluation

Fees for one national consultant (1 month):	2,000
Per diem (local) 10 days × USD 101/day:	1,010

<u>TOTAL:</u>	<u>40,000</u>
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BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Personnel

Project Leader (12 months × USD 500):	6,000
Monitoring and maintenance Officer (10 months × USD 360):	3,600
Venues (1 year):	3,600
Miscellaneous (administration, subsistence allowances, office furniture, instructors, contingencies, etc.) :	5,000

<u>TOTAL:</u>	<u>18,200</u>
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JAMAICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING INSTITUTIONAL CAPACITY OF THE MEDIA TECHNOLOGY INSTITUTE IN JAMAICA
2.	NUMBER	PDC/53 JAM/01
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	Training of Media professionals and Community radio personnel
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment
7.	TOTAL COST OF PROJECT	US\$ 142,050
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40,000
9.	BENEFICIARY BODY	Creative Production and Training Centre (Ministry of Information) 37 Arnold Road, Kingston 5, Jamaica, W.I. Tel: (876) 922 9214; Fax (876) 924 9432 e-mail: info@cptcjamaica.com Contact: Angela Patterson, Chief Executive Officer
10.	IMPLEMENTING OFFICE	UNESCO, 25 Dominica Drive Kingston 5, Jamaica, W.I
11.	PROJECT LOCATION	Media Technology Institute 3 Arnold Road, Kingston 5 Jamaica, W.I.
12.	PROJECT PREPARED BY	Angela Patterson, CEO, CPTC, under the advice of the CI Team UNESCO Kingston Cluster Office for the Caribbean
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Since the 1990's when the government of Jamaica opened up the media landscape, there has been an explosion in the number of radio and television stations operating in the country. There is a perception among media managers that the quality of media workers has fallen as there are not sufficient trained workers to keep pace with the exploding media. Between 1990 and today, Jamaica has moved from one free-to-air television station to three and from no local cable channel to over 20. In the area of radio over the same period, the movement has been from two national to seventeen radio stations.

Whereas the local universities are trying to keep pace, their entry requirements and space constraints have limited their ability to completely satisfy the demand. The Media Technology Institute (MTI), operated by Creative Production and Training Centre has positioned itself to deal with the technical aspects of the market and have targeted persons who have technical acumen and years of experience and not necessarily the typical grammar-school entry requirements as demanded by the universities. The universities are doing a good job of producing reporters, social marketers and PR practitioners; however, it is to the MTI that media managers come for videographers, lighting technicians, video editors and audio engineers.

This project seeks the funds necessary to expand the facilities at the MTI for training in Digital Audio Production and Technology and to expand its public service broadcasting thrust, which it now seeks to achieve through the television station it operates, by establishing an on campus radio station as well. This will enable the provision of a similar level of attention to the radio market as is given to the television market. MTI's video production courses have over the years been the training ground for the video technicians and broadcasters in the field. It is intensely "hands-on" approach to training has made it the centre of choice for technical video and audio training. This is the driver for the establishment of a similar facility for radio.

Given the location of MTI, it is planned to engage the youth of the surrounding inner city or marginalised communities through community media that will be an outlet for their creative talents. This community has had frequent outbursts of violence. Much of what feeds the violence is unemployment and the absence of productive enterprise in the area. This is CPTC's solution. The community radio station will be the platform for training immersion of students enrolled at CPTC and young community residents who do not matriculate for higher level training but have an aptitude for media.

2. DESCRIPTION OF THE TARGET GROUP:

The target group will be all those persons interested in making a career in the technical aspects of the medium of radio whether as producers, editors, or audio engineers.

MTI already runs the premier teaching programme in Jamaica in Voice and Speech training. This thrust will provide a total package to serve the radio industry.

3. DEVELOPMENT OBJECTIVE:

This project will enable the development of a cadre of highly skilled media technicians which will contribute to the delivery of high quality radio programming in Jamaica. This will enable the provision of viable career paths thus creating employment opportunities for those trained in this field.

4. IMMEDIATE OBJECTIVES:

Over an 18-month period:

- The provision of a sustainable 25 seat training facility and radio studio for training in the technologies of audio production for radio.
- First cohort of 25 persons will be trained in various aspects of audio production and programme scheduling for radio (8 of these persons will be drawn from UNESCO supported community radio stations/CMCs in Jamaica).
- 20 youths from the surrounding communities will be trained in various aspects of community media and multimedia skills during four 40 hours training workshop; Six of this twenty will be directly involved in the operation of the community radio;

5. PROJECT OUTPUTS:

- A well equip training facility and radio studio to facilitate on-going training in technologies of audio production for radio;
- 25 persons trained in various aspects of audio production and programme scheduling for radio through a two month training programme;
- 20 youths from the surrounding communities trained in various aspects of community media and multimedia skills;

6. ACTIVITIES:

- Refurbishing of the identified space
- Order necessary equipment and furniture
- Install and commission equipment and furniture
- Advertise the start of the courses
- Recruit trainees
- Deliver of the courses

7. PROJECT INPUTS:

- Course material
- Manpower and material to complete refurbishment of the space
- 12 x desks and 25 x chairs
- 25 x iMac Workstations
- 25 x Licenses Pro Tools software and peripherals (MBox)
- Set of studio equipment comprising audio recording, mixing equipment, and microphones
- Protocol Digital Audio Workstation
- 1000 lumen Projector
- 10 x 10 Projector Screen
- Software (Production, Editing & Programming/Scheduling)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of contractors for refurbishing	X											
Refurbishing		X	X	X								
Completion of equipment and furniture order	X	X										
Order equipment and furniture			X									
Installation of furniture and equipment					X							
Advertise courses and recruit participants						X						
First course held							X					
Forty-hour training course community media delivered						X	X					
Submission of implementation report				X			X					X

9. INSTITUTIONAL FRAMEWORK:

The Creative Production and Training Centre (CPTC), was established in 1984 to produce radio and television programmes as well as to train practitioners in the technologies of radio and television. The organisation operates a television station within a public service broadcasting model. The facility is owned by the Government of Jamaica but only receives partial funding from that source. It earns its income from the provision of technical services in television and video production and, through its Media Technology Institute (MTI). The courses are certified by the National Council for Vocational and Technical Education and Training, NCTVET. MTI is a tertiary level institution registered with the University Council of Jamaica (UCJ), the official accreditation body for tertiary education in Jamaica.

CPTC is managed by a board and a management team led by a Chief Executive Officer. The management team comprises: a Deputy CEO/Director of Operations, Director of Finance and Administration, a Director of Sales and Marketing, the Principal of the MTI, a Manager for CTV, its cable operations, and a Manager for HR and Facilities.

The company has successfully operated its production and training operations since 1984 and its cable television channel since 2000.

10. SUSTAINABILITY:

This project will enable the expansion of facilities in a particular area of the discipline of radio. It will complement already existing courses which have been delivered successfully for twenty four years.

Fees paid by students in subsequent cohorts as well as fees charged for use of the ensuing audio studio will enable the sustainability of the facility.

11. FRAMEWORK OF MONITORING:

The project will be monitored by the Board of Directors of MTI. Additionally, partnerships with professional media associations will ensure relevance of the courses to be offered and that training of the highest standard is delivered. The UNESCO Kingston Cluster Office for the Caribbean will also contribute to the monitoring of this project.

12. EVALUATIONS CARRIED OUT:

Although CPTC was established to provide training and production services to both the radio and television industries, as the radio equipment deteriorated and was eventually retired, services to radio eventually fell by the wayside. In an effort to revive our services to the radio industry, a new Diploma programme in Audio Engineering was launched in 2007 in conjunction with Harry J Legend Studios, a production studio in Kingston Jamaica. Instead of the fifteen students which we prepared to enrol, twenty seven applications were received and we have received a steady stream of enquiries ever since. This was our indication of the extent to which this area of the market was being underserved.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Reports to UNESCO on the progress of the project will emanate from the office of the Chief Executive Officer after four months and at the completion of the implementation. From start to implementation is expected to last seven months.

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
PDC/51 PAN/01 354-JAM-5061	20,000	JAMAICA: CREATIVE MEDIA AND CREATIVE CONTENT DEVELOPMENT: INTERNET RADIO/MOBILE ICT LAB	2007-2008
PDC/51 PAN/01 354-JAM-5062	32,000	JAMAICA: DEPARTMENT CORRECTIONAL SERVICES (DCS)- PRISON RADIO NETWORK (REHABILITATION RADIO)	2007-2008
Total Jamaica: US\$ 454,000			

CPTC will have the funds necessary to meet its portion of the project cost. This appeal is made in order to enhance the impact of the project which when fully implemented will have addressed three of the four areas of interest normally pursued by IPDC. Radio production and technical services courses are already

developed and will be redesigned to include programming scheduling and production for radio. A soundproof studio and control room will accommodate broadcasting equipment for community radio station serving the community of Woodford Park and surrounding areas, a strife-torn inner city community adjacent to CPTC/MTI. Persons from the community will themselves be trained at MTI at subsidised rates.

Radio programmes will be developed by students enrolled in the certificate course s well as those trained in community media skills.

Given that CPTC/MTI is a part of the Ministry of Information (the Ministry which authorises broadcast licence), we are guaranteed a broadcast licence for the community radio.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

15 x iMac computer workstations @ US\$1500	22,500
1 x Digi 003 Console (Digital Audio Workstation)	2,000
500 watts transmitter	5,000
Antenna System	1,500
30 m antenna mast	2,300
Radio audio mixer 2 stereo i/o 2 dedicated mic	2,700
4, 40-hour training workshops: 2 Trainers x 20days x 100usd per day	4,000
Total requested from IPDC	US\$40,000

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

Renovation of space for classroom (estimated)	55,000
Software – WAVES Diamond Bundle	2,850
- 1K Multimedia Total Studio bundle	1,200
- 25 x MBox 2 mini @ 550	13,750
10 x iMac computer workstations @ US\$1500	15,000
Headphones, microphones & other accessories	8,000
25 x chairs @ 70	1,750
12 x Hon ED 2472G computer tables @ 375	4,500
Total to be provided by beneficiary agency	102,050

MEXICO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DEVELOPMENT OF ONLINE COURSE IN CITIZEN JOURNALISM, FOR COVERAGE OF THE ENVIRONMENT AND ECONOMIC DEVELOPMENT
2.	NUMBER	PDC/53 MEX/01
3.	CATEGORY OF MASS MEDIA	Web-based journalism for print, television and radio
4.	IPDC PRIORITY AREA	Freedom of expression and the press, Human capacity building
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$69,500
8.	AMOUNT REQUESTED FROM IPDC	US\$27,500
9.	BENEFICIARY BODY	University of Guadalajara in Guadalajara, Mexico
10.	IMPLEMENTING OFFICE	Centro de Periodismo Digital, University of Guadalajara
11.	PROJECT LOCATION	Guadalajara, Mexico
12.	PROJECT PREPARED BY	James Breiner, Director, Centro de Periodismo Digital, (52) 133.14.66.95.22, jgerardbreiner@yahoo.com
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Mexico has a relatively well developed media market, with more than 350 daily newspapers and 1,500 radio stations. Eighty-eight percent of Mexico's 25 million households have a television, and more than 95 percent of those have access to both TV Azteca and Televisa network stations. About 24 percent of the population has internet access.

New freedom-of-information laws in Mexico have made it possible for citizens and journalists to make operations of government and business more transparent and to hold people accountable.

In terms of journalism training programs, very few universities offer a degree in the specialty. Journalism courses are usually part of a Social Communication degree. Mid-career training is not part of the culture. Media companies are reluctant to pay, and the journalists are too poorly paid to afford it themselves.

This project will train citizen journalists and professional journalists to access, organize and publish information on land use, water resources and development issues. It will also train them at established media outlets how to mobilize their audiences to help them in these "community watch" efforts.

The citizen journalists will be identified by working with existing environmental organizations both inside and outside government. They will be leaders in their communities who have demonstrated communications skills and have a minimum skill level with computers and technology (email, online search, news consumption via the Internet, a history of using the web for commentary and feedback).

The professional journalists will be identified through professional journalism organizations as well as through environmental organizations. They will have demonstrated, through their work, deep interest in and knowledge of the subject, plus initiative in going beyond the statements of the usual authorities.

The project funded by this grant will teach participants how to harness the new opportunities of citizen journalism, such as creating shared databases and wikis on public investment projects, foreign investments in communities, coastal development, compliance with environmental laws and many other aspects of public and business activity that affect local communities. Under the direction of the citizen journalist, residents and shopkeepers with cellphones could provide text and photo feeds to news organizations of real-time changes in water levels and how they were affecting the area.

2. DESCRIPTION OF THE TARGET GROUP:

This project is to train the trainers. The participants will be recruited from online journalists and bloggers already active in serving their communities and journalists from established media outlets attempting to build a stable of local citizen journalists on their sites. This training project will use blended learning, which incorporates both an online component and in-person training. These journalists and citizen journalists will be chosen from throughout the region of Latin America and the Caribbean.

3. DEVELOPMENT OBJECTIVE:

To create greater transparency and responsiveness in government and business on the local level. To improve the ethics, professionalism, accuracy and fairness of citizen journalists.

4. IMMEDIATE OBJECTIVES:

To increase the number and quality of contributions of citizen journalists in Latin America covering sustainable development issues, and to give them and established journalists and editors the tools they can use to harness those contributions. These include interactive databases and wikis that can be developed organically, and training in multimedia production of video, audio and graphics.

5. PROJECT OUTPUTS:

- 15 citizen journalists with improved skills that they can use to recruit and train others. These trainees will be chosen from areas of the region where sustainable development is already an issue and the local community needs some assistance in publicizing the problems they are facing, whether they be flooding, lack of potable water, deforestation, overdevelopment or other issues.
- 15 mainstream journalists with knowledge of how to recruit, train and manage a stable of citizen journalists and use them to expand their local coverage.
- Development of expandable databases of land-use changes accessible to communities in Latin America that are attempting to minimize environmental damage caused by overdevelopment.
- At least one online course in Spanish that can continue to be a resource for developing citizen journalism projects after the funded project is complete. This course will be a resource that other journalists and citizen journalists throughout the Spanish-speaking region can use to build their skills.
- Six months afterward, course participants should have projects developed as a result of their training.

The project will be successful when it leads to collaborations between the independent citizen journalists themselves and the mainstream journalists.

6. ACTIVITIES:

- Identification and recruitment of citizen journalists and professional journalists with a focus on environmental/development reporting and a minimum level of technology expertise needed to begin digital research.
- Identification and recruitment of a Spanish-speaking expert in citizen journalism to teach courses and lead workshops.
- Creation of an online course with the following components:
 - Training of participants in the public records available to them on sustainable development, such as any development plans or environmental impact studies produced by government agencies, any local laws on development, any financial incentives or other special treatment given to developers, etc.
 - Development of sustainable development databases and wikis that can be published online to serve communities. By this we mean a shared storehouse of information that local citizens can access online and can add to online.
 - Online interaction between course participants and the trainers to overcome obstacles and find solutions, including showing participants the legal codes that give them the right to do this.
 - Training in ethics, accuracy and balance: Citizen journalists will learn the importance of verifying the information they publish as well as the importance of being fair in their reporting.
 - Harnessing cell phone technology: Participants will learn how to use this portable technology both to collect and distribute information.

Promotion and publicity of the course will be done through existing sustainable development organizations, such as the Organization of American States, which has extensive environmental programs; the Latin American Network of Sustainable Development (Red de Desarrollo Sostenible); La Red Interamericana de

Mitigacion de Desastres RIMD; the IUCN (Unión Internacional para la Conservación de la Naturaleza); Red Interamericana de Recursos Hidricos RIRH; and the United Nations’ own PNUD (Programa de las Naciones Unidas para el Desarrollo).

It will also be publicized through journalism organizations such as Sociedad de Periodistas Ambientales (which has chapters in many Latin American countries); Centro de Periodimso y Etica Publica (which has a listserv of 3,000 journalists); IJNet (which has 3,100 Spanish speaking journalists as members); journalism websites such as PeriodismoLatino and Periodistas21; Tierra America, an environmental news service carried by 400 radio stations and 20 newspapers in Latin America; AMARC Latin America and Aler, two major radio networks in the region.

7. PROJECT INPUTS:

- Digital Journalism Center's online training platform, provided by University of Guadalajara.
- Director of Digital Journalism Center provided by International Center for Journalists plus three support staff provided by the University to develop, promote and execute the Citizen Journalism Project. The Director will identify geographical areas with potential for impact and the journalists and citizen journalists who can elevate the level of public awareness and effect change.
- Computers, video and audio equipment and classroom space provided by the University for use by course participants in developing multimedia reports to inform communities on environmental and development issues.
- Financial support from UNESCO for trainer(s) to develop and teach the course, and to bring students to Guadalajara for the final, in-person part of the course.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identify and recruit professor/trainer	X	X										
Design and produce online course			X	X	X							
Recruit course participants from Latin America		X	X	X	X							
Course participants work remotely under professor's guidance						X	X					
Three-day in-person wrap-up of course with all participants							X					

9. INSTITUTIONAL FRAMEWORK:

The Digital Journalism Center began formal operations in July 2008 with the arrival of the Director, selected by the International Center for Journalists, in Guadalajara. The Digital Journalism Center will offer its courses online through the distance-learning platform of the University of Guadalajara that already serves more than 2,000 students, 40 percent of them outside of its home state of Jalisco. The Center's reach will extend to all Spanish-language media in Latin America and the U.S. as well.

The University of Guadalajara is providing space, equipment, software, administrative support, and the distance learning platform. The International Center for Journalists is providing the program director, staff support, a global network of experts in journalism and environmental reporting, and a global library of environmental projects. Participants’ tuition, lodging and meals will be covered; however they will be expected to pay their own travel costs.

The University of Guadalajara has a history of cooperation with UNESCO, most recently with the creation of a UNESCO Chair at the University in Gender, Leadership and Equality. The inauguration of this chair was marked by a conference at the University Aug. 31, 2007.

UNESCO has sponsored the International Journalism Congress that takes place during the International Book Fair at the University of Guadalajara, the largest book fair in the Spanish-speaking world. The San Jose office's CI unit helped publish several books about media and journalism in Mexico through the University of Guadalajara, including a series on media and conflict resolution.

10. SUSTAINABILITY:

After the first course, the online part of the instruction will remain online so that it can be offered to future classes of journalists and citizen journalists. Given the interest in and coverage of sustainable development in Latin America, the course should be popular.

11. FRAMEWORK OF MONITORING:

The Monitoring and Evaluation strategy will include these phases:

The first phase will begin with a baseline evaluation to assess the state of citizen journalism and environmental and business development as well as the use of on line technology to involve citizens at the local level. All other phases will attempt to measure impact at the individual, news organization, and community levels. Using pre- and post-workshop surveys, online follow up questionnaires, and individual interviews with participants, journalists, and citizens, the Digital Journalism Center will assess changes in knowledge, attitudes, and actions of participants. The different levels of the M&E strategy include: Citizen Journalism Projects, Impact analysis in newsrooms, Impact analysis in communities, Monitoring program resource tools, and Final Report.

-- Pre- and post-course survey of knowledge of information sources available.

In order to establish the impact of the training, participants will take knowledge and skills survey both before and after the on line workshop and the on-site sessions.

-- Assessment of work products of citizen journalists and professional journalists two months and six months after the course.

Participants will be contacted at two and six months after the course and asked about stories they are producing or their citizen journalism strategies. They will be encouraged to post messages to the Digital Journalism Center's website about the challenges of covering environmental and business development as well as new tools useful for journalism 2.0.

--Measurement of inputs to shared online data bases and wikis, measurement of visits to and usage of shared online information at two months and six months post-course.

12. EVALUATIONS CARRIED OUT:

- 2007: after the University of Guadalajara proposed the Digital Journalism Center as a joint project with the International Center for Journalists, the University paid for the ICFJ to hire an independent consultant to do an in-depth analysis of the potential for a journalism training center in Guadalajara.

The consultant's recommendations included an organizational structure that has been closely followed. It also identified a demand among editors and media executives for training in digital journalism and identified

specific training needs, such as producing multimedia online, computer-assisted investigative reporting, citizen journalism and specialized topics, such as environment, business and health.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency will provide financial and technical reports to UNESCO every four months.

C. ADDITIONAL INFORMATION

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
PDC/51 MEX/01 354-MEX-5062	25,000	STRENGTHENING OF RURAL, INDIGENOUS AND COMMUNITY COMMUNICATION IN MEXICO	2007-2008
Total Mexico: US\$ 163,000			

- **Preparatory activities:** The Director has interviewed local editors and news directors in Guadalajara, Los Angeles, Argentina, Colombia and Mexico City on the critical needs they see for their staffs. One of those has been the need to develop skills in managing citizen journalists.
- Contribution foreseen by the beneficiary agency during the project period; \$42,000

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Honorarium for trainer, one month of course development offsite	3,000
Honorarium for trainer, two months of conducting course offsite	6,000
Housing and living expenses for trainer, two weeks onsite	3,000
Travel for trainer, two trips to Guadalajara, one to design the course with the director and online course designers, and the second to provide in-person training at the end of the online portion of the course.	2,000
Hotel and meals, 30 course participants, three nights in Guadalajara. University agreements with local providers can keep the cost per person to \$150 a day for food, housing and local transportation to and from training facilities.	13,500
Total requested from IPDC	US\$27,500

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

Director's time, one-quarter of time for seven months	10,000
Three of Digital Center's support staff, one-quarter of time for seven months	10,000
Online learning platform staff, two people, half-time, two months	4,000
Use of University office space, telephones, Internet access, computers and equipment for seven months of development and execution of project	6,000
Office supplies, training materials, access to proprietary websites, \$100 per participant	3,000
	9,000
Total from Beneficiary's Contribution	US\$ 42,000

PANAMA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ETHICS TRAINING TO IMPROVE MEDIA PROFESSIONALISM, STANDARDS AND CREDIBILITY
2.	NUMBER	PDC/53 PAN/01
3.	CATEGORY OF MASS MEDIA	Print, Radio, TV
4.	IPDC PRIORITY AREA	Freedom of Expression and the press Human capacity building
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	\$33.000
8.	AMOUNT REQUESTED FROM IPDC	\$19.500
9.	BENEFICIARY BODY	Consejo Nacional de Periodismo
10.	IMPLEMENTING OFFICE	Consejo Nacional de Periodismo
11.	PROJECT LOCATION	Panama City, Panama
12.	PROJECT PREPARED BY	Fernando Correa President of the Board of Directors CNP Guido Rodriguez President Ethics Committee Olga Barrio Executive Director Consejo Nacional de Periodismo (507) 214 4930 / 214 4931 direccionejecutiva@cnppanama.org

DECISION OF THE BUREAU:

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

In a democracy, the press and media have to make tremendous efforts to measure up to a collective vehicle of information, as an instrument for clarifying and explaining complex issues and the difficult dilemmas of development. Allowing open and public dissent is the sign of strength of a government to its own people, to outside observers and to investors.

Freedom of expression is a fundamental freedom, it is not absolute, but it is subject to reasonable limits which are demonstrably justifiable in a free and democratic society. Press freedom is essential to the democratic system.

In this project, we are proposing a series of activities focused on analyzing self regulating ethical standards for journalists in the region, in order to promote a responsible journalism. By doing so, we are contributing to the strengthening of public support for press freedom, as well as to the development of a more democratic society.

One of the central benefits of press self regulation is that it combines high standards of ethical reporting with a free press. Statutory controls would undermine the freedom of press - and would not be so successful in raising standards. A privacy law, too, would be unworkable and an unacceptable infringement on press freedom. It would be of potential use only to few who would be prepared to use the Courts to enforce their rights - and would be misused by the corrupted to stop journalists from reporting in the public interest. Self regulation has none of the problems of the law - yet still provides a system in which journalists and media are committed to the highest possible ethical standards.

2. DESCRIPTION OF THE TARGET GROUPS:

The target groups of the present proposal are journalists (Radio, tv and newspapers) and students of journalism.

3. IMMEDIATE OBJECTIVES:

- The self regulating ethical schemes practices by the media will be analyzed in the 2 day workshop.
- High standards of ethics in journalism will be promoted, after having trained journalists in a 2-day workshop.
- Support for media independence will be enhanced through the strengthening of media ethical standards and professionalism.

5. DEVELOPMENT OBJECTIVE:

The project contributes to the enhancement of the democratic system, by making journalism more responsible and by strengthening public support to freedom of press.

5. PROJECT INPUTS:

- 1 Conference room for the workshop and the open forum.

- 4 trainers capable of training journalists and students of journalism in ethics of journalism.
- 1 consultant capable of analyzing self regulating ethical standards of journalism.
- Computers and office support.

6. PROJECT OUTPUTS:

- 40 journalists (tv, radio and newspapers) and students have been well trained on press freedom and ethics and have acquired a larger awareness on their rights and responsibilities towards society.
- Members of NGOs, government authorities and general public have been informed in a public forum about ethics in journalism.

7. ACTIVITIES:

- One two-day workshop on press freedom and ethics of journalism, analyzing the Ethics Committee resolutions with members of the Ethics Committee of the National Journalism Council in Panamá, Mass Media Ethics Advice of the National Press Association in Chile, the Ethics Court (Tribunal de Ética) of the Peruvian Press Council, journalists and students of journalism.
The trainers will present modules in ethics in journalism and freedom of expression during the workshops. The consultant will develop the workshop and report.
- Open forum with the general public.
- Elaboration and distribution of the final report of the workshop, open forum and all activities and results achieved, to distribute among participants and target groups.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7
Contacting trainers and consultants	X	X	X	X			
1 day seminar among members of ethic's committees					X		
1 workshop (2 day module) on press freedom and ethics					X		
Open forum					X		
Elaboration of report (including all activities)					X	X	
Distribution of report							X

9. INSTITUTIONAL FRAMEWORK:

The National Journalism Council in the Republic of Panama (Consejo Nacional de Periodismo- CNP) is a non-profit civil association funded in 2003 by the media companies, journalism organizations and universities. It was organized to defend freedom of expression and information, and to foment journalistic excellence.

In March of 2006, the associates of the CNP voluntarily integrated the Ethics Committee (EC) (the third in the region) to promote and raise the ethical level in national journalism. The EC is an independent body which deals with complaints from members of the public about journalistic exercise.

10. SUSTAINABILITY:

With the support of the organizations/associations that are members of the CNP (Newspapers: La Prensa, Mi Diario, Panamá América, Día a Día, El Siglo, La Estrella de Panamá y La Critica; Tv Stations: TVN Channel 2, RPC Channel 4, FETV Channel 5, TV Max Channel 7, SERTV Channel 11, Telemetro Channel 13, TVO Channel 21 and RCM Channel 33; Journalism Organizations: Asociación Panameña de Radiodifusión, Asociación Panameña de Prensa Turística, Forum de Periodistas, Sindicato de Periodistas, Colegio de Periodistas, Asociación de Periodistas de Chiriquí y Circulo de Periodistas de Bocas del Toro; and Universities: Universidad Católica Santa Maria la Antigua, Universidad de Panamá y la Universidad Latina de Panamá.) we will ensure the sustainability of the Project.

11. FRAMEWORK OF MONITORING:

The Unesco Office San José Costa Rica will carry out the monitoring, with regular reports.

12. EVALUATIONS CARRIED OUT

The CNP Board of Directors and members of the Ethics Committee have expressed their concerns in the fortification and promotion of the Ethics Committee in Panama, and in other countries in the region.

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/3PAN/27 350-PAN-31 350-PAN-51 350-PAN-71 350-PAN-91	15,000 35,000 35,000 20,000	Panama Audio-visual training for development	1982 -1990
PDC/14PAN/01 352-PAN-41	25,000	Publishing equipment for training in journalism	1994 -1997
PDC/18PAN/01 352-PAN-81	30,000	Foster youth participation in the media	1998 -1999
PDC/19PAN/01 352-PAN-91	30,000	Strengthening and development of radio	1999 -2000
PDC/21 PAN/01 353-PAN-5011	20,000	Continuing education programme for journalists	2003 -2004
PDC/48 PAN/01 354-PAN-5041	18,000	Promotion of media pluralism in Panamanian rural communities	2005 - 2006
PDC/51 PAN/01 354-PAN-5061	20,000	PANAMA: FREE PRESS AND ETHICS IN PUBLIC AND PRIVATE TELEVISION AND RADIO JOURNALISM	2007-2008
PDC/52 PAN/01 354-PAN-5071	29,370	PANAMA: TRAINING PROGRAMME FOR POPULAR JOURNALISTS: PRACTICAL TECHNIQUES TO IMPROVE COMMUNICATION SKILLS	2008-2009
		Total Panama: US\$ 277,370	

CNP has carried out several activities aimed at promoting press freedom and ethics in journalism. The Board of Directors of the CNP and the EC members have held meetings with Consuelo Cepeda, Defensora del Televidente in RCN Colombia; Kela León, Executive Director del Consejo de la Prensa Peruana; Dr. Miguel González, Fiscal del Consejo de Ética de los Medios in Chile; Dr. Germán Rey, Ex Defensor del Lector del Tiempo in Bogotá, Colombia; and Maria Teresa Quiroz, President of the Tribunal de Etica del Consejo de la Prensa Peruana. Additionally we have organized workshops and forums on ethics in journalism.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION			
(in US dollars)			
Four trainers (\$1,500 each)			6,000
1 consultant (\$1,500)			1,500
Printed material for activities			2,500
250 reports	Design	500,00	
	Photography	400,00	
	Translation	1.100,00	
	Printing (\$10 each)	2.500,00	
Total Reports			4,500
Distribution of reports (locally and internationally)	Envelops	300,00	
	Locally, Panama City (150 reports)	400,00	
	Other cities within Panama (50 reports)	100,00	
	Shipping costs international (50 reports)	200,00	
Total distribution of reports			1,000
Facilities for workshops and open forum			3,000
Monitoring and evaluation UNESCO			1,000
Total requested from IPDC			US\$19,500

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION	
(in US dollars)	
Project coordinator	7,000
Administration and logistics	5,000
Monitoring	1,500
Financial audit and report - External	
Total requested from the beneficiary's agency	US\$13,500

PERÚ

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MEDIA, ETHICS AND DEMOCRACY IN PERU
2.	NUMBER	PDC/53 PER/01
3.	CATEGORY OF MASS MEDIA	Print, Radio and television
4.	IPDC PRIORITY AREA	Freedom of Expression, Training of Media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial assistance for training support, capacity building and publication
7.	TOTAL COST OF PROJECT	US\$51,660
8.	AMOUNT REQUESTED FROM IPDC	US\$35,570
9.	BENEFICIARY BODY	Consejo de la Prensa Peruana Calle Los Angeles 211, Miraflores, Lima 18 PERU Telefax: 51 14215293/4215295 Contact: Kela León Executive Director Email: kelal@consejopp.org.pe
10.	IMPLEMENTING OFFICE	Rosa M. Gonzalez Communication and Information Adviser for the Andean Countries UNESCO, Quito
11.	PROJECT LOCATION	Lima, Ica, Cusco regions: Perú.
12.	PROJECT PREPARED BY	Kela León, Executive Director, Consejo de la Prensa Peruana, Peru With the assistance of ACI UNESCO, Quito
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Peruvian press is as diverse as the geographical socio economic contrasts prevalent in the country and boasts a thriving print media. In Lima, the capital city, approximately 45 publications circulate daily; ten of these at a national level. Around 19 newspapers are published in the provinces, and various bi weekly or monthly publications circulate irregularly depending on financial revenues from advertisement. In addition there are around 45 magazines that focus on news, entertainment, or specialized topics. Approximately 10 of these publications are distributed in provincial capital cities. Finally, there are 7 open-air television stations that operate out of Lima- based headquarters. Their signals reach provincial cities in various degrees.

Radio, as in many countries in Latin America, is definitely the most far-reaching means of communications. There are approximately 200 radio stations registered in the country. Mostly privately owned, a majority of them are commercial radio stations that combine music and entertainment with news spots. There are two major news oriented radio chains with a national level scope and approximately 100 community radio stations that operate throughout the country.

However, and particularly in the provinces, radio station owners –frequency permit holders-- rent time space indiscriminately. This practice constitutes a critical problem as far as journalistic practices are concerned, and is criticized by journalists and citizens alike because it is the vehicle used by journalists and pseudo journalists to slander and undertake smear campaigns, defame o blackmail authorities and citizens in exchange for money. It is this recurrent anomaly, related to journalism and ethics, which demands attention and change, in order to gain leeway in the work towards promoting an independent press in Peru.

Within this context, it is indispensable that the media recognize their fundamental role in strengthening freedom of expression, of the press and democratic values. The dangers of inaction are evident and starting to emerge. A case in point is a 2008 legislative initiative by which only journalism degree graduates or members of the non-mandatory collegiate body *Colegio de Periodistas* could work as journalists, which was being reviewed by a congressional sub commission. Again, polls continue to register a significant percentage of citizens that favour the implementation of state controlled regulatory mechanisms for the media.

It follows that it is necessary that the media work towards promoting self-regulatory mechanisms to enhance ethics and good journalism practices within the framework of freedom of the press, of expression and of citizen's right to be informed.

The Consejo de la Prensa Peruana (Peruvian Press Council) proposes to initiate the second phase of a national scope year-long project, with the objective of promoting ethics in journalism as a means of strengthening the role of an independent media, enhancing transparency in the media, reinforcing freedom of the press and expression values and ultimately contributing towards the consolidation of the incipient democracy in Peru.

2. DESCRIPTION OF THE TARGET GROUP:

Journalists and media owners in the Cusco and Ica regions of Peru who work in over 35 urban and rural media and information outlets in the Cusco and Ica region,

3. **DEVELOPMENT OBJECTIVE:**

To contribute to strengthening freedom of the press and expression, citizens' right to information and transparency in the media, by providing training and promoting a necessary debate around ethics, the role of the media, governance and democracy in Peru.

5. **IMMEDIATE OBJECTIVES:**

To train approximately 60 journalists on regulatory and ethical issues relating to the press including: transparency, ethics and press coverage of corruption; social responsibility and ethics in the press

To sensitise approximately 30 media owners provide them with a deep understanding of the scope of legislation regarding ethics, including legal implications of the use of air waves; as well as issues related to advertisement and independence;

5. **PROJECT OUTPUTS:**

- 60 journalists will have acquired increased awareness of the importance of ethical practices in the promotion of freedom of the press,
- 30 media owners and directors will have acquired a better understanding of their role towards strengthening independent media outlets in Peru;
- Each workshop and working session will produce a set of conclusions that will feed into the analysis and research used in the editing and publication of the book ***Ethics and Journalism. Reports from Ica and Cusco***, the second edition of a nation wide projected series.
- The creation of a Journalists' Network for Ethics in the Media.

6. **ACTIVITIES:**

- Ethics workshops for journalists in Ica and Cusco (2 x 2-day workshops)
- Publication of book "Ethics and Journalism. Reports from Ica, and Cusco," the second edition of a nation wide series.
- Ethics and Social Responsibility of the Media. Meetings with Media Owners in Ica and Cusco (several morning or evening sessions with media owners)

7. **PROJECT INPUTS:**

- Funds for national airline and bus tickets, hotel accommodation, per diem, location rental.
- Recording equipment, office supplies, project materials
- 2 trainers
- 1 support personnel
- 1 researcher
- 1 editor
- 1 proof reader
- 1 graphic designer (lay out)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/(contracting trainers, researchers	X											
Selection and purchase, installation equipment	X											
Preparation of training material	X	X										
Selection and notification of workshop participants	X											
Research publication		X	X	X	X	X	X					
General editing and lay out publication						X	X					
Publication to printers								X				
Ethics workshops for journalists in Cusco					X							
Ethics workshops for journalists in Ica						X						
Publication of book “Ethics and Journalism. Reports from Ica, and Cusco									X			
Ethics and Social Responsibility of the Media. Meetings with Media Owners Cusco.					X							
Ethics and Social Responsibility of the Media. Meetings with Media Owners Ica						X						
Submission of implementation reports										X		

9. INSTITUTIONAL FRAMEWORK:

In December 1996, as a result of a decrease in the media’s credibility among citizens, --partly as a result of the Fujimori government media discredit campaign – and a preoccupying increase of legislative proposals in Congress to regulate the media, the directors of the most representative Peruvian print media founded the *Consejo de la Prensa Peruana* (Peruvian Press Council). Its mandate was to ‘strengthen media credibility among society, permanently monitor freedom of information, the press, expression, opinion and enterprise, and to ensure citizen’s right to public information and the respect for intellectual and literary property’.

10. SUSTAINABILITY:

The *Consejo de la Prensa Peruana* is a non-profit organization with vast experience in implementing projects of local, national and regional scope. The *Consejo de la Prensa* does not rely solely on international funding for the development of its projects. Many institutional activities and basic administration expenses are financed through membership monthly fees.

Likewise through a board of directors’ agreement, media companies contribute to self-funding efforts.

In the recent past, The *Consejo de la Prensa* has implemented projects with the support of UNPD, UNAIDS and the Open Society Institute.

11. FRAMEWORK OF MONITORING:

Consejo de la Prensa monitor the operations of the Project. UNESCO may appoint an independent monitoring organisations

12. EVALUATIONS CARRIED OUT:

UNPD Audit : Project No. **36987**, Information for Democracy executed during 2007.

UNPD Audit : Project No. **56581** Media and Democracy executed during 2007.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The Executive Director of Consejo de la Prensa will prepare quarterly reports for submission to UNESCO.

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
PDC/51 PER/01 354-PER-5061	28,000	PERU: RED RADIAL AMAZONICA FOR THE RIGHTS AND THE PARTICIPATION OF THE NATIVE COMMUNITIES IN THE LOCAL AND REGIONAL DEVELOPMENT	2007-2008
PDC/52 PER/01 354-PER-5071	22,000	PERÚ: ITINERANT TRAINING FOR JOURNALISTIC AND TECHNICAL TEAMS FROM RED TV	2008-2009
<i>Total Peru: US\$ 265,000</i>			

Preparatory Activities completed previous to the submission of the project

2008

- Ethics and Social Responsibility of the Media. Meetings with Media Owners in Cusco, august, 2008
- Editing of book “Ethics and Journalism. Reports from Piura, Arequipa and Tarapoto”

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training workshops in Ica and Cusco (2 workshops):	
Trainers fees (2 trainers x 2 workshops)	2,000
Development of training materials	1,000
Flights and airport taxes for non-resident participants (6 participants x 2 workshops)	3,180
Per diem for non-resident participants (US\$250 x 6 participants x 2 nights x 2 workshops)	6,000
Lunch and coffee breaks for entire group (including residents) 30 participants x 2 workshops x 3 days	4,500
Equipment and supplies (location rental; recording equipment and transcription, supplies x 2 workshops)	2,000
Report drafting, systematization and on-line dissemination	1,000
Publication of “Ethics and Journalism: reports from Ica, Tacna and Cusco”	
Research and drafting	3,000
Editing, proofreading, layout and printing of 1,000	9,410
Meetings with media owners on ethics of the media in Ica and Cusco (at least 4 morning or evening sessions)	
Development of training programme and trainer fees	1,000
Meals (15 people x 2 meetings)	600
Equipment and supplies (location rental, recording ad transcription x 4 meetings)	1,880
TOTAL	US\$35,570

BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)	
Workshops:	
Local transportation and communication costs	2,540
Support personnel (1 person x 6 months)	6,000
Equipment	2,550
Event advertisement space (members’ contribution)	5,000
TOTAL	US\$16,090

SAINT LUCIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING IN PROGRAMME SCHEDULING AND RADIO PROGRAMME PRODUCTION TECHNIQUES
2.	NUMBER	PDC/53 STL/01
3.	CATEGORY OF MASS MEDIA	Radio production and broadcast
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$30,300
8.	AMOUNT REQUESTED FROM IPDC	US\$12,000
9.	BENEFICIARY BODY	Radio St. Lucia Company Limited, Morne Fortune, P. O. Box 660, Castries, St. Lucia http://www.rslonline.com Contact: Mary Polius Managing Director Tel: (758)452 2337/7415 info@rslonline.com
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office
11.	PROJECT LOCATION	Saint Lucia
12.	PROJECT PREPARED BY	Radio St. Lucia Company Ltd. With the technical advise of CI Team UNESCO Kingston Cluster Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

At the moment, the broadcast landscape in St. Lucia consists of eight (8) radio stations (seven privately owned commercial FM stations, and the state-owned Radio St. Lucia, all of which operate in the FM band), two private commercial terrestrial television stations (one of which also owns one of the FM radio stations), two private commercial cable operators (a third has been granted a license and is yet to commence operations), two local access commercial television stations, and a public service broadcasting channel (NTN) operated by the Government Information Service, all transmitted via the cable systems. In terms of print, there are currently five (6) main newspapers – four (4) weeklies and two (2) printing three times weekly – as well as a plethora of magazines and other publications.

Unfortunately this largely unplanned expansion did not allow for commensurate training with the result that this sector now suffers from an acute shortage of trained or skilled media workers at all levels of the broadcast industry.

In a recent study, for each of the broadcast stations surveyed, less than a third of the staff had received formal training. Media managers are reluctant to provide skills training as they feel that persons use media training “to launch new careers” or that they are training persons for “mobility to other things”.

Radio St. Lucia is the only broadcaster with public service broadcasting within its mandate. Although recently benefiting from IPDC assistance (Digital Newsroom Project), which has yielded some improvements in efficiency of operations of the Newsroom, there is still a lot of work to be done in improving journalistic practice and processes to ensure that the station is fulfilling a critical component of that mandate – to provide accurate, reliable, and credible information to citizens.

But this mandate goes beyond news and must be reflected in a better balance of programming of all genres and formats; programmes that are better researched and produced; programmes that touch every facet of human existence and sphere of activity; and programmes that are more attractive to citizens.

The availability of the skills to do this among the core staff at Radio St. Lucia is severely limited. This project is specifically expected to address the lack of training in audience research and developing and sustaining programming schedules that are more diverse in content, formats and programme genres, as well as the lack of radio programme production skills. This is important to ensure that the national radio station is better able to provide citizens with reliable, credible, accurate and timely information, education and entertainment through a diverse range of radio programmes and programming to facilitate citizens’ effective participation in rational debate and discussion so necessary to the encouragement and sustenance of a democracy.

The project will also develop a cadre of independent producers, particularly in the rural communities who will be able to contribute rural issues to main stream programming while earning a living from a non-traditional activity – radio production. Alternative solutions are to pursue the rare opportunities for scholarships in these fields.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiaries of the project are the staff of the Programmes Department at Radio St. Lucia and at least ten (10) freelance producers from rural communities in St. Lucia.

3. DEVELOPMENT OBJECTIVE:

- For citizens to be able to participate effectively in discussion and debate within a democratic society, they must have access to information that is accurate, credible and timely and plural. The training in mechanisms for developing programming schedules will help to ensure that media in St Lucia are better able to meet the information needs of citizens which will allow the public to make rational and informed contributions on matters of national importance;

4. IMMEDIATE OBJECTIVES:

- To train at least seventeen (17) persons in radio programming scheduling and production techniques including planning, research, interviewing, scripting, editing, presentation and post production for various formats and genres.
- Enhance PSB in St Lucia through survey of the St. Lucia media market and audience, developing and document guidelines and mechanisms for regular periodic programming reviews and improving co-ordination and planning of programming;

5. PROJECT OUTPUTS:

- A report on the media market and audience
- A revised programme schedule for Radio St. Lucia that addresses the imbalance in genres, formats, styles, and diversity of radio programming offerings
- Operational Guidelines for Programme Planning, Coordination, Reviews and Scheduling
- At least 17 persons trained in radio programme production techniques, on-air presentation and delivery techniques
- A documented On-Air Style Guide
- Training materials including modules, manuals, and/or CD-ROMs, available for continuous in-house training.

6. ACTIVITIES:

- Establishment of project management committee.
- Confirmation of project monitoring agency.
- Preparation of training outline, goals and objectives.
- Identification and recruitment of researchers and trainers.
- Conduct of research
- Preparation of research report
- Selection of freelance potential producers
- Preparation of training modules, manuals and materials
- Organisation and conduct of workshops
- Organise 2, five-day workshops
- Submission of project progress reports
- Project evaluation

7. PROJECT INPUTS:

- Researchers
- Training workshops

- Trainers
- Equipment and materials
- Administrative overheads

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Establishment of Project Management	X											
Confirmation of project monitoring agency	X											
Preparation of training outline, goals and objectives		X										
Identification and recruitment of researchers and trainers		X										
Conduct of research			X									
Preparation of researchers findings			X									
Selection of potential freelance producers			X									
Development of programming schedules				X	X	X						
Preparation of training modules, manuals & materials			X	X	X	X	X	X				
Organization and conduct of workshops				X	X	X	X	X				
Submission of project progress reports		X		X		X		X				
Project evaluation			X			X		X				

9. INSTITUTIONAL FRAMEWORK:

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

10. SUSTAINABILITY:

The improved programming schedule, the training and documented mechanisms for periodic programme planning, review and scheduling will ensure ongoing and regular improvements in the station's programming and scheduling which will drive the demand for the station making it more attractive to advertisers on whom the station relies for the majority of its revenues. Increased revenues will allow the station to continue to invest in human resource development and to commission freelance producers trained under the project, with a view to broadening the station's programme offerings while at the same time providing a greater voice to the rural communities. This will also go a long way towards making the station's programming more relevant to society, increasing its attractiveness to the audience and advertisers.

11. FRAMEWORK OF MONITORING:

Radio St. Lucia proposes that the project be monitored by the UNESCO Cluster Office for the Caribbean..

12. EVALUATIONS CARRIED OUT:

Various evaluations of the needs of the station and the necessity and timeliness of such a project have been carried out. These include assessments by the General Manager and a diagnostic of the company done by

consultants contracted by the Office of Private Sector Relations. These evaluations have been incorporated in the Strategic Planning Exercise and a 5-year Business Plan developed for the Company by consultants paid by the Office of Private Sector Relations. Copies of these reports are available.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Radio St. Lucia undertakes to report on project progress every two months or as often as is required and/or necessary throughout the duration of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/8STL/01 350-STL-81	25,000	Saint-Lucia Improvement of studio production facilities at Radio St.Lucia	1986 -1988
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
PDC/51 STL/01 354-STL-5061	26,000	ST. LUCIA: SOUFRIERE COMMUNITY RADIO/COMMUNITY MULTIMEDIA CENTRE PROJECT	2007-2008
		Total Saint Lucia: US\$ 109,000	

D. BUDGET

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

Researchers: Fees, travel & subsistence (25 man days @\$200)	5,000
Training Workshops:	
2 Trainers x 10 dys x \$200	4,000
Travel & subsistence for one trainer	2,000
Production & training materials	1,000
TOTAL	US\$12,000

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

Equipment & software acquisition	8,000
Administrative Expenses	6,000
Training Facility	1,800
Supplies (administrative and technical)	2,500
TOTAL	US\$18,300

SURINAME

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ESTABLISHMENT OF JOURNALISM TRAINING INSTITUTE
2.	NUMBER	PDC/53 SUR/01
3.	CATEGORY OF MASS MEDIA	Newspaper/Radio/Television/Community Media
4.	IPDC PRIORITY AREA	Training of Media Professionals and Students
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment
7.	TOTAL COST OF PROJECT	US\$66,500
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	BENEFICIARY BODY	Foundation for the Promotion of Journalistic in Suriname (SBJS), tel.: +597 8633733, ahkco_journalistiek@yahoo.com Contact person: Jane Kolf – Bergraaf (President of SBJS)
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office
11.	PROJECT LOCATION	Stichting ter Bevordering van de Journalistiek in Suriname (SBJS), Stadionlaan 3, Paramaribo, Suriname
12.	PROJECT PREPARED BY	Rachael van der Kooye, secretary SBJS, with the technical assistance of CI Team UNESCO Kingston Cluster Office

DECISION OF THE BUREAU:

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Suriname has 16 television stations, 34 radio stations, 4 newspapers, approximately 50 journals and about 10 new media. About 150 journalists are working at the media. The media sector employs mostly 'self-made' media workers who largely need to be educated and trained. This need also originates from a strong increase in the number of news media in the previous years and consequently also the number of required journalists.

The existing training offered at the Academy of Higher Arts and Culture Education (AHKCO), is limited and not suitable for many journalists since it is a fulltime course and is difficult to be combined with a full-time job. The AHKCO provides their students with very little or no practical experience, mainly due to lack of facilities and the lack of experienced professors.

Furthermore, there is not only a need for the creation of a programme that offers a Bachelor's Degree in journalism but also for well structured short refresher courses. The initiatives that have been undertaken so far are ad-hoc and unsatisfactory for journalists to bring about sustainable changes. There are few opportunities for journalists to broaden their scope (regionally and internationally) and there is insufficient interactivity in regional and global professional networks.

Research journalism is hardly being practiced. This results in weak journalistic culture that can be seen in Suriname. The standards of practices that are being used daily are seen as unacceptable by many media companies. Serious issues concerning development will often be reported from a sensationalistic or political perspective without any depth or research being applied to the issue. This is damaging the quality of democracy, especially because the media fulfills an insufficient role as, 'watchdog', and a 'voice of the people'.

At this moment press freedom is still on a high level in Suriname, but according to the government declaration 2005-2010 the government intends to limit this freedom through the establishment of a media council that will deal with irresponsible media.

This project proposal seeks funding to support the establishment of a journalism training institute for pragmatic training with the necessary technical supplies for practical journalism training. Financial support from UNESCO will be used to purchase and install recording and editing equipment for two television units and three radio units in the training centre for journalism in Suriname.

2. DESCRIPTION OF THE TARGET GROUP:

Practicing journalists and journalism students are the target group, particularly practicing journalists who do not have the proper journalism education and minimum time to learn journalistic skills on the job.

3. DEVELOPMENT OBJECTIVE:

Reinforce the development of journalism to strengthening of democratic norms and mechanisms in Suriname, such as freedom of press, freedom of speech, increasing access to information, citizen participation in policy development issues, monitoring human rights and achievement of the MDGs

4. IMMEDIATE OBJECTIVES:

To set up a fully operational journalism training institute that will facilitate the training of at least 40 practicing journalists per year.

5. PROJECT OUTPUTS:

Second phase – pilot phase :

Fully operational television and radio studio production units for the multifunctional training centre;

- Practical courses offered to practicing journalists;

- At least 40 journalist and practical – based teachers trained in relevant areas;
- Approximately 20 exchange visits and/or study trips
- Research fund for research journalism and development

6. ACTIVITIES:

- Formal review and preparation of report on existing media training content in Suriname.;
- Renovation Facilities
- Selection / contracting of instructor and install person of studio equipments
- Selection of equipment
- Purchase and installation of the equipment
- Instructions for the use of equipments
- Adaptation and adaptation of existing practically oriented journalism training courses (open resources) available in and outside of Suriname;
- Launching of a media training centre
- Identification and confirmation of training instructors
- Feasibility study on research fund to promote research journalism and development-centred journalism in Suriname;
- Offer structured and practical journalism training programmes;
- Evaluation & Monitoring Report
- Financial Report

7. PROJECT INPUTS:

- 1 researcher
- I trainer (use of equipment)
- Specialist Trainers
- Equipment (Please see detailed budget)
- Training Facilities

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Formal review and preparation of report on existing media training	X											
Selection / contracting of instructor to train on the use of studio equipment	X											
Adaptation and adaptation of existing courses	X	X	X	X								
Identification of training instructors	X	X	X									
Renovation of Facility	X	X										
Purchase and installation of the equipment		X	X									
Instructions for the use of equipments			X									
Offer structured and practical journalism training programmes;					X	X	X	X	X	X	X	X
Evaluation & Monitoring Report				X				X				X
Financial Report												X

9. INSTITUTIONAL FRAMEWORK:

The activities will be initiated and carried out by Foundation for the Promotion of Journalism in Suriname (SBJS). The foundation was formed through a partnership with AHKCO, the Surinamese Union of Journalists (SVJ) and the Union of Radio and Television Station (VRTS), an association of media organizations. This is a unique public-private cooperation.

Within this platform the AKHCO will aim to supply teachers, and also satisfy the need for guest lecturers, which is advantageous for the pragmatic education of the journalism course. The journalists and media companies will communicate and discuss the indispensable components of the trainings content, which will then allow for the courses that are offered to journalist and media companies to be adapted to these special needs. Special attention will be given the practical circumstances in which journalists and media companies have to work, including the other respective (media) companies.

The members of SBJS will:

- Upholding high quality of the content of the project; content, needs and phasing of course-possibilities and training, selection of teachers and students.
- Ensuring progress of the project (as well as maintaining the training Centrum), financial administrative affairs, time limits and reports.

The project diversifies itself because of its strong coalition approach where all the different stakeholders are organized towards one goal and result. The project team that will be active during the preparation stage will also play a key role during the implementation.

10. SUSTAINABILITY:

In the preliminary phase for this project donor investments will be done in order to finance the facilities and the development of the courses. Participants and or/the companies where they work will give a financial contribution for the courses they pursue. Also the multifunctional centre will generate its own income and in the long run might even have a surplus to facilitate expansion of this journalism institute. This profit can be created by the commercial use of the facilities, especially the recording studio, by the private sector.

11. FRAMEWORK OF MONITORING:

The project implementation will be monitored by the UNESCO Kingston Cluster Office for the Caribbean and SBJS.

12. EVALUATIONS CARRIED OUT:

We have done a survey on the training needs of the media. The outcomes show that there is a need in the different subjects as included in the project inputs.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The SBJS will prepare and submit quarterly reports to UNESCO Kingston

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/8SUR/01 350-SUR-81 350-SUR-91	25,000 30,000	Suriname Strengthening of the Audiovisual Division of the Ministry of Education, Science and Culture	1987 –1991
PDC/14SUR/01 352-SUR-41	28,000	Development of an educational radio unit	1994 -1995
PDC/19SUR/01 352-SUR-91	60,000	Developing a communication network in the hinterland of Suriname	1999 -2001
Total Surinam: US\$ 143,000			

- Prior to the submission of the project to IPDC SBJS completed various preparatory activities. Such as:
- Detailed and specified written description of the project idea, according to a series of meetings with project partners;
- Identification of partners, including potential donors (ongoing – Fontys High School for Journalism is the first partner identified in Holland);
- Harmonizing with the respective supporters of the project partners getting their input concerning the content and execution of the project;
- Reciprocal orientation of involved partners in Suriname and in Holland, including orientation visits (on going; first round in Holland and second round in Suriname done);
- Enquiry into the possible legal requirements and examples of a future media training institution;
- Enquiry done into the accreditation process, especially that for the needed certificates or diploma's given by the media training institute. (ongoing)

For the implementation of the different phases of the project we sought and have received financial assistance for the facility from Holland and UNDP. . We are now seeking additional funding to equip the facilities.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Description	Estimated Cost US\$
Radio Studio Equipment	
1 Audio Mixing Board	8,000
6 Desk Mikes	1,200
2 Shotgun mikes	600
2 CD Players	300
2 Digital Audio Work Stations – Sonic Studio or Sadie	11,400
3 Heavy Duty Tripods	300
3 Power Pack Audio Recorders	400
1 fish pole	150
Subtotal Radio Lab	22,350

Television Studio Equipment	
2 Core MAC PRO 3.2GHz Computers	2,000
2 Final Cut Studio 2	1,300
2 MAC OS X v10.5 Leopard	200
2 VC-C4 CANON High Quality video camera (remote control capable)	1,400
2 CANAON 101 Network camera server	1,400
5 Headphones AKG K240	100.
2 Lapel mics AKG CK 55K	220
1 OMNI NEUMANN KM 183D NX SET	1,617
1 Battery Operated reporter's mic Rode 51 Handheld	287
1 Directional mic with pedestal for narration	1,22
2 Rolls Gaffer's Tape Black Cinefoil 12" x 50'	37
1 TTL MX LIGHT LAMP TREE SET with Kit/Equip. bag/Boom	610
1 White Bounce Umbrella 43"	27
1 Echolab Digital Switcher SKU #EQ4543244	8,000
1 24 Channel Audio Mixer Behringer	330
Subtotal TV Lab	17,914
Total Contribution requested from IPDC	US\$40,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Development of Learning Material for tv and radio productions	10,000
Furniture for Facility	15,000
Overhead	3,000
Financial Report	500
Evaluation and Monitoring Report	1000
Total:	US\$29,500

TRINIDAD AND TOBAGO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PRISON COMMUNITY TELEVISION NETWORK (REHABILITATION TELEVISION) BY TRINIDAD AND TOBAGO PRISON SERVICES
2.	NUMBER	PDC/53 TRI/01
3.	CATEGORY OF MASS MEDIA	Integrated Media, Internet and Television
4.	IPDC PRIORITY AREA	Development of community media; Promotion of independent and pluralistic media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Funding to cover training and the purchase of communications equipment etc.
7.	TOTAL COST OF PROJECT	US\$ 233,800
8.	AMOUNT REQUESTED FROM IPDC	US\$ 31,800
9.	BENEFICIARY BODY	Ministry of National Security Temple Court, 31-33 Abercrombie Street, Port of Spain. Telephone: 623-2441-5, Fax: 627-8044, info@mns.gov.tt , www.nationalsecurity.gov.tt Prison Services, New Street, Port of Spain Telephone: 623-4144-5, Fax: 624-4687 http://tprisons.com Operation Miracle Hour/Jirehsopes 10, Third Street East, , Rowland Avenue, Trincity, Trinidad, West Indies.Tel: 868 751 8974 info@operationmiraclehour.net www.operationmiraclehour.net Contact: Rachael Guzman De Vlugt, Director
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office
11.	PROJECT LOCATION	Prison Services, New Street, Port of Spain, Trinidad and Tobago (Youth Training Centre [Correctional Facility Centres], Telephone: 623-4144-5, Fax: 624-4687, http://tprisons.com
12.	PROJECT PREPARED BY	Operation Miracle Hour/Jirehsopes with the Technical advise of the CI Team UNESCO Kingston Cluster Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

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

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

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

The policies of the Government's Vision 2020 plan also favour the move away from retributive justice to restorative justice. The developmental priority, for which the Ministry of National Security and all its division have primary responsibility, is to govern effectively and to provide for the transformation of the prison system.

While there are 38 radio stations, 10 television broadcast stations and three major daily newspapers with nationwide coverage, the mainstream media, due to their profit maximization focus, often-times do not capitalize on seeing themselves as channels for positive behaviour change among citizens in TT.

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

4. DESCRIPTION OF THE TARGET GROUP:

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

3. DEVELOPMENT OBJECTIVE:

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

4. **IMMEDIATE OBJECTIVES:**

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

5. **PROJECT OUTPUTS:**

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

6. **ACTIVITIES:**

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

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

1. **PROJECT INPUTS:**

- Equipment for a Production Studio and Transmission Centre (Please see detailed budget)
- Five trainers
- One media and communication consultant
- Training material
- Facility to house the television production and transmission studios

8. **WORK PLAN:**

ACTIVITIES / MONTHS (X 1 1/2)	1	2	3	4	5	6	7	8	9	10	11	12
Baseline Assessment of facilities	X	X										
Renovation of facility to house the television station	X	X										
Preparation of training programme for two facilities (study etc)			X	X								

Acquisition and installation of equipment		X	X	X	X							
Develop training material			X	X	X							
Organization and conduct of training workshops						X	X	X	X	X	X	X
Production, broadcast and dissemination of new content						X	X	X	X	X	X	X
Launch of “Rehabilitation Television” - Test and refine broadcasts					X							
Evaluation												X

9. **INSTITUTIONAL FRAMEWORK:**

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

The Prison Service has the experience in managing many rehabilitation projects supported by Government and international partners. This prison radio network will be managed by the rehabilitation unit and Operation Miracle Hour, an NGO with experience in media projects and a close partner of the prison services.

10. **SUSTAINABILITY:**

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

11. **FRAMEWORK OF MONITORING:**

- The project will be managed by a Joint Management Committee of stakeholders inclusive of the beneficiaries. Independent technical oversight will come from the Ministry of Public Administration, National Information Communication Technology Department. We recommend that UNESCO engage services of an independent consultant to evaluate the project.

12. **EVALUATIONS CARRIED OUT:**

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

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

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

The Prison Service has already taken the following steps:

- Sensitized the Prison Transformation Team and Staff population at YTC about the proposed programme
- Completed Baseline Assessment Study and the Prisons' Authorities are proceeding to commence renovations and other preliminary activities.

D. BUDGET

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

Item	
Quad Core Intel PRO Editing System	5,600
25ft Power cord	180
Headphones	500
Microphones	570
OMNI NEUMANN KM 183D NX SET	1,960
LIGHT LAMP TREE SET	640
24 Channel Audio Mixer	350
LCD Big Screen Television Set	2,000
Development of Training Material and Guide	4,000
Training Workshops Phase 1 (5 days each x 10 workshop x 2 trainers x \$100 per day)	10,000
Media and communications consultant (10 days per month x 6 month x \$100 per day)	6,000
Total	US\$31,800

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

Project Coordinator (500 per month x 12 months)	6,000
Renovations, furnished studio	148,000
Adobe Creative Suite Master Collection	4,000
Broadband Internet Connections	7,000
Flash on Demand Streaming Web Site Set up/Hosting	9,600
Tricaster Pro	17,400
Set top boxes for remote locations	10,000
TOTAL	US\$202,000
GRAND TOTAL	233,800

URUGUAY

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	UNI RADIO HELPS YOU AMPLIFY YOUR VOICE
2.	PROJECT NUMBER	PDC/53 URG/01
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	Freedom of expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training, equipment
7.	TOTAL COST OF PROJECT	US\$22,265
8.	AMOUNT REQUESTED FROM IPDC	US\$18,625
9.	BENEFICIARY BODY	UNI RADIO 89.1 FM, radio station of the Universidad de la República, managed by School of Communications. Address: José Leguizamón 3666, Montevideo, Uruguay. Phone: +598-2-628.96.49 ext. 52; fax: 628.96.53. E-mail: infolc@liccom.edu.uy Contact: Oscar Orcajo/Academic Assistant, oorcajo@adinet.com.uy
10.	IMPLEMENTING OFFICE	UNESCO Office Montevideo: Günther Cyranek, Communication and Information
11.	PROJECT LOCATION	Licenciatura en Ciencias de la Comunicación (School of Communications), located in José Leguizamón 3666, Montevideo, Uruguay
12.	PROJECT PREPARED BY	Oscar Orcajo, on behalf of the Licenciatura en Ciencias de la Comunicación (School of Communications); UNESCO CI Advisor: Günther Cyranek
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

- a) In Uruguay exists a hegemonic system of broadcasting media (TV and Radio) where the private-commercial class prevails. There broadcasts a small group of state media that do not exceed ten broadcasting stations. Amongst this last group is the UNI RADIO 89.1 FM found. There are also a thousand other low-powered community broadcasting stations outside the general system because of their lack of state authorization. A few months ago a law regarding this situation was approved so as to regularize it as well as to impose a much equitable and pluralistic system. This by no means implies that in Uruguay is a lack of freedom of expression, however, the situation previously mentioned determines the lack of plurality of voices which attempts towards the democratization of communication. The project intends to support these banished voices (fulfilling what was established by the second article of the law created by the University itself) by collaborating and interacting, as a proper communication broadcaster, with society so as to seek a greater outreach.
- b) UNI RADIO 89.1 FM is a university broadcasting station, public and institutional. It belongs to the public Universidad de la República and is managed by the School of Communications (Licenciatura en Ciencias de la Comunicación, LICCOM). Its main objectives are: to contribute to the democratization of communication in Uruguay as well as to contribute to the improvement of communication within the university itself, by attempting to establish a better relation with society at large and at the same time to promote education and research.
- c) The problem we intend to solve through this project concerns the freedom and plurality in the development of media. It can be described as the insufficiency of proper training, offered to those social groups that intend to express themselves through broadcasting (community, public or private). This situation generates the poor quality of radio production.
- d) It is of utmost importance to solve this problem due to the fact that since the approval of the law 18.232, on December the 22nd, 2007, an actual possibility has opened up for community radio stations in Uruguay to legalize their broadcasting. By this law it will be possible for various social groups to express themselves through community radio. The quality of the radio program determines the legitimization of the media as well as the intention of the social project behind it.
- e) This project provides an answer to the problem raised by training for social groups to acquire a basic technical and content related competence that is necessary to elaborate a radio program of quality.

2. DESCRIPTION OF THE TARGET GROUP:

1. UNI RADIO is the first university radio station in Uruguay and was authorized to broadcast with a 10 watts power. Its staff team consists of students, graduates and university professors, as well as other groups and institutions not related to the university. The radio station is institutional and public, it belongs to the Universidad de la República (state university) and it is managed by the School of Communications (Licenciatura en Ciencias de la Comunicación, LICCOM).

2. Following groups will be trained: “Voces del norte” (voices from the North) from the NGO “Grupo Profesional Para la Capacitación” (Professional Training Group) which sum up to 15 young people from the city of Bella Union (600 km from Montevideo); “Dragones Españoles” (Spanish Dragons) from the NGO “Centro de Participación Popular” (Centre of Popular Participation) also of fifteen youngsters from the city of Florida (100 km from Montevideo); “Medio y Medio” of the NGO “Juntos Somos Más” (Together we are more) of fifteen youngsters as well from Barros Blancos (within Montevideo); “Como Radio” from ONG “El Tejano” (The Texan), Montevideo (fifteen youngsters). These groups have already signed up for the Project “Amplify Your Voice” of the “Instituto Nacional de la Juventud” (National Institute of Youth), an organisation which depends of Ministry of Social Development (MIDES).

3. DEVELOPMENT OBJECTIVE:

This project contributes a) to encourage the involvement of young people in the area of communication, as a strategy to construct citizenship, b) to increase the capability for producing qualitative broadcasting and c) to allow UNI RADIO to participate in the exchange of learning skills with other social actors to generate knowledge that should be socially useful and valid.

4. IMMEDIATE OBJECTIVES:

Provide training to sixty young people, belonging to four different communicational projects in the entire country. They will then be in a position to produce and edit their radio messages digitally, after participating in a five day workshop for each project.

5. PROJECT OUTPUTS:

Sixty young people trained to produce and edit qualitative radio messages digitally, with Internet sources.

6. ACTIVITIES:

Purchase of equipment. Equipment installation. Selecting and hiring of professors as well as a coordinator. Visit to the four groups at their current locations (see above). Final planning for the courses. Preparation of the materials needed. Provide logistics: contracts for housing, nourishment and tickets for travelling. Courses for the four groups: How to produce and edit qualitative radio messages digitally. Evaluation. Final Report.

7. PROJECT INPUTS:

Equipment for recording and digital edition study (two speakers, one console, a computer, an audio card, two microphones and their proper stands, two digital recorders). Work equipment (table and chairs). Two teachers trained in digital production of radio messages. A project coordinator to contact the groups, resolve on the logistics and elaborate the final report.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Purchase of equipments	X											
Equipment installation.	X											
Selecting and hiring of teachers and coordinator	X	X										
Visit from the coordinator to the four groups			X									
Final planning of the workshops				X								
Preparation of learning materials				X								
Planning of logistics (Housing, nourishing nearby transport and ticket shipping)					X							
Workshop First group						X						
Workshop Second group							X					
Workshop Third group								X				
Workshop Fourth group									X			
Evaluation										X		
Reports				X				X			X	X

9. INSTITUTIONAL FRAMEWORK:

UNI RADIO 89.1 FM is an institutional, public and university radio station (see item 1 and 2). The radio proposed the project, because it is considered to be a part of the objectives and goals to achieve. The radio will provide support to the infrastructure, to the logistics and will provide the appropriate space to host and train the different groups.

10. SUSTAINABILITY:

The assistance from the IDPC will enable the accomplishment of the courses to allow the sixty trained young people to have the opportunity to elaborate and spread their own messages and radio projects in UNI RADIO 89.1 as well as in the larger spectrum of community radios that will soon be regularized and formally authorized by the Uruguayan state. We expect that the workshops will provide for these young communicators an open door for possible work opportunities in public and private media.

11. FRAMEWORK OF MONITORING:

For monitoring we propose beside the UNESCO Office Montevideo a teacher from the School of Communications who is suitable for the task.

12. EVALUATIONS CARRIED OUT:

Through the project we plan to achieve the training of citizens, young people, for them to gain a personal growth in the best conditions, through freedom of expression, as well as the establishment of a work line that might allow the reproduction of such capabilities. The project is feasible as we count on the existence of UNI RADIO with a two year experience on broadcasting, with trained teachers, proper equipment that will arrive as an input from the project itself.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Oscar Orcajo, Academic Assistant, School of Communications

C. ADDITIONAL INFORMATION

Social groups were involved in broadcasting as part of the Project "Amplify your voice", led by the National Institute of Youth (INJU) from the Ministry of Social Development (MIDES). Contact: Gonzalo Thevenet gthevenet@gmail.com.

Preparatory activities completed prior to the submission of the project to IPDC: Cooperation with INJU on selection of suggested training groups. Coordination and acceptance of the proposal with appropriate University institutions and the Head of the School of Communications.

PDC/9URG/01 350-URU-91 352-URG-31	13,000	Uruguay	1989 -1994
	11,000	Development of human resources in State television in Uruguay	
PDC/14URU/01 352-URU-41	31,000	Communication to improve urban life	1994 -1995
PDC/51 URU/01 354-URU-5061	18,000	URUGUAY: COMMUNITY COMMUNICATION FOR DEVELOPMENT	2007-2008
Total Uruguay: US\$ 73,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

20 Days training in production and digital edition of radio messages			
Housing of participants (\$28 x 30 participants x 5 days)		4,200	
Seminar cost for local participants (\$5 x 30 participants x 5 days)		750	
Transport for participants (\$55 x 15 participants from their place of origin).		825	
Transport for participants (\$10 x 15 participants)		150	
Training staff (\$200 x 20 days)		4,000	
Coordinator (\$70 x 22 days coordination of workshops, pre-workshop visits to the different groups with transport fee included)		1,540	
Contingencies (Travelling, meetings and unforeseen expenses		1,000	
Total training Costs:			12,465
Equipment for recording and digital edition			
	Unit price	Qty.	
Two way monitor, including a 15'' speaker and horn speakers, Trademark: D.A.S	615	2	1,230
Twelve channel mixer for studio. Trademark: Oídos	600	1	600
Dynamic Sennheiser microphone model E835	215	4	860
CD tray, Trademark: Marantz, model DV4000	500	1	500
PC Pentium Intel Core	1170	1	1,170
Audio card, trademark: M-Audio, Audiophile model	315	1	315
Digital recorder, trademark: Panasonic RR-US450, 5 folders, up to 99 files , USB terminal	135	2	270
Computer desk	150	1	150
Cables, accessories, patch cord	300		300
Work desk "Z" System	450	1	450
High closed file "Z" System	315	1	315
Total			US\$6,160

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

Nearby transport (US\$ 2 x 15 participants x 20 days)	600
Communication and assistance (US\$ 70 x 10 month)	700
Location expenses (electric light, water, etcetera) (US\$ x 1 month)	400
Work materials (DVD, CD, paper,etc)	200
Equipment maintenance	200
Preparation writing of the project, meeting to engage the proper preparations with the teaching staff, and course preparation. (US\$ 70 x 22 days)	1,540
Total	US\$3,640