**I**NTERNATIONAL
**P**ROGRAMME FOR THE
**D**EVELOPMENT OF
**C**OMMUNICATION

# NEW PROJECTS SUBMITTED TO THE IPDC

## PART III:   LATIN AMERICA AND THE CARIBBEAN

**IPDC BUREAU**
**Forty-ninth meeting**

**UNESCO HEADQUARTERS, PARIS**
**27 FEBRUARY- 1 MARCH 2006**

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| 1. | TITLE | RADIO AND INTERNET FOR SPANISH-SPEAKING COMMUNICATORS |
| 2. | NUMBER | PDC /49 RLA/01 |
| 3. | CATEGORY OF MASS MEDIA | COMMUNITY BROADCASTING |
| 4. | IPDC PRIORITY AREA | DEVELOPMENT OF COMMUNITY MEDIA, DEVELOPMENT OF HUMAN RESOURCES |
| 5. | SCOPE (national, regional, interregional) | REGIONAL |
| 6. | TYPE OF ASSISTANCE REQUESTED | FINANCIAL |
| 7. | TOTAL COST OF PROJECT | US $ 29 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US $ 22 000 |
| 9. | BENEFICIARY BODY | COMMUNITY BROADCASTERS |
| 10. | IMPLEMENTING BODY | CIVIL ASSOCIATION "LA TRIBU", BUENOS AIRES, ARGENTINA |
| 11. | PROJECT LOCATION | LATIN AMERICA SPANISH-SPEAKING COMMUNICATORS |
| 12. | PROJECT PREPARED BY | CIVIL ASSOCIATION "LA TRIBU" |
| DECISION OF THE BUREAU | | |

## 1.    BACKGROUND AND JUSTIFICATION

The objective of this project is to increase the Latin American communicators' abilities to incorporate the new technologies into their community productions and broadcasts, and in so doing, strengthen the community media's social and cultural relevance as well as freedom of expression in the region. The project envisages promoting the incorporation of new technologies into the community broadcaster's overall management (creation of Community Media Centres [CMCs], on-line radios, broadcaster website development etc.), as well as the utilisation of these technologies as a way of access to contents of different kinds (formative, communicational, artistic, theoretical, etc.).

 It proposes two strategies:

A process of training of Latin-American community radios. The subjects to be dealt with in the workshops will be radio and the Internet – communication strategies involving the convergence of the NTICs and the Internet, such as on-line radio, radio search, CMCs, listener's clubs, audio exchange etc., and also NTICs and broadcasting management – exchanging groups and nets, informative sources, software edition etc. The contents of the training will strengthen the broadcasters' capacities by allowing them to reach to new listeners, or by providing new services to their audience, and will improve their radio production and the quality of their programmes.

The creation of a website to facilitate access to contents in Spanish about the overall management of community broadcasting, including the relationship between radio and the Internet. At the same time, it will generate a place for the exchange of radio programmes and texts, and the participative production of new contents.

The website will provide tools to community media managers and promote the incorporation of new technologies into their operations, facilitate proper communication practices and be useful as a platform for exchanging materials and productions. The website will have relevant contents to increase capacities of the communicators of the region, such as handbooks, articles and information on best practices. It will contain an archive of contents that are not currently available online, and therefore difficult for community media to access, since the majority of them are not in the geographic zones where these materials are usually available. It will also provide access to training workshop contents and seminars, to which most of the broadcasters have no direct access. At the same time, it will use the interactive potentials of the new technologies to create contents in a participative and plural way.

## 2.    DESCRIPTION OF THE TARGET GROUPS

The project directly benefits community broadcasters and the techniques of communication and development in Latin America and, through them, the communities in which the broadcasters are located. The community radios work for community development, promote freedom of expression and the participation of citizens. The project will also benefit those who are interested in communication, broadcasting and the new technologies.

## 3.    IMMEDIATE OBJECTIVE

To provide training to community media practitioners in the use of the new technologies of information and communication in order to strengthen their programming production and management capabilities, and to create a website to facilitate the access of Spanish-speaking communicators to information, training and tools on the management of new technologies and community broadcasting.

## 4. DEVELOPMENT OBJECTIVE

To promote freedom of expression at the grass-roots level and community participation in local development through the strengthening of community broadcasters.

## 5. PROJECT INPUTS

- ➤ A coordinator and a project assistant;
- ➤ 2 trainers on *Community Radio and NTICs*;
- ➤ Equipment: 3 computers, one printer, furniture;
- ➤ Streaming and connexion to the Internet;
- ➤ 2 coordinators and general content publishers;
- ➤ 2 specific contents editors (training handbooks);
- ➤ 2 graphic designers;
- ➤ 2 technicians/ webmasters.

## 6. PROJECT OUTPUTS

- ➤ 8 Latin American and 12 Argentinean Community Broadcasters will be trained on *Community Radio and NTICs*;
- ➤ A production unit will be created with the necessary equipment to develop and support the website which will be created;
- ➤ Specific training contents about community broadcasting and new technologies will be produced;
- ➤ The website will be available to 400 community radios and production centres of Latin America..

## 7. ACTIVITIES

Purchase and installation of the equipment; website design (summary):

- ➤ Community broadcasters: Handbooks and texts on communication, management and development; recommended websites; directory of community radios of the region; interactive production of materials; articles, photographs and outstanding audio experiences;

- ➤ New technologies: Handbooks of free software, management of digital media and CMCs;

- ➤ Radiotheque: Radio production bank of community radios in the region (programmes, campaigns, microprogrammes, information services etc.);

- ➤ Right to communication: Training initiatives, legislations, activities and information considered relevant for the strengthening of the community radios of the region;

- ➤ "La Tribu": Description of "La Tribu" and its activities; on-line radio station.

## 8. WORK PLAN

| Month 1 | Month 2 | Month 3 | Month 4 | Months 5 | Month 6 |
|---|---|---|---|---|---|
| Installation of equipment | | | | | |
| | Workshop Planning | Community broadcasting national workshop | Workshop planning | Community broadcasting international workshop | |
| Overall design of the website | Production of contents | | | | |
| | Graphic design and programming | | | | |

| Month 1 | Month 2 | Month 3 | Month 4 | Months 5 | Month 6 |
|---------|---------|---------|---------|----------|---------|
|         |         |         |         |          | Publishing and communication |
|         |         |         |         |          | Evaluation |

## 9.  INSTITUTIONAL FRAMEWORK

The project will be carried out by "La Tribu" Civil Association, which has managed community broadcasting in the city of Buenos Aires for 16 years. "La Tribu" has its cultural, training and publishing centres. The principal objectives of "La Tribu" Civil Association are:

➢ Developing expression, communication and participation processes;
➢ Developing a cultural production and circulation place;
➢ Promoting the fulfilment of human, economical, political, social and cultural human rights;
➢ Providing training and tools so that different groups and communities are able to self-manage techniques and media communication.

"La Tribu" website will be one more initiative of the Civil Association which will function as a specific workspace but, at the same time, integrated to other communicational strategies.

## 10.  SUSTAINABILITY

"La Tribu" is a non-profit Civil Association that, in its 16 years of existence, has built up a system of economic and institutional sustainability that guarantees the daily functioning of its diverse work lines. All the activities of "La Tribu" are cost-effective and institutionally self-sustainable.

The effective incorporation of the new technologies to the different aspects of the community broadcasting management will contribute to the sustainability of the community radios by improving their production conditions as much as their networking capacities.
The existence of  a website to establish a link with other projects and practices through exchanges and discussions will strengthen community radios, and thus impact on their self-management capacities.

## 11.  FRAMEWORK OF MONITORING

The project could be monitored by "La Tribu" Civil Association, which will send periodic reports about its development, whenever UNESCO deems it convenient.

## 12.  EVALUATIONS CARRIED OUT

The investigations carried out by the regional radio nets generally refer to the percentages of connectivity, but not to the development of communicational strategies here referred.; they have not been found in any project similar to this one. There are some outstanding projects that provide community broadcasters programming and production resources, or websites dedicated to the circulation of technique information adaptable to community radios, but they are not specifically designed to that end.

## 13.  FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency will submit a progress report every 4 months.

## C. ADDITIONAL INFORMATION

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

"La Tribu" carried out an analysis and diagnostic of the situation of community broadcasters and their uses of NTICs before preparing the present project. Besides, "La Tribu" proceeds to on-line transmission tests to evaluate the technical parameters.

Some of the specific contents about community broadcasting management, production and rights of communication are still to be developed and organised, but this activity is in progress.

**Contribution foreseen by the beneficiary agency during the project period**

"La Tribu" Civil Association will provide professional services, cover the operative costs and the appropriate structures for the operation of the production unit, as well as the necessary materials and equipment.

**Assistance sought other than IPDC**

None.

## D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
|---|---|
| **Training** | |
| Air travel between Buenos Aires and: Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela: | 7 000 |
| Accommodation for 8 participants in Buenos Aires (6 nights): | 1 000 |
| Fees for 2 trainers on *Community broadcasting and NTICs*: | 1 200 |
| Lunches (11 participants / 4 days): | 400 |
| Local travel in Argentina (10 participants): | 1 200 |
| Accommodation for 10 participants (6 nights): | 1 300 |
| Fees for 2 trainers on *Community broadcasting and NTICs*: | 1 200 |
| Lunches (15 participants): | 600 |
| Fees (technician webmaster / 2 consultancies): | 1 000 |
| CDs with materials (30 copies): | 100 |
| **"La Tribu" website production** | |
| Fees for coordinator and content publisher: | 1 000 |
| Fees for 2 graphic designers: | 2 000 |
| Fees for programmer: | 1 000 |
| Fees for 2 specific content editors (training handbooks): | 2 000 |
| Monitoring and evaluation: | 1 000 |
| **TOTAL:** | **22 000** |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
|---|---|
| 3 computers: | 3 500 |
| Printer: | 300 |
| Sound equipment: | 300 |
| Tables: | 100 |
| Awareness raising and circulation: | 500 |
| Streaming: | 1 000 |
| Renting of premises: | 600 |
| Administrative expenses: | 500 |
| Progress reports: | 200 |
| **TOTAL:** | **7 000** |

# ARGENTINA

| | A. PROJECT IDENTIFICATION | |
|---|---|---|
| 1. | TITLE | TRAINING WORKSHOPS FOR YOUNG MEDIA PRODUCERS AND YOUNG JOURNALISTS |
| 2. | NUMBER | PDC /49 ARG/01 |
| 3. | CATEGORY OF MASS MEDIA | RADIO, TV, THE INTERNET |
| 4. | IPDC PRIORITY AREA | FREEDOM OF EXPRESSION, CAPACITY BUILDING |
| 5. | SCOPE (national, regional, interregional) | NATIONAL |
| 6. | TYPE OF ASSISTANCE REQUESTED | FINANCIAL |
| 7. | TOTAL COST OF PROJECT | US $ 40 500 |
| 8. | AMOUNT REQUESTED FROM IPDC | US $ 28 500 |
| 9. | BENEFICIARY BODY | LAS OTRAS VOCES, COMUNICACIÓN PARA LA DEMOCRACIA |
| 10. | IMPLEMENTING BODY | LAS OTRAS VOCES |
| 11. | PROJECT LOCATION | ARGENTINA |
| 12.. | PROJECT PREPARED BY | LAS OTRAS VOCES |
| | DECISION OF THE BUREAU | |

## 1. BACKGROUND AND JUSTIFICATION

One of the main priorities of the Argentine society in building people's participation in democratic life is to promote right of information and freedom of speech among the youth.

Frequently, the media agenda runs far away from some society problems; important matters are not dealt with in the media agenda, like the youth issues: their voices nor opinions do not have access to the media. This happens in a country where almost 50 % of children and young people live below the poverty line.

Our project will focus on core media development, bringing support and working with media professionals and media institutes. The *Training Workshops for Young Media Producers and Young Journalists* (media professionals including community media practitioners and communicators) intend to develop knowledge and to promote experiences on communication, media and youth issues as well as to establish linkages between various local experiences, thus enabling community radio and TV to extend the practice of freedom of speech and right of information to the youth.

We are convinced that radio and TV bring the opportunity to put together literate and illiteracy people, promote the empowerment of people within a community, and strengthen freedom of speech and right of information in rural and urban areas. Internet is a keyway to include youth in the democratic life. The challenge is how the young media producers and young journalists are trained, in order to encourage young people to empower these rights as well as to know how to produce programmes about youth issues.

This project therefore aims at raising professional journalism standards in order to manage the responsibilities that come with freedom of the press. For this purpose, the project seeks assistance to train local media producers and young journalists, to develop training exchange and to produce training materials. The training sessions will focus on innovative and participatory ways so as to include issues linked to the right of information, freedom of speech, youth, poverty, etc. in the media community agenda. The best practices will be documented and widely distributed in the form of a handbook for other media experiences to learn. The materials produced by the project are expected to be posted on the website of *Las Otras Voces* (The Other Voices).

*The Other Voices, Communication for democracy* has an extensive experience in rural and urban communication training programmes, particularly with the youth.

## 2. DESCRIPTION OF THE TARGET GROUPS

➢ Directly: Young media professionals, including community media practitioners and communicators;

➢ Indirectly: The youth and the general public

## 3. IMMEDIATE OBJECTIVE

To provide training to young professionals involved in community media, in order to improve their knowledge and capacities and to develop training resources both in the form of a manual and in digital content available online and in DVD format.

## 4. DEVELOPMENT OBJECTIVE

To strengthen media pluralism and freedom of expression, particularly at the level of community media, through enhanced participation of women and youth.

## 5.   PROJECT INPUTS

➢ Equipment  (journalist recorder, double cassette recorder, PC etc.);
➢ Trainers;
➢ Materials (video, handbook, dissemination documents etc.);
➢ Bibliography.

## 6.   PROJECT OUTPUTS

➢ A Handbook,  including  practice proposals to strengthen youth issues and voices  in the media agenda;
➢ A video or DVD,  including  practice proposals to strengthen youth issues and voices  in the media agenda;
➢ 80 young media professionals, of which at least 40 % will be women, including community media practitioners and communicators, will be trained in communication, media and youth issues, as well as linkages between different local experiences, thus providing them with skills in community radio, TV and the Internet;
➢ Detailed information available on the Website of *Las Otras Voces*.
➢

## 9.   ACTIVITIES

➢ 10 training workshops for young media producers and young journalists;
➢ Production of teaching materials for the training courses;
➢ Workshops announcement;
➢ Production of the handbook;
➢ Production of the video/DVD  for training support;
➢ Dissemination of information through the Website of *Las Otras Voces*.

## 10.   WORK PLAN

| Month | Activities |
|---|---|
| Month 1 / Month 5 | Preparation of 10 *Training Workshops for Young Media Producers and Young Journalists* |
| Month 3 / Month 8 | Production of video or DVD and teaching materials for training support |
| Month 8 | Workshops announcement |
| Months 9 / 12 | Implementation of the 10 workshops |
| Months 8 / 12 | Production of the Handbook |
| Months 10 / 12 | Disseminate information through the Website *Las Otras Voces* |

## 9.   INSTITUTIONAL FRAMEWORK

*Las Otras Voces. Comunicación para la democracia* is an NGO which focuses on the strengthening of the right of information and freedom of speech, duly including the youth.  *Las Otras Voces* has experience in youth communication training projects, as well as in radio and TV production and Internet youth networks development. The Ibero American States Organisation, the National Radio, UNICEF and the Arcor Foundation, support various projects developed by *Las Otras Voces*.

The Training Workshops for Young Media Producers and Young Journalists will focus on community media (Radio and TV) and Internet developments. The training will emphasize on innovative and participatory ways that should be included in the media community agenda issues linked to the right of information, freedom of speech, youth, poverty and other social issues, with a

professional approach. The project will be documented and widely distributed in the form of a handbook and through the Web to allow other media experiences to learn from it.

## 10. SUSTAINABILITY

The sustainability of this project lies not only in the training activities, but also in the handbook, video or DVD form, that will bring capacity to new media professionals. The professionals will be able to use their new skills not only to improve their abilities but also to strengthen community media, which in turn will strengthen public support. The professionals will have improved skills in production content as well as in planning, which will help them fort a better management of their media.

## 11. FRAMEWORK OF MONITORING

We suggest a University professor.

## 12. EVALUATIONS CARRIED OUT

The *Childhood and youth in Argentinian press Report* (2005) developed by ANDI, indicates that in the media coverage, "official sources" sound hegemonic in front of the civil and youth voices. It also specifies that chronics relegate researches in childhood and youth issues.

## 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

| Project N  Budget codes | Funds  (US $) | Project title | Period |
|---|---|---|---|
| **PDC/8ARG/01**  350-ARG-81 | 30,000 | **Argentina**  Support to national programme for democratization of culture | *1987 -1989* |
| **PDC/14ARG/01**  352-ARG-41 | 30,000 | Production of television programmes for community development | *1993 -1995* |
| **PDC/19ARG/01**  352-ARG-91 | 24,000 | Development of a mass media system for rural areas | *1999 -2001* |
| PDC/23 ARG/01  354ARG 5031 | 20 000 | Community media and human development resources | 2004 -2005 |
| **Total Argentina: US$ 104,000** | | | |

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

With the aim to strengthen youth voices in the media, the people engaged with *Las Otras Voces* organised a number of activities and publications in relation with youth, freedom of speech and information right to break the hegemonic discourse:

*"Right of information since youth"* (Feria Internacional del Libro, 2005);
*"Radio and youth"*, (Summit Media for children and youth, Brazil, 2004);
*"Among Youth"* (Communication and HIV, UNESCO, *Las otras voces*);
*"National Network Learning with the Radio"* (OEI, Arcor, UNICEF, *Las otras voces*);
*"Training people in Radio-schools in rural and border areas"* (UNICEF, *Las otras voces*);
*"Cátedra Libre"* (Radio Nacional);
*"Pensar Más"* (Plus Satelital TV).

**Contribution foreseen by the beneficiary agency during the project period**

US$ 12 000: general coordination, preparatory workshops, equipment, desktop computer, contribution to video production and to website design; staff and administrative expenses (12 months).

**Assistance sought other than IPDC**

OEI, Radio Nacional Argentina.

| D. BUDGET |
| --- |

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
| --- | --- |
| Training workshops (trainers, consultants, stipends, fees, travel and subsistence): | 10 000 |
| Development and production of training and promotion materials: | 4 000 |
| Contribution to video/DVD production: | 5 000 |
| Contribution to video/DVD duplication and packaging: | 2 000 |
| Contribution to handbook production: | 5 000 |
| Contribution to website update: | 1 000 |
| Miscellaneous: | 500 |
| Monitoring: | 1 000 |
| **TOTAL:** | **28 500** |
| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
| Preparatory workshops: | 1 000 |
| 2 desktop computers with accessories: | 4 000 |
| Contribution to video production: | 500 |
| Contribution to website design: | 2 000 |
| Staff and administrative expenses (12 months): | 4 000 |
| Miscellaneous: | 500 |
| **TOTAL:** | **12 000** |

# BRAZIL

| | | |
|---|---|---|
| **A. PROJECT IDENTIFICATION** | | |
| 1. | **TITLE** | **DEVELOPMENT OF COMMUNITY TELEVISION IN RIO DE JANEIRO** |
| 2. | **NUMBER** | PDC /49 BRA/01 |
| 3. | **CATEGORY OF MASS MEDIA** | COMMUNITY TELEVISION |
| 4. | **IPDC PRIORITY AREA** | FREEDOM OF EXPRESSION, ACCESS TO INFORMATION, STRENGTHENING OF COMMUNICATION NETWORK |
| 5. | **SCOPE** (national, regional, interregional) | NATIONAL |
| 6. | **TYPE OF ASSISTANCE REQUESTED** | FINANCIAL |
| 7. | **TOTAL COST OF PROJECT** | US $ 56 000 |
| 8. | **AMOUNT REQUESTED FROM IPDC** | US $ 26 000 |
| 9. | **BENEFICIARY BODY** | TV ROC |
| 10. | **IMPLEMENTING BODY** | TV ROC |
| 11. | **PROJECT LOCATION** | RIO DE JANEIRO |
| 12. | **PROJECT PREPARED BY** | DANTE QUINTERNO, TV ROC |
| **DECISION OF THE BUREAU** | | |

## 1.    BACKGROUND AND JUSTIFICATION

TV ROC will undertake community television production training of youth and adult residents of low-income communities in Rio de Janeiro. One of the main development problems faced by community television in Brazil is the lack of qualified professionals from the communities in the field of technical skills and content development. Without such professionals, a community television is unable to produce the high-level programmes that will really bear witness to its social and cultural realities.

Launched in 1996, TV ROC's community channel is available to subscribers of TV ROC Cable. The community channel transmits educational and cultural programmes, community news and events, promotes local debates, offers free services (e.g. notifies the community of vaccination campaigns, publishes information about free courses, etc.). Due to TV ROC's enormous involvement in the daily life of Rocinha's shantytown of, a high-quality programming content is a crucial factor in the channel's development and success. The programming is developed through a partnership with non-governmental organisations, communication students of Rio de Janeiro's universities and community residents who already show interest in or are involved with the local media (newspaper, radio etc.). These residents are trained by TV ROC´s professionals, and together with the students and NGOs, they develop programme formats that portray Rocinha's daily social and cultural life in a positive way. This model has proven quite successful. Through this project in partnership with IPDC, TV ROC intends to pass this know-how on to other community television stations in Rio de Janeiro.

Considering the above, it is essential that people from the communities are trained in all the steps of television programme production. TV ROC has been training youth and adults of Rocinha since 2000, and through the partnership with IPDC, it intends to offer training to people of other communities.

The goal of this project is to continue promoting the democratisation of information through professional training and income generation for residents of low-income communities. These professionals, after becoming qualified, will continue producing community programmes for their local television stations, thereby participating directly in the development of community television.

The project will produce a documentary as a result of the training. This way, the students will see the immediate results of their work and feel confident in their ability to continue producing. Within the framework of this project, they will choose themselves the topic of the documentary they will produce. It will be broadcast by TV ROC and will also be available for broadcasting by any community television station in Brazil that will request it. The project's essential purpose it to strengthen the development of disadvantaged communities.

## 2.    DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of this project are 24 youth and adult residents in low-income communities, with a good representation of women, who will receive training in all the production phases of community television programmes.

The indirect beneficiaries are the communities that will access the programmes and continuous local information. Other types of beneficiaries will be institutions that work with the issue of the democratisation of communications, such as the ministry of Communications, ANATEL, University Communications programmes and media associations.

This project aims at raising awareness on the social and cultural life of low-income communities.

**3.** <u>**IMMEDIATE OBJECTIVE**</u>

To improve the quality of the programming transmitted by the community television stations in the State of Rio de Janeiro.

**4.** <u>**DEVELOPMENT OBJECTIVE**</u>

To stimulate the democratisation of information and knowledge through the production and dissemination of community television programming on the social and cultural life of the shantytowns in Rio de Janeiro, as well as to promote social inclusion of the project participants through the recognition of their work.

**5.** <u>**PROJECT INPUTS**</u>

Training;

<u>Equipment</u>:

- ➢ 2 mini-DVD cameras,
- ➢ 2 hand microphones,
- ➢ Shotgun microphone,
- ➢ Editing software (Mac G5),
- ➢ 2 HF microphones,
- ➢ 1 DVD recorder.

**6.** <u>**PROJECT OUTPUTS**</u>

- ➢ 24 residents of disadvantaged communities will be trained in production and programming for development community television;
- ➢ As a result of the project, a documentary will be produced by the project participants on a subject of their choice.

**11.** <u>**ACTIVITIES**</u>

The project will have a duration of six months. The training sessions will be held five days a week, and comprise theoretical and practical courses given by a professional team. The following steps will be developed:

- ➢ Selection of the participants;

- ➢ Training sessions: research and script writing, filming, editing, final cut and transfer on DVD.

## 12.  WORK PLAN

| Activity | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 |
|---|---|---|---|---|---|---|
| Acquisition of equipment | X | | | | | |
| Selection of the participants | X | | | | | |
| Training sessions | X | X | X | X | X | X |
| Research | X | X | X | X | X | X |
| Script writing | X | X | X | X | X | X |
| Filming | X | X | X | X | X | X |
| Editing | X | X | X | X | X | X |
| Sound mixing | | X | X | | X | X |
| Final cut | | | | | X | X |

## 9.  INSTITUTIONAL FRAMEWORK

TV ROC was created through a partnership between *NET RIO* and *SMR Communications and InterNet Argentina,* of the entrepreneur Dante Quinterno. Such a partnership is based on the supply to the residents of  Rocinha´s shantytown of basic cable programming, with personalised services. Cable television  in  a disadvantaged community is a pioneering project in the country, serving as model for future investments in other areas focusing on underprivileged neighbourhoods. The services offered by TV ROC are used by around 35 000 households. A great incentive to the entrepreneurship is the human capital. 60 % of the 50 TV ROC's employees are residents of Rocinha.

TV ROC intends to participate directly in the social development of the community, making Rocinha a better place to live. We can already see the impact of our work: the sprouting of a new generation in Rocinha, people who have access to information, a generation that understands the importance of communication and wants to learn about their rights and duties.

## 10.  SUSTAINABILITY

Since 2000, TV ROC has been developing community television training and qualification for youth and adults of Rocinha´s shantytown. The financial sustainability of the training comes from TV ROC Cable. However, the cable television station is already giving the community channel its maximum financial support. The project in partnership with IPDC will increase the scale of attendance of the project. Today, TV ROC trains and works with 12 professionals of the community every year. With the purchase of additional equipment, the number of beneficiaries will climb to 24 per year. With a proper structure, the project intends to train youth and adults from other disadvantaged communities of the State of Rio de Janeiro. Currently, the community television station has one editing cell and produces 2 programmes daily. With the acquisition of a new editing unit, 4 daily programmes will be produced, increasing the capacity of creation within the community. In fact, the project will improve and empower a structure that already exists.

## 11.  FRAMEWORK OF MONITORING

Our suggestion is that the monitoring of the project's progress be done by the UNESCO offices in Quito or Brazil

## 12. EVALUATIONS CARRIED OUT

Since the launch of the community channel in 2000, more than 60 people have been trained, and the demand is always increasing, not only from Rocinha residents but from people of other shantytowns in the city who want to work or develop TV production within their communities.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

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## C. ADDITIONAL INFORMATION

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### Previous IPDC support received by the country

| Project N Budget codes | Funds (US $) | Project title | Period |
|---|---|---|---|
| **PDC/7BRA/02** 350-BRA-71 350-BRA-81 | 30,000 30,000 | **Brazil** Preservation of film heritage | *1987 -1990* |
| **PDC/8BRA/01** 350-BRA-82 | 40,000 | Art for children | *1988 -1990* |
| **PDC/9BRA/01** 350-BRA-91 | 20,000 | Promotion and popular production of video in Brazil | *1989 -1990* |
| **PDC/14BRA/01** 352-BRA-41 | 32,000 | Media courses to train women in environmental protection | *1994 -1997* |
| **PDC/19BRA/01** 352-BRA-91 | 40,000 | Audiovisual production and training centre for the development of citizenship | *1999 -2002* |
| **PDC/23 BRA/01** 354BRA 5031 | 20,000 | Strengthening women's leadership role in community development through Radio Internet | *2004-2005* |
| **PDC/24 BRA/01** 354BRA 5032 | 25,000 | Brazilian Network for Press Freedom | *2004-2005* |
| **PDC/48 BRA/01** 354 BRA 5041 | 16,000 | **WOAV** – Prevention of women's participation in organized armed violence | *2005-2006* |
| **Total Brazil: US$ 257,000** | | | |

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

The direction of TV ROC already had meetings with the PUC University (*Pontifícia Universidade Católica do Rio de Janeiro*) which will be a major partner. Meetings have also been held with NGOs that are engaged in social projects in Rocinha; they will participate in the social development aspect of the project.

### Contribution foreseen by the beneficiary agency during the project period

TV ROC Cable will participate with equipments and human resources as counterpart.

**Assistance sought other than IPDC**

The project has the institutional support of the Argentinean Consulate in Brazil. The project has also been presented to financial partners of TV ROC : VIVO (a Spanish telecommunications group working in Brazil), REPSOL (Oil company) and NKS. We will also be seeking additional funding from PepsiCo.

## D.    BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
|---|---:|
| **Equipment** | |
| Mini-DV video camera: | 3 500 |
| Shotgun microphone: | 300 |
| Headset: | 40 |
| Tripod: | 300 |
| HF microphone: | 150 |
| Microphone: | 300 |
| 140 blank DVDs: | 510 |
| **Human resources (6 months)** | |
| Executive producer / project coordinator: | 4 800 |
| Research and script-writing trainer: | 4 800 |
| Technical video and editing trainer: | 4 800 |
| **Administrative costs and miscellaneous:** | |
| Training materials: | 600 |
| Office materials and stationery: | 600 |
| Transportation of participants (6 months): | 4 300 |
| Monitoring: | 1 000 |
| **TOTAL:** | **26 000** |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
|---|---|
| **Equipment** | |
| Mini-DV video camera: | 3 500 |
| Wide-angle lens attachment: | 450 |
| "*Walkam*" mini-DV video camera: | 1 200 |
| Shotgun microphone: | 300 |
| Headset: | 40 |
| Tripod: | 300 |
| Editing software (Mac G5): | 7 500 |
| Camera holder: | 600 |
| 2 VHS recorders: | 380 |
| Video switcher: | 2 300 |
| DVD recorder: | 750 |
| HF microphone: | 150 |
| Microphone: | 300 |
| 120 mini-DV tapes: | 2 720 |
| Lighting kit: | 890 |
| Combo VCR recorder: | 760 |
| **Human resources (6 months)** | |
| Project coordinator: | 4 800 |
| **Administrative costs and miscellaneous (6 months):** | |
| Transportation: | 2 460 |
| Telecommunications and overheads: | 600 |
| **TOTAL:** | **30 000** |

# COLOMBIA

| | A. | PROJECT IDENTIFICATION |
|---|---|---|
| 1. | **TITLE** | **"DER HECHOS" – AN INFORMATIVE RADIO PROJECT IN DEFENCE OF HUMAN RIGHTS OF COLOMBIAN CHILDREN AND ADOLESCENTS** |
| 2. | **NUMBER** | PDC /49 COL/01 |
| 3. | **CATEGORY OF MASS MEDIA** | RADIO |
| 4. | **IPDC PRIORITY AREA** | MEDIA PLURALISM, TRAINING |
| 5. | **SCOPE** (national, regional, interregional) | NATIONAL |
| 6. | **TYPE OF ASSISTANCE REQUESTED** | FINANCIAL |
| 7. | **TOTAL COST OF PROJECT** | US $ 28 900 |
| 8. | **AMOUNT REQUESTED FROM IPDC** | US $ 22 000 |
| 9. | **BENEFICIARY BODY** | INSTITUTE OF SOCIAL AND CULTURAL STUDIES (PENSAR) |
| 10. | **IMPLEMENTING BODY** | INSTITUTE OF SOCIAL AND CULTURAL STUDIES (PENSAR) |
| 11. | **PROJECT LOCATION** | BOGOTÁ |
| 12. | **PROJECT PREPARED BY** | CARMEN MILLÁN DE BENAVIDES, DIRECTOR, AND CLARA ROCIO WILCHES FLORES, COORDINATOR AND RESEARCHER |
| | **DECISION OF THE BUREAU** | |

## B.    PRESENTATION

### 1.    BACKGROUND AND JUSTIFICATION

Since 1997, Colombia has been suffering an internal conflict, a major social problem that overflowed into the economy and has generated the displacement of an important number of families from several regions of the country. The most vulnerable people in this expulsion and displacement situation are the children and adolescents who arrive in cities and must begin providing for themselves. These rural children are put to work to earn their sustenance when they should be at school with other children of their age group.

However, they are confronted with decisions that make them responsible not only for themselves but often for the entire family. Unfortunately, the attention that should be focused on the children has not been given much importance.

This project aims at stimulating the sense of responsibility of the population on these children and adolescents being exploited through child labour, and to those who are living in Bogotá due to a forced displacement. By the means of this programme, it is expected to prevent the problems by raising awareness as well as to find legal solutions to the situation.

This project then focuses on the following:

➢ To inform children and adolescents of the rights that protect them;
➢ To inform of such rights the persons who are responsible for these children, as well  as their possible exploiters;
➢ To prevent the indiscriminate use of child labour in a work force that may affect them physically, psychologically and spiritually;
➢ To warn the displaced populations on the exploitation of children in the cities;
➢ To warn all child exploiters on the measures that will be taken in cases of child exploitation.

The radio programme is part of the solution, because the Colombian children and adolescents of student age do not study, and therefore are not informed on their rights as human beings and as a child population. For that reason, a radio programme with the participation of children is necessary, not only for the knowledge and defence of these boys and girls who are exploited in the labour force, but also as an important component of the education of the adults responsible for these children and of the displaced families, who are unaware of the dangers of the city. It is also aimed at the exploiters of children, to let them know the rights of this specific population and the sanctions to which they are liable.

The project proposes communication by the means of radio between the oppressed children's population, the children's population at risk, the young lawyers-investigators, the art community and the governmental and private institutions that defend Colombian children's rights. In this prospect, the government, the communication media and the art community are united to raise the awareness of the need to defend minors from the risks to which they are exposed in the streets.

### 2.    DESCRIPTION OF THE TARGET GROUPS

Children and adolescents exploited in the labour force.

**3.   IMMEDIATE OBJECTIVE**

To open a public space about the rights and obligations with regards to the Colombian children's population exploited in the workplace, and to establish a dynamic between radio space and the exploited children that will help in drawing up project processes and programmes in their favour.

**4.   DEVELOPMENT OBJECTIVE**

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

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

➢ Workshops in communication will also be held for children, so that they can create new alternatives of diffusion of the rights and responsibilities of the Colombian children's population;

➢ The workshops which are presented to the children provide communication alternatives created by children for children. To this aim, the children took script-writing and public speaking workshops to better develop the programmes. All this has created a support network against child abuse and against child labour exploitation in Colombia. This network was created by these same children.

**5.   PROJECT INPUTS**

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

**6.   PROJECT OUTPUTS**

➢ To open a space for legal consultation for the child population exploited in the work area;
➢ To extend the time frame of the programme from the initial 6 months to one year;
➢ To raise the listeners' awareness in order to induce respect for the rights of the Colombian child population, especially as for what concerns the displaced and exploited children;
➢ To sensitise different sectors of Colombian society through the use of photography by organising urban expositions about children's rights and by uniting three fundamental segments: communication, legal aspects and art;
➢ To promote projects and programmes that involve children, with training that helps them to strengthen their integration in the society.

**13.  ACTIVITIES**

  **I.**  Research;
 **II.**  Programme production and broadcasting;
**III.**  Analysis and presentation of selections from the Colombian Constitutional Courts, Inter-American Courts of Human Rights and Colombian Judiciary;

IV. Participation of children in the programme: they conducted interviews with policy-makers concerned with the problem of children in the country; they presented a radio soap opera dealing with child labour exploitation in Colombia;
V. Children (laboratory): these are public speaking and script-writing workshops leading on to the production of radio programmes;
VI. Artistic work in relation with photography;
VII. Organisation of an awareness campaign.

## 14. WORK PLAN

I. Research: 8 months;
II. Production and programme broadcasting: 6 months
III. Analysis and presentation of selections from Colombian Constitutional Courts, Inter-American Courts of Human Rights and Colombian Judicature: 8 months;
IV. Participation of children in the programme: 5 months;
V. Children (laboratory): 3 months;
VI. Artistic work in relation with photography: 5 months;
VII. Awareness campaign: 15 days.

## 9. INSTITUTIONAL FRAMEWORK

In support of its social and educational projects, the Javeriana University created the Institute of Social and Cultural Studies PENSAR in 1998. Attached to the Rector's Office, Pensar orients its activity towards trans-disciplinary research. Pensar has an ample experience in radio production.

The Institute of Social and Cultural studies PENSAR united with Javeriana Stereo has developed programmes for communication transmission through the ministry of Culture's radio division.

Pensar will be contributing materials such as computers, Internet service, academic net connections, legal data bases (*Lexis-Nexis, Juriscol, Data Legis*) two pilot programmes made for Javeriana Stereo, one pilot capsule making music for young people, a video-recorder and a tape recorder for this programme.

## 10. SUSTAINABILITY

For the pilot and materials, PENSAR has contributed 2 000 000 Pesos to date. It is hoped that through the programme other institutes will contribute to this project, thus creating a shared network focused on child labour exploitation.

The maintenance of the time case by means of announcements in the defence of children's rights was managed with the private sector.

## 11. FRAMEWORK OF MONITORING

Following the standards set forth by UNESCO and the IPDC:

Carmen Millán de Benavides, investigator PENSAR, professor Javeriana University;
Jaime Borja, professor of History, Javeriana University.

## 12. EVALUATIONS CARRIED OUT

The Pensar Institute had this project evaluated by two qualified professors who gave the project a grade of 9.3 and 8.5 for an average of 8.75 out of 10. With this feedback, the project was given the green light to look for institutional and financial backing from other entities.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

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

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

Two pilot programmes were made, that will be sent to each one of the visited institutions to obtain institutional endorsement and possible financing for the project. A pilot capsule programme was produced that can be shown between the beginning and end and each programme in the evening transmission. On June 12, 2004, an advertising campaign advocating children's rights was launched. Billboards were shown in Santa Fe and Candelaria, Bogotá localities and in Javeriana University. 500 posters and 500 postcards were distributed to the general public. Simultaneously, 70 packages with private messages against child labour with their respective posters and postcards were sent to a number of people in Bogotá. This nationwide campaign against child labour was supported by OIT / IPEC.

**Contribution foreseen by the beneficiary agency during the project period**

It is hoped to receive institutional support from the *Defensoria del Pueblo* and the *Procuraduria de la Nación* with whom a previous contact has been established. The participation of the children and adolescent programmes of the "House of the Working Child" is also expected.

## D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
|---|---:|
| Salaries for the members of the team (6 months): | 8 850 |
| Recording studio: | 900 |
| Production of the capsule: | 550 |
| Audio course: | 1 100 |
| Programme materials: | 900 |
| Technical adviser: | 2 200 |
| Photography: | 700 |
| Studio with children: | 4 400 |
| Progress reports: | 1 400 |
| Monitoring: | 1 000 |
| **TOTAL:** | **22 000** |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
|---|---:|
| Personal researcher Carmen Millan de Benavides: | 1 534 |
| Use of equipment: | 223 |
| Purchase of books on child exploitation: | 627 |
| Postcards and posters against exploitation of children in Columbia: | 516 |
| Music: | 312 |
| **Possible contribution of the Social Welfare Administrative Department** | |
| Urban visual show: | 1 106 |
| Advertising the children's radio programmes in various media: | 1 106 |
| Workshops on the rights of children: | 554 |
| Field trips by two team members: | 922 |
| **TOTAL:** | **6 900** |

# COSTA RICA

| | A. | PROJECT IDENTIFICATION | |
|---|---|---|---|
| 1. | **TITLE** | | **TRAINING IN FREEDOM OF EXPRESSION FOR RURAL JOURNALISTS** |
| 2. | **NUMBER** | | PDC /49 COS/01 |
| 3. | **CATEGORY OF MASS MEDIA** | | ELECTRONIC AND PRINT MEDIA |
| 4. | **IPDC PRIORITY AREA** | | FREEDOM OF THE PRESS AND REGIONAL MEDIA |
| 5. | **SCOPE** (national, regional, interregional) | | NATIONAL |
| 6. | **TYPE OF ASSISTANCE REQUESTED** | | FINANCIAL |
| 7. | **TOTAL COST OF PROJECT** | | US $ 51 000 |
| 8. | **AMOUNT REQUESTED FROM IPDC** | | US $ 28 000 |
| 9. | **BENEFICIARY BODY** | | PRESS AND FREEDOM OF EXPRESSION INSTITUTE (IPLEX) |
| 10. | **IMPLEMENTING BODY** | | PRESS AND FREEDOM OF EXPRESSION INSTITUTE (IPLEX) |
| 11. | **PROJECT LOCATION** | | |
| 12. | **PROJECT PREPARED BY** | | MONTSERRAT SOLANO, PATRICIA VEGA, DORIS GONZÁLEZ |
| | **DECISION OF THE BUREAU** | | |

## 1.   BACKGROUND AND JUSTIFICATION

According to the records kept by the Costa Rican Association of Journalists, there are 55 information media operating in the rural areas of Costa Rica. All of them operate as private entities, whose main economic source is publicity from private companies and governmental entities.

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

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

In Costa Rica, multiple cases matching this type of scenario have occurred. Not being aware of the legislation on freedom of expression nor of the existing mechanisms to denounce, and search for alternative remedies, are some of the principal causes for the persistence of such problems. In fact, other unknown situations could remain concealed, since they are not perceived as problems.

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

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

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

## 2.   DESCRIPTION OF THE TARGET GROUPS

The journalists and communication professionals operating in regional media; legally incorporated Indian and community radio stations featuring literacy programmes and local news; television stations in provinces and remote regions. Most of these information entities are considered to be small companies, due to the fact that they often operate in their owner's homes, where the journalist is at the same time the photographer, designer, driver and director of the communication company.

3.  **IMMEDIATE OBJECTIVE**

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

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

➢ To offer written materials as a guide to communicators of regional and alternative media of the country, which will allow them to identify their rights and be aware of the available mechanisms to enforce them.

4.  **DEVELOPMENT OBJECTIVE**

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

5.  **PROJECT INPUTS**

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

6.  **PROJECT OUTPUTS**

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

15. **ACTIVITIES**

Preliminary stage:

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

Diagnosis preparation:

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

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

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

Final stage:
- ➢ Preparation of the memoir;
- ➢ Elaboration of the final report for UNESCO.

## 16. WORK PLAN

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

## 9. INSTITUTIONAL FRAMEWORK

The association "Press and Freedom of Expression Institute" (IPLEX) was established on June 8th, 2005, with the support of UNESCO, as an initiative of a group of distinguished journalists and lawyers, who are committed to strengthening freedom of expression and access to information. The Institute also seeks the promotion of an ethical, responsible and independent journalism.

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

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

## 10.  SUSTAINABILITY

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

## 11.  FRAMEWORK OF MONITORING

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

## 12.  EVALUATIONS CARRIED OUT

We will use 2 comprehensive evaluation mechanisms: the first one will validate the handbook during each workshop; the second will be formed by the evaluations of the workshops, where not only the power to assemble agents and logistics will be considered, but where contents, lecturers and dynamics will also taken into account.

## 13.  FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

## C.  ADDITIONAL  INFORMATION

### Previous IPDC support received by the country

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

In Costa Rica, both the Inter-American Institute of Human Rights (IIDH) and the Costa Rican Institute of Radio Learning (ICER) have recently obtained the support of the IPDC. IIDH is currently carrying out a regional project to promote freedom of expression in Central America and the Dominican Republic. The project currently executed by ICER aims at strengthening the Indigenous Community Radio Stations in Costa Rica.

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

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

**Assistance sought other than IPDC**

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

## D.   BUDGET

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

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
|---|---:|
| Project coordinator (half-time, 12 months): | 8 400 |
| Instructor San José (2 days): | 270 |
| Diagnosis visit (per diem for 3 persons × 8 days): | 880 |
| Seminar tour (per diem for 3 persons × 10 days): | 1 100 |
| Renting of facilities: | 800 |
| Renting of equipment: | 1 400 |
| Training  materials: | 1 150 |
| Distribution: | 1 000 |
| Administrative expenses and communications: | 3 000 |
| Handbook edition: | 1 000 |
| Printing (500 copies) and distribution: | 1 500 |
| Web design and publication: | 1 500 |
| Memoir (diagram preparation and edition): | 1 000 |
| **TOTAL:** | **23 000** |

# DOMINICAN REPUBLIC

| | A. | PROJECT IDENTIFICATION | |
|---|---|---|---|
| 1. | TITLE | | **STRENGTHENING FREEDOM OF EXPRESSION IN THE DOMINICAN REPUBLIC** |
| 2. | NUMBER | | PDC /49 DOM/01 |
| 3. | CATEGORY OF MASS MEDIA | | PRESS, RADIO AND TELEVISION |
| 4. | IPDC PRIORITY AREA | | TRAINING ACTIVITIES FOR JOURNALISTS AND FREEDOM OF EXPRESSION |
| 5. | SCOPE (national, regional, interregional) | | NATIONAL |
| 6. | TYPE OF ASSISTANCE REQUESTED | | FINANCIAL |
| 7. | TOTAL COST OF PROJECT | | US $ 53 400 |
| 8. | AMOUNT REQUESTED FROM IPDC | | US $ 32 000 |
| 9. | BENEFICIARY BODY | | CENTRO PARA LA LIBERTAD DE EXPRESIÓN (CLERD) |
| 10. | IMPLEMENTING BODY | | CENTRO PARA LA LIBERTAD DE EXPRESIÓN (CLERD) |
| 11. | PROJECT LOCATION | | DOMINICAN REPUBLIC |
| 12. | PROJECT PREPARED BY | | RAFAEL MOLINA MORILLO |
| **DECISION OF THE BUREAU** | | | |

## 1.    BACKGROUND AND JUSTIFICATION

In the Dominican Republic, the serious financial crisis created by the bankruptcy that occurred during 2003 originated a devaluation that reached 200%, which led to the freezing of many journalists' salaries and the discontinuation of many newspapers which, until that moment, were owned by the some of the most powerful banks in the country. This process has cast many shadows on the future of the traditional Dominican media pluralism.

In addition, the murders of two journalists occurring in 2002 and 2003 raised a certain social awareness of the disturbing situation of the media and the importance of strengthening freedom of expression in the country. The "General Law of Free Access to Public Information", passed in July 2004, tried to improve the conditions in which journalists exercise their profession. However, this law contains 15 exceptions that allow public employees and private organisations to refuse delivering information to the journalists.

This legal barrier, together with the impunity of the threats, intimidation and blackmailing suffered by journalists all over the country, limits the free debate of ideas and opinions required by a democratic society.

Frequently, the journalists fail to obtain relevant information or cannot respond to the attacks and intimidations against them because they lack the knowledge of the existing legal resources and they are not acquainted with the methods to conduct investigative journalism without risking their own lives.

This proposal being made is to equip these journalists for such situations by training them in national and international legislation concerning freedom of expression and of the press. At the same time, we intend to inform them of the existing mechanisms to denounce attacks and to obtain help, so that they can practice their profession within the established canons that allow the freedom to express their thoughts in an ethical manner.

These courses will help form a better professional practice, democracy consolidation and an appropriate development of the media both in the technical and ethical aspects.

These actions will be complemented with the carrying out of several activities intended to guarantee the sustainability of the project and its impact on the Dominican society: preparation and diffusion of 2 handbooks with useful information about the subjects taught in the training sessions, the publication in the Dominican media of a serial of 12 investigative reports on the situation of freedom of expression in the country, as well as a "High-level national Seminar" on free access to information.

## 2.    DESCRIPTION OF THE TARGET GROUPS

They will be the journalists who work in the various media (rural, urban, radio, television, community radio stations legally established and the written press) in the Dominican Republic. 50% of the participating journalists will be women.

## 3.    IMMEDIATE OBJECTIVE

➢  To train 100 journalists in the legal framework that protects and regulates the use of freedom of expression and of the press in the Dominican Republic.

➢  To train 100 journalists in the practice of investigative journalism.

➢ To raise national awareness on the importance of respecting and strengthening freedom of expression as a way to consolidate democracy in the Dominican Republic.

## 4. DEVELOPMENT OBJECTIVE

By strengthening the knowledge of journalists on the aforementioned issues, we help journalists work more freely, thus contributing to the free flow of information, and to the promotion of freedom of expression as a fundamental element for the consolidation of democracy in the Dominican Republic.

## 5. PROJECT INPUTS

➢ Instructors and experts for the workshops and the seminar;

➢ Conference rooms for workshops;

➢ Advisers for the production of printed and audiovisual material;

➢ Participants' meals and transportation expenses;

➢ Training material and rental of equipment to carry out the workshops;

➢ Journalists selected from the workshops for the writing up of reports.

## 6. PROJECT OUTPUTS

➢ 100 journalists trained in the practice of investigative journalism;

➢ 100 journalists trained in current national and international legislation on freedom of expression and of the press;

➢ A handbook on freedom of expression for journalists, validated during the workshops;

➢ A handbook on investigative journalism, validated during the workshops;

➢ 12 written journalistic reports on the situation of freedom of expression in the country;

➢ Publication of a record of the project.

## 17. ACTIVITIES

➢ Selection and contracting of instructors and consultants;

➢ Preparation of a manual on the legislation of freedom of expression and of the press in the Dominican Republic;

➢ Preparation of a manual on the practice of investigative journalism;

➢ Organisation of the workshops and seminars to take place during the project; preparation of the training materials;

➢ 4 workshops on the legislation concerning freedom of expression and of the press; the workshops will last 24 hours, to be distributed in the most convenient way for the beneficiaries; there will be 4 identical workshops, each one being addressed to 25 participants;

➢ 4 workshops on investigative journalism;: the workshops will last 16 hours, to be distributed in the most convenient way for the beneficiaries. There will be 4 identical workshops, each one being addressed to 25 participants;

➢ Writing up and publishing in the Dominican Media of a series of 12 written reports on the situation of freedom of expression and of the press in the country;

➢ Printing and distribution of the handbooks;

> ➢ A national seminar on free access to public information; this high-level meeting will last 2 days and will be addressed to politicians, lawyers and journalists involved in the defence and promotion of freedom of expression;

> ➢ Systematisation and publication of the experience.

## 18. WORK PLAN

| Activity / Month | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Monitoring and evaluation | | X | X | X | X | X | X | X | X | X | X | X |
| Selection and hiring of trainers and consultants | X | X | | | | | | | | | | |
| 4 workshops on legislation concerning freedom of expression, | | X | | X | | | X | | X | | | |
| 4 workshops on investigative journalism, | | | X | | | X | | X | | X | | |
| National seminar on free access to information | | | | | | | | | | | X | |
| Manual on the legislation of freedom of expression and of the press | | | X | X | X | X | X | | | | | |
| Preparation and diffusion of a manual on free access to public information | | | | X | X | X | X | X | X | X | | |
| Writing up and publishing of 12 reports | | | | | X | X | X | X | X | X | X | |
| Systematisation and publication of the experience | | | | | | | | | | | | X |
| First report on progress | | | | X | | | | | | | | |
| Second report on progress | | | | | | | | X | | | | |
| Final report | | | | | | | | | | | | X |

## 9. INSTITUTIONAL FRAMEWORK

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

The CLERD is a non-profit, non-governmental organisation with no link with political parties. Its president, Rafael Molina Morillo, is also chairman of the Commission for Freedom of the Press of the Interamerican Press Society.

## 10. SUSTAINABILITY

As a training project, it will be sustained by the knowledge being transmitted to each one of the participants, which will in turn be reflected in their daily work and in the audience of the information they will produce. In addition, the handbooks and the series of journalistic reports prepared through this project will be distributed among the media in the country.

We expect this first training experience to serve as a model for the carrying out of new programmes in the future.

## 11. FRAMEWORK OF MONITORING

Monitoring will be continuous and carried out by the *Centro para la Libertad de Expresión* of the Dominican Republic. Results will be sent to the UNESCO San José Office by means of progress reports or whenever that office should require them.

## 12. EVALUATIONS CARRIED OUT

We will conduct two evaluation mechanisms: one at the end of each workshop, and the other one at the end of the project, which will take the overall issues into account.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

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## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

| Project N Budget codes | Funds (US $) | Project title | *Period* |
|---|---|---|---|
| **PDC/13DOM/01** 352-DOM-31 | 50,000 | **Dominican Republic** Assistance to train young people to produce communication for development programme | *1993 -1996* |
| **PDC/18DOM/01** 352-DOM-81 | 35,000 | Strengthen the network of popular development-oriented radio stations | *1998 -1999* |
| | | **Total Dominican Republic: US$ 85,000** | |

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

*The Centro para la Libertad de Expresión de República Dominicana* has supported UNESCO in the execution of various activities, such as the celebration of the World Freedom of the Press Day 2004, the International Forum of Local Culture and Communication 2003, the UNESCO Chair Organisation on Communication, Democracy and Governability.

In addition, UNESCO and the *Centro para la Libertad de Expresión* organised, as a joint venture, the "High-Level Technical Meeting for the Evaluation and Critical Appreciation of the Declaration and the Plan of Action of Santiago: a Decade Later", which took place in Santo Domingo on August 13 / 14, 2004. On September 12 / 13, 2005, both entities have co-organised the High-Level Technical Meeting "Crimes against journalists and impunity in Latin America: validity of the UNESCO Resolution # 29".

The *Centro para la Libertad de Expresión* has developed communication activities with the Catholic University of Santo Domingo and the *Universidad Madre y Maestra de la República Dominicana*.

Before submitting the Project, we contacted the main Dominican printed media in order to inform their directors of the need to raise national awareness about the situation of freedom of expression in the country. This process allowed us to evaluate the possibility of preparing and publishing a series of written reports on the matter.

## D.   BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
| --- | --- |
| Preparation of 2 handbooks on freedom of expression and investigative journalism: | 4 000 |
| Printing and distribution of these handbooks (1 000 copies): | 2 000 |
| 4 workshops on investigative journalism: | 8 000 |
| 4 workshops on the legal aspects that govern press freedom in the Dominican Republic: | 8 000 |
| National seminar on the right to free access to information: | 3 000 |
| Writing up and publication of 12 reports on freedom of expression and the press: | 6 000 |
| Monitoring: | 1 000 |
| **TOTAL:** | **32 000** |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
| --- | --- |
| Project coordinator: | 8 000 |
| Communications and administrative expenses: | 2 000 |
| Preparation of 2 handbooks on freedom of expression and investigative journalism: | 1 500 |
| Printing and distribution of these handbooks (1 000 copies): | 500 |
| 4 workshops on investigative journalism: | 2 000 |
| 4 workshops on the legal aspects that govern press freedom in the Dominican Republic: | 2 000 |
| National seminar on the right to free access to information: | 2 000 |
| Writing up and publication of 12 reports on freedom of expression and the press: | 2 400 |
| Composition and publication of a study of the results of project implementation: | 1 000 |
| **TOTAL:** | **21 400** |

# ECUADOR

| A. PROJECT IDENTIFICATION | |
|---|---|
| **1.** **TITLE** | **COMMUNITY JOURNALIST TRAINING** |
| **2.** **NUMBER** | PDC /49 ECU/01 |
| **3.** **CATEGORY OF MASS MEDIA** | RADIO, TV AND PRINT |
| **4.** **IPDC PRIORITY AREA** | PROMOTION OF FREEDOM OF EXPRESSION, FREEDOM OF THE PRESS, TRAINING |
| **5.** **SCOPE** (national, regional, interregional) | NATIONAL |
| **6.** **TYPE OF ASSISTANCE REQUESTED** | FINANCIAL |
| **7.** **TOTAL COST OF PROJECT** | US $ 38 000 |
| **8.** **AMOUNT REQUESTED FROM IPDC** | US $ 30 000 |
| **9.** **BENEFICIARY BODY** | THE "ATASIM" ASSOCIATION, JOURNALISTS AND UNIVERSITY STUDENTS OF THE MORONA SANTIAGO PROVINCE |
| **10.** **IMPLEMENTING BODY** | THE "ATASIM" ASSOCIATION |
| **11.** **PROJECT LOCATION** | MACAS, PROVINCE OF MORONA SANTIAGO |
| **12.** **PROJECT PREPARED BY** | DANILO TAYOPANTA, PRESIDENT, "ATASIM" ASSOCIATION |
| **DECISION OF THE BUREAU** | |

### 1.    BACKGROUND AND JUSTIFICATION

Ecuador is a multi-ethnic, multicultural and multilingual nation. Since the Ecuadorian society does not show a great confidence in the traditional media, the people are trying to gain control of their situation by the means of alternative media that will respond to their needs. The Morona Santiago province is formed by Colonos and Shuar Indians communities, who live in poverty. Local media (radio and print) are operated by people without experience in professional journalism, which puts in evidence the deficiencies in their training, especially in the use of the new technologies, a predicament which affects their work. Furthermore, journalists and media professionals need to be prepared to manage that freedom, preserve it and to be fully aware of their roles and responsibilities, including new concepts to build democracy. There are no universities or other organisations to provide training to the local media practitioners, especially the students.  At the same time, the people do not have proper access to the media and cannot express themselves.

ATASIM is a local NGO which is engaged in community projects involving communication, education, health and agricultural production. It was established in 2001 with the objective of ensuring income generation as well as the well-being of Colonos and Shuar people through social programmes, with the help of several likeminded organisations.

The project addresses to local journalists and media professionals. It proposes a training programme to produce more relevant contents through workshops on video production techniques, journalistic genres (investigative journalism, ethics of journalism, professional speech, forums on press freedom, press and civil society) to build better media products. Additionally, the project seeks to obtain a basic video production equipment for training workshops, in order to produce, among others, video reports in the Shuar language. ATASIM has an agreement to broadcast final products on local television and hand over these materials to local schools and communities.

### 2.    DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project are the newsroom staff of ATASIM Media Equipment, more than 30 local journalists and media professionals and 150 university students of the Morona Santiago province.

### 3.    IMMEDIATE OBJECTIVE

➢ To train the staff of ATASIM and of other local journalists and media professionals in video production techniques, journalistic genres, investigative journalism, ethic journalism and professional speech;
➢ To strengthen an average of 150 journalists, media professionals and university students in one-day forums that will deal with freedom of press and expression, press and civil society building;
➢ To purchase basic video equipment for training purposes.

### 4.    DEVELOPMENT OBJECTIVE

➢ To improve the skills of local journalists and  media professionals in meeting the information needs of the native and Colonos with updated information about video production techniques, journalistic genres, investigative journalism, ethic journalism and professional speech;
➢ To raise the awareness of local journalists, media professionals and university students on the importance of media in the strengthening of democracy and civil society building.

## 5.    PROJECT INPUTS

➢ Basic video production equipment;
➢ Training materials for the workshops and forums;
➢ Workshops for the staff of ATASIM, local journalists and media professionals;
➢ Forums for local journalists, media professionals and university students;
➢ Trainers' fees;
➢ Coordination and follow-up of activities.

## 6.    PROJECT OUTPUTS

➢ The local journalists will have been trained in all the journalistic domains;
➢ Workshops with journalists covering video production techniques, journalistic genres, investigative journalism, ethic journalism and professional speech;
➢ Forums for local university students and journalists on freedom of expression and press and civil society building;
➢ A better information for the people, with improved programmes produced by well-trained journalists;
➢ Video productions on subjects of interest to the Amazonian people, likely to be broadcast by the national and local TVs.

## 19.    ACTIVITIES

➢ Selection of the  audiovisual equipment;
➢ Purchase and installation of the equipment;
➢ Selection and notification to participants;
➢ Selection and preparation of specialists for the workshops;
➢ Holding of the workshops;
➢ Selection and preparation of specialists for the forums;
➢ Holding of the forums;
➢ Submission of final report.

## 20.    WORK PLAN

| ACTIVITIES | MONTHS | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Selection of audiovisual equipment | x | | | | | | | | | | | |
| Purchase and installation of equipment | | x | | | | | | | | | | |
| Selection and notification to participants | | | x | | | | | | | | | |
| Selection and preparation of specialists for the workshops | | | x | | | | | | | | | |
| Holding of the workshops | | | | x | x | x | x | x | | | | |
| Selection and preparation of specialists for the forums | | | | | | | | x | | | | |
| Holding of the forums | | | | | | | | | x | x | x | |
| Submission of final report | | | | | | | | | | | | x |

## 9.    INSTITUTIONAL FRAMEWORK

Project coordination will be carried out by ATASIM, which has 4 years of presence and experience in the region of Morona Santiago in the handling of communication and journalism involving local population. ATASIM has its own News Web Page, offices site for project coordination, video equipment installation and a Centre with Internet access in Macas.

SONOVISION, a private TV channel operates in the region, shows interest in local video production and is open to receiving community and cultural videos created by ATASIM.

## 10.    SUSTAINABILITY

It is hoped that this project will be sustained by the knowledge acquired by the journalists and the university students (Colonos and Shuar) to build a better relationship between the media and the Amazonian society, thus strengthening democracy in Ecuador.

Likewise, ATASIM has assumed the responsibility to cooperate in the future training activities with contributions from local governmental sectors as well as from private companies and NGOs.

The regional TV channel Sonovision is interested in cooperating with ATASIM´s video productions; this will ensure the sustainability of the Centre and the dissemination of the programmes produced during and after the IPDC project.

## 11.    FRAMEWORK OF MONITORING

ATASIM will ensure the supervision of the project. A professional organisation could be assigned by UNESCO to monitor the project progress.

## 12.    EVALUATIONS CARRIED OUT

ATASIM will institute and maintain ongoing monitoring of the project development, and will provide all requested reports to UNESCO.

## 13.    FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

### Previous IPDC support received by the country

| Project N Budget codes | Funds (US $) | Project title | | Period |
|---|---|---|---|---|
| **PDC/7ECU/01** 350-ECU-71 | 45,000 | **Ecuador** | | *1987 -1991* |
| | | Distance teaching | | |
| **PDC/9ECU/02** 350-ECU-91 520-ECU-61 (FIT-France) | 30,000 10,170 | Programme for the recovery and safeguard of national moving images | | *1989 -1992* |
| **PDC/13ECU/01** 352-ECU-31 | 69,000 | Communication policies and strategies for the improvement of basic education | | *1993 -1995* |
| **PDC/15ECU/01** 352-ECU-51 | 45,000 | National communication network for culture | | *1995 -1997* |
| **PDC/23 ECU/01** 548 ECU 5000 | 31,000 | Restructuring of the Radio Station of the Casa de la Cultura Ecuatoriana | | *2004-2005* |
| **PDC/48 ECU/01** 354 ECU 5041 | 18,000 | Capacity Strengthening of the community radio "The Voice of Imbabura" | | *2005-2006* |
| | | **Total Ecuador: US$ 238,000+US$ 10,000(Funds-in-trust)** | | |

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

Consultations have been held with local journalists and authorities to identify the needs mentioned in this project.

### Contribution foreseen by the beneficiary agency during the project period

ATASIM will take over the operating costs of the project as detailed in the budget.

### Assistance sought other than IPDC

None.

## D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
|---|---|
| Video camera (Sony): | 4 100 |
| 500 Mb computer, with Intel processor, Pinnacle video card, accessories, 19" monitor: | 3 170 |
| 14" control monitor: | 229 |
| 2 microphones: | 236 |
| Lighting set: | 400 |
| Tripod: | 365 |
| **Training** | |
| Workshop on digital video production (trainers, accommodation, meals and transport): | 3 000 |
| Workshop on journalistic genres (trainers, accommodation, meals and transport): | 3 000 |
| Workshop on investigative journalism(trainers, accommodation, meals and transport): | 3 000 |
| Workshop on ethic journalism (trainers, accommodation, meals and transport): | 3 000 |
| Workshop on professional speech (trainers, accommodation, meals and transport): | 3 000 |
| Forum on freedom of expression: | 1 500 |
| Forum on press and civil society building: | 1 500 |
| Training materials (folders, photocopies, CDs etc.): | 2 500 |
| Monitoring: | 1 000 |
| **TOTAL:** | **30 000** |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
|---|---|
| Overheads (office premises, support staff etc.): | 5 000 |
| Workshops (accommodation, meals): | 250 |
| Forums (accommodation, meals): | 250 |
| Training materials: | 500 |
| Coordination and communications: | 2 000 |
| **TOTAL:** | **8 000** |

# GUATEMALA

| | A. PROJECT IDENTIFICATION | |
|---|---|---|
| 1. | TITLE | CREATION OF A MAYAN COMMUNICATION NETWORK (REFCOMAYA) |
| 2. | NUMBER | PDC /49 GUA/01 |
| 3. | CATEGORY OF MASS MEDIA | RADIO, TELEVISION, PRINTED PRESS |
| 4. | IPDC PRIORITY AREA | DEVELOPMENT OF COMMUNITY MEDIA |
| 5. | SCOPE (national, regional, interregional) | NATIONAL |
| 6. | TYPE OF ASSISTANCE REQUESTED | FINANCIAL |
| 7. | TOTAL COST OF PROJECT | US $ 127 970 |
| 8. | AMOUNT REQUESTED FROM IPDC | US $ 34 300 |
| 9. | BENEFICIARY BODY | ACADEMY OF MAYAN LANGUAGES (ALMG) |
| 10. | IMPLEMENTING BODY | ACADEMY OF MAYAN LANGUAGES (ALMG) |
| 11. | PROJECT LOCATION | |
| 12. | PROJECT PREPARED BY | LIC. MODESTO CRESCENCIO BAQUIAX PRESIDENTY OF ALMG, AND VICTOR PAZ BAL, PROJECTIST |
| DECISION OF THE BUREAU | | |

## 1.    BACKGROUND AND JUSTIFICATION

In Guatemala, more than 60 % of the population is indigenous and speaks one of the 24 mother tongues (22 Mayas and the Garifunas) existing in the country. This segment of the population is also the poorest in the region. According to the Human Development Index (HDI), three out of five disadvantaged Guatemalans are indigenous and live in rural areas.

The exclusion of the Indigenous people is also reflected in the communication ambit. The radio, TV and printed media are in Spanish and focus on the problems and the context of Guatemala City, a situation which prevents the indigenous people from receiving information about their own situation, and also isolates them from the rest of the country.

The studies carried out by the Academy of Mayan Languages (ALMG) show that the indigenous languages are not used in the media for the following reasons:

a)  A lack of professional personnel who speak and write one of the Mayan languages,

b)  Although the non-continuous training sessions offered to journalists in the last years have helped in technical aspects, the components of linguistic and cultural pertinence – as well as the knowledge of the national reality – are lacking, which does not allow the raising of a national awareness among the population;

c)  A lack of motivation and incentives to the media that use the Mayan languages in their regular programming;

d)  There is no permanent formation programme to encourage Mayan young communicators to broadcast and write in Mayan languages;

Given the constant demands expressed by the Linguistic Communities for the creation of a more systematic training process, the ALMG intends to improve the capacity of radio producers and to create a Network of Young Mayan Communicators under an approach of participative social communication. The aim of both initiatives is to generate the largest number of agents capable of broadcasting messages in Mayan languages, so that they can become the interlocutors among linguistic communities and the population in general.

By achieving this, we believe that the use of the Mayan languages in the media will act as an instrument for the change and development of the Indigenous Peoples, directed to poverty reduction, elimination of discrimination and the promotion of an equitable and democratic participation.

## 2.    DESCRIPTION OF THE TARGET GROUPS

➢ Young Mayan radio communicators already working in legally established media within rural and urban areas that are located in the 22 departments of the country;
➢ Journalists from rural and indigenous communities who have not had proper access to mainstream media nor to the capacity to express themselves in their own language;
➢ 3 women will be selected out of each of the 22 linguistic communities; the rest will be men.

## 3. IMMEDIATE OBJECTIVE

➢ To train 100 Mayan communicators from the various linguistic communities in the various technical aspects related to radio broadcasting in Mayan languages.

➢ To train 100 Mayan Communicators in the current issues confronted by the indigenous Peoples, placing an emphasis on the ways to make the language an instrument of social change.

➢ To train 50 communicators in the Rights of Indigenous Peoples and develop dialogues about the current national reality, which involves segregation, discrimination, poverty, and the lack of a participative democracy – with gender equality.

➢ To build a network of young Mayan communicators (REFCOMAYA) formed with 100 journalists. This network will promote and diffuse the use of the Mayan languages in the media, so as to foster the cultural identity and development of the indigenous population.

## 4. DEVELOPMENT OBJECTIVE

By training social communicators and creating the aforementioned network, we wish to promote and strengthen the use of the Mayan languages in Guatemalan media as an instrument of the freedom of expression, thus contributing to the building of peace in a multi-cultural State.

## 5. PROJECT INPUTS

➢ Meeting room with desks, chairs, whiteboard etc.;
➢ Recording booth (console table, computer, speakers and recorders);
➢ Work rooms and audiovisual equipment;
➢ Projector and computing equipment;
➢ Radio producers contributing their institutional experience;
➢ A project coordinator;
➢ Award prizes to the media;
➢ Equipped coordination and administration offices of the project;
➢ Consultant for the production of the study guides, manuals, and specific contents for each one of the training modules;
➢ Printed materials of guides, manuals and specific contents;
➢ Food, transportation and accommodation for the participants and trainers.

## 6. PROJECT OUTPUTS

➢ 100 communicators will have updated tools on broadcasting, production and technical aspects to encourage communication in linguistic communities;
➢ Radio producers from the 22 linguistic communities in the country will be able to produce high quality information in Mayan languages, adapted to their cultural context;
➢ A Network of Young Mayan Social Communicators is actively working towards the use the Mayan language in the Guatemalan media;
➢ There have been experience exchanges with a selective group of 50 social communicators who work in the media; they have defined follow-up activities for the strengthening and diffusion of information issued in Mayan languages;
➢ Mayan communication students count on updated didactic material on how to broadcast in Mayan languages;
➢ A filmed report of the experience.

**ACTIVITIES**

➢ Promotional material will be prepared so as to summon the participants to the workshops. This action will be coordinated with the radio stations involved in the project and with the presidents of the linguistic communities.

➢ Participants will be selected for the training sessions.

➢ The study guides and manuals will be prepared in order to be used by the participants as support material.

➢ 5 training modules will be developed through the carrying out of 8 two-day workshops:

- Broadcasting techniques in Mayan languages (1 session);
- Radio production (2 sessions);
- Technical radio aspects (2 sessions);
- Current national reality which includes cultural, linguistic and social aspects (two sessions);
- One practice session to put into practice the issues learnt in the workshops (one session).

➢ A seminar for the exchange of experiences will be developed with the participation of 50 people. These participants will be selected from the media that have promoted the use and diffusion of Mayan languages for development and follow-up;

➢ A Network of Young Mayan Communicators will be organised to systematise the practical sessions, suggest course improvement, develop experience exchange and define follow-up actions to the project;

➢ A directive Board, internal regulations, and an operational plan of the Network of Young Mayan Communicators will be organised, and information will be provided on its constitution. Internal meetings will be held with all the participants in the course and specific meetings will be arranged with the Directive Board;

➢ A special award will be presented to the media for their help in the promotion and development of the Mayan languages and culture;

➢ Demonstration practices among the students will be organised to present acquired knowledge;

➢ 13 Mayan communicators hired by ALMG will carry out a constant monitoring and evaluation of the quality and efficiency of the training modules and the putting into practice of the acquired knowledge by at least 25 % of the students;

➢ This experience will be filmed and several progress reports of the project will be prepared.

## 8.  WORK PLAN

| ACTIVITIES | MONTHS | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Hiring, promotion and diffusion plan | ▓ | ▓ | | | | | | | | | | |
| Selection of participants | | ▓ | | | | | | | | | | |
| Preparation of the Guide and specific planning | | ▓ | ▓ | | | | | | | | | |
| Training based on 4 modules | | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ |
| Carrying out of exchange experience workshops with communicators | | | | | ▓ | | | ▓ | | | | |
| Formation of a network of Mayan communicators | | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | | | |
| Internal organisation of a network of Mayan communicators | | | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ |
| Awarding event to the media | | | ▓ | | | | | | | | | |
| Demonstration practice and experience exchange between students of REFCOMAYA | | | | | | | | | | ▓ | | |
| Filming and final report | | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ |
| Monitoring and evaluation | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ |

## 9.  INSTITUTIONAL FRAMEWORK

The Academy of Mayan Languages of Guatemala (ALMG) was founded in 1990. This was an achievement of the Mayan People as it constituted an Autonomous and State entity, with juridical personality and capacity to acquire rights and obligations.

This ALMG will coordinate the project from the central offices in Ciudad de Guatemala, in coordination with its 22 branches located in the interior of the country, and 3 sub-branches located in the Q'eqchi' linguistic community.

The ALMG targets the execution of its objectives and projects through four programmes:

1. Education, promotion and diffusion (PEPD);
2. Translation programme (PT);
3. Cultural studies (PEC);
4. Linguistic studies (PEL), whose thematic structure is replicated in each linguistic community so as to make projects and activities operational.

The PEPD has designed a sub-programme of radio communication in Mayan languages, carried out by a team of 13 radio producers. This unit will monitor the development of the project and help to coordinate the implementation of the workshops.

The ALMG has been providing training to Mayan radio producers for several years. Although these courses have served to improve the diffusion of the materials created by our organisation, this more systematised training process is a new challenge, for which we have all the infrastructure and capacity to develop it.

## 10.  SUSTAINABILITY

The sustainability of this project is guaranteed by the creation of the Network of Training for Mayan Communicators (REFCOMAYA) with funding from the ALMG and external sources, to reach a larger number of beneficiaries. This project also counts on the support of the linguistic communities expressed through its presidents.

The knowledge acquired by the radio producers involved in the project, as well as the materials, news reports and records defined before and during the workshops will be used to widen the experience of the beneficiary communities.

## 11.    FRAMEWORK OF MONITORING

The ALMG will permanently monitor the development of the project and periodical results to will be sent UNESCO.

## 12.    EVALUATIONS CARRIED OUT

The evaluation will be carried out by ALMG, who will provide UNESCO with continuous information about the development of the project. It will include specific assessments of the training modules as well as general reports on the development of the project.

## 13.    FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

## C.  ADDITIONAL  INFORMATION

### Previous IPDC support received by the country

The IPDC has recently supported the *Rigoberta Menchú Tum Foundation* and the Presidential commission against discrimination and racism towards the indigenous populations (CODISRA).

| Project N Budget codes | Funds (US $) | Project title | Period |
|---|---|---|---|
| **PDC/11GUA/01** 352-GUA-11 | 55,000 | **Guatemala** <br><br> Radio programmes for the transfer of farming technology | *1991 -1993* |
| **PDC/15GUA/01** 352-GUA-51 | 33,000 | Training in printed mass communication with a view to fostering community participation | *1995 -1997* |
| **PDC/48 GUA/02** 354 GUA 5041 | 18,000 | Training journalists in freedom of expression and indigenous rights | *2005-2006* |
| | | **Total Guatemala: US$ 106,000** | |

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

The ALMG has worked together with different organisations of the UN System in several occasions:

*a)* Developing the "*Project Luciérnaga*", which consists in the preparation of free software programmes in Mayan languages (Open Office) in coordination with FRMT, USAC (LUGUSAC) and ALMG; initially in K'iche' language with the support of UNESCO.
*b)* Celebration of the "International Day of the Mother Tongue on February 21, 2005 at the main Office of ALMG, with the support of UNESCO Guatemala.
*c)* Carrying out seminars related to the efforts of making the Mayan languages official, PNUD Guatemala.

*d)* Translation of the Peace Accords in Guatemala to Mayan languages by MINUGA, PNUD Guatemala.

## D.    BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
|---|---|
| Preparation of the guides and manuals of 4 training modules: | 5 500 |
| Printed material on guides and manuals: | 2 000 |
| 5 workshops at Centre N° 1 REFCOMAYA: | 17 200 |
| Experience exchange between social communicators: | 1 000 |
| Meetings with the Network of Young Mayan Communicators: | 800 |
| Workshop of experience interchange among students: | 1 000 |
| Evaluation workshops: | 500 |
| Food, accommodation and fuel: | 2 000 |
| Computer equipment: | 1 300 |
| Record of the project and filming of the experience: | 1 700 |
| Monitoring: | 1 000 |
| **TOTAL:** | **34 000** |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
|---|---|
| ALMG personnel supporting the initiative: | 8 300 |
| Project coordinator: | 10 500 |
| Printed material on guides and manuals: | 1 000 |
| Awarding the media: | 2 500 |
| Evaluation workshops: | 200 |
| Renting of premises: | 6 000 |
| Recording booth, audio equipment: | 3 000 |
| Selection of beneficiaries: | 1 000 |
| Broadcasting of messages in Mayan languages: | 6 000 |
| 13 radio trainers: | 54 500 |
| **TOTAL:** | **93 000** |

# NICARAGUA

| | | |
|---|---|---|
| **A.    PROJECT  IDENTIFICATION** | |
| 1. | **TITLE** | **TRAINING PROGRAMME IN RADIO PRODUCTION FOR COMMUNITY COMMUNICATORS** |
| 2. | **NUMBER** | PDC /49 NIC/01 |
| 3. | **CATEGORY OF MASS MEDIA** | COMMUNITY RADIO STATIONS |
| 4. | **IPDC PRIORITY AREA** | COMMUNITY MEDIA |
| 5. | **SCOPE** (national, regional, interregional) | NATIONAL |
| 6. | **TYPE OF ASSISTANCE REQUESTED** | FINANCIAL |
| 7. | **TOTAL COST OF PROJECT** | US $  50 400 |
| 8. | **AMOUNT REQUESTED FROM IPDC** | US $  31 000 |
| 9. | **BENEFICIARY BODY** | THE NICARAGUA SUSTAINABLE DEVELOPMENT NETWORK |
| 10. | **IMPLEMENTING BODY** | THE NICARAGUA SUSTAINABLE DEVELOPMENT NETWORK |
| 11. | **PROJECT LOCATION** | |
| 12. | **PROJECT PREPARED BY** | THE NICARAGUA SUSTAINABLE DEVELOPMENT NETWORK |
| **DECISION OF THE BUREAU** | |

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

The rural and impoverished Nicaraguan population has minimal access to the various existing media. The country's two national newspapers are scarcely distributed outside of the cities and there is no access to television in many rural communities, due to the lack of electricity. In this sense, radio continues to be the communication medium of choice amongst the least favoured social groups, as it is cheap and accessible. In the case of the Caribbean Coast, more than 90% of the population has access to a radio.

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

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

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

The project proposes to train 45 local communicators in technical and conceptual tools for radio production so as to promote community development, specifically in the subjects of freedom of expression, communication for development and communication strategies at local level. The training will be based on the communication for development approach which aims at generating processes, and which allows the community to express itself in making demands and proposing alternative solutions to its problems.

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

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

## 2. DESCRIPTION OF THE TARGET GROUPS

➢ The immediate beneficiaries of the project are local communicators working for legally constituted community radio stations which are members of the country's regional networks and radio production centres; they show an interest in going on to replicate the training;
➢ An equal participation of female and male communicators who work in media supportive of local development will be sought;
➢ The participation of the Caribbean Coast's indigenous peoples and ethnic communities is guaranteed.

## 3. IMMEDIATE OBJECTIVE

➢ To train 30 local communicators in technical and conceptual radio production tools so as to promote community development, specifically in the areas of freedom of expression, communication for development and communication strategies at local level;
➢ To train 15 communicators in the use of new ICTs for improving community radio production techniques, investigation and information services;
➢ To strengthen collaborative links between the community radio stations involved in the project through the development of a network that will unify and improve the communication strategies implemented at both the local and the national level.

## 4. DEVELOPMENT OBJECTIVE

The project seeks to ensure that reporters improve their ability to communicate and interact with their communities, via the production of new radio programmes and the use of new forms of radio production which induce a greater awareness of community. This will reduce the gap between citizens and their local and national authorities by promoting a better access for the citizenry to the medium.

## 5. PROJECT INPUTS

➢ Instructors and educational materials for training;
➢ Ensuring training conditions, such as travel, food, accommodation, venue, etc.;
➢ Invitation and communication costs;
➢ Project monitoring and follow-up;
➢ Systematisation;
➢ Administrative and financial support for an accountant.

## 6. PROJECT OUTPUTS

➢ 30 local communicators trained in the use of technical and conceptual tools in radio production for community development, possess the ability and inclination to teach their new knowledge to other communicators, as well as put it into practice by producing new, more participative radio programmes;
➢ 15 communicators trained in new ICTs possess the ability and inclination to teach their new knowledge to other communicators, as well as put it into practice in order to improve production processes, investigation and information services to the community radios;
➢ A project systematisation document which would serve as a record of project achievements, difficulties and solutions. The same document would be a crucial input in building consensus for planning future actions;
➢ Six training manuals in the subjects mentioned and containing exercises in radio production;

# 21. ACTIVITIES

- Coordination meeting between the community radio stations, production centres and the SDN with two objectives: to agree on the monitoring, follow-up and systematisation system to be applied in the project, and to define strategic guidelines for improving the communicators regional networks.
- Project organisation meetings;
- Selection of local communicators for the training;
- Production of the methodological proposal for the workshops;
- Preparation of the workshops and corresponding educational materials;
- Production of the instruments for monitoring, evaluating and systematising the project;
- Four workshops on the following subjects:
  - Workshop 1: The right to freedom of communication and expression (3 days);
  - Workshop 2: Introduction to communication for development (3 days);
  - Workshop 3: Radio production (5 days);
  - Workshop 4: Communication monitoring, follow-up and evaluation (3 days);
- A 5-day workshop on radio digitalisation;
- A 3-day workshop on pedagogical instruments for replicating the training;
- 6 visits to the three major regions of the country (the Pacific, the North Central and the Caribbean Coast) to carry out an analysis of training implementation;
- Meetings of three focus groups for project systematisation:
  - Network coordinators;
  - A sample of the communicators participating in the project;
  - A sample of the listening public of a community radio participating in the project.
- Production of reports.

# 22. WORK PLAN

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

## 9.  INSTITUTIONAL FRAMEWORK

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

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

It is presumed that the radio stations involved will contribute to the project with the active and committed participation of their local communicators in the replication of the training, and are responsible in carrying out project monitoring and follow-up within the networks.

## 10.  SUSTAINABILITY

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

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

## 11.  FRAMEWORK OF MONITORING

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

## 12.  EVALUATIONS CARRIED OUT

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

## 13.  FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

**Previous IPDC support received by the country**

The IPDC recently backed the *Violeta B. Chamorro Foundation* for the project "Training in Communication for the Strengthening of Democracy and a Culture of Peace".

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

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

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

- The investigation undertaken by AMARC and SDN mentioned above in point 12 (Evaluation);
- In February 2005, UNESCO and SDN co-organised the workshop "Strengthening the capacities of community journalists", aimed at improving the radio production abilities of communicators in the process of building citizenship through intermediary journalism. Twenty local communicators participated from the same number of radios as well as some journalists from production centres.

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

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

## D.  BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
|---|---|
| Workshop 1 (Freedom of expression): Instructor, travel, food, venue for 3 days: | 2 200 |
| Workshop 2 (Communication for development): Instructor, travel, food, venue for 3 days | 2 200 |
| Workshop 3 (Radio production): Instructor, travel, food, venue for 5 days: | 2 400 |
| Workshop 4 (Communication strategies): Instructor, travel, food, venue for 3 days | 2 200 |
| Workshop 5 (The new ICTs): Instructor, travel, food, venue for 5 days: | 5 000 |
| Workshop 6 (Pedagogic tools): Instructor, travel, food, venue for 5 days: | 2 200 |
| Systematisation (fees, pre-test, 3 focus groups, 6 visits, interviews): | 3 500 |
| Facilitation: | 1 200 |
| Coordination meeting with local networks: | 500 |
| Training materials: | 350 |
| Follow-up and Monitoring: | 2 000 |
| 6 computers for the networks and workshops: | 5 550 |
| Communications: | 500 |
| Administrative costs: | 1 200 |
| **TOTAL:** | **31 000** |

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

# PARAGUAY

| | A. PROJECT IDENTIFICATION | |
|---|---|---|
| 1. | TITLE | INFORMATION, PRESS FREEDOM AND GOOD GOVERNANCE |
| 2. | NUMBER | PDC /49 PAR/01 |
| 3. | CATEGORY OF MASS MEDIA | RADIO, TV AND PRINT |
| 4. | IPDC PRIORITY AREA | FREEDOM OF EXPRESSION, ACCESS TO INFORMATION CAPACITY BUILDING |
| 5. | SCOPE (national, regional, interregional) | NATIONAL |
| 6. | TYPE OF ASSISTANCE REQUESTED | FINANCIAL |
| 7. | TOTAL COST OF PROJECT | US $ 46 700 |
| 8. | AMOUNT REQUESTED FROM IPDC | US $ 26 000 |
| 9. | BENEFICIARY BODY | *FORO PARA LA LIBERTAD DE EXPRESIÓN* |
| 10. | IMPLEMENTING BODY | *FORO PARA LA LIBERTAD DE EXPRESIÓN (FL),* ASUNCIÓN |
| 11. | PROJECT LOCATION | ASUNCIÓN AND LOCALITIES IN PARAGUAY |
| 12. | PROJECT PREPARED BY | ANTONIO CARMONA AND CARLOTA VILLAGRA (FL) |
| | DECISION OF THE BUREAU | |

## 1.    BACKGROUND AND JUSTIFICATION

While the centralised media – newspapers and televised news programmes – as well as radios with national coverage determine the agenda of information news to a large extent, the handling of local information and conflicting social issues is what brings together audiences and regional journalists, marking their outstanding influential level.

If journalists could count with support of the national press, with better knowledge of their constitutional rights and with journalistic alliances that would allow them to impose information free of the owners' biases, they could work in much better conditions.

This project aims at optimising the independent informative task of local regional journalists, as a means of making information more pluralistic and democratic, it intends:

➢ To develop regional debates and workshops with regional journalists of national prestige and recognised jurists, in order to influence the regions so that information can be plural, independent and professional.

➢ To establish contacts and alliances among journalists at national and regional levels to install a social network that can unite journalists and make them stronger through these capacity building workshops and debates, providing further knowledge to regional self-made journalists.

➢ To facilitate greater knowledge to regional societies on legal issues, disseminating their right to know, and to inform themselves, through the presence of national lawyers.

One of the vital problems for development of the Paraguayan society is corruption, greatly due to lack of information and education of its citizens which is reflected in a scarce critical participation of the civil society. The State's administrative body, inherited after a half a century dictatorship, is enthroned in a society based on secrecy and the impunity that lack of transparency allows. Good governance suffers from the absence of informative transparency, and sometimes even in complicity with communications media.

The final objective of the project is to establish the bases – through contacts with regional journalists and social leaders – in order to set up an efficient network of information for good governance named "*E-miliano-REd*", at national level so as to promote citizenship participation.

Therefore, the project will encourage promotion of laws and citizens' rights through regional media.

## 2.    DESCRIPTION OF THE TARGET GROUPS

➢ Journalists and regional communication media, whose professionalism and efficiency will be improved;
➢ Paraguayan citizenship in general, since it will benefit by an increased and better information to defend its rights and greater participation, creating better conditions of social consensus;
➢ Paraguayan society in general, as its journalistic sector will gain critical capability as an active and positive civic agent for transparency and for the promotion of civil society.

## 3.    IMMEDIATE OBJECTIVE

➢ To improve professionalism of journalists at national level;
➢ To make information more pluralistic and democratic;
➢ To increase the knowledge level of citizens and of their rights;

➢ To encourage critical participation of the citizenship to create better social and political conditions.

## 4.   DEVELOPMENT OBJECTIVE

The creation of a journalists network for information and citizenship participation will not only pave the way to the immediate objectives, but it will also become a core to increase an improved information and ethical self-regulation.

## 5.   PROJECT INPUTS

The *Foro por la Libertad de Expresión (FL)* is composed of a team of experienced journalists, jurists and recognised social scientists. It also counts with legislators, city authorities, journalists, lawyers and others, who permanently contribute to the training and educational process.

The project needs to cover part of the expenses of these professionals, their transport, the expenses of the panels and workshops; the activities in general demand coverage not only of transport, but also of lodging and subsistence in order to facilitate presence of regional journalists from all over the country to attend interactive workshops with journalists of national media, especially those farthest away. It will furthermore need documentation materials for the debates, workshops and press communications.

## 6.   PROJECT OUTPUTS

➢ To create a press network at national level to promote freedom of expression and freedom of the press, access to information, transparency and good governance, with a "Journalists for good governance" network named "*E-miliano-REd*" which, in the future years, will become a digital web page;

➢ To provide radio journalists from the whole country with more instruments to carry out their informative task, giving them national support to improve their level of independence and guarantee greater pluralism in the regional media;

➢ To relate and connect journalists, social organisations, social and official controlling bodies and justice representatives by regional zones, in order to optimise common activities and greater consciousness for better governance;

➢ To raise consciousness of the citizens and participants about their rights, and commit them to aim at information transparency in the fight against corruption.

## 23.   ACTIVITIES

➢ 5 regional preparatory meetings with journalists who will integrate the future digital network;

➢ 6 panels/workshops, one in Asunción, the capital, with regional official authorities, journalists, citizens and the general public, altogether covering a vast representation of the country.

It will also establish a national social network of contacts promoting communication among journalists from all over the country, promoting exchange of information and enhancing their mutual support capabilities in order to optimise and strengthen their independence

## 24.   WORK PLAN

**1st quarter:**   Elaboration of project proposal; contacts and meetings with national and regional journalists; **1st regional meeting** in Asunción, **2nd regional meeting** in the southern region, **3rd regional meeting** in the central region. These meetings are devised to

organise the press network and compile document proposals and particulars of the region.

**2ⁿᵈ quarter:**    **4ᵗʰ regional meeting** in the "*Cuatro caminos*" zone; evaluation by region and process adjustment; elaboration of report for IPDC; **5ᵗʰ regional meeting** in the northern region; organisation and conduct of the **1ˢᵗ general panel/debate** with journalists, citizens, local authorities and social leaders;

**3ʳᵈ quarter:**    Organisation and conduct of the **2ⁿᵈ general panel/debate**; organisation and conduct of the **3ʳᵈ general panel/debate**; evaluation by region and process adjustment; elaboration of report for IPDC; organisation and conduct of the **4ᵗʰ general panel/debate**;

**4ᵗʰ quarter:**    Organisation and conduct of the **5ᵗʰ general panel/debate**; organisation and conduct of the **6ᵗʰ general panel/debate**; general national evaluation; study, compilation and summarisation of results; elaboration of report for IPDC; organisation and production of local follow-up activities; operational closure of the project.

## 9.    INSTITUTIONAL FRAMEWORK

The Organization in each locality will be in charge of local professionals, instructors and/or coordinators at national and regional levels, who will be contacted for that purpose. The panels will include the participation of national, municipal and community authorities, owners and directors of communications media, journalists, lawyers and judicial authorities, leaders of social organisations and unions, and citizens in general, seeking to promote dialogue and debate among the parties.

## 10.    SUSTAINABILITY

The *Foro por la Libertad de Expresión* has been working for 4 years in favour of the Access to Information Right of all citizens, promoting approval of the Transparency and Access to Information Law in Congress, with formal agreements signed with Congress, political parties and national authorities.

The *Foro por la Libertad de Expresión* has been in operation since the year 2000, whether it has outside financial support or not. It has received financial collaboration from UNESCO, Quito-Ecuador, from the American Embassy in Paraguay (until December 2005), from the United States International Agency for Development (USAID), from the Paraguayan NGO CIRD and from the British international organisation *Article 19*. The *Foro* also works closely with the Paraguayan National Congress in an 'Access to Information' law since 2002, without economic support.

The *Foro por la Libertad de Expresión* has published a book together with Article 19 and UNESCO (funded by UNESCO through Article 19), promotional and documentary leaflets; it has produced several other documents on Access to Information, Freedom of Expression and of the Press. It is about to complete the printing a summary of documents (with UNESCO) for a debate on the Right to Information. It is financially supported by UNESCO. And it is also going to publish a locally-produced *Radio Manual*.

## 11.    FRAMEWORK OF MONITORING

There will be qualitative and quantitative evaluations based on proposals, number of participants, members associated with the network and other integration factors.

## 12. EVALUATIONS CARRIED OUT

Evaluations will be held by regions; one evaluation will be conducted at a national level at the end of the project, from a qualitative perspective according to the proposals resulting from the different sessions. Quantitatively, the number and extent of media participation, professionals and organisations integrating the activities will be analysed.

## 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

| Project N Budget codes | Funds (US $) | Project title | | Period |
|---|---|---|---|---|
| **PDC/11PAR/01** 501-PAR-61 (FIT-Switzerland) | 36,273 | **Paraguay** Training for communication development | | *1992 -1994* |
| **PDC/14PAR/01** 352-PAR-41 | 31,000 | Audio-visual communication centre for teaching activities | | *1994 -1996* |
| **PDC/18PAR/01** 352-PAR-81 | 30,000 | Training in communication to strengthen democracy and community participation | | *1998 -1999* |
| **PDC/24 PAR/01** 354PAR 5031 | 25,000 | Young Correspondent Net for Jaku'éke Paraguay- Informative Agency | | *2004-2005* |
| | | **Total Paraguay: US$ 86,000+US$ 36,000 (Funds-in-trust)** | | |

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

Project with UNESCO, Quito, Ecuador, held from April 2004 to March 2005.

### Contribution foreseen by the beneficiary agency during the project period

Several counterpart contributions: coordination and local organisation, publicity and propaganda before and after the events, media coverage of each activity and logistic support (premises and utilities).

### Assistance sought other than IPDC

The *FL* project with the Embassy of the United States of America ends in December 2005. Continued contribution from the American Embassy will be sought for 2006.

## D.    BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
|---|---|
| Preparatory meeting (Southern region) transport for 20 participants: | 500 |
| Preparatory meeting (Central region) transport for 20 participants: | 167 |
| Preparatory meeting ("Cuatro Caminos") transport for 20 participants: | 367 |
| Preparatory meeting (Northern region) transport for 20 participants: | 567 |
| Preparatory meeting (Asunción) transport for 50 participants: | 1 417 |
| 6 panels/workshops: panellists, coordinators, workshop instructors (5 persons): | 6 875 |
| Documentation and photography: | 1 375 |
| Communications: | 1 400 |
| Recording and transcription of panel contents: | 733 |
| Rental of audio-visual equipment: microphones, recorders, overhead projector, screen etc.  (including technicians in charge): | 642 |
| Per diem (8 persons × 10 panels outside Asunción: | 2 000 |
| 2 transport bus and 2 private vehicles for transport outside Asunción: | 2 833 |
| Renting of furniture and materials: | 458 |
| Registration and general assistance for panels: | 550 |
| Materials for distribution in panels and workshops: | 1 650 |
| Office supplies (including video and audio cassettes): | 366 |
| Floor banner to be used in all workshop/panels: | 267 |
| Project coordination (partial coverage): | 2 833 |
| Monitoring: | 1 000 |
| **TOTAL:** | **26 000** |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
|---|---|
| General coordination and production services: | 6 930 |
| Local/regional press coverage for panels and workshops: | 9 167 |
| Rental of premises, power and water supply: | 3 870 |
| Reporting of 11 panels by e-mail or fax: | 733 |
| **TOTAL:** | **20 700** |

# PERU

| A. PROJECT IDENTIFICATION | |
|---|---|
| 1. TITLE | **TRAINING PROGRAMME FOR JOURNALISTS ON THE CULTURE OF PEACE IN ORDER TO STRENGTHEN PARTICIPATIVE DEMOCRACY** |
| 2. NUMBER | PDC /49 PER/01 |
| 3. CATEGORY OF MASS MEDIA | PRINT, RADIO AND TV JOURNALISTS |
| 4. IPDC PRIORITY AREA | CAPACITY BUILDING; DEVELOPMENT OF HUMAN RESOURCES; PROMOTION OF MEDIA INDEPENDENCE AND PLURALISM |
| 5. SCOPE (national, regional, interregional) | NATIONAL |
| 6. TYPE OF ASSISTANCE REQUESTED | FINANCIAL |
| 7. TOTAL COST OF PROJECT | US $ 44 900 |
| 8. AMOUNT REQUESTED FROM IPDC | US $ 31 000 |
| 9. BENEFICIARY BODY | ILLA, CENTRE FOR EDUCATION AND COMMUNICATION, PLUS ALL THE MEDIA |
| 10. IMPLEMENTING BODY | ILLA, CENTRE FOR EDUCATION AND COMMUNICATION |
| 11. PROJECT LOCATION | LIMA |
| 12. PROJECT PREPARED BY | ILLA, CENTRE FOR EDUCATION AND COMMUNICATION |
| **DECISION OF THE BUREAU** | |

## 1. BACKGROUND AND JUSTIFICATION

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

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

But the most serious of all is the lack of public interest in the political crisis. Some analysts have stated that both the political debate and the political saturation of the media has generated an atmosphere where government, the opposition parties and the media all operate in their own private worlds.

This has led to an increased lack of confidence in the public about the role of the State, the role of the public, civil and social institutions and, generally, around issues of democracy. Polls have found that only 10.6 % of the public have confidence in the media.

This project proposes to provide local journalists (from radio, newspapers and TV) with a training that incorporates conceptual ideas and skills to enable them to work for peace and democracy.

This implies:

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

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

## 2. DESCRIPTION OF THE TARGET GROUPS

250 journalists from several parts of the country will benefit directly from the project. 100 journalists will participate in the training programme, and another 150 will receive supervision and educational materials. 50% of the participants will be women.

## 3. IMMEDIATE OBJECTIVE

➢ To provide education and training for 250 journalists from several parts of the country, so that they become able to contribute to the building of democracy and a culture of peace:

➢ To provide education and training for 250 journalists from several parts of the country, so that they become able to contribute to the building of democracy and a culture of peace;

➢ 100 journalists, men and women, will participate in a programme of education and formation on participative democracy and culture of peace which will enable them to work for these issues in their daily life;

➢ 150 journalists will receive supervision and educational materials through e-mail, enabling them to include issues related to building participative democracy and a culture of peace in their specific productions.

## 4.    DEVELOPMENT OBJECTIVE

➢ To improve the functioning of the media as news providers, thus strengthening support for press freedom and freedom of expression;

➢ To provide more access to information and promote civic participation in public affairs, democratic processes and the culture of peace.

## 5.    PROJECT INPUTS

The central idea of the project is to run an integrated programme on participative democracy and a culture of peace. The programme will take the form of seminars and workshops, distance learning (sending articles via e-mail or post), supervision and the carrying out of a campaign. Therefore we will need:

➢ Access to Internet (to communicate and send materials);
➢ Specialists in media and communications ( supervision and training):
➢ Specialists in issues related to peace and democracy (supervision and development of materials).

## 6.    PROJECT OUTPUTS

➢ 100 journalists, 50% of them women from various parts of the country, will be trained to promote a culture of peace and democracy within the country;

➢ At least 50 media groups from all areas of the media will have participated in the campaign "Culture of Peace";

➢ Compile a list of all the media groups interested in working for and building up a culture of peace;

➢ We hope to have 60 actively involved media groups;

➢ 150 journalists will receive periodically adequate information in relation to the topics.

## 25.    ACTIVITIES

➢ Searching of local, provincial or regional journalists;

➢ Summons to the training programme;

➢ Signature of agreements;

➢ Implementation of training activities (two levels):

• First level workshop / seminary:   Violence and culture of peace

• Second level workshop / seminary: Culture of peace and democracy;

- ➢ Convocation to build the list of interest;
- ➢ Joint campaign ;
- ➢ Development of informative packages and diffusion;
- ➢ Communication consultancy in subjects referring to culture of peace and democracy.

## 26.  WORK PLAN

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

*The workshops / seminars begin on the fourth and eighth months of the project.*

## 9.  INSTITUTIONAL FRAMEWORK

- ➢ Organisation and elaboration of the Annual Operational Plan by ILLA.
- ➢ Advertising the project among the journalists and owners of the media by ILLA.
- ➢ ILLA, journalists and the Board of directors of the media will be responsible for the signing of the contracts.

## 10.  SUSTAINABILITY

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

## 11.  FRAMEWORK OF MONITORING

The persons responsible for the planning of the project will also be responsible for its monitoring, in coordination with UNESCO, in order to define the appropriate methodology.

## 12.  EVALUATIONS CARRIED OUT

Every activity will be evaluated at its end, and adjustments made where necessary. Upon the completion of the project, the impact of the programme will be assessed.

## 13.  FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

We will submit 3 reports on the results of the various areas of the project, and a final report which will consider the achievements and their impact.

**Previous IPDC support received by the country**

| Project N Budget codes | Funds (US $) | Project title | Period |
|---|---|---|---|
| **PDC/7PER/01** 350-PER-71 | 3,000 | **Peru** Multi-Media Techniques for Literacy Teaching | *1986 –1988* |
| **PDC/9PER/01** 350-PER-91 | 30,000 | Computerization of Andina: Agencia Peruana de Noticias y Publicidad | *1989 -1991* |
| **PDC/14PER/01** 352-PER-41 | 24,000 | Community cultural television | *1994 -1996* |
| **PDC/16PER/01** 352-PER-71 | 40,000 | Communication to Promote Citizens' Participation | *1996 -1998* |
| **PDC/196PER/01** 352-PER-91 | 30,000 | Radio Production Centre for the Promotion of Education and Culture | *1999 -2001* |
| **PDC/24 PER /01** 354-PER 5031 | 25,000 | Strengthening production capabilities of local TV stations | *2004-2005* |
| **PDC/48 PER/01** 354 PER 5041 | 20,000 | Radio and democracy: Participation of the disadvantaged and excluded sectors of the Peruvian society in the decentralisation process | *2005 -2006* |
| | | **Total Peru: US$ 240,000** | |

.
**Contribution foreseen by the beneficiary agency during the project period**

Please refer to the budget.

**Assistance sought other than IPDC**

None.

## D.    BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
|---|---:|
| Communicator: | 6 000 |
| Teacher: | 3 000 |
| Workshops: | 19 000 |
| Teaching materials: | 400 |
| Diffusion of materials: | 280 |
| Administrative costs and reports: | 1 320 |
| Monitoring: | 1 000 |
| **TOTAL:** | **31 000** |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
|---|---:|
| Communicator: | 2 400 |
| Teacher: | 3 000 |
| Secretary: | 3 600 |
| Workshops: | 3 100 |
| Teaching materials: | 400 |
| Diffusion of materials: | 200 |
| Communication campaign: | 800 |
| Administrative costs and reports: | 400 |
| **TOTAL:** | **13 900** |

# St. KITTS & NEVIS

| | A. PROJECT IDENTIFICATION | |
|---|---|---|
| 1. | TITLE | **St.KITTS and NEVIS: EDUCATION MEDIA UNIT FOR SUSTAINABLE DEVELOPMENT** |
| 2. | NUMBER | PDC /49 STK/01 |
| 3. | CATEGORY OF MASS MEDIA | RADIO, TELEVISION PUBLICATION OF A NEWSLETTER |
| 4. | IPDC PRIORITY AREA | COMMUNICATION AMONG STUDENTS AND THE COMMUNITY |
| 5. | SCOPE (national, regional, interregional) | NATIONAL |
| 6. | TYPE OF ASSISTANCE REQUESTED | EQUIPMENT, TRAINING |
| 7. | TOTAL COST OF PROJECT | US $ 56 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US $ 41 000 |
| 9. | BENEFICIARY BODY | CITIZENS OF ST. KITTS & NEVIS |
| 10. | IMPLEMENTING BODY | MINISTRY OF EDUCATION, EDUCATION MEDIA UNIT, BASSETERRE |
| 11. | PROJECT LOCATION | ST. KITTS |
| 12. | PROJECT PREPARED BY | MS. CONSTANCE RICHARDSON MEDIA OFFICER, MINISTRY OF EDUCATION |
| | DECISION OF THE BUREAU | |

## 1.    BACKGROUND AND JUSTIFICATION

In the Federation of St. Kitts and Nevis, there is one government Radio and Television and an increasing number of private radio stations. They all provide but limited programming on issues that affect young people. There are not enough indigenous programmes catering to the needs or issues that affect young people. Most ministries depend on the limited personnel and equipment at government Information Service to record information or produce programmes for the benefit of the public at large.

The demand on the private media houses is huge; their fees are also exorbitant. As a result, many programmes of social cultural and historical importance are placed on the back burner or are not brought into play. The ministry of Education depends on private media houses to video tape educational programmes. For example, it has developed a programme series called "*Kids Zone*" which showcases children's talents and the teaching/learning process in the classroom. This venture proved to be costly and production took a very long time. It was initially proposed that one programme would be produced on a quarterly basis. Due to financial and technical constraints, only one programme is being produced annually. The establishment of an Educational Media Unit would allow for the production of high quality material in broadcast programming and print. Some of this could be sold to generate funds for the enhancement of the project.

The Caribbean Region is known to be second to Sub-Saharan region, with respect to the AIDS pandemic. In the 2003 issue of AWAKE MAGAZINE entitled "*Watching the World*", Peter Piot, the Executive Director of the Joint United Nations Programme on HIV/AIDS, refers to the AIDS pandemic as being 'out of control'. He predicts that in the next 20 years, 70 million people will die from this disease. In his reference to the Sub-Saharan region, emphasis was placed on 30 to 50 % of the population in some cities being HIV-positive. It is his view that with so many young adults dying of AIDS, the worry is that by 2020, over 25 % of the work force will be lost. In St. Kitts and Nevis, the statistics revealed that 55 persons between the ages 35 – 44 have been diagnosed with the HIV virus. In the age group 15 – 24, twenty-one persons are HIV-positive, and forty-one persons are HIV-positive in the 25 – 34 age category. Media, programmes are viewed as having an essential role to play in educating our nationals and the Caribbean region on the spread and effects of AIDS and other social calamities.

An Educational Media Unit within the ministry of Education would serve to create an environment, conducive to the development of educational programmes on a wide range of relevant topics, as well as help to develop the technical skills of our young people. Once they become technically proficient, career opportunities in this field can be limitless. Job opportunities would be available locally, regionally and internationally. Our young people can compete successfully in the global market. The development of the Education Media Unit is of paramount importance if the ministry of Education is to develop programmes critical to the survival of young people.

The overall objective of the Education Centre is not to only disseminate information, but to build capacity and sustainable development, in the long run. It is with this goal in mind that your assistance is being solicited.

## 2.    DESCRIPTION OF THE TARGET GROUPS

Teachers and young people.

### 3.   IMMEDIATE OBJECTIVE

➢ To provide training for 15 teachers and ministry officials in videography, voice-training and use of a digital camera;
➢ To produce local educational programmes via the broadcast media;
➢ To produce professional newsletters;
➢ To record school activities on video tape.

### 4.   DEVELOPMENT OBJECTIVE

The project will accommodate the opinions, attitudes and beliefs of a wide cross-section of the community as befits a democratic society. Freedom of expression will not be stifled. The proposed programmes will definitely develop the communicative skills of those immediately involved in the production of the programmes. However, when the programmes are broadcast, the general public would be provided with the opportunity to express their opinion about their quality and impact.

### 5.   PROJECT INPUTS

➢ Office furniture and computer equipment;
➢ Trainees;
➢ Secretariat;
➢ Provision of ground transportation for facilitators and trainees (as required);
➢ 3 local trainers.

### 6.   PROJECT OUTPUTS

➢ Teachers to be trained in script writing for the production of local radio and television programmes;
➢ 15 teachers from primary schools to be trained in videography;
➢ 15 teachers from secondary schools to be trained in videography;
➢ A new children programme production unit will be equipped and operational.

### 27.   ACTIVITIES

➢ To develop a core committee to discuss the way forward;
➢ To identify and write letters to trainers and trainees to discuss the proposed project;
➢ To secure the calendar of schools events;
➢ To engage the services of the government Information Service.

### 28.   WORK PLAN

**Start-up and implementation**

➢ Ongoing training in use of digital equipment for media officers;
➢ Training workshops in photography video shooting, editing and broadcast journalism;
➢ Ongoing development of programmes.

**January – April 2006**

➢ Finalisation of programmes planning;
➢ Training workshop for Committee members;
➢ Production workshop for media officers.

**January to December 2007**  (*implementation of programmes*)

➢ Production of 8 radio and television programmes;
➢ Production of a bi-monthly newsletter;
➢ Broadcasting of the programmes.

**2008 and beyond**  (*institutional strengthening*)

➢ To increase the number of productions;
➢ To upgrade quality of the newsletter  to a magazine with colour graphics;
➢ To broaden the scope so as to include regional and international events;
➢ To produce and sell video of programmes with high audience appeal (e.g. Heritage sites);
➢ To conduct a bi-annual survey/evaluation of the programmes;
➢ Lobby for an on-site technical operator.

## 9.     INSTITUTIONAL FRAMEWORK

PROJECT MANAGER

FINANCIAL OFFICER — EDUCATION

MEDIA OFFICER — RESEARCH

EDITOR

TECHNICAL SERVICES

SECRETARIAT

## 10.     FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

# D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION IN US$ | |
| --- | --- |
| 3 editing suites (*Mac GS computers*): | 14 700 |
| 2 mini-DV video cameras (JVC): | 2 100 |
| Digital photo camera: | 500 |
| 2 tripods: | 600 |
| 2 studio microphones: | 500 |
| 2 reporting microphones: | 500 |
| 2 TV monitors: | 300 |
| DVD recorder / player: | 400 |
| DV digital video recorder / player: | 2 100 |
| Lighting unit: | 500 |
| Portable lighting kit: | 500 |
| 3 mini-disc recorders: | 450 |
| Audio mixing console: | 350 |
| Vision: | 300 |
| Production software: | 1 000 |
| Digital projector: | 1 200 |
| Training: | 9 000 |
| Local consultancy: | 5 000 |
| IPDC monitoring: | 1 000 |
| **TOTAL:** | **41 000** |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$ | |
| --- | --- |
| Miscellaneous: | 15 000 |
| **TOTAL:** | **15 000** |