

INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

NEW PROJECTS APPROVED

BY THE BUREAU

PART III: LATIN AMERICA AND THE CARIBBEAN

IPDC BUREAU
Forty-ninth meeting



UNESCO HEADQUARTERS, PARIS
27 FEBRUARY- 1 MARCH 2006

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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: APPROVED US\$ 15 000 | | |

B. PRESENTATION

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 is 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. IMMEDIATE OBJECTIVE

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

4. DEVELOPMENT OBJECTIVE

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. PROJECT INPUTS

Training;

Equipment:

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

6. PROJECT OUTPUTS

- 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.

7. ACTIVITIES

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.

8. 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.

C. ADDITIONAL INFORMATION

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 | | | |

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 |
| <u>TOTAL:</u> | 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 |
| <u>TOTAL:</u> | 30 000 |

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: APPROVED US\$ 15 000 | | |

B. PRESENTATION

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.

9. 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.

10. WORK PLAN

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

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.

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 | 1993 -1996 |
| | | Assistance to train young people to produce communication for development programme | |
| PDC/18DOM/01 352-DOM-81 | 35,000 | Strengthen the network of popular development-oriented radio stations | 1998 -1999 |
| | | 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 |
| <u>TOTAL:</u> | 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 |
| <u>TOTAL:</u> | 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: APPROVED US\$ 22 000 | | |

B. PRESENTATION

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.

11. 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.

12. 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.

C. ADDITIONAL INFORMATION

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 Distance teaching | 1987 -1991 |
| PDC/9ECU/02 350-ECU-91 520-ECU-61 (FIT-France) | 30,000 10,170 | Programme for the recovery and safeguard of national moving images | 1989 -1992 |
| PDC/13ECU/01 352-ECU-31 | 69,000 | Communication policies and strategies for the improvement of basic education | 1993 -1995 |
| PDC/15ECU/01 352-ECU-51 | 45,000 | National communication network for culture | 1995 -1997 |
| PDC/23 ECU/01 548 ECU 5000 | 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 |
| <u>TOTAL:</u> | 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 |
| <u>TOTAL:</u> | 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: APPROVED US\$ 20 000 | | |

B. PRESENTATION

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 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 |
| <u>TOTAL:</u> | 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 |
| <u>TOTAL:</u> | 93 000 |

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 | <i>FORO PARA LA LIBERTAD DE EXPRESIÓN</i> |
| 10. | IMPLEMENTING BODY | <i>FORO PARA LA LIBERTAD DE EXPRESIÓN (FL), ASUNCIÓN</i> |
| 11. | PROJECT LOCATION | ASUNCIÓN AND LOCALITIES IN PARAGUAY |
| 12. | PROJECT PREPARED BY | ANTONIO CARMONA AND CARLOTA VILLAGRA (FL) |
| DECISION OF THE BUREAU: APPROVED US\$ 17 000 | | |

B. PRESENTATION

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.

13. 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

14. 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 |
| <u>TOTAL:</u> | 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 |
| <u>TOTAL:</u> | 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: APPROVED US\$ 12 000 | | |

B. PRESENTATION

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.

15. 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.

16. 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 |
| 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.

C. ADDITIONAL INFORMATION

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 |
| <u>TOTAL:</u> | 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 |
| <u>TOTAL:</u> | 13 900 |