

WORLD ASSOCIATION FOR CHRISTIAN COMMUNICATION

- 1. Project title** Popular and Participatory Communication and Radio in Moreno
(Ref.: 690)
- 2. Region/Country** Latin America / Argentina
- 3. Project holder** Moreno Comunicación
Saavedra 81 entre Zeballos y Piovano. Moreno, Pcia. de Buenos Aires, Argentina. CP 1744
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- 4. Amount requested** € 6,700 (ARS 29,880 @ 4.4597)

5. Summary

Moreno is a community of Moreno of half a million people in the province of Buenos Aires. Considered a 'sleeper town' because of the lack of sources of work and employment with a significant infrastructure deficit, seventy per cent of its population lives below the poverty line. Moreno historically has been a place where important and numerous social and ecclesiastical organisations have struggled for a better quality of life. Over the last few years it has increasingly become the first port of call for migrants from Paraguay and Bolivia. Areas such as this, where poverty and shortage of services are the norm create little interest in the media. In addition media concentration creates widespread isolation among the population in relation to decisions concerning public, social and economic policies. Thus 'des-information' becomes a natural state while at the same time exclusion and marginalisation grows. The project comprises communication workshops, a series of radio programmes highlighting and putting into context the lives of each of the 250 neighbourhoods that are the beneficiaries of the work of Moreno Comunicación, the organisation of itinerant radio broadcasts aimed at creating interaction and solidarity between the neighbourhoods and monthly campaigns.

6. Background

Moreno is a suburban area of half a million inhabitants of which 70% live below the line of poverty. This area is described as a 'city dormitory' because of the shortage of genuine labour sources, with an important infrastructure deficit of health and education. Historically Morneo used to contain innumerable social and ecclesiastical organizations fighting for a better quality of life. The information concentration brings about isolation among the population with respect to the governmental decisions, and in addition to the important communitarian contributions, the disinformation becomes naturalized while the exclusion increases its effects. The problems were identified after several years of work in the area of building mass media.

7. Objectives

Short-term:

- To salvage the value of information and communication
- To build networks between the neighbourhood organizations
- To develop the communication skills of organisations

Long-term:

- Training for the formation of a regional network of radio productions that will be broadcast by the frequency managed by the Civil Association, thus exercising the basic and democratic right to information

8. Project description

The popular communication workshops will serve to determine and to develop forms of joint work, information research, decision making, information building, journalistic tools, socialisation of information, commitment and responsibility in the construction of public opinion and citizen participation. The training will finish with a mobile radio station in one of the neighbourhoods where their work is being carried out (until they reach the maximum possible coverage in a year). The radio station will move to the places where the organizations and/or neighbours propose an activity to the community or where problems or announcements need to be spread.

Objectives:

- Analyse the impact of mass communication on the community.
- Raise awareness about our communication and build responsible positions roles.
- Identify the different strategies and techniques that radio uses to communicate its messages.
- Understand that communication is built through 1) the message; 2) its interlocutors and their capacity to let other people speak, respect their differences and act responsibly; 3) in the socio-cultural context where communication situations are established.
- Promote the participation in local mass media as a form of participatory and responsible citizens' construction.

Self-reliance

El proyecto *Comunicación popular y participativa en Moreno* podrá alcanzar la meta a través de la continuidad del trabajo y por el aporte económico de alguna entidad que facilite el equipamiento necesario hasta generar los recursos que nos permitan hacerlo por nuestros propios medios.

The project on popular and participatory communication in Moreno will be able to reach its goal through the continuity of the work and by the economic contribution of some organizations that facilitate the necessary equipment until generating the resources that will allow them to do it with their own means.

Evaluation

The criteria that will be used to evaluate the project will be the qualitative evaluation, in order to collect concrete and constructive data that will be discussed in periodic assemblies formed by the members of the team, where a specific report for each area will be shown. Bimonthly there

will be a general assembly where all the traveling members of the workshops and radios will exhibit their proposals, views, needs and will evaluate the used methods and criteria. The final evaluation will be realised after the twelve months. A general report will be done that will demonstrate the successes, failures, lessons learned, etc. This evaluation will be carried out with the group dynamics of the commission-plenary, to facilitate the democratic participation of the members.

9. Budget

Expenditure	Name of local currency:		
Description	Total cost	Local Contribution and other sources	Requested from WACC
Micrófonos (5)	\$2,500	\$500	\$2,000
Notebooks (2)	\$5,000		\$ 5,000
Printer	\$450		\$450
Digital recorders (3)	\$900		\$900
CD players (2)	\$600		\$600
Honoraria of workshop leaders Trabajo de talleristas arancelado	\$12,480		\$12,480
Equipo de radio móvil (transmisora, antena, Coaxil, mezcladora, pies de micrófono)	\$5,000		\$5,000
Una Consola para Broadkasting Deck	\$4,500		\$4,500
Cuatro Parlantes de Exteriores 500 Watt	\$1,080		\$1,080
Total expenditure	\$32,510		\$32,010

Income	Total
Requested from WACC	\$32,010
Local / Own Contribution	\$500
Other Sources*	-----

Income	Total
Total Income	\$32,510

10. Staff comments

Moreno is a urban community in the outskirts of the province of Buenos Aires. Hosting some half a million inhabitants of which around 70% live below the poverty line. Due to the lack of genuine employment opportunities it is known as a 'dormitory' city and lacks crucial educational and health infrastructure. Many Bolivian and Paraguayan migrants which have come to Argentina in search of opportunities for work have settle here and have found only poverty and isolation.

Exclusion and social isolation are the norm among the inhabitants and the media concentration and dearth of information relevant to sectors such as the Moreno one, contribute to the expansion of the isolation of the population from public and social life. At the same time it contributes to the 'naturalisation' – that is it makes isolation, poverty and deprivation seem natural phenomena – of the marginalisation of the people.

Moreno Comunicaciones is a civil association set up between the community and a group of journalists and communicators from the only community radio station in Moreno, FM Moreno 90.1. As part of their community development effort the group will use communication and different communication formats to begin to create a sense of community and belonging among the residents of the 250 'barrios' (neighbourhoods) and to produce radio programmes with community participation which show the diversity and richness of the people living in the area.

RECOMMENDED: € 6,700 (ARS 29,880)