

WORLD SOCIAL FORUM 2009

**COMMUNICATION COMMISSION
Shared Projects**

NARRATIVE REPORT

July 2009

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INTRODUCTION AND GENERAL EVALUATION

Communication activities at the World Social Forum in Belem were planned starting from the IC meeting in Abuja, Nigeria (April 2008). The plan drafted thereafter was based on the recommendations following the Global Day of Action 2008 and the restructuring of the Communication commission, which was opened to include non-IC members into its working groups as well as a larger participation requested to the main media-oriented organisations in the IC.

The communication strategy in the common plan considers the World Social Forum as a continuous process, driven by the will of its participants to intercommunicate and find forms of creating alliances and acting efficiently towards another possible world.

The most prominent “forms” defined for this process (big events such as Belem forum, with connections worldwide in 2009) are the most visible and can be used to make the WSF known worldwide, but the horizontal visibility is also vital to strengthen the process, inclusion and participation. Therefore, special attention and effort was given to find ways to allow a broader and distant participation to the WSF 2009, which turned out into the Belem Expanded conception.

After the IC meeting in Abuja, the Communication commission was supposed to organise a seminar to work on the tools, guidelines and coherence and build up team spirit with all the people involved. But due to lack of funding it was not possible to organise it. The commission was able to finance the travelling of 4 members to the meeting on methodology and communication which took place in July 2008 in Belem and a few “missions” for the TV, internet and media forum in December 2008 in order to help organise logistics and enhance collaboration with the local organising committee.

All other exchanges were done online and the working groups discussed and prepared proposals of activities to be “shared” and “facilitated” in the process towards Belem (especially trying to work together with the local organising committee) with a budget that was considered minimal to carry out the main activities. At the end, 5 shared communication projects were decided (Ciranda of Independent Media, Forum of Radios, TV Forum, Belem Expanded, International press facilitation) plus some support activities (Bazaar/outcomes, Openfsm.net, online payment system for international registration, etc.).

It was decided that the resources would be managed by one organisation for each working group, who would sign an agreement to be accountable to the IC Communication commission and spend the funds according to guidelines that were published in openfsm [<http://openfsm.net/projects/communication-commission/terms-of-reference-en>]

Coordination

General coordination was confirmed as in the previous year with the administration and management done by the Ethical Bank Foundation, collaborating with Ibase.

Of the 15 working groups in the Communication commission (divided in 5 for media, 10 for

intercommunication and participants' facilitation - see note¹), only 8 were really active, and around those the activities were defined and a budget finalized. The actual budget that was made available through the IC Resources commission (thanks to Novib's contribution) was less than half of the requested one, making it more difficult to realise, but most activities were carried out in any case, reduced in scope. Nevertheless, it was possible to achieve good results thanks to the volunteer work of many and notwithstanding the difficulties in coordinating with the local organising committee in Belem (especially in relation to the infrastructure, media center, press assistance, website management). In addition, cooperation was sought with organisations and activities in Belem, in particular with the Networked Politics and Social Forums free culture group (<http://openfsm.net/projects/social-forums-free-culture-hub/project-home>), Terra Viva / IPS (<http://ipsterraviva.net/tv/wsfbrazil2009/>), the Free Media Forum, etc. and positive. In only a few cases there was no answer or collaboration, as with the Flame d'Afrique group who never replied to the many solicitations.

Budget management

After the experience of the previous year, we confirmed the method adopted and distributed the funds with signed agreements from each organisation taking charge of a part of the activities, in two installments according to the budget (the first at the beginning, the second after the report). A page was set up on openfsm with all the proposals and the final budget [<http://openfsm.net/projects/communication-commission/comcomfunding-wiki>]

The “Disbursal form” made with Rolando Lopez the year before was revised and used as the agreement, specifying objectives, means and budget. Terms of reference were also elaborated in order to have common guidelines (see Appendix 3) and in general we tried to follow them as much as possible.

The Banca Etica Cultural Foundation (FCRE) had the role of supervising the administration of the funds (with involvement of the director Mariateresa Ruggiero and an accountant) and making the payments, as well as collecting the financial reports.

The organisations responsible for the activities were:

- Amarc for the Radio Forum
- Istituto Paulo Freire - Ciranda for Independent Media facilitation
- Accesso for Tv Forum and wsftv
- FAIR for International Press

1 **WG Related to participants**

- **Webteam** (web strategy and wsf websites support)
- WSF internet training** (stimulating local training programs)
- Live space for IC internal communication** (help desk)
- Streaming at events** (how to coordinate and stimulate it)
- Intercommunication** (support-promotion of connections)
- Reporting** (stimulate and collect feedbacks / memory)
- Practical info content** (WSF newsletters, etc.)
- Translation** (stimulate translations of IC related contents...)
- Promotion** (share logos, banners, etc.)
- **on line donation (financing the process)**

WG Related to media

- **Alternative media** (networking media activists - org./collect.)
- Press** (decentralised press conferences –press kits – press relations)
- Journalists** (stimulate journalist network)
- Radio** (radio forum exchange)
- Video** (platform, exchange, network, satellite distr.)

- Caritas for online participation, openfsm, Belem expanded
- Nova Terra for Belem expanded

The budget was respected almost entirely, with some over-expenditure that totals around 4000 euro, due to extra missions to prepare the event and some unexpected costs.

Evaluation and Results

An evaluation meeting was done in Belem right after the Forum, on February 2, 2009. 24 people participated (out of the approximately 50 who worked on communication projects). And in March and April online meetings of the commission helped to sum up and share results and positive/negative aspects of the common work. All agreed that the efforts put to prevent problems and try to coordinate the technical, infrastructural and communication issues before the event (2 months before the event, with “technical missions” to establish closer collaboration with the Belem organising committee) had been necessary but insufficient. The main problem resulted in the difficulties of collaboration with the local organising committee (which seemed to have low interest in the international dimension) and the dependence from the State of Pará for many of the essential services, with no clear answer or responsibility and uncertainty until the very end. Here are some considerations from the various groups, expanded in the second part of this document:

> **Independent media facilitation.** In the weeks leading up to the Forum, Ciranda worked with local groups (students, young people, local movements) in the Laboratorio de Comunicação Compartilhada at CEPEPO in Guamá, who produced audiovisual and textual coverage of the forum. This important work means that the projects will continue in Belém after the Forum, involving more local groups. Around 150 people participated in Ciranda, of which 90% Brazilians. Notwithstanding the infrastructural difficulties (internet blackout for long periods), hundreds of articles, pictures and audio were collected in 4 languages and divided by the 9 thematic axis of the Forum. See: www.ciranda.net

> The work of the **Forum de Tvs** was divided into different parts. Before the WSF, an alternative media center was opened at CEPEPO with the presence of many students and with the support and participation of Ciranda, Forum de Radio, Focuspuller, Arcoiris and many others. In this media center CEPEPO coordinated the production of a collection of pre-forum videos. During Forum, the Focuspuller group produced content which was distributed via Eurovision while the CEPEPO team produced 23 videos in total, uploaded on www.wstf.net. CEPEPO has contributed with the videos produced for a programme of EBC made with the independent production. Also the Arcoiris tv team (www.arcoiris.tv) collaborated and produced many videos, as well as other videoactivists who joined during the event.

The content that was distributed via Eurovision reached around 50 public broadcasters in Europe, 8 in Latin America and a few in Asia. One hour of highlights was produced, and several clips and interviews. The material is available on the www.wstf.net website. Forum of TVs and mainstream broadcasters needs some more attention in the future, more in the pre-production and in assuring a good infrastructure. There were problems with the internet connection (see detailed report) that made it difficult to upload the videos produced and to promote them better during the Forum.

> The **Radio Forum** started with a campaign in 5 languages to promote the Forum to

radios in Latin America, Europe, Africa and Australia. In the Forum Radio the AMARC network and various other radios participated, as well as local community radios. During the Forum, programming was organised around axes, with programmes every day in different languages (Portuguese, Spanish, French, German, Dutch, English). There were daily meetings to discuss the agenda.

Before AMARC always worked alone, this time we worked with others. One of the best experiences was working with local radios. Internet connection for streaming was difficult. Work of Radio Forum is not just about diffusion but about how you work. Sharing is fundamental and this experience was very positive.

Belem Expanded or "Belex" was a way to continue the intercommunication experience of the global day of action in 2008, when a series of international video-chats was organised. Belex was organised mainly through openfsm.net

40 cities registered. In total 30 videochats were held, from one hour to three hour duration each. Participants (an average of 10-15 per session) liked them very much, discovering intercommunication over distance. Belex had 5 rooms which were all used simultaneously on various occasion, 3 in the Ginasium and 2 inside FACOM. We used Skype to connect which in line with the decentralized scheme. We prepared this on line with on openfsm for lukewarm communication and started warm communication with skype chats one month before the Forum. For the next events, days of action or forums in the calendar, this intercommunication scheme can grow bigger.

> **International Press** – General coverage of the Forum was good, with many mainstream newspapers, magazines, radios and television from all over the world (see Press Clippings document). Over 800 newspapers from 30 countries were accredited to the Forum. 4500 journalists, communication professionals and freelancers (2500 who worked in Belem and 2000 at distance), have been in touch with the Communication team of the WSF. [Fair] worked within the WSF Communication Commission using 3 persons staff full time committed (two of them presents at the Forum in Belem, one for the International press contacts and one to support international journalists) and a part time resource during the Forum event to implement the plan we . On the 15th of January, a common day of press conferences was organised, covering 10 cities. A press kit was prepared and press releases where produced in 4 languages every day and sent out to over 5000 journalists worldwide; media were monitored during the Forum and articles posted on Openfsm [<http://openfsm.net/projects/wsf09-pressclips/blog>] and after for other 2 months.

Various problems arised months before the event with the Belem local organising committee communication group: it wasn't clear who was responsible of what and they didn't manage to get anyone involved in the weekly ComCom chats in preparation of the Forum. Even during the Forum, notwithstanding the attempts to meet and work together and help with the load of tasks, concentrated mainly in one person who seemed only interested in the local press, the level of collaboration was low (though it did improve significantly in the last days). What was missing from the Belem communication office where several basic elements, which made it more difficult to work (all of these were indicated many times to the people responsible for communication): a calendar of daily press conferences; a list of the more well-known protagonists of the Forum with the indication of the meetings they'll attend; a list of the persons of the IC and the Organising committee who could be reached by phone to be interviewed; planned press releases; the distribution in the media center of the press kit, the press releases (produced but not

distributed locally), the announcements of press conferences, etc.

Press relations for any future Forum and event must be planned much ahead in close collaboration between the local communication and organising committee and the international team, with clear roles and responsibilities.

> **Office in Sao Paulo** had 3 staff, of which one dedicated (in part) to communication, in particular to the production of the WSF Bulletin. During the Forum, they joined the Belem office, helping to setup and manage the infrastructures and the logistics (including the media center and the volunteers). The division of the WSF territory was problematic, with little infrastructure at UFRA and no media center there for journalists, though many of the main events took place there.

> **“Bazaar” of results**

The Bazaar was an activity decided in Copenhagen to collect from the organisers of activities the results of their meetings and sessions. Due to a number of reasons and circumstances (explained in the detailed report by the person who took charge for the Communication part) the activity was not successful. In general, this is a permanently weak part of the Forum process, with little planning ahead, strategy and consideration from both the Forum organisers and the IC. Stimulating and collecting results, organising them, making them visible, allowing exchange and the growth of the process through its evaluation is something that needs much more attention and political relevance. Communication then will follow.

Followup and final considerations

From February to April 2009, the active members of the Communication commission tried to gather together the information from the Assemblies (last day of the WSF) in order to distribute the documents and appeals to the participants of the Forum in Belem and to the other contacts (journalists, bulletin in 4 languages, etc). But there were many difficulties and a number of critical aspects with which we are still confronted today:

- No systematic work by the organisers of the Assemblies had been done for the post-Forum. The contacts of the facilitators were partial, the facilitators themselves did not answer to many messages that were sent after the event.
- The press office in Belem, who collected the appeals, was not able to put them all online and to give references. The Belem website was terminated in April (without notice and losing the “memory” of the official website), as many documents as possible were transferred on Openfsm [<http://openfsm.net/projects/resultfsm2009/project-home>]
- It was not possible to obtain (after many requests) any form of press clippings from the Belem press office, though repeatedly promised.
- The registration of participants and the database of individuals and organisations – a fundamental asset of the WSF as a whole in order to allow contact and exchange with the people who are active in the Forum – was apparently incomplete or lost by Prodepa, the State agency who was in charge of managing it.
- The S.Paulo office staff disappeared after Belem and was not very helpful thereafter. The newsletter and (old) participants' database are all in the hands of S.Paulo office, so it was impossible to do anything else but wait and try to stimulate the liaison group as well.

From these elements, it is clear that there is need of better planning, taking in charge as well as collaboration among commissions, liaison group, wsf office, local organising committees. The WSF process is both local and international, and those two components

need to work closely together. And communication is not just a technical matter, to assign to centralised staff. There is a strong need of a different, more open and strategical approach, which can only be shared and planned together in order to make the Forum process and space more attractive, participatory, creative and visible.

For the future, based on the many positive and critical experiences and lessons learned in Belem (as well as the previous forums and events), the Communication commission is working to improve and enlarge its efforts, with the participation of more people, organisations and media from all over the world.

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DETAILED REPORTS

FORO DE RADIOS

INFORME NARRATIVO

(A) Sobre objetivo general propuesto

Resultados

El Foro de Radios (FdR) fue instalado como referente de información radial sobre el FORO SOCIAL MUNDIAL 2009 entre colectivos radiales, redes y asociaciones de radios de América Latina, Estados Unidos, Canadá, Europa y África. La gestión y coordinación se llevó adelante entre : Radio Tierra y AMARC América Latina y Caribe e Internacional (Asociación Mundial de Radios Comunitarias). Se logró duplicar la participación en el FdR a 43 entidades radiales y expandirla territorialmente a radios y redes de Europa, Estados Unidos, África y América Latina. 22 nuevas entidades radiales se sumaron a partir de la preparación y desarrollo de esta cobertura radial compartida y participativa del FORO SOCIAL MUNDIAL.

Ver: <http://www.foroderadios.org/index.php?>

[option=com_content&view=category&layout=blog&id=47&Itemid=48&lang=es](http://www.foroderadios.org/index.php?option=com_content&view=category&layout=blog&id=47&Itemid=48&lang=es)

La coordinación del FdR trabajó durante el mes de diciembre y enero en la preparación de la cobertura radial. Se compartieron recursos organizativos, técnicos, de capacidad y experiencia tanto en coberturas radiales, como en producción de contenidos radiofónicos y de gestión radial. Este trabajo tuvo como resultado 7 días de cobertura radial (26 de enero a 1 de febrero) con una grilla de programación que contempló 6 horas promedio diarias de emisión streaming en español, portugués, francés , inglés y alemán y disponibles para descarga de audios en :

FORO DE RADIOS

www.foroderadios.org

AMARC INTERNACIONAL

http://alc.amarc.org/index.php?p=World_Social_Forum_2009_ES&l=ES&nosafe=0

AMARC AMERICA LATINA Y CARIBE

http://www.agenciapulsar.org/coberturas_det2.php?id=51

Evaluación:

El FORO SOCIAL MUNDIAL 2009 desarrollado en Belém do Pará logró generar un importante impacto por el contexto que genera la situación de crisis global y consiguió transmitir vitalidad en sus planteamientos . Los ojos del mundo estuvieron puestos en Belém para seguir los debates, propuestas y agenda que abordaron diagnósticos y respuestas ante la crisis en sus distintas facetas .

Los encuentros entre los 5 mandatarios latinoamericanos y las organizaciones y movimientos sociales participantes del Foro, profundizaron las estrategias de diálogo político contempladas en las metodologías del FSM y lograron un alto nivel de impacto mediático, tanto en los medios ciudadanos y libres, como en los medios comerciales y públicos, en estos últimos destaca la completa transmisión de la TV pública de Brasil. La instalación del Foro en territorio amazónico provocó a su vez la atracción del mundo por lo que esta zona representa para la defensa del medio ambiente y de las culturas de

los pueblos panamazónicos.

Las agendas definidas en las distintas asambleas de finalización del programa, profundizaron la capacidad de propuesta y articulación del Foro y permitieron establecer una discursividad más comunicable. El Foro de Medios Libres situó la cuestión de las comunicaciones al centro de las discusiones y logró permear transversalmente las actividades del Foro. El contexto del FSM posibilitó también el avance en puntos claves de la agenda definida para Brasil. La confirmación de la Conferencia Nacional de Comunicaciones por parte de las autoridades del gobierno brasileño es un ejemplo de esto.

Estos elementos, sumados a la masividad y diversidad territorial y temática que alcanzó la novena edición del FSM tanto en lo referido a la ejecución del programa, como a la maciza marcha con que se le dio inicio y las millares de acciones culturales y otras manifestaciones que tuvieron lugar, propiciaron un importante avance en su impacto mediático.

Las cifras son elocuentes 800 periódicos de 30 países fueron acreditados ante el Foro, asistieron 4.500 periodistas, profesionales de la comunicación y de los medios independientes. Lo que permitió un importante flujo de información que posibilitó la instalación y circulación de un relato público sobre puntos más relevantes debatidos en Belém, que incluyó diagnóstico, propuestas y agenda de movilización.

La contribución hecha por el Centro Alternativo de Prensa, a la conformación de una corriente informativa sobre el FSM fue sustantiva. Los 7 días de emisiones del FdR aportaron a conformar esa corriente y a construir el relato de Belém. La radio es un medio que contiene un inmenso potencial de masividad, sus costos de producción son bajos y simples. El efecto multiplicador que otorgan las redes de radios es un gran fortaleza para la difusión del FSM.

Las dificultades vinculadas a la disponibilidad de conectividad, se enfrentaron haciendo uso de las instalaciones dispuestas en el Centro de Medios, solución que pudo ser prevista con anterioridad.

Desde el punto de vista de las metodologías de trabajo, se logró la realización y emisión de los programas comprometidos por cada participante compartiendo un mismo espacio físico, infraestructura y recursos técnicos. Las dificultades estuvieron vinculadas a formas y experiencias distintas de trabajo entre los participantes del FdR y fueron enfrentadas concordando como criterio prioritario garantizar de conjunto la emisión de la cobertura de los espacios de cada participante.

(B) Sobre las actividades propuestas

1) LOGISTICA TERRENO PREVIA

Resultados conseguidos: Se realizó una visita previa a Belém do Pará durante diciembre, a cargo del editor de la Agencia de Noticias PULSAR-Brasil Andreas Behn, allí se evaluó la situación de conectividad en UFPA, espacio físico del Foro donde se ubicaría el Centro Alternativo de Prensa.

Belém do Pará corresponde a una zona de exclusión digital, la demanda de conectividad de un evento como el FSM rebasaba la capacidad instalada en la ciudad, incluso en la

universidad. En este sentido, la inversión hecha a raíz de la realización del Foro fue importante, así lo consignó la evaluación final hecha por la organización del Foro. Los ajustes en las instalaciones permitieron en los tres últimos días del Foro realizar la transmisión como estaba planeada, es decir una emisión radial en directo vía streaming. Se contó con un espacio para la transmisión, producción y reuniones de coordinación, que fue utilizada los días 27, 28 y 29 de enero, este espacio contó esporádicamente con conectividad. Los días 30,31 y 1 febrero se hizo uso de las instalaciones del Centro de Medios que contaba con equipamientos y conectividad más adecuadas a las necesidades del FdR

2) ACTUALIZACION BASE DE DATOS FORO DE RADIOS

Resultados conseguidos :Se trabajó con las bases de datos de AMARC ALC (500 suscriptores), PULSAR -AMARC (490 suscriptores), PULSAR AMARC Brasil (475 suscriptores) correspondientes a la región de América Latina y Caribe ; AMARC Europa, red de radios comunitarias vascas, la Unión de Radios Libres y Comunitarias de Madrid (URCM); Sindicato de Radios Libres de Francia- SRL (100 suscriptores) , correspondiente a la región de Europa. Se le envió también la información y campañas a los representantes de AMARC Asia y África anglófona y francófona. La lista de suscriptores AMARC Internacional (3 mil suscriptores), ayudó a reforzar esta labor. A su vez las redes, radios y colectivos radiales participantes del FdR (43) contribuyeron a la circulación de la convocatoria y campaña en la etapa previa.

A través de dinámicas participativas, se formuló colaborativamente la Convocatoria del FdR en 6 idiomas y se distribuyó a través de las bases de datos.

(Textos en anexos y en : http://www.foroderadios.org/index.php?option=com_content&view=category&layout=blog&id=29&Itemid=1&lang=es)

3) DISEÑO Y PUESTA AL AIRE SITIO WEB FORO DE RADIOS

Resultados conseguidos : la actividad propuesta fue activar y mantener el sitio web Foro Radios. El sitio www.foroderadios.org fue puesto al aire el 22 de diciembre 2008. Su diseño y estructura fue acordada colaborativamente entre los integrantes de la coordinación del FdR.

El sitio tuvo actualizaciones permanentes desde su aparición, en la actualidad cuenta con 50 crónicas, reportajes y notas publicadas la gran mayoría con audios, además de las secciones establecidas. Las actualizaciones se han hecho en forma colaborativa y han participado tanto radios, como redes y agencias de noticias.

El sitio ha sido vinculado a las 43 radios , agencias, productoras y colectivos radiales participantes que a su vez lo han vinculado a sus respectivas redes. El efecto multiplicador supera el esperado. El sitio está construido sobre plataforma Joomla, cuenta con un diseño y estructura simples pero adecuados para los requerimientos, pueden mejorarse ambos aspectos. La edición de contenidos es descentralizada cada participante tiene su clave y puede publicar. Todos los contenidos están licenciados con Creative Commons y su descarga es libre.

4) PRODUCCION PREVIA CONTENIDOS RADIALES

Resultados conseguidos:

En la producción previa de contenidos participaron radios, agencias, colectivos y redes. Se publicaron 17 notas, crónicas y entrevistas y columnas de opinión, donde se abordaron

temáticas de defensa de la Amazonía, Deuda Externa , Integración social, entre otras. Todas las notas fueron distribuidas y/o publicadas a través de las redes. Se estableció un acuerdo con TerraViva/IPS, con quienes se estableció una pauta de entrevistas a activistas sociales para conocer distintas perspectivas sobre el FSM de Belém do Pará. Cuatro de ellas fueron publicadas en la edición digital y/o impresa de TerraViva/IPS en 3 idiomas (inglés, castellano y portugués) www.radiotierra.com; <http://ipsterraviva.net/tv/wsfbrazil2009/>.

1. Rita Freire (Ciranda, Instituto Paulo Freire) Foro de Medios Libres

http://www.foroderadios.org/index.php?option=com_content&view=article&id=58%3Aintercambio-colaboracion-y-sinergia-palabras-claves-del-centro-de-prensa-alternativo&catid=54%3Aentrevistas&Itemid=72&lang=es

2. Lilian Celiberti (Articulación Feminista Marcosur) FSM 2009 y Género

http://www.foroderadios.org/index.php?option=com_content&view=article&id=67%3Afsm-2009-y-genero-qparticipantes-reclaman-si-hay-paneles-solo-con-hombresq&catid=1%3Anoticias-actuales&lang=es

3. Cándido Grzybowski (IBASE/ Consejo Internacional FSM) FSM y crisis global.

http://www.foroderadios.org/index.php?option=com_content&view=article&id=70%3Adimensiones-de-la-crisis-determinan-nuestro-horizonte-como-foro&catid=1%3Anoticias-actuales&lang=es

4. Boaventura de Souza Santos (Sociólogo portugués) Propuestas FSM

http://www.foroderadios.org/index.php?option=com_content&view=article&id=71%3Aposicion-ante-crisis-palestina-es-imprescindible-para-avance-del-fsm-&catid=1%3Anoticias-actuales&lang=es

5. Walden Bello (académico y activista filipino) 'It is time to aim beyond capitalism'

http://www.foroderadios.org/index.php?option=com_content&view=article&id=72%3Awalden-bello-it-is-time-to-aim-beyond-capitalism&catid=1%3Anoticias-actuales&lang=es

Todas las entrevistas fueron transmitidas por las radios participantes y publicadas en sus sitio web (www.agenciapulsar.org; http://alc.amarc.org/index.php?p=World_Social_Forum_2009_ES&l=ES&nosafe=0)

5) DISEÑO, PRODUCCION, DISTRIBUCION CAMPAÑA PUBLICA /

Resultados obtenidos:

La actividad propuesta fue la producción audios campaña. La campaña multilingüe "La radio está en movimiento por otro mundo posible" buscó impulsar una gran corriente de información y comunicación para difundir las actividades y debates del FORO SOCIAL MUNDIAL Belém do Pará 2009, a través de las radios comunitarias. La producción incluyó creación y traducción de textos, elección de voces, artística radial, montaje creativo.

Se hizo en dos etapas la primera consistió en dos frases radiales que se emitieron entre el 22 de diciembre y el 18 de enero , que dieron a conocer e invitaron a participar del FdR, junto con difundir el FSM. Las frases se grabaron a dos voces (femenina y masculina) en 5 idiomas (castellano, inglés, francés, portugués y euskera).

Se distribuyeron a través de las redes y bases de datos construidas para tal efecto.

Frases en castellano:

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/01_foro_de_radio_belem_do_para_2009.mp3

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/02_foro_de_radio_belem_do_para_2009.mp3

Frase en euskera:

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/01_foro_de_radio_belem_do_para_2009_euskera.mp3

Frases en francés:

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/01_foro_de_radio_belem_do_para_2009_frances.mp3

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/02_foro_de_radio_belem_do_para_2009_frances.mp3

Frases en inglés:

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/01_foro_de_radio_belem_do_para_2009_ingles.mp3

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/02_foro_de_radio_belem_do_para_2009_ingles.mp3

Frases en portugués

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/02_foro_de_radio_belem_do_para_2009_brazil.mp3

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/01_foro_de_radio_belem_do_para_2009_brazil.mp3

La segunda etapa (19 enero a 1 de febrero) de la campaña consistente en una frase radial tuvo como propósito difundir la cobertura radial que tuvo lugar en el FSM de Belém do Pará.

Frase en castellano

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/av_foro_de_radio_transmisiones.mp3

Frase en francés:

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/av_foro_de_radio_transmisiones_frances.mp3

Frase en inglés:

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/frase_3_foro_belem_do_para_ingles.mp3

Frase en euskera:

http://www.radiotierra.info/archivos/audios/foro_social_mundial_2009/av_foro_de_radio_transmisiones_euskera.mp3

6) EMISION COBERTURA

Resultados obtenidos : Fueron 7 días de emisiones (26 enero a 1 febrero) con un

promedio de 6 horas de emisiones diarias. Participantes permanentes : AMARC (Agencia Pulsar ALC , Agencia Pulsar Brasil y AMARC Internacional) con 3 horas diarias en 4 idiomas (castellano, portugués, inglés y francés) ; Radio Willanakuy con 1 hora diaria de emisión en castellano ; Red con Voz y Radio Matraka con 1/2 hora diaria de programa en castellano y Radio Onda con un programa de 1 hora diaria en alemán. Se sumaron además alternadamente Noticias de Holanda con programas de 1/2 en holandés y Radio Mundo Real con emisiones de 1/2 hora en castellano.

Los programas se planeaban cada día en función de las notas propuestas por los integrantes de cada equipo, y en función de definiciones que respondían a la agenda y novedades del Foro. Se trabajo con un criterio de colaboración y autonomía editorial. El 26 de enero, primer día se montó el estudio radial en el local del Núcleo Pedagógico Integrado (NPI) sede del Foro de Medios Libres y se emitió desde allí. En esta sede no había conectividad disponible por tanto se decidió grabar los programas y subir los audios a los sitios de las redes en posibilidad de publicarlos. Se publicaron en los sitios de AMARC en castellano , portugues e inglés y en diferido en el sitio www.foroderadios.org Los días 27, 28 y 29 de enero las transmisiones se realizaron desde la Facultad de Comunicaciones (FACOM) de la Universidad Federal do Para (UFPA) sede destinada para el funcionamiento del Centro Alternativo de Prensa.

El lugar físico fue compartido con el Foro de TV, Belém Expandida, el Foro de Conocimientos Libres y la red de radios locales de Belém do Pará que instaló una radioemisora FM para transmisión local.

La conectividad disponible en este lugar no fue suficiente para cubrir las necesidades de todas las entidades, la emisión streaming fue sólo posible en 2 a 3 horas diarias, en horarios en que había menor demanda de conexión. Los programas realizados durante esos días se grabaron y subieron a los sitios antes señalados.

Por tal situación los participantes del FdR decidieron de manera conjunta trasladar los estudios hasta el Centro de Medios que contaba con equipamientos y conectividad acorde con las necesidades. Esta decisión se evaluó con el equipo responsable de dicho Centro, concluyendo que las salas habilitadas para radio estaban con poco uso y que la presencia del FdR no alteraría el funcionamiento allí, y daría un uso más intensivo a las instalaciones dispuestas en ese lugar. Es así como los días 30,31/enero y 1/febrero se consiguió hacer la transmisión via streaming en directo. Todos lo programas fueron grabados y publicados en los sitios de las redes y en el sitio del FdR en diferido.

7) ARTICULACION EN TERRENO CON RADIOS PARTICIPANTES

La actividad propuesta fue instalar el Foro de Radios como coordinación para la producción de contenidos radiales. Funcionamiento en línea y presencial. Construcción de una programación participativa entre diversos actores, radios, redes de radios comunitarias y las radios locales locales y comunitarias de la región de Belem do Para, como la producción de información en formato noticia, testimonio u otros durante los días de realización del Foro.

Resultados obtenidos: el trabajo de la coordinación del FdR comenzó en noviembre 2009. Desde la primera quincena de ese mes se realizaron reuniones semanales vía conexión skype, totalizando 6 reuniones previas que incluyeron a las colectividades participantes. Un asunto que ocupó parte importante de la coordinación previa fue la discusión sobre alternativas para el aseguramiento de conectividad en Belém do Pará. Las condiciones de conexión en la ciudad impidieron la implementación previa de estas alternativas, como conectividad móvil u otras. Como resultado de las dinámicas participativas se lograron acuerdos para la implementación técnica tanto en equipos como

personas que asumieran su operación , así como en formatos, artística, grilla de programación. Se decidió trabajar con criterios de autogestión y horizontalidad, manteniendo la autonomía editorial de cada equipo. Se acordó, a su vez, intercambiar contenidos programáticos cuando se requiriera.

Durante los días de realización del Foro la coordinación fue diaria, a través de asambleas y reuniones operativas, cuyo contenido fue fundamentalmente referido a resolver dificultades y asegurar las emisiones. En la primera reunión, efectuada se llegó a un interesante acuerdo de colaboración con el Foro de Radios locales de Belém do Pará , que se materializó en la instalación de una emisora, la "Radio del Pueblo" en el territorio Foro. El gesto de levantar antena les permitió difundir su plataforma política, que incluye la denuncia de las situaciones de hostilidad que vive la radiofonía comunitaria en Brasil, también consiguieron ampliar su impacto a través de nuevas articulaciones, proceso que fue impulsado por los integrantes del FdR.

La experiencia compartida del FdR enfrentó las dificultades propias de equipos y colectivos con distintas experiencias y perfiles. Se considera como logros la emisión de una grilla programática con 6 horas diarias durante de 7 días, así mismo los intercambios de contenidos entre Noticias.nl de Holanda, de Democracy Now, IPS/TerraViva; Radio Matraca, Onda y Willanakuy. Hay aspectos programados que no alcanzaron a concretarse como un programa radial conjunto que cerrara cada día de emisión o afianzar una agenda de contenidos compartida. Para alcanzar esos últimos resultados se requiere acumular más experiencia de trabajo conjunto y ampliar la participación a más radios.

8) COBERTURA Y EMISIÓN RADIAL PARTICIPATIVA

9) PRODUCCION Y CIRCULACION DE CONTENIDOS SOBRE ACTIVIDADES FSM

10) ACTUALIZACION SITIO WEB FORO DE RADIOS

Resultados conseguidos: Las radios, colectivos y redes según sus recursos de producción, técnicos y óptica editorial dieron cuenta de los debates, actividades y acciones ocurridas durante los días de realización del FSM mediante una cobertura de 7 días con un promedio de 6 horas diarias de emisión. Tanto en notas publicadas como en programas, la información fue relevante y variada: desde demandas de organizaciones indígenas hasta pronunciamientos de presidentes, pasando por crónicas de marchas y actividades. En términos de contenido informativo, la cobertura brindó un buen panorama de lo ocurrido en el foro, con audios valiosos, que reflejaron el tenor de las discusiones y el relato que se construyó a partir del contexto de crisis global en que se desarrolló el 9º Foro Social Mundial. Los motores de búsqueda en Internet reportan en buen ranking (2º lugar) la información sobre el FSM producida por participantes del FdR (Agencia Pulsar). La gestión del sitio durante los días de realización del Foro fue parcial, alcanzó mayor dinamismo los 3 últimos días, una vez resuelto el problema de conectividad y en la post producción. Esta situación se vio compensada con las actualizaciones de los sitios de las entidades participantes, una mejor coordinación entre éstos y un sitio con estructura más robusta habrían conseguido mejorar este resultado. La información (50 publicaciones) con los audios correspondientes está disponible en el sitio del FdR en 4 idiomas y en los sitios de las entidades participantes. En su conjunto constituye una valiosa herramienta para la memoria del 9º Foro.

Entre los temas abordados se destacan la **agenda de comunicaciones** discutida durante el FORO DE MEDIOS LIBRES donde se consignaron las opiniones de Rita Freire (Ciranda/ Centro Paulo Freire); Ivana Bentes (Académica Universidad de Río de Janeiro) , Renato Rovai (Revista Foro), María Pía Matta (Presidenta AMARC ALC), Alejandro Kirk

(IPS/TerraViva), Gustavo Gindre, Sergio Amadeu, Ignacio Ramonet (Le Monde Diplomatique). Esta temática cobró relevancia durante el FSM, fue parte importante del encuentro de activistas sociales con el Presidente de Brasil Luiz Ignacio Lula Da Silva quien junto con confirmar la realización de la Conferencia Nacional de Comunicaciones en ese país, reconoció que las radios comunitarias son deuda de su administración con la democracia. Fue también tema de debate en los Diálogos Femenistas, relevado tanto por representantes del mundo político como Laisy Moriere(Secretaria de la Mujer PT) como del mundo social Alicia Stumpf (Radio Ciudad Paraguay) ambas destacaron el rol central de las comunicaciones para la agenda de las mujeres. La condena a los medios comerciales no estuvo ausente, un tribunal ciudadano denunció la forma en que estos medios favorecen la criminalización de los movimientos sociales. En la asamblea que cerró esta edición del FSM se incorporó, por parte de los movimientos y organizaciones sociales, la democratización de las comunicaciones como una de las consignas movilizadoras del 2009. Estos asuntos se incluyeron ampliamente en la pauta del FdR y fueron además destacados a través de las redes y medios que siguieron la cobertura

La **defensa de la Amazonía** fue un eje gravitante durante las emisiones que formaron parte de la cobertura. El 2º día del FSM tuvo lugar el Foro PanAmazónico , de allí surgió el manifiesto firmado por cientos de organizaciones que alerta sobre el calentamiento global, sobre la situación de las comunidades, entre otros aspectos. El FdR consignó distintos puntos de vistas y aristas de los sentidos y significados que tuvo elegir el territorio amazónico para la realización del Foro: Chico Whitaker (Comisión Brasileña de Justicia y Paz) quien reafirmó el papel estratégico de la región para toda la humanidad. Mercedes Zapata (Ecuador ECUARUNARI) que relató la realidad de las mujeres en la zona amazónica de Ecuador, de igual forma lo hicieron Renata Pimentel respecto del tráfico de personas en esta zona que afecta principalmente a las mujeres y la coordinadora de la ONG Fase de Amazônia y militante feminista Graça Costa. Jorge Nancuqueo (Coordinación Andina de Naciones Indígenas) y Ana María Oliviera (Forum de Mujeres de Manaus) se refirieron al concepto pan amazonia (Bolivia, Brasil, Colombia, Ecuador, Guyana, Peru, Suriname e Venezuela, y Guyana Francesa), los problemas comunes que enfrentan sus comunidades y la necesidad de levantar una plataforma política común para enfrentarlas. En tanto , el sociólogo brasileño radicado en Francia Michael Löwy, hizo planteamientos desde un punto de vista teórico. En la carpa de Derechos Humanos se puso de relieve el combate a las hidroeléctricas y la defensa del Río Madeira en Brasil. Simultáneamente se demandó la defensa del río São Francisco que nasce en Minas Gerais y desemboca en el Océano Atlántico. La amenaza a la biodiversidad por el uso de grandes extensiones de terrenos en cultivos destinados a biodiesel fue también tema de denuncia en vos de Vernna Glas (Carta Maior) .El homenaje a Chico Mendes, importante lider sindical luchador por los derechos de los trabajadores y la preservación de Floresta corrió por cuenta de la senadora brasileira y ex-ministra de Medio Ambiente, Marina Silva. La cobertura del FdR consignó también las voces de la primera abogada indígena de Brasil, Joenia Wapichana, del teólogo Leonardo Boff, de uno de los fundadores del FSM Oded Grajew, quien se refirió al devastamiento de la zona amazónica por parte de las grandes empresas, de igual forma lo hizo La economista e investigadora de la Universidad Nacional Autónoma de México (UNAM), Ana Esther Ceceña. Los representantes indígenas, Jorge Marubo y Make Turu Matis de las comunidades Marubo, Matis, Mayoruna, Kanamary, Kulina e Kokama, que habitan Vale do Javari (Amazonia) denunciaron el etnocidio del que son víctimas, resultado de las enfermedades y falta de políticas de salud en esta zona.

La **crisis global** y el **diálogo político con los gobernantes** ocupó la pauta de la cobertura del FdR. Estos fueron los ejes del relato del la 9ª edición del Foro Social Mundial, ocuparon la pauta tanto de los medios comerciales como ciudadanos, comunitarios y libres, quienes recogieron con centralidad los encuentros de los presidentes con los activistas sociales. El FdR abordó esta pauta desde sus distintas aristas. Así quedó consignado en las voces de Candido Grzybowski (IBASE) quien destacó que por primera vez organizaciones sociales consiguen reunir a 5 mandatarios. El primer encuentro fue organizado por el Movimiento Sin Tierra y asistieron los presidentes Rafael Correa, Evo Morales, Hugo Chávez y Fernando Lugo. La cobertura radial de ese día reporta las voces de cada uno de los mandatarios , junto a los planteamientos de Joao Stedile (MST) y los comentarios de activistas . participantes. El escenario del FSM fue el escogido por los mandatarios para situar discursivamente la marca antineoliberal en las respuestas y políticas que llevarán adelante para enfrentar la crisis global, ese contenido fue destacado en la crónica radial del encuentro que congregó a 10 mil personas junto a los gobernantes. Este punto de vista fue también refrendado en una reunión entre el Presidente Lula y representantes sociales e integrantes del Consejo Internacional del FSM. Los analistas y activistas sociales destacaron así mismo el impacto mediático que tuvo el FSM en comparación con el Foro Económico Mundial de Davos, así lo sostuvo el chileno Raúl Sohr en entrevista con el FdR, quien opinó que este Foro es el que ha conseguido más impacto político.

Los temas y propuestas frente a la crisis emanadas desde las redes de Economía Solidaria, la cuestión de la deuda externa en Ecuador , el rechazo a ley Minera en ese mismo país , fueron puntos altos en los debate, de los cuales dieron cuenta las voces de Euclides Mance (Solidarius) , Marivaldo do Vale (gerente de Banco Tupinambá) Janeth Cuji (CONAIE), María Elsa Viteri (ministra de Finanzas de Ecuador) . El tema fuerte de la integración regional, las perspectivas de UNASUR y el papel de la sociedad civil fue analizado por Walter Limache (boliviano UNITAS)

La **metodología política del FSM** ocupó también la pauta del FdR ,las voces de Moema Miranda (comisión metodología FSM) , Francisco Whitacker, Luiz Arnaldo Campos (miembro del Comitê organizador local), Raffaella Bolini (ARCI Italia), Boaventura de Souza Santos (sociólogo portugués) entre otras, estuvieron en esta cobertura para tensionar y dar cuenta de las ideas fuerza de la metodología del 9º Foro, cuya apuesta principal fue la realización de las asambleas de convergencia. Gran parte de las asambleas temáticas en torno a los objetivos fueron reportadas y comentadas en los programas de cierre de la cobertura. El contenido de la agenda emanada de las asambleas, confirmó que las propuestas y carácter de las respuestas a la crisis global impulsarán las movilizaciones acordadas para el 2009.

La cobertura dio cuenta también de la multitudinaria marcha de inauguración del FSM, de los debates protagonizados en las carpas temáticas instaladas en sede UFRA del Foro Social Mundial, en especial aquellos referidos a los pueblos y naciones sin estado, los derechos humanos, los pueblos amazónicos, entre otros. Los diálogos feministas efectuados durante los días del Foro fueron también cubiertos, a través de crónicas y entrevistas. Como criterio editorial el FdR incluyó la perspectiva de género en su cobertura.

(C) Conclusiones:

- El FdR, junto al Foro de TV, la plataforma de conocimientos libres y la Ciranda ,

contienen un enorme potencial para el fortalecimiento del discurso y relato del FORO SOCIAL MUNDIAL 2009, elementos sustantivos para elevar su impacto político, para crear los imaginarios que empujen el cambio social y cultural.

- La radio continua siendo un medio escuchado masivamente. El efecto multiplicador que otorgan las redes de comunitarias a las coberturas a través del uso combinado con Internet , contribuye sustantivamente al impacto mediático del FSM.

- El 9º FSM consolidó estas instancias como parte de la comunicación estratégica del Foro.

- Con los resultado del Foro de Belém do Para es posible pensar en una estrategia de comunicaciones que haga el seguimiento de la agenda acordada en las asambleas de convergencia, donde el FdR ocupe un lugar.

- La agenda de comunicaciones debatida tanto en el Foro de Medios Libres como en el FSM, es un desafío para que el FdR y las otras coordinaciones fortalezcan su rol político.

- El conjunto de retos políticos emanados del 9º FSM interpelan a alcanzar una articulación del FdR más robusta que logre la convergencia de redes,colectivos radiales, y radios comunitarias, ciudadanas y libres, que contribuyan con su experiencia y recursos a los objetivos político/ comunicacionales del FSM para esta etapa.

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CIRANDA OF INDEPENDENT INFORMATION

Since the first WSF in 2001, the network Ciranda International of Independent Information has made efforts to follow, cover and contribute to the shared activities of the alternative media in the WSF's thematic universe. In 2008 and 2009, we have participated in a new phase of the activities of the WSF IC Communication Commission, with the commitment to promote and fortify the shared communication activities of the alternative media and social movement communicators.

Resources

In order to carry out the above work, Ciranda had the following material support:

- 1) 9,000 Euros from the IC Communication Commission, remunerating the job of one professional during six months, including expenses relating to flight tickets and transport during the periods of activity in Belém, Internet and telephone charges, and exchange fees.
- 2) Accommodation in Belém for two people from Ciranda in an apartment rented for the Paulo Freire Institute, which also housed two people from the TV Forum and two members of the Shared Communication seminar working group.
- 3) The non-remunerated work of 18 *Ciranda professionals* and several volunteers during the WSF.
- 4) Use of equipment belonging to CEPEPO for the activities of a Shared Communication Laboratory, which was in operation before, during and after the 2009 edition of the WSF. This laboratory was created by a partnership formed by Ciranda and CEPEPO, with participation from the TV and Radio Forums and regional social movements.

Ciranda's Mission 2008-2009

- 1) Promote the transference of knowledge, both practical and of the history of the experiences of shared communication, to new participants and protagonists in the WSF process
- 2) Approach alternative media and social communicators within the WSF universe and facilitate their linkage to one of the Shared Communication projects, particularly the Radio and TV Forums and Ciranda.
- 3) Promote debates on the perspective of communication towards the construction of Another Possible World and contribute to the development of WSF communication proposals.
- 4) Contribute to the exchange of information about ideas in construction, debate or dispute within each of the WSF's objectives, through shared journalistic activity between alternative media, contributors, journalists and social communicators.

Belém Strategy

Stimulating the presence of the regional and international alternative media in Belém during WSF 2009 was the main challenge for the WSF Communication Group, due to

access difficulties, travel and accommodation costs, and logistical difficulties relating to the transmission of information in real time. Ciranda made this challenge a priority, by making the following decisions in 2008.

1) To have a presence in Belém from 2008 – to strengthen the city as a centre for articulation of alternative media en route to WSF 2009, rather than just an event for press coverage during the Forum. This work involved the organization of and participation in various meetings of local and regional groups following the July 2008 meeting of the WSF IC in Belém, as well as workshops for mutual learning and capacity-building, to construct a local communication process for the WSF. This process resulted in the creation of local management nuclei for the international Shared Communication projects that form part of the WSF process.

2) Contribute to the formation of links between all the Shared Communication projects - acting within these in order to guarantee that their participants had knowledge and possibilities to contribute to each other's work and jointly define the demands, technologies and collective management of the Alternative Media Centre. This strategy was important in order to support the construction of permanent links between the local and international nuclei of the projects, especially through the creation of a permanent WSF Shared Communication Laboratory in the pan-Amazonian region.

3) Contribute to the promotion of the World Free Media Forum in Belém, which took place prior to the WSF, including the 1st International Seminar about WSF Shared Communication. This effort made possible the physical presence of media and communication groups in Belém and provoked a qualified debate that contributed with its contents to the WSF process.

Other activities developed during the WSF

1) Management of attendance in the Alternative Media Centre, including training workshops for volunteers.

2) Workshop in the Alternative Media Centre with representatives of the Shared Communication projects and Jamal Juma of the Stop the Wall, to discuss continued joint actions with representatives of the Palestinian people.

3) Workshop in the Alternative Media Centre with representatives of the Shared Communication projects and Sergio Amadeu from the Brazilian Rede Livre (Free Network), focusing on the rights to access to free technologies and defense of Internet freedoms.

4) Participation in activities to support the call for the 1st National Communication Conference in Brazil (finally announced by President Lula during the WSF and already scheduled for 3rd December 2009)

Activities after the WSF

1) Ciranda evaluation meeting on April 4th 2009, which also resulted in the call for the foundation of an International Association of Shared Communication, intended to promote the shared communication between alternative media and social movements, organizations and networks, as well as overseeing the principles and activities of Ciranda.

2) Post-WSF workshops to consolidate the permanent activities of the new Shared Communication Laboratory in Belém, as well as the permanent process of building a relationship between the Pan-Amazonian Social Forum's new communication groups and the WSF IC Communication Commission.

3) Final workshops in Sao Paulo and Belém to edit and upload content with WSF coverage, such as pictures, videos and articles, received post-WSF. We observe that three months after the WSF 2009 edition, Ciranda continues receiving such content.

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TV FORUM and VIDEO COVERAGE FACILITATION

Premisis

Working for the Forum in Belem was very complicated, both in preparation and during the Forum itself; nevertheless, it was overall a very positive and fruitful experience, with the involvement of local videoactivist and the coverage of many of the main Forum activities.

Before the Forum, with Ciranda and the Belem communication working group, we built a independent communications center at Cepepo, an NGO of Belem, which for many years worked in video production. At the NGOs headquarter, the five groups of the Shared communication project could meet and start producing content before the Forum. ForumTv took a path that started from the UFPA's Faculty of Communication of Belem where several meetings both with the students and the local GF took place, and with the university FACOM (Faculty of Communication) that has helped greatly by making available spaces and equipment to us during the Forum.

We had several opportunities to speak about the previous communication projects at the forums of the past, the technical aspect of video making and sharing, and how to use www.wsftv.net to upload video for distribution. This helped prepare the field with local and other brasilian groups.

Internet connection

The issue of the internet connection braodband connection has followed us for months before the Forum, and at the end was not resolved, creating enormous problems of connectivity to all the alternative and independent media. Here is a "diary" of the difficulties, for future memory.

We arrived at UFPA on January 24th in the morning to start finalizing the hard work made in the last months on dicussing and deciding what internet connection, bandwidth and accesses for all the independent media would be made available.

We were supposed to have a number of guaranteed bandwidth slices, most of them based on RNP service provider in Facom (30 Mbps), to supply the real needs of all the situations as following:

- 1 - EBC / Funtelpa - 8mbps
- 2 - Comunicação compartilhada - Fórum de TVs - 7mbps
- 3 - Comunicação compartilhada - Fórum de Rádios - 2Mbps
- 4 - Comunicação compartilhada - Belex - 2Mbps
- 5 - Comunicação compartilhada - Ciranda - 2Mbps
- 6 - Comunicação compartilhada - Lab Livre - 3mbps
- 7 - Carta Maior - 3mbps

None were available.

Moreover, we were told that everything was based on WI-FI access to 155 Mbps from PRODEPA without any particular bandwidth allocation policy, no guaranteed bandwidth for anyone. So a realtime streaming audio or a video conference would have been handled as a journalist email sent from a webmail client.

We suggested to give at least wired access to PRODEPA rather than wi-fi (like 3 rooms of

Belem Expanded in the gymnasium building), on the other hand for Facom we get to the point to set up a VPN (virtual private network) opening a tunnel from one point (gateway) in Facom to the EDP Center and allocate guaranteed bandwidth specific on that point (we also made successful on-field tests on this point).

We would then have to spread that connectivity by wire to all the situations (TV Forum - Forum de Radios - Ciranda and so on) within Facom.

On the second day of the Forum, nothing had changed: just cables running all around Facom with no connectivity. After 2 days of the Forum, we finally had wired connectivity from PRODEPA in Facom with no guaranteed bandwidth.

In the meantime, we got access to the IT Lab of RNP Facom and were able to share this to anyone we could give to, in particular to Forum de Radios. All video distribution activities and 2 days of Radio Streaming on these were based on hacks and unauthorized use of RNP connectivity. More than 4 GB of low / medium quality video contents were spread outside the Forum in this way. Maximum upload bandwidth peak was 100 KB (800 kbps) per connection. Quite far from 2, 3, 7 or 8 Mbps (8192 kbps) as expected.

FORUMTV

In order to prepare the ground for the project FORUMTV, several videos were produced at the independent media center of Belem. This was a very positive and important initiative because many people took part, especially young people of various districts and university students who have used this opportunity to do hands-on experience.

The project was to produce video during the Forum and distribute it in different formats, for wsftv web site, for Belem Expanded and for the international broadcasters television distribution in collaboration with Eurovision.

Forum de TV has produced in the days of a forum about 40 short videos plus 5 highlights of 10 minutes each to distribute to international broadcasters. The Forumtv videos, coordinated in the production by Cepepo, were also sent daily to the Brazilian public television EBC for a program about the Forum. Focuspuller produced the video for the satellite distribution to the international circuit, and tried to help solve the problem of the Internet connection, distributed and produced some of the video content for the web and coordinated wsftv.net. Arcoiris.tv with 2 people worked on video coverage of the events at the Forum.

The next step has been working on organising and archiving of audiovisual memory. I believe that one of the positive things was to allow so many young people to have experience in the television coverage of a international event and can now continue to produce video to tell us what's happening in the Amazon.

HIGHLIGHTS AND SATELLITE FTP

The highlights have been distributed both on the Internet and with satellite uplink. It has been a challenge to convince the international consortium of public television stations Eurovision to participate to the WSF; up to 10 days before the Forum they did not decide whether to cover the event. But after a continuous pressure, we managed to obtain their participation, through a service satellite broadcaster. Our videos were sent each day via satellite at no cost and were distributed to their members; at the end of this report (see appendix II) is the list of the European television that pulled the material down. This was a

little miracle that has happened, since there was no budget for it, but in future we can continue this way.

There were a number European televisions (Ard from Germany, Rai from Italy, Al Jazira from the UK, Arté from France, as far as we know). The South American Tv was strongly represented, also thanks to the presence of the 5 Presidents: EBC, Globo and other Brazilian media; Argentinian television; Telesur, ViveTV from Venezuela, Cuban television; French Guyana television where there.

Our highlights were also distributed to other web sites and television stations via ftp as for DAWN in Pakistan, who is not part of EBU circuit.

WWW.WSFTV.NET

The wsftv.net website, which was created in occasion of the Global Day of Action 2008 as a video exchange hub, had a graphic restyling for the Belem Forum, and the development of some functionalities of the software and a new player to watch videos.

About 45 videos produced during the pre-forum and the 5 days of Forum were uploaded. Several new participants in addition to Cepepo from Belem began to collaborate to the work regarding the website. Now it is very important to work on Audiovisual Memory and editing of documentaries, therefore it is necessary to find ways to finance this work.

General considerations

The World Social Forum in Belem was another opportunity to return to make an audiovisual collective work that has achieved its objectives: to mobilize toward production and distribute through the wsftv site and others like Arcoiris.tv in the network, distribute to the international circuit of TV.

Among the critical aspects, the fact that until the last days before the Forum, we did not know if we had the availability of some airplane tickets to get a crew and an editor to do the work in Belem. The video editor from Belem, which was supposed to help throughout the Forum, came only one day, and two editing islands that that were supposed to come, never arrived. The problem of the islands of edition and the lack of availability of video editors has reduced the production capacity of Forumtv; even FocusPuller had to put one person mostly to edit the highlights.

It is important to remember that in order to get to the mainstream media, it is mandatory to reach their standards, to be ready with the tape to send by satellite on time (especially if the satellite is free of costs), to translate the interviews. Moreover we need to film, find the location, edit and have the will of people to be interviewed. Fortunately, we found extra funds to pay travel for other 2 professionals and covered other 2 from Arcoiris with funds from the general project.

Positivity

It was a great experience and another step in building more and more collective projects. A laborious process conducted among a thousand difficulties. Eurovision complimented us for the quality and was satisfied. The results – given the conditions we found – have been overall quite positive, and shall continue helping to involve young people interested in social video production in Belem, seeing that now perhaps there will be images, sounds and voices coming from Amazonia through wsftv.net.

I was pleased to have worked more as a team than the previous times with the other communication projects. This time we have coordinated ourselves more efficiently.

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INTERNATIONAL PRESS FACILITATION

The World Social Forum 2009 received an important media coverage worldwide. 800 newspapers from 30 countries were accredited to the Forum. 4500 journalists, communication professionals and freelancers (2500 who worked in Belem and 2000 at distance), have been in touch with the Communication team of the WSF. [Fair] worked within the WSF Communication Commission using 3 persons staff full time committed (two of them presents at the Forum in Belem, one for the International press contacts and one to support international journalists in the media centre) and a part time resource during the Forum event to implement the plan we presented. According with the plan, here is a brief report of what has been done.

1st phase: Building the map

Two [fair] resources worked to support the Communication Commission to identify press officers/resources from the organizations involved in the WSF process able to support a participatory communication strategy at national/international level but very few has been the entities strongly engaged in those activities.

Chatting by skype at least one time a week with the WSF Com Com plenary, we tried to refine the map and we decided to involve Com Com active members in order not to miss the occasion of direct contacts with editors before the event.

a. Mapping networks and activities

We proceeded inside the Com Com to stimulate a press pool building, contacting directly the WSF IC, the LG members and key peoples from the main WSF networks. Our task was to build up a map of activities and to select main issues to realize press briefings and common materials to communicate WSF 2009. We also tried to organize a press conference race as we did for 2008 WSF Global day of action and we succeeded to deliver the main event in Rome, with International rerepresentatives, and just some others around the globe (but less than in the Global Day of Action).

b. Regularly chat and work as press pool

We regularly met via skype weekly to enlarge the working press pool, trying to engage each organization available to offer their contribution to contents and issues. We tried to offer our support to the local press office in Belem, offering International briefings, translated contributions and clipping, but the response from this staff before the event has been very poor.

2d phase: Building the tools

Due to the impossibility to have any of the media list or listing of the accredited media for the past WSF editions, as [Fair] staff we built up a new list with more than 8 thousand contacts, from USA to Africa, from Latin America to Europe, to Middle East, India and China.

Working directly with list of WSF 2009 registered media and delegates, thanks to the support of the WSF office (which had also started with some difficulties), we created a map of main events with organizations, referents and issues, organized by countries. We chose to focus the communication tools on Indigenous movements' participation and the peculiarity of the Amazon region, building up the comparison between the glooming Davos

Forum and Belem Forum as the “Forum of the answers” to the Global crisis. Great support in raising awareness about the event has been given by Belem Expanded format team, that directly mobilized several organizations and stimulated interaction with participants and organizations actives all around the globe.

The last-minute confirm of the participation of the Latin american leaders allowed us to recall and stress attention by International mainstream media, with focused mailing and support to the Government accreditation for media who were present in Belem.

3d phase: Activate, motivate, invite and recall

Com Com members provided to disseminate media briefings with appropriate links, email and telephone contacts about any different axis of discussion. The Openfsm web page has been useful to host contents and infos, we had hard and last minute access to the fsm2009amazonia.org.br web page, and this created lack of information for all the media which we could not reach directly as Press pool. [Fair] staff, given the difficulty to built up a participatory Press pool, provided to invite directly and recall the media listed in the new Map at national and international level, continuously trying to activate and motivate our networks and inviting press people from the organizations involved in WSF2009/Belem to raise awareness through their mailing lists.

It has been hard to establish a continuous and effective communication with the Belem press office before arriving in Belem, to coordinate the press conferences and materials around the “enlarging Belem” network. It has been possible just at a “day by day” level, to organize how to work on Belem events (local press pool, facilitate the press officers/International media presents in Belem, having a volunteer press pool able to support almost a daily official press release, press facilities), and we succeeded to support the international media just with the support of a few of the Com Com members who were present in Belem and available for some time in the Media center.

4th phase: Finalize (run-up to WSF 2009/Belem)

On the eve of the World Social Forum, as [Fair] staff we completed the mapping of media presence in Belem and an effective media mailing to be stimulated from Belem. We finalize with Com Com support the global invitation of International media and launched the draft of WSF program with media briefs, with two recalls before the actual event. This media briefing has been the only term of reference for the media activities in Belem due to the impossibility to have a focused list of events covering all the Forum. After the global press conferences, we organised a contact list with the confirmed presences sending mobile contacts and practical info to facilitate journalists to approach the WFS issues.

5th phase in Belem

The Press pool and Com Com members are hardly been involved in the coordination meeting of the local Organizing committee, and it created a lack of information, sharing of priorities and contacts of the protagonists of the Forum.

As Press pool we supported the concrete implementation of the Press facilities in the University of Para with regular meetings and visits with local authorities and technical staff. With a daily work with the local press staff and thematic referents as Press pool we identified main issues more attractive for International journalists presents in Belem and created a program to follow them offering short reports, mobile contacts of referents and practical infos for accreditations.

As Press pool staff, with the support of WSF office and local press office, we created an e-

list to stimulate participation and awareness of all the media contacts presents or not in Belem.

We drafted a daily press release - raising awareness and give visibility to independent media products - recall and spread WSF 2009 message in 5 languages (English, Portuguese, French, Spanish, Italian).

We offered a round-the-clock support via email and mobile to all journalists presents or not in Belem, with the publicity of the mobile of two [Fair] staff presents in Belem. The [Fair] resources working form Italy provided background informations, recall and mailing of focused materials on demand.

Tha participation of International media to press conferences during the Forum has been difficult due to the last-minute alert we received from the local organizing committes.

All the way the visibility of the Forum has been broader than in the past editions, due to the communication key chose (concrete answers to crisis, Davos weakness, relevance of Amazon region agenda and indigenus movement's capacity to raise awareness). We succeeded to reach media from several areas of the planet (including China, Middle East, Africa, Iran, Pakistan, Saudi Arabia) and global networks, which in our experience have never been as responsive with regards to the WSF.

6th phase: report!

As Press pool members we collected clipping of mainstream and independent media real time in Openfsm website, and stimulated media issues collection from all around the world with a participatory process started through the Com Com working groups and via WSF newsletter. As Fair we supported the Com Com evaluation process participating to weekly Com Com and Press pool chats to measure the impact of our shared efforts, to analyze our strengths and weakness and better assest our future WSF activities.

With the exception of the Brazilian local media (collected by the local Press office in Belem), the press clippings we were able to collect have been organised by Continent and media, and represent a good portion of what has been published on paper and online by mainstream media worldwide.

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BELEM EXPANDED - ONLINE PARTICIPATION



Two Com Com working groups have worked on non media communication:

- 1) Inter communication working group, with referents Caritas France and Nova, with a project for Hub of remote live intercommunication through video-chats in the frame of Belém Expandida (which used also the website for preparation of the “event”)
- 2) On line participation working group, with referent Caritas France: a project of stimulation of use of opensfm.net and support of the Belém organising committee for results and reporting

Emergence of Belém Expanded social forum

The concept and name “ Belém expanded” (Belex) appeared in April 2008 in Abuja International Council session. A team in the communication commission started thereafter to work on the idea with Belém organizing committee people. The non confirmation status of Belém expanded during the methodology meeting in July made it more difficult to sensitize and include Belém organizing people in the build-up of the project.

A comprehensive project description document, based on previous experiences, was sent in August to organizing and support committee dimensioned to a hub of 10 rooms [<http://opensfm.net/projects/fsm2009interconexoes/projeto-para-o-espaco-em-Belém-revisoes-na-ortografia-da-versao-em-portugues>]

In Belém the organising committee decided not to give to Belém Expanded registration access in the event site, as requested, which would have probably been a strong incentive for people out of Belém to confirm earlier their participation. Belém Expanded was discussed and confirmed in September in Copenhagen International Council session – see the invitation here: [<http://opensfm.net/projects/club-Belémexpanded/english>]
<http://opensfm.net/projects/club-Belémexpanded/english>

At that meeting, some people expressed second thoughts about the concept of distance-participation, either on the technical side (could not visualize what a collective video chat can be), or political side (fear of taking strength out of Belém event, by making the trip to Belém less necessary).

Dimensioning of team: visibility and space allotment

A small group of 4 people gathered in October in a facilitating team for on-line outreach, backed by some announcements in the Wsf bulletin and the invitation issued by the IC in Copenhagen. This phase was not easy, as the modest initial facilitating team was weakened in many ways. The Wsf office (salaried staff), withdrew from being really active

on line, at least partly because he did not feel it was within his expected scope of work, and then was assigned to other tasks in Press centre. The IPF component withdrew silently from the team in November, because was assigned to other tasks about Belém internet infrastructure. The Nova component was taken a lot by Israeli attack on Gaza in December, so her on line input during the outreach phase was significant but minor than expected. So much of the work relied on the Caritas component, volunteer, whose input stayed ongoing. A positive element was the partial availability and concern from a Norwegian volunteer present in Belém, although with a limited scope. The project survived in Belém thanks to help of other people who were somehow connected to it through preliminary contacts (France, New York and Barcelona). This draws a problematic map of involvement – that will be the main challenge for next implementations.

Remote communication with Belém

It proved rather difficult to include timely and with relevant information people from outside Belém in the logistical preparation; this resulted in some mishaps that could have easily been avoided. An example of this is the program for Belém Expanded: it took 12 pages of the paper program in Belém but at the same time, since no one was really caring for it, the exact location of the rooms was not visibly explained. Also the uncertainty about availabilities of a (good) internet connection until the very last was like a de-motivation to cooperation and proactive work. Finally, with the structural separation in two territories 5 km apart, it appeared that the street where the Belex rooms were located was not central.

Belém expanded was finally allotted 5 rooms: 1 computer room, 1 classroom and 3 rooms near the media center, which were used intensively

[<http://openfsm.net/projects/fsm2009interconexoes/spacebelexdetail>]

The initial project was with 10 rooms and was downsized to 5; if there are had been more publicity and the registration for Belém expandida on the same way as for Belém event, probably the number of application would have been much higher. In that case a bigger facilitating team in Belém would have been needed.

Outreach process

The outreach effort from October to January gathered 140 people in a space and associated mailing list: <http://openfsm.net/projects/club-belemexpanded/project-home>

Coming from 35 places

http://openfsm.net/projects/searchresults/?search_for=fsm2009ehttp://openfsm.net/projects/searchresults/?search_for=fsm2009e

Early January a program was made

<http://openfsm.net/projects/fsm2009interconexoes/belexworldprogram-en><http://openfsm.net/projects/fsm2009interconexoes/belexworldprogram-en>

A chat room was installed which allowed some informal contact between Belém expanded participants: <http://openfsm.net/projects/club-Belémexpanded/chatbelex>

Belém expanded had two facets: local organizing and online connection.

Some groups were more interested in local organizing, some were interested in linking

according to a standard passive format (interview slot – receiving videos). Some thought having a live report from fellows in Belém.

Material installation and day to day logistics in the Belex hub

Internet connection was installed on 25th of January and inappropriate machines (too basic or with insufficient memory) installed on 26th. We tried to use them on 27th, then we switched to using laptops and then kept hunting for usable lent laptops during the 4 days.

A little budget had been secured for material because it was increasingly clear that many things would have to be purchased in the last moment. The video chat material was bought at about 2000 euros, as well as rented video projectors. The only local usable material was one video projector from the university; we had brought 2 and had to rent 2. We bought 5 stereo sound system and webcams and microphones and cable extensions and adapters, and steel cables for equipment security.

Recommendation: if there is a big enough facilitating group (this is a critical point), people can commit to bring their equipment laptops and video projectors and security cables - then in complement, small laptops can be bought and video projector rented in complement after mobilizing local resources.

Volunteers

Volunteer training was held on Jan 24, 26 and 27, gathering around 20 volunteers. Ideally we needed more trained and involved people that would accompany the last month of preparation and outreach, but linked to the absence of involved local actors, this was not the case. In general, volunteers came less than asked, less skilled than hoped, practically no volunteers came from the university. No international volunteer were provided by the organizing committee (having a volunteer welcoming space on line would have helped).



Security: an issue

Fear of having the technical material stolen was continuous, most of the main material was with security cable but not all - keeping keys of three rooms was a heavy constraint during the four days, the two other rooms were taken care of by university people. One computer (without cable) was stolen and we had to reimburse it to who had kindly lent it to us.

Visible Result obtained: 30 long video chats

Finally all the 30 video chats scheduled took place, totalling about 45 hours of interchange – the long duration of the chats was a new achievement: not just symbolic linking but long conversation. (The only failure was a video chat scheduled with Paris, due to use of another system than skype, and last minute change on Paris' side in the agreed technical

protocol).

Public attendance in video chats

We had a big banner (see photo above), but the rooms were quite invisible and uninviting. All video chats went well in content, although with limited attendance on the Belém side. People who had committed to be there as “fellows” for their counterparts home, were really looking for Belém and eventually finding it. The street in UFPA was not a very crowded place, and Belex space was not indicated or explained on maps and program. The other people attending were mainly passers by that we could outreach for in a scarcely crowded street.

The perception of some organizers had been “interview like session”

Slots programmed in the local event - case for Mexico – case for Stuttgart – these worked out well but did not bring much new – because it was formatted and short

Many chats were imagined in the format “fellows that are in Belém reporting home”

In general fellows did not spontaneously bring anybody from Brazil or other countries with them (exception of Limousin who had contact with indiosonline and of Toulouse who made three sessions and brought people; also Ivory brought a lot of people a whole group.

Learning curve for participants - counterparts

Many participants had to master Skype and to a lesser extent OpenFSM. People were oriented from outside towards the “abstract event”. Some realized quite late that they had to find at least counterparts.

Networked activities

There was only one Belém activity that decided to locate itself in the Belex space and look outwards. It was a network meeting with many people being out of Belém

<http://openfsm.net/projects/belemact1459/summary>

Inputting diversity and occasion of encounters

One of the facilitating team initiatives was to outreach for WSF participants in the street and encourage them to go and chat with people from other countries. This scheme was particularly useful for some cities that had no fellows in Belém, and also we arranged to have someone from another city taking care of being there (Aix, Grenoble, Louga) This was a plus that introduced unexpected interchange and emotion of encounter in the fellow to home video chat.

Louga was the most moving videochat: three hours exchange with a small city in Senegal, and people from the street outreached to talk with them. See the Louga report text here :

<http://openfsm.net/projects/fsm2009e-louga/activity-es><http://openfsm.net/projects/fsm2009e-louga/activity-es>

After Belém – reporting phase

Here is a partial list of post-Belex results from various cities:

- Aix-en-Provence (France)

<http://openfsm.net/projects/fsm2009e-aixenprovence/activity-fr>
http://wsftv.net/Members/GillesM/videos/FSM2009_480x360.mov/view
http://wsftv.net/Members/GillesM/videos/FSM2009_480x360.mov/view

- Louga (Senegal)

<http://openfsm.net/projects/fsm2009e-louga/el-foro-sigue-intercambio-a-continuacion>
<http://openfsm.net/projects/fsm2009e-louga/el-foro-sigue-intercambio-a-continuacion>

- Sao Paulo

<http://openfsm.net/projects/fsm2009e-saopaulo/activty-es>

- New York

<http://fsm2009.mayfirst.org/>

(The latter is the page for the collaborative workshop which was not a video chat, but explored other territories of intercommunication (collaborative drafting of documents and consensus decision making)

Some reports and testimonies are obtained on a more personal link basis , there

<http://openfsm.net/projects/openpagefsm2009/pag1-es>

The facilitation team has continued sending regularly messages in the mailing list, informing people of new developments and sustaining the idea that they participated in something new.

The Belem expanded experience was brought as an input in the “impulsfsm” assembly, that collected proposals about improvement of wsf process:

<http://openfsm.net/projects/impulsfsm/project-home>
<http://openfsm.net/projects/impulsfsm/project-home>

Contact list

<http://openfsm.net/projects/fsm2009interconexoes/lists/contact-belem-expanded>
<http://openfsm.net/projects/fsm2009interconexoes/lists/contact-belem-expanded>

Chat space

<http://openfsm.net/projects/club-belemexpanded/chatbelex>

Managing bought technical material after the event

The initial idea was to leave material (webcams, stereo sound sets, microphones, cables) to local organizations having prominently participated. But, because the Belem expanded was without Belem people we had none! So we left part of it to some volunteers and stored part of it for next opportunities.

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WSF09 OUTCOMES - MEMORY

Objectives:

- 1) Facilitate collecting results in the Bazaar during WSF
- 2) to promote opensfm.net.

1) The Bazaar

The Bazaar was intended to be a space where participants at WSF post outcomes from activities, such as declarations or information on new initiatives. The information was intended to be registered and displayed on internet as part of the documentation of the forum. The Bazaar is described in the report from the International Commission (IC) meeting in Copenhagen in Sept. 2008 and in the project description approved by the IC.

Unfortunately, the Bazaar and the gathering of outcomes did not work.

The two main reasons were:

- the apparent conflicts within the IC
- difficulties to collaborate with the Brazilian organizers

I analyze these as root causes that led to many other problems, also relevant to other areas. (I did not have the opportunity evaluate my work together with the people I worked with. I am not aware that any group evaluation was carried out. I realize that others may have different experiences.)

IC's vague decision

There appears to be different opinions within the IC about the Bazaar. There are conflicting ideas of how to organize it, what to call it and the methodology for it. The decision made in Copenhagen was vague and consensus has yet not been reached. You would think that a working group could be left with the task to build a methodology and decide on how to implement the activity, but then that working group needs to have the confidence of the IC to do the job.

Similar projects aiming to gather results / outcomes at other social forums have been carried out. Listening to people with experience from that, I understand that these projects have usually not been successful. The problem seems to be that "Results" is not a concept that have been integrated into the forum-process, with the consequences that participants are not informed and organizers not aware of what the "Results" are. A discussion and decision in the IC would probably give the "Results" a better a chance to function.

Collaboration with the Brazilian organizers

The local Communication Committee (CC) took on the task of organizing the Bazaar. I arrived at the Belém office two weeks before the forum where I worked on the project and helped out with other tasks. Two days before the forum an ad-hoc group was formed. It consisted of two members from the organizing committee, the person in charge of administration for the assemblies, as well as Chico Whitaker and Pierre George, the two latter with interests in implementing the Bazaar.

Information and methodology

When I had arrived in Belém, I started asking for information about the venue for the Bazaar (if there was one, or if it could be organized), and for a discussion about the methodology for the Bazaar. I was denied information and there was an unwillingness to share information with me about progress that was in fact made. Often, I was told that this

would be discussed later and also that I should not try to make this into a large project.

Information and methodology became linked, since the employee in charge of the newsletter was reluctant to write anything until there had been a proper discussion concerning the methodology. I prepared a draft of the methodology and sent an email to the relevant persons, but the meetings were unwilling to discuss the issue. This meant that there was no information in newsletters, and it is an example of unnecessary delays that contributed to the failure of the project.

Another example of a delay, is the brief information that was distributed about the Bazaar in the Forum venues. It took at least four days to produce a very short text, translate and make photocopies, as Chico Whitaker insisted that no one needed to coordinate the task.

Logistics and volunteers

I requested volunteers for the Bazaar, and the number was agreed on. Later on, I learnt that my request had been cancelled without informing me. Therefore, there were no volunteers allocated to the Bazaar.

Thanks to the efforts of members in the organizing committee, a venue was organized, and chairs, tables and a couple of lap-tops were brought to the venue. There was no wireless internet.

The result:

- A venue was organized last-minute (it was not marked on the map).
- There was little time to organize logistics (tables, chairs, computers, internet)

No information reached participants before the forum.

Information during the forum was scanty and too late.

No volunteers were allocated to the Bazaar.

10 (ten) outcomes were posted in the bazaar and another 10 collected after WSF.

2) Opensm.net

I started promoting opensm before WSF, but the main focus has been during the weeks after the forum.

Methodology

I have created regional and thematic spaces and invited people from the list of organizations registered to WSF 2009. The intention is to show people how they could use opensm as well as a manner of bringing people together that may not know each other but work in the same region or thematic area. Early on, I could see that about 10 percent of the people I invited actually joined the space I had created. I therefore aimed at inviting at least 100 persons when I started new spaces. I believe it is more encouraging for people to participate when they see that there is a large group they can address.

There are large groups such as Afrique de l'Ouest with 47 members, and smaller ones with about 5 members. I remove spaces where no one, except facilitators, has joined. In total, about 168 new users have joined opensm (Some people may be counted twice). See the table below.

The next step after inviting members was to encourage people to start using opensm by giving tips about specific things they can do, for instance post information on the blog or send a message. To promote active users, I encouraged members of the spaces to explore opensm and find out how they want to use it. Some people sent emails directly to me with specific questions. Four persons that I invited created their own spaces. In some

of the spaces there are discussions that are initiated by facilitators.

Reflections

The reply rates may seem rather low, but my impression is that people need some time to think about and visit the pages a few times before they decide to become active. In March, the activity increased.

Looking back, it could have been fruitful to have talked to people participating in WSF about how they would like to use openfsm.net, what needs they have in terms interactive web pages. I did not have time for that, and instead I've been trying to guess what might be useful for people and to encourage them to take initiatives.

Space created	Members (not counting facilitators)	Pending invitations
Acre 5/1	3	85
Afrique de l'Ouest 9/2	44	123
Amapa 7/1	- (space will be removed)	54
Amazonas	7	69
Asamblea por los derechos colectivos 20/1	2	5
Asian discussion forum 11/2	29	136
Assamblea do assembleias 22/1	6	57
Direitos da mulher	2	79
Direitos humanos 19/1	2	84
Foro america latina 4/3	15	357
Labour forum 20/1	4	37
Mato grosso 7/1	1	36
Middle east and north africa 11/2	9	94
Pakistan 9/2	11	69
Pará 16/1	4	321
Peace forum – foro de paz	6	56
Rondonia 5/1	2	22
Roraima 5/1	- (space will be removed)	8
South and East Africa 9/2	16	69
Women's rights 20/1	5	32
	168 (8,6% of invited)	1793

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APPENDIX

1. Disbursal form and Terms of Reference
2. List of televisions on Eurovision feed
3. List of Radio Forum examples

PROJECT AGREEMENT AND DISBURSAL FORM

General Information

1. Name and Address (telephone, fax, etc.) of Organisation
2. Name and Email address of person in charge of final reports
3. Brief description of the items and total budget being requested (specify n. of people payed, what expenses are budgeted in the overhead). Please use the form below and include a separate page with the proposal]
4. Name and address, telephone, etc. of the bank to which funds should be transferred
5. Bank Account information – (SWIFT and IBAN numbers)

Signature and Title

Date of Submission

What to include in the activity description:

> Com Com Working group(s) where the activities are discussed [see Com Com Groups:
<http://openfsm.net/projects/communication-commission/project-home>]

> Reference person(s)

> Core team (list people)

> Organisation managing budget

> Networking space in openfsm.net

> Past experience in WSF communication activities

> List the activities in the group (Both funded and contributed voluntarily or by otherwise paid staff)

- 1)
- 2)
- 3)
- ...

> Work funded by wsf comcom budget: describe n. people / time / period; related costs / overhead

- 1)
- 2)
- 3)
- ...

> Expected results (describe n. of people/organisations involved, n. of targets reached, n. of outputs of the activity, other evaluation parameters)

- 1)
- 2)
- 3)
- ...

> Contribution by the Organisation (in terms of volunteer work, expenses not covered by the budget, etc.)

Note Overhead costs do not include: infrastructural and main equipment costs, travel expenses other than for facilitators (1 per working group), registration fee of people/organisations/activities at the WSF. Maximum costs for telephone covered: 200 euro / month.

TERMS OF REFERENCE / GUIDELINES

Communication Commission « WSF Budget » management

Introduction

As communication commission of the WSF IC, our primary role is to facilitate and orient the work on information, media and (inter) communication in the World Social Forum considered as a process at the international level.

The commission's plan approved in Berlin (2007) as well as the following IC meetings and online discussion, have worked on developing the communication strategy by considering the World Social Forum as a continuous process, driven by the will of its participants to intercommunicate and find forms of creating alliances and acting efficiently towards another possible world.

The most prominent “forms” that are being defined for this process (big events such as the Forum in Belem) are the most visible and we can use them to expand the WSF process visibility worldwide, while the horizontal inter visibility and intercommunication between participants is also vital to strengthen the process, inclusion and participation.

The possibility of implementing directly the strategies decided with a process budget and further dedicated fund raising, has allowed the Commission to form working groups with specific responsibilities and open to active members worldwide.

The challenge now is how to have a Commission grow in size and efficiency and maintain horizontal and non bureaucratic handling of budget, through a decentralized array of working groups contributing each and as a whole to the Wsf process expansion and continuity.

Guidelines proposed below are meant as terms of reference in order to keep the transparency, participation and correct management of funds in the implementation of the communication plan and strategies.

A) Common budget allocation and management

1. Align budget allocation on workgroups

Make the budget items possibly matching the existing ComCom work groups, in order to align budget handling with the level of development / activities of those working groups.

The ComCom current work plan list of working groups is visible here :

<http://openfsm.net/projects/communication-commission/directory>

2. Main budget managing organisation

This organisation is entrusted the WSF budget in the name of Communication commission. Changing Budget Managing Organisation is done by consensus in the Com Com and Resource commission.

The ComCom-funding working group is where budget handling matters are discussed.

3. Budget allocation

The budget is allocated to activities/working groups either directly through the current Budget Managing Organisation or through one or more “Budget Handling Organisations” who become responsible for the management and have to report back in detail all expenses occurred.

4. Selecting Budget handling organisations

The Budget handling organisations should be selected by acceptance of people/organisations effectively involved in the activity of the working group and the ComCom. At the same time, the organisation which is entrusted a budget is politically responsible in the ComCom for the effective results and must sign an agreement defining timing of payments and reporting.

An inkind contribution from the Budget handling organisation is encouraged and expected.

Moreover, the Budget handling organisations should:

- distribute budget entrusted to other persons/entities in the working group, according to activities and needs where there is a consensus decision (and not spend it entirely on its own activities);
- demonstrate a mid term involvement in the working group, through support in overhead funds or paid staff person or volunteer input, according to its capacity;
- the ownership of the activity results and budget expenditure remain of the ComCom as a whole

5. WSF funding and working group / organisation fundings efforts in wsf context :

Funds that are raised outside the main Wsf channel of common effort in the Resources commission are managed by those who raised them and can serve as contribution in working groups. Co-operative fundraising between organisation participating in the ComCom is encouraged.

The use of Wsf image to raise funds in relation to communication issues by initiatives outside ComCom should be done with accountability, transparency and publicity, and implies some “recycling” of the raised funds in contributions in the ComCom array of working groups.

6. Maintain Financial Visibility and Reserve Fund

Financial visibility should be given before the end of each funding cycle, to ensure continuity of operation and maintenance of web sites in particular. In order to avoid precarious operation, a budget reserve may be defined for this (unused funds will go to a reserve to ensure web continuity).

B) Workgroup budget presentation and budget handling guidelines

1. Common management of working groups inside the agreed budget frame

Common activities of more working groups can be managed together, especially when groups that have a small scope or are not yet very active can be grouped with more experienced ones. Some ComCom groups may not be considered for receiving budget when there is no prioritized need for a funded activity.

2. Clear presentation and scope of costs

Formulate qualitative goals and explicit quantitative targets in terms of: number of participants involved in the core team and through the activity; targets to be reached; expected results.

Differentiate costs in three categories: facilitation/promotion tasks 1, tool development work (if any), and overhead2 in each activity.

Also specify: the number of people getting funded and the number of people working as volunteer core person in each projects.

Note: Funding the production of contents is restricted to practical information about process and tools, compilation of traceable contents produced by participants, or generic mobilisation material agreed in ComCom chats or mailing lists and is considered part of facilitation work. Those contents are in creative common license.

3. Websites development responsibility

The web sites' development and maintenance should be in charge of the working group promoting the web site; at the same time, two common spaces for all web sites exists: ComCom web team (a

ComCom working group) and Wsf software support community (indirectly linked to the commission).

4. Translations

Translation costs should be included inside each budget line, in the overhead according to necessity. Translations should be done as much as possible in co-ordination with the translation working group and Babels volunteers.

5. Accommodating both paid work and volunteer work

Relation between paid and voluntary contributions finally amounts to relationships between persons being not at all, partially or significantly paid for their contributing time in ComCom activities. These relationships should be on an even basis, with fair and reasonable assessment of respective contributions. No special title will be given to person having partially or entirely their input funded on the simple basis that they are being

funded.

6. Cross participation between projects / working groups:

For a better mutual understanding, a certain level of cross participation between working groups (and other related projects) is relevant and encouraged. Reporting to the general ComCom discussion is crucial.

II) List of Televisions who took the feed distribution for Eurovision/EBU highlights

Latin America:

- EBC Brasil
- Telesur Venezuela
- Live TV
- Television Argentina

Europe

- Albania Albanian Public Radio and Television Radio Televizion Shqiptar RTSH 1999
- Andorra Radio and Television of Andorra Ràdio i Televisió d'Andorra RTVA 2002
- Austria Austrian Broadcasting Österreichischer Rundfunk ORF 1953
- Belarus National State Teleradiocompany Нацыянальная дзяржаўная тэлерадыёкампанія Рэспублікі Беларусь ВТРС 1993
- Belgium Flemish Radio-and Television Network Vlaamse Radio-en Televisieomroep VRT 1950
- Radio and Television of the Belgium's French Community Radio-Télévision Belge de la Communauté française RTBF 1950
- Bosnia & Herzegovina Radio Television of Bosnia & Herzegovina Radio-televizija Bosne i Hercegovine BHRT 1993
- Bulgaria Bulgarian National Radio BNR Българско национално радио 1993
- Bulgarian National Television Българска национална телевизия BNT 1993
- Croatia Croatian Hrvatska Radiotelevizione Radiotelevizija HRT 1993
- Czech Republic Czech Radio Český Rozhlas ČR 1993
- Česká Televisie Czech Television ČT 1993
- Cyprus Cyprus Broadcasting Corporation Ραδιοφωνικό Ίδρυμα Κύπρου) (Kıbrıs Kurumu yayin CY / CBC 1968
- Denmark Danish Radio Danmarks Radio DR 1950
- TV2 TV2 AS DK/TV2 1990
- Estonia Estonian Public Broadcasting Eesti Rahvusringhääling ERR 1993
- Finland - Finnish Radio Circle
- Swedish Broadcasting Oy of Finland Yleisradio YLE/FST5 1950
- Commercial Channel 3 Mainotelevisio 3 MTV3 1993
- France - Télévision Française 1
- France Télévisions
- Canal +
- Radio France
- Radio France Internationale Broadcasting Groupement Français de l'UER GRF 1950
- Europe 1 Europe 1 E1 1978
- Germany German Broadcasting Corporation Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland ARD 1952
- Second German Television ZDF Zweites Deutsches Fernsehen 1963
- Greece Hellenic Radio Television Ελληνική Ραδιοφωνία Τηλεόραση ERT 1950
- Radio Hungary Hungarian Magyar Rádió MR 1993
- Hungarian Television Televízió Magyar HU / MTV 1993
- Iceland National Broadcasting Service Ríkisútvarpið RUV 1956
- Radio and Television Ireland, Ireland (literal) Radio Telefis Éireann RTÉ 1950
- Irish-Language Television TG4 TG4 2007
- Italy Radiotelevisione Italiana RAI Radiotelevisione Italiana 1950
- Latvia Latvian Television Latvijas Televizija LR 1993
- Latvian Radio Latvijas Radio LTV 1993
- Lithuania Lithuanian National Radio and Television Radijas Lietuvos ir Televizija LRT 1993
- Luxembourg CLT Multi Media Compagnie Luxembourgeoise de Télédiffusion RTL 1950
- Radio 100.7 Radio 100.7 ERSL 1996

- Macedonia Macedonian Radio-Television Македонска Радио Телевизија MKRTV 1993
- Public Broadcasting Services Malta Public Broadcasting Services MT / PBS 1969
- Teleradio Moldova Moldova-Teleradio Moldova TRM-1993
- Monaco Monte-Carlo Radio Groupement de Broadcasting Monégasques TMC 1950
- Montenegro Radio Television of Montenegro Радио Телевизија Црне Горе RTCG 2001
- Netherlands Netherlands Public Broadcasting Publieke Nederlandse Omroep NPO 1950
- Norway Norwegian Broadcasting Corporation NRK Norsk Rikskringkasting 1950
- TV2 TV2 AS NO/TV2 1992
- Poland Telewizja Polska Polish Television TVP 1993
- Polish Radio Polskie Radio PR 1993
- Portugal Radio and Television of Portugal Rádio e Televisão de Portugal RTP 1950
- Romania Romanian Radio Broadcasting Company Societatea Română de Radiodifuziune ROR 1993
- Televiziunea Română Romanian Television TVR 1993
- Russia Channel One Russia Первый канал C1R 1993
- House Ostankino Radio Радиодом Останкино RDO 1993
- Russia TV Channel RTR Телеканал Россия 1993
- San Marino San Marino San Marino RTV Radio and Television SMRTV 1995
- Serbia Radio Television of Serbia Радио-телевизија Србије RTS 2001
- Slovakia Slovak Radio Slovenský Rozhlas SK / SR 1993
- Slovak Television Televízia Slovenská SK / STV 1993
- Radio-Television Slovenia Slovenia Radiotelevizija Slovenija RTVSLO 1993
- Spain Radiotelevisión Corporación RTVE Española Española Radiotelevisión 1955
Cadena SER • Sociedad Española de radiodifusión 1982 SER
- Cadena COPE Cadena de Ondas Populares de España COPE 1998
- Sweden - Swedish Television
 - Swedish Radio
 - Swedish Educational Broadcasting Sveriges Television och Radio Grupp SVT 1950
- TV4 TV4 AB TV4 2004
- Switzerland SRG SSR idée suisse Société suisse de télévision et radiodiffusion SRG SSR 1950
- Turkey Turkish Radio and Television Corporation Türkiye Radyo televizyon Kurumu TRT-1950
- Ukraine National Television Company of Ukraine Національна Телекомпанія України NTU 1993
- National Radio Company of Ukraine Національна радіокомпанія України NRU 1993
- United Kingdom - British Broadcasting Corporation British Broadcasting Corporation BBC 1950
 - Independent Television
 - Channel 4
 - Welsh Fourth Channel / Sianel Pedwar Cymru
- United Kingdom Independent Broadcasting / (Welsh) Darlledu Annibynnus Deyrnas Gyfunol UKIB 1959
- Vatican City Vatican Radio Vatican Radio RV 1950

III) Algunas publicaciones de la convocatoria Forum de Radios

TERRAM Chile

http://www.terram.cl/index.php?option=com_content&task=view&id=3276

ACCION Chile

<http://www.accionag.cl/noticia.php?id=670>

RADIO PLURIEL Francia

<http://www.radiopluriel.fr/spip/Appel-a-la-participation-au-Forum.html>

RADIO TIERRA Chile

<http://www.radiotierra.com/?q=node/1075>

PULSAR AMARC ALC (castellano)

<http://www.agenciapulsar.org/nota.php?id=14211>

PULSAR AMARC ALC BRASIL

<http://www.brasil.agenciapulsar.org/nota.php?id=4058>

<http://www.brasil.agenciapulsar.org/nota.php?id=4059>

RED CON VOZ España

http://www.redconvoz.org/index.php?option=com_content&task=view&id=444&Itemid=92

CIRANDA Brasil

<http://www.ciranda.net/spip/article2580.html>

RADIO TAS TAS FM 97 País Vasco

<http://tas-tas.org/castellano/content/view/1047/1/>

FORO SOCIAL MEXICO

<http://fsmexico.org/ebiblioteca/index.php?mod=ebiblioteca&id=79>

AGENCIA DE NOTICIAS DE INFORMACION ALTERNATIVA

<http://ania.urcm.net/noticia.php3?id=26862>

CON LOS OJOS DEL SUR

<http://www.conlosojosdelsur.com.ar/index.php?name=News&file=article&sid=22&theme=Printer>

RADIO BEMBA

<http://www.radiobemba.org/forosocial/>

AMARC INTERNACIONAL

http://alc.amarc.org/index.php?p=World_Social_Forum_2009_ES&I=ES&nosafe=0

AMARC AMERICA LATINA Y CARIBE

http://www.agenciapulsar.org/coberturas_det2.php?id=51

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