References for a communication strategy in the FSM process

APPENDIX 1 - Discussion for a Communication Strategy

On 21 January 2016, the WSF International Council considered and approved, in its entirety, the Reference Document for a communication strategy in the WSF, recommending inclusion of the suggestions made during the debates as inputs to be taken in to consideration in the process of building a communication plan for the WSF process, from the CI.

The debate drew attention to the following aspects:

- The difference between communication as an instrument and communication as the central struggle of social movements,

- The increasing power of telecommunications in the world, which is changing the communication scene, and the emergence of new business models that change this scene, with economic actors seeking to broaden their market share by offering a certain Ideological diversity under the same commercial offer,

- The emergence of alternative media models that change the media scene,

- The use of communication strategies in the history of social resistances, including during the Vietnam War, where the idea was to make demonstrations in the United States with a media impact, although with negative coverage, And train people to interpret and counter this media coverage,

- The intensive use of private enterprise social networks by young people,

- Competition for the attention of young people between different political visions, as it is happening in the Arab world,

- The role of traditional media in supporting mobilizations corresponding to their interests,

- The invisibility of subjects of interest against hegemony in the mainstream media,

- The existence of alternative or progressive media and civil society entities and movements that recognize themselves as participants in the WSF,

- The experiences of mobilization and occupation of the streets which bring the mainstream media to include their agendas in their coverage,

- The existence in the mainstream media of journalists guided by ethics, with an openness to social themes, and with which it is possible to dialogue,

- The existence of thematic organizations, movements and forums dealing with communication themes, including digital culture and the Internet,

- The existence of organizations that are willing to help with contacts, content, collection of documents produced by participants, translations, dissemination, etc.,

- The need for a debate on social struggles and their contradictions,

- Difference between the roles to formulate guidelines on the communication dimension and to implement specific tasks with a communication dimension (ongoing debate on all IC committees and working groups and the relationship between them) ,

- The need to distinguish content in the WSF process, in order to specify what is content of author, "editorialized" content by third parties, announcements of activities and calendars, reports of the secretariat, participants, facilitators, Alternative media. And,

- The IF seminar should be free to propose guidelines and plan priorities, based on analysis of suggestions and discussions during the process.

The following suggestions were added to the document

1) Observe or dialogue with media experiences that are organized from new models, for broadening strategies.

2) Dialogue with journalists from different media who are open to social issues and have a critical view of communication.

3) Organize or support the organization of communication networks and platforms and free media for the exchange of information, reflections, strategies and struggles, collectively fighting for the freedoms of the Internet.

4) Observe the use of free technologies in the production of "WSF" or "IC and WSF" tools and platforms.

5) Create pages, content and references for young people who are active in social networks, with language appropriate for social networks, where they can look for elements for their own training. Respond to racist discourse and to the contempt for youth and diversity.

6) Act with community radio stations and web radios for the popularization of social struggles.

7) Map, dialogue, and articulate the resources of organizations that are willing to put their communication sector at the service of the WSF process, by providing time for tasks and participation in working groups, resources, Membership on websites or activities.

8) To promote joint media actions with the communication sectors of the organizations, the convocation of the seminar being the first task.

9) Encourage discussion, the problematization and the analysis of the social struggles permanently as the heart of the communication strategy.

10) Constitute a permanent collaboration group between the organizations to support the communication strategy, with dynamics and groups to be defined jointly with the Commission and with the IC (under discussion whether they will be working groups of the Commission or IC working groups).

11) Clarify roles in relation to guidance functions and implementation of communication.

11) Have regular, rapid production reports and for immediate distribution on events and agendas at the WSF, for dissemination by the media and organizations in the WSF process.

12) Assess the possibility of setting up a news agency at the service of the WSF if it is compatible with the WSF principles.

13) Associate appropriate protocols, brochures, handbooks, guidelines to the draft plan Sharing and dissemination of guidelines. Think of specifying shared guidelines with participants

and facilitators on how to produce, stimulate production, publicize and encourage the dissemination of content related to the WSF process.

Next steps

Concrete proposals and details of a plan communication to the WSF will have to be defined after the contributions of an international seminar of orientations provided for in the reference document.

The CI communication document for a communication strategy will be open to contributions and updated by a provisional commission in collaboration with the Secretariat.

This Commission, together with the Secretariat, should prepare and broadly appeal to organizations and movements aligned with the Charter of Principles, including the participants of the WSF's committees and communication group, regional and given the importance of international participation, good conditions for distance participation in the seminar should be provided.

This Commission will be expanded in the process and will assist the Secretariat of the International Council in defining some of the From the IF, such as a website and newsletters provided for in the Reference Document.

In this perspective, the enlarged Commission will help to start a website linked to the IC, where Entities can also publish or modify content, following the recommendations adopted in the Reference Document.

The recordings of the discussions held on the morning of January 21 at the meeting of the International Council of the WSF in Porto Alegre are available:

http: // Openfsm.net/projects/brasile-e-fsm/brasilefsm-act271-acompanhamento-ci- fsm-porto-alegre-2017 video: CI POA2017 4 first part.