Caribbean Network of COMMUNITY MULTIMEDIA CENTRES CMC'S

REGIONAL WORKSHOP
DOMINICAN REPUBLIC
*JULY 20-22, 2006*

WHAT
IS
A
CMC ?

- ❑ Short for Community Multi Media Centre
- ❑ A Community based facility
- ❑ Offers community media (radio, TV and/or newspaper) AND interactive computer services

CMC OBJECTIVES

- To create community multimedia centres in disadvantaged communities in developing countries by integrating community mass media with access to the internet and other information and communications technologies, so as to improve the quality of life of all citizens.

- To overcome linguistic, literacy-level and other barriers that prevent disadvantaged communities from benefiting from information and knowledge.

- To empower marginalized communities through CMC's resulting in their active participation in information society.

UNESCO'S ROLE IN DEVELOPING CARIBBEAN CMC'S
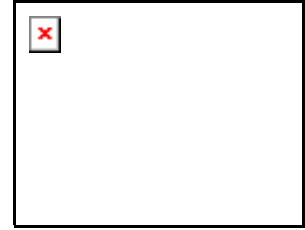
- Working with existing operations for either community radio or telecentres to introduce technology to create the hybrid CMC

- Develop tools to support the management of CMC's; provision of information appropriate to local context

- Support access to production and delivery of content

- Build partnerships with bilateral and international development assistance agencies, governments, NGO's and private enterprise to promote and support the CMC model

19 CMC's exist in Caribbean Member States

BARBADOS
1 - Radio GED

BELIZE
2 - Hamalali Community Multimedia Centre
3 - Tumul Kin Centre of Learning

CUBA
4 - Radio Cocodrilo

DOMINICA
5 – Radio En Ba Mango/ Dubique Integrated Telecentre
6 - Carib Territory Multimedia Centre

GRENADA
7 – GRENCODA Multimedia Centre

GUYANA
8 – Radio PAIWOMAK
9 - University of Guyana Multimedia Centre

19 CMC's exist in Caribbean Member States

HAITI
10 - Saks Foundation: Radio Vwa Klodi Mizo and Radio Bwa
        Kayiman Mare-Rouge

JAMAICA
11 - Roots FM/ Zinc Link
12 - Container Project

SURINAME
13 - Radio Wamakwa, Apoera
14 - Radio Galibi
15 - EDURADIO
16 - Langatabiki Multimedia Centre
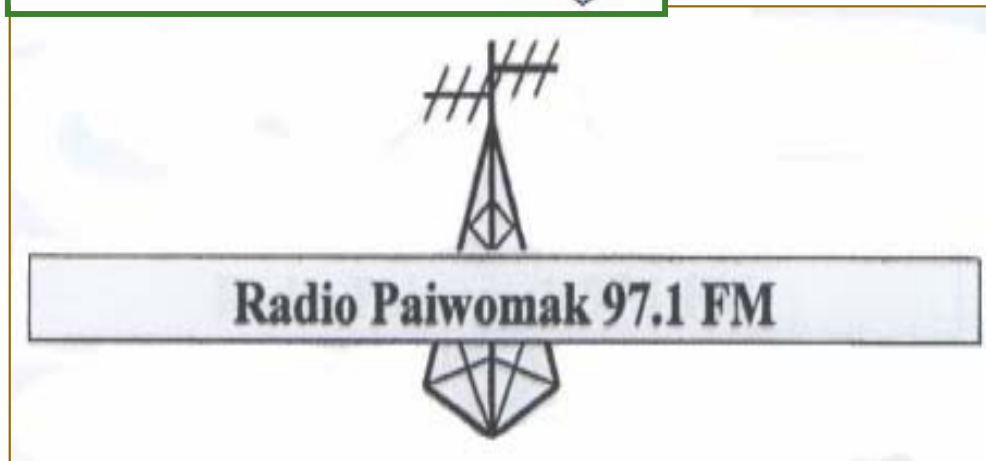17 - Radio Muye
18 - Wanhatti Multimedia Centre

TRINIDAD AND TOBAGO
19 – Radio Toco

SOME OF OUR INDIVIDUAL STORIES

THE CONTAINER PROJECT
UNESCO's Programme to Harness ICT's for Education, 32 C/5 – Subprogramme V.1.2
CARRIED OUT WITH UNESCO's ASSISTANCE

Hamalali Garinagu 100.1 FM

ROOTS FM 96.1
VOICE OF THE INNER CITY

Radio Paiwomak 97.1 FM

Radio TOCO 106.7 FM
The Only Community Station in the Nation

TRINIDAD & TOBAGO
THE TOCO FOUNDATION presents….
Radio Toco & The Toco Distance Learning Centre

The Toco foundation is our best example of the integrated communications concept at work in the region. Radio programmes include parenting, early childhood education, public education and HIV/AIDS awareness with a particular emphasis on youth and women.

In July 1999 a Distance Learning Centre was established. The aim was to provide people of rural communities with access to computer courses.

TOCO FOUNDATION –
a holistic approach to sustainable development

Using a multi-media approach, information is disseminated in the targeted communities through the following programmes:

- In-School Programmes
- Community Out Reach
- Abstinence Programmes
- Media Intervention - Radio Programmes
- On line/Internet Programmes
- Eastern Voice Community Newsletter

Awarded by PAHO/WHO with Excellence in Health Journalism
Winner IPDC UNESCO Rural Communication Prize

GUYANA

Paiwomak Multimedia Centre

Bina Hill Institute,
North Rupununi District,

Featuring

Radio Paiwomak 97.1 FM

Guyana's First Hinterland
(REMOTE) Community Radio Station

"Today's Radio for Tomorrow's Peoples Development"
Giving A Voice To The Voiceless

(Guyana)

The community radio station serves mainly as a tool in the preservation and sustainable development of the forest reserves. Oriented to preserve the culture of the Makushi people, one of nine indigenous peoples in Guyana.

The Radio Paiwomak telecentre started in April 2005. The centre is used primarily by teachers and students. Sydney Allicock coordinator of the Bina Hill Institute describes the centre as…

"*a place of ours to learn, teach, communicate, research and plan our future together*"

Paiwomak Strengths/Challenges

- Multi skilled staff
- Committed and proactive management team
- Highly committed unpaid operational team
- 100% listernship (persons go to great lengths to access the station)
- Strong youth participation in programme content

- Insufficient reach / transmitting capacity
- No independent license;
- Insecure sponsorship from partners / sponsors / clients;
- Limited power supply;
- Limited programming skills;
- Lack of transportation facilities (e.g motorbike or scooter)
- Limited full time staff (dependency on volunteers)
- Security for surety

Belize

Radio Hamalali Garinagu 100FM operates with a 1200 Watt Transmitter. The station's mission is to provide local content programs and music for the promotion and preservation of the Garifuna culture.

Hamalali Garinagu 100.1 FM

Prior to this project, Garifuna muscians traveled primarily to the United States to have their music produced and recorded. However since the advent of the radio station, which includes an audio visual recording studio, Hamilali has introduced record production, flyers and poster designs as a mainstream business activity in rural remote communities

The multi media centre conducts youth training, HIV/Aids, parenting development and women empowerment programmes. This signals the first opportunity for indigineous Garifuna women to participate in advocacy.

JAMAICA

Mustard Seed Communities

The Mustard Seed Communities in Jamaica operates a community multi media centre comprising 10 Zinc Link Cybercafés across the island and ROOTS FM, the only urban community radio station in the English speaking Caribbean.

Zinc Link offers an interactive CD based computer training course and signs up everyone with an e-mail address as soon as they are ready. We provide educational software for the under twelve's and encourage the use of the many excellent children's web sites now out there.

The vast majority of users are complete novices and so, in contrast to a "first world" internet café, where users are already computer literate. Our users need help to get started.

Zinc Link Internet Cafes
In association with VISION Consulting and Mustard Seed Communities

Social Interventions

- Community Link-Up/ Mobile computer center (C & W)
- School Rap
- Community radio as a social service provider
- Children's letter
- Live streaming www.homeviewjamaica.com (click on ROOTS)

JAMAICA – THE CONTAINER PROJECT

The Container Project was established in 2003 in the community of Palmers Cross. A 40ft container was retrofitted into a community multimedia centre.

The Container Project offers training in various ICT skills for a number of marginalized youth and other groups in and around the community.

Digital Music, Photography and Video Production are being introduced as part of the Multi Media presentation packages.

The Container now offers the only Internet access point in the community.

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CHALLENGES TO SOLUTIONS CONTAINER PROJECT

. The most dynamic economic solution that presents itself to street/community media arts initiatives lies in cultural production. These communities have a unique opportunity to develop inspired content material that is required to drive the mainframe of new media development. Community/street media activists need to know how to use the tools created by the mainstream economies. We need to be able to tell our own stories.

1ST MEETING OF CARIBBEAN CMC's

Paramaribo, Suriname, October 2005 signaled the first meeting of all Caribbean Community Multi Media Centres. Since then, the Paramaribo Declaration was adopted with a commitment for the creation of a Caribbean network of Multi media centres. As a first step the network now actively participates in an on-line Discussion group called MCC links

NEXT STEPS FOR CARIBBEAN CMC'S

The objective is to provide a forum through which community radio and multi-media practitioners network in support of organizational strengthening specifically as it relates to practical and theoretic training; technical capacity building; accessing grants and financial sustainability

- Public Relations and Fund-raising – Identifying revenue streams and sources of funding
- Establish a cyber-secretariat
- Training in need areas radio production & presentation; story-telling and drama for radio; digital editing; web-site development and maintenance; broadcast management; marketing, sales and promotions for community radio