



## Thematic Agenda

# Regional Intercultural Workshop for Adolescent Communicators Regional Communications Network UNICEF

San Salvador, El Salvador, September 1-4, 2008

Training by: AlterCom - Renato Joya (Costa Rica)



### Sunday, August 30

TIME	ACTIVITY	
	Arrival of participants	
20:00	<b>Regional Workshop inauguration</b> (dinner) - Introduction of participants (receipt of the press badges)	Miriam de Figueroa, Ana Maria Ortiz, Renato Joya,

### Monday, September 1

TIME	ACTIVITY	
8:30	-Analysis of expectations	Altercom
9:00	<b>Presentation of the network project</b> - Why UNICEF thinks of a network - To dream ... it is free and it is also a child's right	Ana María Ortiz Leslyn Thompson
9:30	<b>MULTICULTURAL FAIR</b> -The right to cultural diversity (introduction) - Distribution of groups	Altercom Héctor Espinal

10:00	The right to RECREATION AND FOOD	
10:15	<b>MULTICULTURAL FAIR</b> (continued) - Guided tour - Working in groups to think or learn about: • The right to be different • Equal Rights for all	Altercom
12:00	We are a Latin American and a Caribbean MULTICULTURAL society	Altercom
12:30	The Right to BE FED	
13:30	<b>Exercise for a better relationship:</b> Traveling by our lands	Altercom
14:00	<b>What does “to communicate” mean?</b> Short feature film	Héctor Espinal
14:30	<b>Putting together:</b> • What • With whom • What for • How • With which media	Altercom
15:30	Break	
15:45	<b>Telling stories:</b> create news in one minute about the Cultural Fair. • Video • Press releases (headlines) • Radio • Photography (Working Groups)	Altercom
16:45	<b>Plenary.</b> Presentation of stories	Altercom
17:30	Closure	

## Tuesday, September 2

TIME	ACTIVITY	
8:30	<b>Going back to what was learned yesterday</b>	Altercom

	<ul style="list-style-type: none"> <li>• Recalling ... not to forget</li> <li>• Establish what was learned or lessons learned</li> <li>• Set your application and usefulness.</li> </ul>	
9:00	<p><b>Thematic Approach</b></p> <ul style="list-style-type: none"> <li>-- We are young communicators</li> <li>-- Our rights as individuals</li> <li>-- We are a multicultural group</li> <li>-- We will communicate to an entire region</li> </ul> <p><b>We use media at a regional level</b></p> <ul style="list-style-type: none"> <li>-- What we know about media</li> <li>-- Why are media important means/allies</li> <li>-- How to take care of the media</li> <li>-- Telling a story with the media</li> </ul>	Altercom
10:30	The right to RECREATION AND FOOD	
10:45	<p><b>Talking and learning about media</b></p> <p>Mini media workshops (divided into four groups):</p> <ul style="list-style-type: none"> <li>-- Photography</li> <li>-- Video</li> <li>-- Print media</li> <li>-- Radio</li> </ul>	Altercom
12:30	The Right to Food	
13:30	<b>Exercises to relax:</b> imaginary trip to the interior of the media...	Altercom
14:00	<p><b>Sharing lessons learned in the media</b></p> <ul style="list-style-type: none"> <li>-- Each group prepares a creative presentation</li> <li>-- Presentation at plenary – what was learned about the media</li> </ul>	Altercom
15:00	<p><b>Telling stories using media</b> (news and interviews – headlines and image use)</p> <ul style="list-style-type: none"> <li>• But using youth language and a human rights based approach</li> <li>• Ah! And with regional perspective</li> <li>• Do not forget that we are a multicultural region...</li> </ul>	Altercom
15:45	The right to rest and something to munch...	
16:00	<b>Inventing the Future:</b> Planning news or	Altercom

	<p>stories (guidelines towards the III Iberoamerican Forum of Local Governments) in the different groups:</p> <ul style="list-style-type: none"> <li>• Video</li> <li>• Press releases</li> <li>• Radio</li> <li>• Photography</li> </ul> <p>(Working Groups)</p>	
17:00	<b>In the newsrooms and editorial section</b>	Altercom
17:30	Closure	

### Wednesday, September 3

TIME	ACTIVITY	
8:30	<p><b>Recreating experiences and what was learned the previous day</b></p> <ul style="list-style-type: none"> <li>• Stories and the media ...</li> </ul>	Altercom
9:00	<p><b>The NETWORK PROJECT</b></p> <ul style="list-style-type: none"> <li>-- What is the proposal from UNICEF</li> <li>-- Why a regional network</li> <li>-- Why a multicultural network</li> </ul>	Altercom
9:15	<p><b>Drawing the region</b></p> <ul style="list-style-type: none"> <li>-- This is how we the young people see Latin America and the Caribbean</li> <li>-- This expresses our cultures</li> </ul> <p><b>Playing with a spider web</b> (itsi bitsi spider...)</p> <ul style="list-style-type: none"> <li>-- 20 elephants were balancing ... (just to remember when we were kids) ...</li> <li>-- Launching the regional intercultural network together ... knitting together point by point ...</li> </ul> <p><b>Reflecting about our NETWORK</b></p> <ul style="list-style-type: none"> <li>-- What unites us a network</li> <li>-- What are we going to tell our audiences from the network</li> <li>-- What it means and why a regional and multicultural network.</li> </ul>	Altercom
10:00	Right to RECREATION AND FOOD	



## Thursday, September 4

TIME	ACTIVITY	
8:30	<b>Warming up exercises</b> before the field trip • Stories and the media ...	Altercom
9:00	<b>On the III Forum premises...</b> Organized into teams to cover the III IberoAmerican Forum on Local Governments.	Altercom, Chaperones and UNICEF Communication Officers
12:30	The Right to Food	
13:30	<b>Stress release exercises:</b> To dream of our NETWORK... focus yourself on the Iberoamerican session	Altercom
14:00	<b>The moment of truth or surprises...</b> Reviewing the information gathered Writing or editing materials ... This is, turning the info into communication.	Altercom
16:45	The right to REST AND TO EAT ...	
17:00	Continue with previous work	
18:00	<b>Presentation of the work done</b> The first product that is generated within our NETWORK – pass it to UNICEF Regional Office for regional distribution	Altercom
19:00	<b>Closing event</b> – with special guests and distribution of the certificates	Miriam de Figueroa, Sunah Kim, Altercom, Ana Maria Ortiz, special guests

## Friday, September 5

TIME	ACTIVITY	
8:00	Departure from the hotel to the airport	

