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THE DISSEMINATION  
OF INFORMATION  
WORKSHOP

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Attachments (Not translated into English)

- 1 - Class programs (4 to 18)\*
- 2 - Names of Participants\*
- 3 - Recommendations by the Participants\*
- 4 - Project: Communications and the Commercial Legislation
- 5 - Project: AGUIBEF - Subsidy for a Family Well-being Campaign
- 6 - Project: Health for All in the Year 2000
- 7 - Project: Dissemination of Legislative Activities
- 8 - Project: Dissemination of Activities in the IEA and AGUIBEF
- 9 - Project: Dissemination of Sector Courts
- 10- Speech by Ambassador John Blacken, at the Opening of the Workshop
- 11- Issues raised by the Ministry of Social Communications
- 12- Initial Questionnaires\*
- 13- Material shown used in transparencies 1 through 44\*
- 14- Class programs 4 to 18\*

\* Material available only at TIPS Library, as part of annexes attached to detailed reports.

## I- INTRODUCTION

### 1 - EXECUTIVE SUMMARY

Given the importance of Communications - and its planning - as a means to create harmony within any social organization, it is fundamental that Guinea-Bissau makes its development and social, economic and cultural development compatible through the dissemination of information.

This was the main objective of the Institutional Dissemination Planning Workshop offered May 12-27, 1995. The workshop was created around the concept of information as the predominant factor in the development process while it also attempts to adjust information to the new political regime in the country with the basic goal of keeping diverse communities well-informed and involved in the new course the country is taking.

Credibility, through the management of information was one of the basic requirement that participants brought up during the workshop. In order to gain credibility it is necessary to create a systematic treatment of information, in a "inside-out", "outside-in" communication process that will allow the preservation of credibility, through a constant exchange between the people, the government and the private sector.

The lack of management of the information process, which results in missed opportunities, lost time and wasted work and, consequently, loss of financial and human resources, creates inertia and a retrocess in the development process.

The ability that an organization has to adapt itself to environmental changes and transform them into valuable organizational objectives is what determines the success of any project. Thus, only though efficient, efficacious and effectual information management it will be possible to examine and identify potential environmental values, resources and opportunities that can be transformed in relevant objectives.

Therefore, it is essential that the new profiles forming within the social organism in Guinea-Bissau are acknowledged as new groups emerge, which could influence the new directions the country will take.

Everyone who is socially responsible for the future of a Nation, including the government, nongovernmental groups, the private sector and the people, need to have a profound understanding of WHO THEY ARE, WHAT THEY INTEND, WHAT AND HOW they relate their own objectives with the objectives of the whole society.

The execution of an Institutional Dissemination Planning Workshop that lasted 14 days and a total of 84 hours was extremely important, in view of the existing need to improve the knowledge of social agents from 41 institutions, integrating them and offering them methods and instruments, new

techniques and methodology to grant them means for analyzing their own posture and the many aspects of the current situation the country is going through.

During the workshop the participants expressed their concerns regarding many current situations and, through a ample examination, they made many suggestions and recommendations, as presented by this report. Additionally, they completed 6 pilot-projects developed in the commercial, social, political and judicial sectors.

## II - OBJECTIVES

### 1- GENERAL

- a) To institute legal instruments for planning and organizing the dissemination of information in the commercial, economic, social, political sectors both in the public and private sectors.
- b) To provide Communications professional with methodology for self-analysis and a critique of their professional and social postures concerning the communities and the institutions they represent.

### 2 - SPECIFIC

- a) To endow participants with new methods for diagnose and social research, by providing them with new knowledge that involve the practice of observation and perception.
- b) To handle information, directing it to matters, tendencies and motivations that concern the public opinion and attempt to establish connection among their many manifestations.
- c) To establish institutional campaigns; preparation and execution of informational material.
- d) To formulate projects for diverse segments of the Guinean society, both in the public and private sectors.
- e) To establish direct contact among institutions, authorities, companies and the press, creating a perfectly integrated communication process.
- f) To select and create means that are appropriate to each type of message, considering the subject, the geographical area and the target-public, customs, values and culture.

## III- PROJECT DEVELOPMENT

Before the beginning of the workshop, the participants filled out a questionnaire as part of an initial analysis.

The workshop material included videos demonstrating the ways to handle information and interviews with Communications professionals from different areas explaining aspects of the communication process. This material was donated to the project and is now under TIPS' responsibility.

We also distributed material about many Brazilian governmental institutions and private sectors, as examples.

As support material, we distributed two folders. One with photocopies of the transparencies used in the presentations and the other with texts on the importance of planning.

We contacted private and public sectors leaders in Bissau before the beginning of the workshop to obtain a brief prognostic of their needs.

Below is a list of agencies contacted:

CENFA - Centro de Formação Administrativa - Mr. Braima Sanha;

A.M.A.E. - Associação de Mulheres de Atividade Econômica - Ms. Francisca Vaz Turpin and Ms. Munira Jauad Ribeiro, respectively president and vice-president of the association;

RTGB - Radio e Televisão de Guinea-Bissau;

TIPS - Mr. Lourival Zagonel;

#### VIDEOS:

- 1- "Motivating to Win"
- 2- "Efficient Negotiations"
- 3- "Service Excellence"
- 4- "Communication: Non-verbal Messages"
- 5- "Communication: Verbal Messages"
- 6- "Paradigms"
- 7- "Curitiba - Ecologic Capital"
- 8- "Curitiba: That's You"
- 9- "Quality and Productivity"
- 10- "Recordings from the main news shows on Brazilian Television: Globo TV, Manchete TV, SBT and Educative Television"

#### PRINTED MATERIAL:

- 1- Xerox copies of the transparencies
- 2- Text: "Organizational Reality," by Michel Crozier"
- 3- Text: "Introduction to Planning Theory," by Horácio Martins de Carvalho"
- 4- Text: "Organizational Planning: Concepts and Trends," by José Maria A. M. dias
- 5- Text: "The Decalogue," in Resvista Exame-1983
- 6- "Glossary of Terms Used in the Organization of Events"
- 7- "Text: Evaluation and Description of Non-participatory Attitudes"

#### IV - NEEDS DETECTED DURING WORKSHOP

- 1- To eliminate the causes of social isolation through the creation of systems that promote the development and opening of proper channels that are adapted to the democratic process that could promote greater interaction between the people, governmental and nongovernmental institutions, the private sector and the press.
- 2- To develop partnerships and reciprocity between the press, the people, governmental and nongovernmental institutions to adequate information to their reality of the community.
- 3- To broadly evaluate information contents, form, methods and means of communication that can correspond to the different aspirations of the diverse communities and the country as a whole, through transparent and solid information and thus create an ambience of trust, which is fundamental for responsible participation.
- 4- To give merit to the creativity of communicators, contributing to greater participation.
- 5- To support the training of Communications professionals, providing them technical instruction and method evaluation.
- 6- To provide follow-up mechanisms to social groups so that they can be inspect the decision-making process in governmental institutions and the private sector.
- 7- To promote information exchange among communities, through a to-be-created system.
- 8- To take advantage of the existing potential, through projects initiated by the private sector and governmental and nongovernmental institutions transforming them into possible sources of information, based on the creativity and potential of Communications professionals.
- 9- To create and edit regional interactive (direct public participation) radio and TV programs, maintaining values and culture of each community.
- 10- To widely broadcast the Commercial Legislation aiming at the foundation of a new, independent means of communication.

## V- CONCERNS EXPRESSED BY PARTICIPANTS

- 1- Concepts: Communication, Information, Social Communications and integrated Communications.
- 2- Areas covered by Social Communications: Journalism (Press Secretary), Advertising, Public Relations, Marketing, Research.
- 3- Dimensions of Communications: Intrapersonal, Interpersonal, organizational and collective.
- 4- Functions of the Social Communicator: requisites, needs, self-development and tools.
- 5- Self-knowledge: attention, perception, observation, reason, emotion and memory.
- 6- Communication in Organizations - as power and as system.
  - a) Concepts of power and types of organization.
  - b) Processes, forms, dimensions, levels, areas, flux, net, channels, interference, distortion and categories.
- 7- Organizational Universe; Patters of Authority.
- 8- Cultural Communications: Organizational Climate.
  - a) Factors: personal, external and internal environment, adjustment to environment.
- 9- Collective Communications; objectives and areas
  - a) Journalism;
  - b) Public Relations;
  - c) Institutional Universe;
  - d) Sectorization;
  - e) Advertising;
  - f) Editing;
  - g) Visual Identity;
  - h) Information Systems.
- 10- Planning Script and Strategy: classic functions, universe of interests, administrative-financial area; production and technological areas; psycho-social-human areas.
- 11- Planning: objectives, importance, phases, forms, resources.
- 12- Planning Script: Environmental analyses, nature, size, objectives, division of systems in areas, attributions, projects, technical nature of channels; Journalism, Editing, RRPP, Advertising, Visual Identity, Product-Definition/Information System, Operations.

13- Communications Project: Justification, objectives, ends, target-public, methodology and strategies, actions and conclusion.

14- Phases of the diagnoses: market analysis, power structure, relationship with the environment, first contacts, data gathering, briefing, exercises, pre-test, field actions, external fields, internal field, public opinion leaders, organization, arrangement and analyses, final document.

## VI - PROJECTS CREATED DURING THE WORKSHOP

Organized into 6 groups according to the affinity of the participating institutions, the participants in the workshop created six pilot-projects during 18 hours (3 days).

These projects - which are a way to evaluate the contents taught during the workshop - will be put into practice as soon as funding is provided by governmental institutions and by private sector companies.

As an mechanism for evaluation, these projects represent the first step to concretize a new attitude toward Communications in Guinea-Bissau. The development of these projects will be an opportunity to motivate Communications professionals to assimilate and fully practice the new knowledge. This, in turn, will make it possible to execute the Institutional Diagnostics of Communications and the subsequent Communications Plan.

At the time of the workshop, Mr. Antonio Có, representing the Planning Secretariat guaranteed the Secretariat's support for the best work presented.

Still regarding the assimilation of new experiences, the Association for Family Well-Being representative, Cristóvão Mango, presented documentation on projects that had been executed through that organization, at the time of the workshop, with highly positive results.

PS.: All projects mentioned are part of the attachments of this report.(The annexes were not translated into English.)

## PROJECTS

### 1- Dissemination of information concerning the Legislative

Objective: To disseminate the concept of citizenship and participation to the people of Guinea-Bissau, integrating the idea to the development of the country through information; to provide means for an effective follow-up of actions taken by the legislative representatives, in a two-way process.

### 2- Dissemination of information concerning the Sector Courts (PRODINTS)

Objective: To disseminate the concept of citizen rights and duties in a democratic society through the dissemination of awareness-raising information.

### 3- Health for All in the Year 2000

Objective: To promote new concepts concerning a healthy life-style (individual and social behaviors that induce healthy living).

### 4- Dissemination of information concerning Social Activities: Reinforcement of Education and Communications-related Activities.

Objective: To create financially-viable information mechanisms to reach different target-public and involve diverse segments of the society, not only governmental institutions but also private sector companies, associations and the people of Guinea-Bissau.

### 5- TV shows Production: Family Planning

Objective: To create opportunities for participation through interviews, debates, analyses for all segments of the population in Guinea-Bissau in an interactive way, focusing situations, facts and news, with analyses and opinions.

### 6- Dissemination of information concerning Commercial Legislation

Objective: To familiarize the population and interested segments of the population with the Commercial Legislation to motivate the establishment of new commercial activities in the country that will result in development.

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## VII- BASIC PROPOSALS RECOMMENDED DURING THE WORKSHOP

The participants engaged in many debates and exchange of ideas and experiences during the workshop, which allowed them to examine certain aspects of their profession and the necessary changes for further development in this area. They made many recommendations not only regarding governmental institutions, but also concerning all socially-responsible institutions and the diverse Communications agents in Guinea-Bissau.

Below are some of their suggestions:

- 1- Establishment of an educational system to train Communications professionals.
- 2- Establishment of a cooperative system aimed at executing social campaigns in radio, TV and newspapers, within adequate financial resources.
- 3- Revision of the Press Legislation regarding press secretaries.
- 4- Conduction of more seminars, debates and workshops to allow a constant evaluation of the posture of professionals in this area and, as a result of the professional's ethics, an examination of the means and methods used for the dissemination of information.
- 5- Continual review of communicators' posture regarding public organisms in an attempt to show the importance and the degree of penetration of an open and interactive information system.
- 6- Promotion of strong integration between journalists working in the press and press secretaries.
- 7- Review of new social postures, in view of the new democratic course the country is taking, making it possible to demystify insecurity, apprehension and passive attitudes.
- 8- Development of analyses and interpretation mechanisms of diverse social, economic and political segments of the population through the education of the communicators.
- 9- Institution of new systematic flows of communication within the communities.
- 10- Adaptation of language according to target-public
- 11- Acknowledgment of participatory channels.
- 12- Innovation of institutional communication by training managerial level individuals.
- 13- Reinforcement of press secretary function by creating an internal and external information system.

14- Promotion of greater integration between the government, institutions, the private sector and the press to put down existing barriers of distrust.

15- Development of plans to address social resistance and the difficult access to rural cultures.

#### Special Recommendation

In view of the knowledge acquired by the participants during the "Institutional Planning and Broadcasting Seminar" that resulted in six projects within the legislative, judicial, commercial and social scopes, the participants in the workshop suggested that "the participants in the workshop should execute the projects themselves, so that the objectives envisioned by them are efficaciously achieved, given the nature of the subject (broadcasting), in which the components information and communication are preponderant."

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## VIII - BRIEFING

Below is a list of participants in the briefing regarding the activities carried out on May 25, at the TIPS Auditorium.

TIPS Coordinator - Ambassador John D. Blacken

TIPS Director - Mr. Lorival Zagonel dos Santos

CENFA Director - Professor Braima Senha

Director of the Guinea-Bissau Radio and Television - Mr. Justen Nozolyn

USAID Representative/Bissau - Mr. Sirajo Seidi

A.M.A.E. President - Ms. Francisca Vaz Tupim

A.M.A.E. Vice-president - Ms. Munira Jauad Ribeiro

Representatives of the workshop graduates:

Aniceto Alves: "Nhô Pintcha" Newspaper

António C6: Planning State Secretariat

Cordo Tur6: Ministry of Commerce

Daniel Ibraima Salla: Nacional Popular Assembly

Geraldo Martins: TIPS

Maria Lucinda Spain: A.M.A.E.

Muss6 Tur6: TIPS

Rog6rio Gomes Dias: Chamber of Commerce, Industry and Agriculture

Ms. Carmen Neto - TIPS

Ms. Maria Julieta A. Santos - Guest

Professor Carlos Alexandre de Castro - Journalist, consultant and professor.

Concerning Planning pilot-projects developed by the participants TIPS, through its director, Mr. Lourival Zagonel, manifested the intention to give support to projects related to the Legislative, Sector Courts and Commercial Legislation.

In addition, the director of Radio and Television of Guinea-Bissau, Justen Nozoliny, said that he intends to support the project "Health for All in the Year 2000"

Considering that the participants were divided into six groups according to the affinity of the institutions they work for and that they chose subjects that interest their communities and are related to the recent changes in the organizational structure of Guinea-Bissau, - such as the inauguration of the National Popular Assembly, the Sector Courts, the Commercial Legislation and other social, family and health programs - the participants brought up the fact that there was no project concerning the issues of rural areas and voiced the need to address subjects that concern the population living in rural areas.

After several demonstrations on the importance of this workshop for the refinement of communicators and the need for institutions to find more appropriate means to communicate with the population, the government and the private sector, the meeting was closed by Ambassador John Blacken, who guaranteed that other similar activities will take place in the future.

## IX- EVALUATION

At the end of the workshop, the participants filled out an evaluation sheet provided by CENFA - Administrative Formation Center -, regarding the development of the workshop.

The questionnaire requested the participants to rate the items “(L)ittle,” “(A)dequate,” and “(V)ery Much.”

The result of the evaluation by the 32 participants in the workshop is as follows:

### CONTENTS

Interest in subject matters:	32 L and 2 A
Subject matter comprehended:	22 V and 10 A
Practical Application:	26 V, 5 A and 1 L

### TEACHING METHODOLOGY AND PROCEDURES

Equipment used:	19 V and 12 A
Means used helped you understand the material:	29 V and 3 A
Support texts were adequate:	27 V, 4 A and 1 L

### TEACHERS

Clarity -	29 V and 3 A
Motivated the participants -	24 V and 8 A
Created a comfortable environment -	29 V and 3 A

### COMMENTS:

Most positive themes or aspects brought up by the participants were: Communications within Organizations, Communications Strategies, Planning, Internal Organization Communications, Communications Extent, Press secretaries, the Communicator's role.

Most negative themes or aspects: classes were too long (6 hours a day); lack of time for a deeper focus on certain themes.

Suggestions for alterations and introduction of new themes: Freedom of the Press, News Handling, Military Press in a Multiparty System, Press Ethics, Journalistic Techniques.

## X- CONCLUSIONS

The Workshop and Projects clearly demonstrated that the participants reviewed how they approach Communications in the institutions where they work. This was indicated on several levels during the presentation of the projects.

Below are some observations that could be used as foundation for the course of intended actions.

The approach to Communications must be debated and broadened to professionals working in press secretariats so that these concepts can be extrapolated and integrated by Journalism, Advertising and Public Relations professionals.

The accomplishments of such projects invariably run into the error of not taking Communications as process. Usually, the focus is on the means, the production, or by putting all efforts of different sectors of the organization on a particular area, usually Journalism.

Communications agents working in each institution must carefully evaluate and discuss the current moment in Guinea-Bissau, the responses and consequences in the Communications area, the role of Communications professionals and the conduction of (both internal and external) institutional issues, including leaders, directors and decision-makers of institutions.

It is very important to understand that Press Secretariats are never the objects of broadcasting. Press secretary must hold the position of going to several sectors to detect demands, understand problems and discuss the role of Communications in that institution. Thus, the support given to each sector, the response to demands - though Journalism, Public Relations or Advertising - will create a link with the Press Secretariats.

People and leaders will realize the benefits and the role that Communications plays, particularly when it begins to respond to their fundamental needs.

In Communications there are no tasks that are more or less noble or endeavors that are more or less important. There is an enormous field for action: from writing a text, a news story, an ad, to debating what directions a project will take, the posture of a project, the evaluation and the relationship to be created with a particular target-public, everything matters. The process is always the prime underlying element; it is always the main concern. The institutions of a country, the people who make them and, particularly, the public with their different roles, expectations and positions, all of it can be recognized in the process.

In closing, it is reasonable to affirm once that the participation of professionals in the workshop and the projects were highly successful. Self-analyzes on personal postures and the evaluation on the current situation of the Communications context in Guinea-Bissau were intense and changes were concretized, as a result of the intense dialogue in the group.

The exchange will create the opening for new communication channels that will foster the bilateralization of transmission and comprehension of messages, broadening the role of each professional in promoting and redirecting the role of their institutions. The expansion of their knowledge only took place because of a constant exchange of experiences and new ideas that lead to the reevaluation of each professional's role.

PS.: In addition to the critique and the exchange between the Communications agents, Mr. Justem Nozolino, director of RTGB - Radio and Television of Guinea-Bissau, and Mr. Francisco Barreto, Press Secretary for the Ministry of Communications, participated in the workshop. They answered participants' questions and listened to their revindication, in a perfect integration between government, governmental and nongovernmental institutions and the press. The experience made it clear that the integration that begins to take place in Guinea-Bissau will follow many paths and will achieve its final objectives.