

RIGHTS CONSORTIUM
Quarterly Report
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Interim Narrative Report
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ANTI-CORRUPTION EDUCATIONAL CAMPAIGN IN THE AMERICAS

I. EXECUTIVE SUMMARY

New democratic practices, greater press freedom, and an active civil society have helped expose corruption in the Americas and elevated public awareness of the issue. Experts have noted that legal reforms and sanctions to curb corruption must go hand in hand with education. In this respect, participants in a 1997 regional anti-corruption conference in Paraguay organized by the National Democratic Institute for International Affairs (NDI) and the Paraguayan chapter of Transparency International concluded that legal reforms must be complemented by educational initiatives if public integrity efforts are to succeed. Participants in the conference also acknowledged that, although citizens are aware of the costs of corruption in a general sense, there exists significant confusion about what constitutes a corrupt act, as well as about the steps individual citizens can take to combat corruption.

Radio Trinidad, a community radio station in Asuncion, Paraguay, and a participant in the 1997 regional anti-corruption conference, is addressing these problems in Paraguay through a public education campaign. The Radio is producing a series of public service announcements (PSAs) to disseminate information about legal rights vis-à-vis corruption and educate the public about what can be done to address the problem. These PSAs will then be reproduced and made available to a wide network of community radio stations within Paraguay and the Latin American region. NDI will facilitate technical support for the final production of the PSAs by bringing Gustavo Coronel, a Venezuelan consultant specializing in anti-corruption campaigns, to work with Radio Trinidad. In addition, NDI plans to distribute the tapes to non-governmental organizations through its Latin America and Caribbean Civic Network, a clearinghouse linking more than 60 leading democratic development NGOs in the region.

II. PROJECT ACTIVITY

After conducting a series of workshops designed to assess and increase the public's understanding of corruption and the legal issues surrounding it, Radio Trinidad wrote, produced and began airing the anti-corruption PSAs last quarter (see Attachment 1). During this quarter, Radio Trinidad has received confirmation from 24 local radio stations in Paraguay to air the PSAs on a regular basis (see Attachment 2). They have also developed an evaluation form to monitor the impact of the announcements and identify any changes that should be made in content, length, language or actors (see Attachment 3).

Upon review of the taped PSAs, NDI encouraged Radio Trinidad to edit several of the announcements prior to distribution in order to strengthen the anti-corruption messages and make the accent and content less Paraguay specific and more applicable to other Latin American countries. Radio Trinidad currently is reviewing NDI's suggestions and retaping the PSAs prior to distribution throughout the region.

III. RESULTS AND ACCOMPLISHMENTS

- Radio Trinidad continued airing the 10 anti-corruption PSAs in Asuncion.
- Radio Trinidad received confirmation from 24 local radio stations in Paraguay to air the PSAs on a regular basis.
- Radio Trinidad developed an evaluation form to monitor the impact of the announcements and identify any changes that should be made in content, length, language or actors.
- Radio Trinidad currently is editing the PSAs to make them more relevant to the region as a whole.

IV. FUTURE ACTIVITIES

In the next quarter, Radio Trinidad will continue to air and reproduce the PSAs and begin distributing them to more than 90 local radio stations in the region through the Latin American Association of Radio-Based Education. NDI plans to distribute the tapes to non-governmental organizations through its Latin America and Caribbean Civic Network, a clearinghouse linking more than 60 leading democratic development NGOs in the region.

AFRICAN CONSTITUTIONAL RENAISSANCE CONFERENCE (SOUTHERN AFRICA)

No activities were conducted this quarter for the African Constitutional Renaissance Conference program.