

The second dimension of the work in Guatemala project is a public relations campaign to disseminate and promote the message of human rights and democratic development. One of the easiest means to reach a wide audience is radio.

CALDH is already working on a campaign, based on short radio programmes. There is an opportunity to participate and broaden this to include "democracy ads", short commercial like items, which as in advertising would have memorable jingles or catch phrases. Local popular music could also be used. These could be broadcast at little or no cost on community radio, and in paid slots on commercial radio. There would be strong input from a Canadian creative team in the writing of this material. Such a team would also be involved in developing the production of these 'commercials' in conjunction with NGO personnel in Guatemala who have considerable experience in radio. The actual production would be done in Guatemala City using local artists and actors.

Unlike other Peacebuilding initiatives using radio -- such as in Cambodia -- accent neutrality in the broadcasts is not an issue. However there is an necessity, just like in Northern Canada, to broadcast in the correct indigenous language for the region. Each item would have to be translated into the four main indigenous languages as well being written in, or translated to, Spanish.

### **Buses:**

The other means of promoting various aspects of civil society which we explored is painting buses, covering them with messages promoting democratic values, in the style used by commercial advertisers on buses in some Canadian cities. However, implementing the project will not be easy because of the number of individual bus owners. Ambassador Livermore does see the value in a campaign which decorates buses with messages of peace, disarmament and democracy even if the whole vehicle is not covered. As we perceive it, each of these graphic messages could include a small Maple Leaf in the corner. Getting some of the bus owners on board for this dimension of the public relations campaign would have to be further explored in-country, during Phase II.

### **Partners**

#### **Guatemala:**

The main problem for a project involving Human Rights in Guatemala is that there are a large number of Human Rights organisations and many of them specialise in one field, mistrust others groups, and have little structure outside Guatemala City.