

# Youth Building a Peace Media

Work history: build a Movement for Peace and Nonviolence, aligned with the goals and objectives of the Millennium Development Goals (ONU/2000) conducted over the recent 14 years (2000/2014). A "Model City" articulated and organized actions that inspire the local and world to work for Building a Culture of Peace Society, as recommended by the UN in 1999 when solemnly proclaims the "Declaration on a Culture of Peace", with the goal that Governments, international organizations and civil society to guide its activities for their suggestions in order to promote and strengthen a culture of peace in the new millennium. And UNESCO proposes that the decade of 2000-2010 as a decade to overcome violence for the children of the world. In this global context, the movement has been guided.

As main results we highlight the creation of a " Friends Business Network Culture of Peace " , implementation of Compaz City Council Culture of Peace the only active board of Brazil working Public Policy . The creation of the Network Disarm Brazil along with other humanitarian organizations , which changed the trivialization of bearing arms in the country , decreasing since the publication of the Statute of Disarmament Law and Disarmament campaigns , the number of homicides by firearms in Brazil .

The Child Disarmament with the creation of a Municipal Law 9.188/2003 that prohibits the sale of toy guns in our city , and one SEAL laying the shops and shopkeepers in the campaign , taking them from the one and only condition of supervised position protagonists . We have small stores in neighborhoods , national and international networks adhering . Inspire the creation of this law in the Federal District ( Sep/2013 ) and the State of São Paulo ( January 2014 ) , and in Congress are discussing a federal law .

We have a Course of Education for Peace , working teacher training , to lead community and business helping to understand the roots of violence , and its perpetuation through war and warmongering ancient culture wars . The Importance of Educating for Peace for Sustainability for Global Citizenship , makes our Movement for Peace and Nonviolence - London Pazeando a positive , inspiring , innovative movement that brings together people , groups , companies and makes connections to the municipal government, in state and federal actions towards a Culture of Peace

We believe in the power of cooperation and community, we are together in this effort to build a better world, hopefully with peace and harmony.

See report (documentary) and the Cities Program Solutions Globo News (22 minutes) with subtitles on YouTube. <http://www.youtube.com/watch?v=fp8wmlROanA>

**Program Objective :** Encourage Young People ( 14-18 years) from public schools in Londrina to develop short videos ( up to 10 minutes) and short texts (with photos ) for publication on the website Media Peace Paraná . Young people can register their own initiatives and initiatives or registering your community , school , neighborhood associations . The guidelines seek actions that contribute to building a Culture of Peace UN / UNESCO ; - le solidarity , fraternity , social entrepreneurship , cooperatives , projects and actions that work with the sustainability of life on Planet actions towards the MDGs Millennium / UN Development .

**Rationale:** Fruit of the 14-year work of the Movement for Peace and Nonviolence in Londrina , numerous actions for Building a Culture of Peace are held every day in the city . Often teachers , students , citizens want to publicly show their work and actions and the results they have obtained . But because we are embedded in a society where culture is the culture of violence in the media (radio , televisions and newspapers ) has been little room for these " news " that journalists call " cool news " , not necessarily the news of the day . Can be broadcasted on any day , and so the days pass and the facts will turning " old stories " . We want to bring young players to register " community action " in support of the Culture of Peace.

In 2008 with the creation of Compaz City Council Culture of Peace Londrina we look to the international movement IVE Images and Voices of Hope has the following mission :

*Strengthen the role of the media as agents of world benefit to expand awareness of the choices we make media professionals and increase public confidence. Generate constructive content, amplify human hope, and thus increase the capacity of mankind for actions that promote life.*

We created the site (future portal) Media Peace Paraná

## Site Media Peace Paraná

<http://www.midiadepazparana.org.br>

The site Paraná Media Peace is the fruit of a collective and integrated efforts of several institutions of Londrina interested in giving visibility to all 'good practice' and citizens' initiatives, NGOs, universities, colleges, government programs, programs of social responsibility of organizations business, contributing to building a Culture of Peace and Non-Violence in our society.

It is intended that the site, over time, becomes a portal composing a large database of releases to the various media outlets local and regional. It's design goal is to inspire the guidelines for the media in general.

If you have a project to promote? Send your press release and photo to Email:  
[editor@midiadepazparana.org.br](mailto:editor@midiadepazparana.org.br)

As we have not had any financial resource, the site was just fed, and mobilizing institutions and corporations or people who come and contribute with information not happen spontaneously. So we want with this program structure "media workshops peace" with young adolescents, supported by students / trainees from journalism courses in Londrina, journalist and teacher in charge to coordinate the students who publish on the site "movies" and small text .

**Methodology :** Redesign the site to the demands of the new dynamics proposed here . The site will be redesigned by a professional who will carry the content ( recorded history yet) , as well as establishing linkage with Social Networking (like You tube , facebook , and others) .

Selection of young people in public schools : We will work with each group of young people over a period of four months with a weekly meeting 4pm totaling 64h . A class in the first

semester and one class in the second half . Each class will consist of 10 teams with 3 students each, ie 30 oficinairos students . In a period of 4 months they will have as a goal to produce 3 videos and 3 texts per team , ie a total of 60 papers will be produced per semester ( 30 videos and 30 texts ) , totaling 120 jobs per year. One school per semester and 2 per year . The coordination of the program will be the NGO Pazeando Londrina , that will make contact ( s ) school ( s ) concerned and establish the partnership .

Each team will have an intern , or 10 students / trainees journalism , and 01 major professor , who will be responsible for teaching students how to assemble a staff, produce a script , accompany youth on field recording techniques , editing will be , production of small text and photos , posts ( on social networks ) after the work being reviewed and approved by the supervising teacher . For posting on the website [www.midiadepazparana.org.br](http://www.midiadepazparana.org.br) a channel is created on You Tube only for these posts . All videos will have the first 30 seconds to open the project , which shall include with the logos Pazeando and support Compaz and also the slogan of the program , which will be produced and standardized in all the videos . After these posts, the oficinairo students can post (or share links ) where you wish.

The works will take place in school pupils , in turn against classes with a workload of 4h per encounter once a week . If the Tariff requires additional time for recordings trainees should negotiate with teams these schedules .

In the first 3 workshops (12h ) young people receive information and the Movement for Peace and Nonviolence , as well as the concepts of culture of peace , non-violence , millennium development goals , and the site Media Peace Paraná . These workshops should involve the student interns and mentor teachers and editor , so that everyone is in tune the work to be performed

➤ Equipment Program (once)

10 Notebooks

10 filmadores Sony HD / AVC Hamdycam 5.3 mega pixels HDR-CX210

10 GB pendrive of 32

03 10 m Length

03 Line Filters

10 aluminum tripods

- Production by a term of covenant between NGOs and Londrina Pazeando school, including parental consent model advocate for young people to leave school in order to make the recordings and participate in activities.
- Production Pazeando covenant between NGOs and universities for transfer scholarship to student interns, as well as guiding teachers and managing editor

## **AWARDS BEST JOBS**

Each year an award will be made for the top 3 jobs, which will have the following criteria:

1. Poll of a representative Compaz,
2. Poll of a representative of Londrina Pazeando,
3. Poll of a representative of a Pr. Journalism UEL

4. Poll of the representative of a Pr. Journalism Unopar

5. Most votes on the website of Peace Paraná Media Video (one voting systems will be created, counted one vote for each email).

Prizes will be: U\$ 1 / R\$ 2,22

1º Prize of U\$ 2.252,25

2º Prize of U\$ 1.126,12

3ºPrize of U\$ 450,45

The delivery will take place in the auditorium with the presence of all oficineiros students , and the winners ( at least one team ) must be present to receive the prize or will be delivered to the second placed so forth . After delivering a cocktail will be served , and all will receive a certificate of completion of the program .

The site Media Peace Paraná , you can receive text and video contributions from individuals, institutions , corporations , materials that are aligned with the proposal to promote actions that contribute to the Building a Culture of Peace

Will be responsible for receiving these contributions 2 students / trainees who will select the contributions , and pass to the teacher in charge of the site editor . The contributions will receive an introduction , contextualizing and giving credit to employees of the material . Students responsible for this work within their workload may search the internet , and video materials that are aligned with our proposal of Media Peace with community actions and events , ask the authors to include a media sharing site of Peace

This project should take place once a year , Conform financial sponsorship for it happens to be made possible .

	<b>Youth Building a Peace Media</b>				1U\$ = R\$ 2,22	2,22	
item	needs	amount	semester hours	unitary	Total person	sum	
<b>1</b>	<b>TEAM</b>						
1.1	Guiding teacher	1	64	\$36,04	\$2.306,31	\$2.306,31	
1.2	Editing Teacher	1	64	\$36,04	\$2.306,31	\$2.306,31	
1.3	student Interns	10	64	\$9,01	\$576,58	\$5.765,77	
1.4	young workshop	30	64	\$3,15	\$201,80	\$6.054,05	
1.5	Teacher workshop concepts	1	12	\$36,04	\$432,43	\$432,43	
1.6	Bookkeeping Service	1	12	\$135,14	\$1.621,62	\$1.621,62	
	CLASS 01 first half					\$18.486,49	\$18.486,49
	CLASS 02 second half					\$18.486,49	\$18.486,49
<b>2</b>	<b>ANNUAL AWARDS</b>						
2.1	Lease space	1		\$900,90		\$900,90	
2.2	Equipment (audio / data)	1		\$225,23		\$225,23	
2.3	guests cocktail	200		\$9,01		\$1.801,80	
2.4	certificates	40		\$1,35		\$54,05	
2.5	1º Prize	1		\$2.252,25		\$2.252,25	
2.6	2º Prize	1		\$1.126,13		\$1.126,13	
2.7	3ºPrize	1		\$450,45		\$450,45	
						\$6.810,81	\$6.810,81
<b>3</b>	<b>EXPORÁDICO</b>						
3.1	lawyer	1	12	\$36,04	\$432,43	\$432,43	

3.2	Company redo sites	2	140	\$36,04	\$5.045,05	\$5.045,05	
						\$5.477,48	\$5.477,48
4	<b>EQUIPMENT</b>						
4.1	Sony camcorders HD / AVC Hamdycam 5.3 mega pixels HDR-CX210	10		\$405,41		\$4.054,05	
4.2	notbook Acer brand / Model: E1-572-6692 / Intel i5 Processor / Memory DDR3 8 gb / 500 gb HD satan / Screen LED 15 "6/8 Windows Program	10		\$1.126,13		\$11.261,26	
4.3	Adobe editing program for 12 months 19U \$ / month / mach	10	19	\$20,11		\$2.413,51	
4.4	Pen Drive 32GB - Sandisk Cruzer Fit	10		\$44,59		\$445,95	
4.5	Amateur Aluminum Tripod Adjustable Head - WT 3770 - WF	10		\$44,59		\$445,95	
4.6	Shield and 4 multi-voltage adapter jacks White - Force Line	3		\$21,58		\$64,73	
4.7	Extension Maxi Pro 2x1, 5mm 20 Metre 10A-REF.DANEVA	3		\$75,68		\$227,03	
4.8	DVD-R 4.7GB Recordable Nipponic Tube 100 Units	1		\$33,78		\$33,78	
						\$18.946,26	\$18.946,26
	The sum total of all costs						\$68.207,52

	Uptake Aintec resources	5%		\$3.410,38			\$3.410,38
	association management	10%		\$6.820,75			\$6.820,75
	<b>TOTAL 1st year</b>						<b>\$78.438,65</b>
	The sum total of the team + + manutenção annual awards program						\$43.783,78
	Fund-raising	vb		\$3.410,38			\$3.410,38
	association management	vb		\$6.820,75			\$6.820,75
	<b>TOTAL coming years</b>						<b>\$54.014,91</b>