

ANDI - NEWS AGENCY FOR CHILDREN'S RIGHTS

# FACING *the* CHALLENGE

*Children's rights and human development in Latin American news media*

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*Children's rights and human development in Latin American news media*

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## PREFACE AND ACKNOWLEDGMENTS

This work is a preliminary version of a larger publication to be released by the beginning of 2007. Yet in an overview, it is intended to introduce readers to an innovative media for development approach originally developed and implemented by the Brazilian News Agency for Children's Rights - ANDI.

The text is organized as follows. Section 1 presents a brief description of the historical background to ANDI's foundation. Section 2 discusses at light speed the main tenets of its mission: news, rights, and children. The limits and possibilities of news media and their potential contributions to strengthen democracy and foster development are explored in some detail in Section 3. ANDI's media for development approach is presented in Section 4, where strategies are highlighted by examples of actions and accomplishments so far. Section 5 presents a particularly relevant result: the replication of ANDI's approach through ANDI's Brazil and Latin America Networks.

Development agencies, private donors, governmental partners and many other contributors, without whose collaboration the story being told here would not have been so successful, must be thanked for understanding the pivotal role the news media can play in bringing about social change and fostering democracy. They are all listed in page 43.

ANDI is also grateful to all Network agencies, in Brazil and throughout Latin America, for providing information and data used in the text and, most importantly, for their commitment to forward the mission uniting us all: to contribute to strengthen a journalistic culture that protects and helps promote the rights of children and adolescents.

The professional and personal efforts of all those involved in the making of this publication are also appreciated.

Views and analyses presented here, including errors and omissions, are ANDI's sole responsibility and do not necessarily represent those of its supporters or partners.

Readers are welcomed to present their opinions, comments and suggestions. They will be duly taken into account in the definitive version of this work. Please, send them to [facingthechallenge@andi.org.br](mailto:facingthechallenge@andi.org.br).

**Veet Vivarta,** | **Ely Harasawa,**  
ANDI Executive Secretary | ANDI Deputy Executive Secretary



## INTRODUCTION

It was February 11, 2004, when one of Brazil's largest newspapers, *Folha de S. Paulo*, published a page-long story, written by Gabriela Athias, under the headline: "Lula cuts 80% of funds to combat child labor".

The diary disclosed the budget proposal that had been submitted to Congress by the President Luis Inacio Lula da Silva's administration, which drastically cut funding for the Child Labor Eradication Program (PETI), a 10-year long, 1-million beneficiaries federal program to combat child labor and promote education.

"Government reinstates funds to combat child labor", read the headline of another page-long story in the same paper the following day. What difference a day makes! The 24 hours that separated the two stories were a tough period for the Federal Administration. It came under harsh criticism from many social actors – NGOs, experts, donor institutions and others asked for justification and explanation. Unable to provide them, the administration was forced to step back.

Criticism was probably so harsh because President Lula seemed to have been elected due primarily to his promises, as a candidate, to expand and ameliorate federal policies targeting the poor. In his inaugural address, he had set the main goal of his administration: to allow each and every Brazilian to have three meals per day. In fact, owing partly to the social mobilization that had pressed for a response in this case, funding for PETI was not only reinstated, but the program itself was realigned and today is fully integrated into the broader context of Brazil's government policies to alleviate poverty, carried out chiefly by the Bolsa Familia Program, a conditional cash-transfer program currently reaching over 10 million poor families all over the country.

This is a good example of how the media can keep a vigilant eye on government officials and on the policies they implement. It is also an example, similar to many others, of an informal alliance joining media outlets, journalists and various civil society organizations that, since the early 1990s, has contributed to mainstream the rights of boys and girls in the news media.

This alliance has many protagonists. Among them one stands out for its mobilizing leadership and the services it renders: the Brazilian News Agency for Children's Rights (ANDI), an independent, non-profit organization, whose mission is to contribute for the development of a journalistic culture where children's and adolescents' rights are priority.

Not surprisingly, the two stories were written by a Child-Friendly Journalist, a distinction conferred on to those communicators whose professional standards and commitment to high-quality journalism have helped to foster the visibility of the Brazilian social agenda.





## 1 HISTORICAL BACKGROUND

*The heightened growth of Brazilian Civil Society has empowered new organizations to undertake agendas of greater complexity, such as poverty alleviation, environmental issues, and children's rights*

When democracy and freedom of the press were reestablished in Brazil back in the 1980's, after more than 20 years of military rule, society was finally able to realize and discuss the actual situation of the country.

On the one hand, the massive socio-economic inequalities that had marked the country for centuries were unaltered – in fact, they had worsened. Inflation was out of control, unemployment on the rise, and a large part of the population, particularly youngsters, witnessed a dismal reality. More than 30% were out of school. Millions lived in poverty and were forced to work. Thousands wandered in the streets of the major cities, under constant threat of starvation, sexual abuse, drugs, and assassination, perpetrated even by the police. The picture was not much brighter throughout most of Latin America.

On the other, the country breathed fresh air – a legitimate atmosphere of hope led to the promulgation of a new Constitution in 1988. It restored liberties, enshrined democracy as the undisputable political regime, and, mainly due to strong popular pressure, proclaimed in its article 227 that the rights of children and adolescents were to be treated as an 'absolute priority' by families, society and the state. Two years later, Brazil ratified the UN Convention on the Rights of the Child and passed a domestic 'Bill of Rights of Children and Adolescents' (ECA, in its Portuguese acronym).

ANDI results from this process of civic engagement and organization of civil society. Since its creation, it has also become an important actor in the social mobilization that has contributed to bring about changes not only to the legal protection afforded to boys and girls, but also to their lives.

## ANDI IN A NUTSHELL

ANDI embraces a human rights approach which considers that the universal realization of children's rights is at the cornerstone of human development and social equity. It understands, furthermore, that news media play a pivotal role in the pursuit of these goals.

To fulfill its mandate, ANDI has developed and currently implements a wide range of activities directed to journalists, news sources, students and professors of journalism. Together, they form a consistent media for development model that comprises three intertwined, strategic action lines: Mobilization, Media Monitoring, and Capacity-Building & Editorial Analysis.

Founded in 1993 in Brasília, capital of Brazil, by two nationally-renowned journalists, Âmbar de Barros and Gilberto Dimenstein, it has become one of the main mediators between the mainstream news media and social groups that advocate for the rights of children and adolescents. As it perfected its methodologies, techniques, and practices of social mobilization, media monitoring and analysis, as well as capacity building, it has also become an important source of original knowledge in these areas.

More than a dozen national and international awards have recognized the importance of such knowledge, the achievements of this approach, and the credibility ANDI has built through its actions to enhance media-society relations.

### Replicating the model

In more recent years, its successful media for development model has been wrapped up as a **social technology** and is currently being replicated at the subnational (through ANDI Brazil Network) as well as at the international level, since the creation of the ANDI Latin America Network.

The ANDI-led informal alliance among the media and children's rights organizations has yielded important results. From 1996 through 2004, the coverage of children's and adolescents' issues done by 45 newspapers monitored by ANDI in Brazil has increased in excess of 1100%. Quality has also improved, as measured by the number and diversity of sources, references to pertinent human rights legislation, mentions to public policies, use of statistics, and solution-oriented perspectives in news stories. Topics which are central to the rights of boys and girls, such as Education and Health, have gained prominent attention from the media.

Nonetheless, many shortcomings are still found. Violence, for instance, a topic that embodies the most despicable forms of rights violations, usually receives only factual treatment by the media. Divergent viewpoints are seldom reported. And, notwithstanding the example presented in the Introduction, the media's role as a watchdog of government and its policies has a long way to go before one can say it is consolidated, at least when it comes to policies affecting directly or indirectly the present reality and the future prospects of youngsters.

In sum, the clear message is: we are on the right track, but there remain many miles to be traveled and many challenges in our way.



*Social Technologies are initiatives that comprise replicable products, techniques and/or methodologies, developed in close interaction with communities, and which embody effective solutions for social change.*





## 2

## CHILDREN, RIGHTS, AND THE MEDIA: THE MAIN TENETS OF ANDI'S APPROACH

*A careful analysis of ANDI's name will reveal three concepts that lie at the core of its mandate.*

*They are: "children", "rights", and "news agency". Choosing them was not casual. Explaining these choices, therefore, is important to understand what ANDI seeks to promote.*

*Let us look at them in more detail.*

### **Why children?**

The short answer is: because children are society writing its future. Of course, the future requires action today – as journalists, we can confidently say that writing good stories requires preparation and diligence. This answer should suffice.

If it does not, one can rightly affirm: protecting their rights is an efficient way to halt the perpetuation of poverty – an essential condition of any pro-development strategy.

According to a Unicef study, *Poverty Reduction Begins with Children*, they should be the primary target group to bring about poverty reduction. Since poor families tend to have more children than non-poor families, boys and girls are overrepresented among the poor. No other age group displays such overrepresentation. As of 1998, this ratio was 2:1 in Brazil.

A longer answer could look at the late effects of unprotected children's rights. Poverty affects the future prospects of boys and girls. Undernourishment in early childhood reduces cognitive potential, says Rima Shore, professor at the Bank Street College of Education.

In what has become a largely discussed article, "Malnutrition, Poverty, and Intellectual Development", published at the *Scientific American* in 1996, J. Larry Brown and Ernesto Pollitt show that the impacts are for life: children with malnutrition and exposed to toxic substances (e.g., from lack of sanitation) achieve lower performance scores in standardized tests of vocabulary, text comprehension, arithmetic, and general knowledge. This leads to higher school abandonment rates, higher vulnerability to diseases and lower wages when adults, according to John Hobcraft and Kathleen Kierna, researchers at the London School of Economics.

So we are back to where we started: protecting children's rights means building, today, a healthier, more just and equitable future for boys, girls, adults, and the elderly.

### Why rights?

First and foremost, because adopting a human rights approach means embracing what the former UN Secretary General, Boutros-Ghali, called "the quintessential values through which we affirm together that we are a single human community...[they are] the irreducible human element". In this sense, there can be no development strategy that neglects human rights.

Second, because rights imply responsibilities. In the case of human rights, those rest primarily upon the state, and subsidiarily upon society at large. This notion is important because it gives directions for groups aiming to protect them. Moreover, they are 'rights in motion', as put by Ignacy Sachs. That is, they evolve in tandem with society, therefore requiring a dynamic contact with its ebbs and flows. Last but not least, because, in most countries, it is legally established that broadcasting media, public concessions, have to provide room for discussions of basic human rights, such as education and health. Why not engaging the press then? In sum, a human rights approach tells us whom to hold accountable and also demands close and constant interaction with society.

Third, if one looks at the results achieved by the protection of human rights, he/she will find another justification for the adoption of this approach. Actually, it is not tautological to assert that societies which have protected human rights, and children's rights particularly, are the ones where living conditions tend to be better. Western European countries and Japan have proved it in the post-World War II. More recently, Ireland and South Korea have corroborated this assertion.

### Why news media?

First, because it was what the founding members of ANDI did. They were journalists and journalism was their milieu.

Second, because they were familiar with the communication sector in Brazil and confident that it could respond positively to a non-partisan social mobilization that, although apparently successful, had not received significant attention on the part of the media. News media, however, had already done so in other cases when, circumventing legal restrictions, they reported on torture and other human rights violations perpetrated by the military regime and, later, became actively engaged in a huge social mobilization towards redemocratization.

Finally, because they understood that news media could grant the children's rights movement with an important arena to present its claims, denounce violations, and call for responses from government as well as from society itself.

Despite that, ANDI is not a conventional news agency. It does not distribute news to be published or broadcasted. Rather, as we shall see and discuss in Section 4, it provides journalists with suggestions for news stories, encouraging them to develop original reporting, especially of veiled issues and ill-explored aspects, to look for their causes and consequences, and to search for solutions. In addition, it offers various tools and resources to assist reporters in their fact- and source-finding quests, as well as to improve their professional skills. By doing so, ANDI believes to be contributing to raise the standards of journalism and to mainstream children's rights in the press.

In the next section, we explore in more detail the important role the media play in contemporary societies and discuss how they can have a positive impact in strengthening democracy and fostering development.





### 3 MEDIA, DEMOCRACY, AND DEVELOPMENT: LIMITS AND POSSIBILITIES

*For centuries now have politicians, writers, and scholars discussed the role played by the press in shaping political, economic, and social events – for good or for evil. Whereas the debate still lingers on, empirical evidence suggests that free, independent, and high-quality media may contribute to democracy and development. However, several constraints remain.*

*Here, we explore some of these possibilities and limitations.*

Freedom of opinion and freedom of expression are fundamental human rights. In this sense, they are part of what the former UN Secretary General has called the 'irreducible human element', as we mentioned earlier. Article 19 of the Universal Declaration of Human Rights reads:

*"Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers"*

This late acknowledgment came as a result of far-reaching transformations going back centuries. Since Gutenberg's invention of the moving-type press back in the fifteenth century, the means to express one's views and to exchange them with the rest of society have changed dramatically, have had a strong impact in all religious traditions, in the formation of nation-states and development of modern economies, and, also, more recently, have given rise to an increasingly powerful actor: the mass media.

#### THE ROLE OF THE MEDIA IN CONTEMPORARY SOCIETIES — AN OVERVIEW OF THE THEORETICAL DEBATE

It is beyond the scope of this paper to discuss the origins and the main developments of the debates on the role of the media in contemporary societies. However, a brief overview may help us understand the conceptual and theoretical foundations of the work done by ANDI and the Networks agencies in Brazil and Latin America.

In the 1950's and 1960's, advocates of the development communication paradigm argued that mass media help foster democracy and development because they carry modern values and aptitudes that help sweep away the ones that characterize traditional



societies. A modern industry itself, the media, according to this view, promotes the 'diffusion of innovations'.

The rebuttal to this paradigm came soon and was led by what came to be known as participatory theories. Development, they aver, is not a-historic nor does it follow a linear course, as modernization theories had suggested. What is more, communication is not unidirectional, and top-down approaches, as the proponents of the former paradigm embraced, had proved inadequate to bring about social change. To replace the elitist bias of the dominant paradigm, participatory theories began to emphasize the need of mobilizing local communities and local media for the achievement of a sustainable and autonomous development.

Unesco-sponsored debates about the need of a "New World Information and Communication Order" (NWICO) provided an institutional forum for these discussions. Despite the importance of the recommendations of the *MacBride Report*, the NWICO debates clashed not only along theoretical or ideological lines, but also geopolitical and economic ones, as the US and UK withdrawals clearly indicate.

In an attempt to move past these cleavages, and following a trend that was gaining ground in other areas, some researchers started to shift their efforts to what have been called middle-range theories. ANDI's media for development approach builds on them.

### **A middle-range theory of news media**

Speaking of sociological theories, the Professor of Columbia University, Robert K. Merton, criticized two tendencies of inquiry he found unproductive. One is radical or narrow empiricism which stresses solely on the collection of data without any attention to a theory. The other is the abstract theorizing of scholars who are engaged in the attempt to construct a total theoretical system covering all aspects of social life. Merton thus proposed sociological theories of the middle range as a solution to the two extreme positions.

According to Merton, middle range theory starts its theorizing with delimited aspects of social phenomena rather than with a broad, abstract entity such as society or social system. Middle range theories may seem to be similar to general, total theories in the sense that they also involve abstractions. However, unlike those in the general theories, the abstractions in theories of the middle range are firmly backed up by observed data. Middle range theories have to be constructed with reference to phenomena that are observable in order to generate an array of theoretical problems as well as to be incorporated in propositions that permit empirical testing.

Middle-range theories of the media, therefore, attempt to circumscribe their subject-matter more narrowly and downgrade their causality claims. In this sense, they can provide us with a richer and more solid perspective of the roles, functions, and impacts of the media in society. Research centered on news media effects is an example. It has evolved quite significantly in the past decades and its empirical record seems promising.

Agenda-setting theories of the media are prominent examples of such research. In a path-breaking article, "The agenda-setting function of mass media", published in 1971 in *Public Opinion Quarterly*, Maxwell McCombs and Donald Shaw presented the



#### VOCABULARY

*For style considerations only, we employ the terms **media**, **news media**, and **press** interchangeably throughout the text. As we move forward in this section to present the three-tiered role of the media in contemporary societies, readers must have in mind we are referring to news media.*

hypothesis that “the mass media set the agenda for each political campaign, influencing the salience of attitudes toward political issues.” The authors based their theory on Bernard Cohen, who affirmed that the press “may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.” Thus, this approach proposes to investigate how the media contribute to shape the political process by setting the agenda of issues that are considered relevant by the public in political and electoral decisions. Moreover, it has encouraged further research, which has applied the hypothesis to other settings beyond the politico-electoral realm.

Studies about the power of the media to frame public issues are another important tradition that helps us understand the role of the media in society. In her “Filling in the Tapestry: the second level of agenda-setting”, chapter of the book *Communication and Democracy: exploring the intellectual frontiers in agenda-setting theory*, edited by Maxwell McCombs, Donald Shaw, and David Weaver, Professor Salma Ghanem advances the original agenda-setting hypothesis by examining how media coverage affects both “what” the public thinks about and “how” the public thinks about.

The notion of media frames refers to interpretive patterns that are embedded in news stories and that promote a specific understanding of the issues and events. According to Robert Entman, Professor of Communication at North Carolina State University, “to frame is to select aspects of a perceived reality and make them more salient in a communication text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation.” Thus, by selecting aspects of a reality and making them more salient in media messages, communicators promote specific patterns of interpretation. The news media therefore have an important impact on political deliberation and public policy decision-making processes by defining which issues constitute social problems, who is responsible for those problems, and what needs to be done to solve them.

### **Societal accountability**

More recently, scholars have provided new insights as to how the press can also play an important role as a watchdog of government action – and old claim made by those preoccupied with the impact of the media in the political realm. One influential formulation of such view describes this role under the concept of societal accountability. According to Catalina Smulovitz and Enrique Peruzzotti, societal accountability is “a non-

electoral, yet vertical mechanism of control that rests on the actions of a multiple array of citizens’ associations and movements and on the media, actions that aim at exposing governmental wrongdoing, bringing new issues onto the public agenda, or activating the operation of horizontal [governmental control] agencies.” In their article “Societal accountability in Latin America”, published in the *Journal of Democracy* by the Johns Hopkins University Press, they go on to say that societal accountability complements vertical accountability, that is, the mechanisms through which citizens control representatives directly, such as elections, and horizontal accountability, performed by governmental auditing and control agencies. Thus, as channels of societal accountability, the news media can be important tools that help citizens hold representatives accountable, as well as fight corruption, clientelism, and other obstacles to democratization and human development.

These theoretical explanations of the roles performed by the media in contemporary societies are obviously not exhaustive. Other scholars have advanced different perspectives and hypotheses. Nonetheless, they provide us with a consistent, three-tiered model of the functions of the media in everyday life. Summarizing, this model proposes that the media:

- Set the agenda in the public sphere;
- Frame the issues in that agenda;
- Can exert control over government officials and public policies, either directly or indirectly.

### **An inherent condition**

But we are interested in finding the ways through which the media can strengthen democracy and foster development. Were the media to set an agenda that neglects social and economic inequalities, would it be contributing to democracy? If newspapers refuse to present readers with dissenting political views on this or that policy, thus framing the story one-sidedly, are they helping to improve democracy? Should editors refrain from bringing to the glare the inefficiency of a particular governmental program or the corruption practices of a department, would they be effectively controlling the actions of those in power?

The answers to these questions are certainly negative. However, if the media act in those ways, they would still perform the functions as proposed by the authors whose main works we have just briefly reviewed. After all, it is important to notice that in their formulations, the authors are not saying that the media will go one way or the other. Rather, they state that, whatever path chosen by the media, they will set the agenda, frame the issues and may or may not activate accountability mechanisms.

Therefore, if we are seeking to explain how news media can strengthen democratic values and practices and enhance development prospects, we need to reframe the three-tiered function proposed before, adding a mandatory character to it. Hence, if the media are to contribute positively to democracy and development, they must:

- Provide the citizenry with trustworthy, contextualized information;
- Set the agenda around relevant issues in a pluralistic manner;
- Exert social control over government officials and public policies.

### Summing up

Now, this is no different from what the media say they do. What organizations like ANDI and the agencies allied under the Brazil and Latin America Networks do is to encourage the media to pursue this path, to help them along the way, and to monitor, expose and discuss their achievements and shortcomings.

Before moving on, an important caveat must be made. This discussion may have sounded to some as if the media are treated here only in a functionalist fashion. It is not the case.

Although some of the authors do frame the discussion along this line (see the title of the article by McCombs and Shaw, for instance), ANDI believes the media are the manifestation of a fundamental human right, as stated right in the opening of this section. In countries where they are free to operate, they can set the agenda and frame the issues in whatever way they understand more appropriate. They are free to express that; in so doing, they are contributing to development and democracy. They are entitled to it. In fact, the existence of conservative, liberal, and communist newspapers is a clear sign of freedom of the press and democracy. The media which clearly state their *ex ante* interpretive worldview or ideology are thus important, but are not the main focus of ANDI's strategies.

ANDI's argument, and actions for that matter, is directed to those media which portray themselves as independent, impartial, non-partisan, and that affirm publicly that their coverage follows those lines. Basically, the theoretical and conceptual pillars of ANDI's approach to media for development assume both the possibilities and the limitations of these media. What is more, it obviously builds on the assumption that the media are at least relatively free (otherwise whatever existing media would fall in the earlier category).

Ahead, some examples of these possibilities are presented following the three-tiered role of the media that bases ANDI's works. Later in this section, the limitations are also presented.





## THE SPOTLIGHT

*"A free press is not a luxury. It is at the core of equitable development. The media can expose corruption. They can keep a check on public policy by throwing a spotlight on government action. They let people voice diverse opinions on governance and reform, and help build public consensus to bring about change"*

James D. Wolfensohn  
Former President of the World Bank

## DEMOCRACY, GOVERNANCE, AND DEVELOPMENT — EXPLORING THE POSSIBILITIES OF THE MEDIA

Along the three roles described before, one can cite many ways through which the media can help foster development in a democratic setting.

Prior to anything else, one must reiterate that the media represents the realization of the right to expression and the right to communication. Since the protection of human rights is a decisive feature of democracies, the media are *per se* an expression of a democratic environment.

### **Providing high-quality, contextualized information corrects imbalances in political representation and can help the poor**

One important way through which the media enhance democracy is by correcting, albeit partially, the asymmetries of information between those in power and the ones they represent. By doing so, journalism can provide the citizenry with an opportunity to react – favorably or not – to policies and proposals of government. As Nobel Prize laureate Joseph Stiglitz has argued, the role played by the media in political realms is tantamount to that played by Central Banks for the markets: by providing timely and precise information, the media can help agents (citizens) shape their views and take better decisions. That is why the International Monetary Fund stimulates, via financing and technical assistance, its member-countries to collect and disseminate economic data in accordance with internationally agreed codes. If the media does so regarding social issues, they allow citizens to respond more effectively to them.

Information, however, need not be limited to governmental actions. Private agents must be under scrutiny by the media. For instance, news reports can influence industries to disclose whether a particular product contains genetically-modified organisms. The media can also put pressure on firms to explain what sort of compensations will be offered to people being displaced so that a dam or a five-star resort is built. In this sense, they help foster socially and environmentally responsible enterprises, thereby paving the way for a more inclusive and sustainable society.

Providing basic information regarding health is another channel through which media can have a profound impact in the lives of those in poverty. Every minute, of every day, 21 children die of malnutrition and preventable diseases according to Care. In the paper he submitted to the Global Forum on Media Development, held in Jordan in 2005, Warren Feek, Executive Director of the Communication Initiative, presents numerous examples of how better information leads to positive outcomes in various areas. Regarding health, he cites a comprehensive survey linking mass media and reproductive health in Africa. The conclusions of the study show that "there is a persistent and frequently strong association between exposure to the mass media and reproductive behaviour in Africa in the expected direction... greater knowledge and use of contraception, intention to use contraception in the future, preferences for fewer children, and intention to stop child bearing".

### **Press freedom and plural views in news reporting improve governance and empower citizens**

The World Bank, in its site [www.worldbank.org/wbi/governance](http://www.worldbank.org/wbi/governance), defines governance as the traditions and institutions by which authority in a country is exercised for the common good. This includes (i) the process by which those in authority are selected, monitored and replaced, (ii) the capacity of the government to effectively manage its resources and implement sound policies, and (iii) the respect of citizens and the state for the institutions that govern economic and social interactions among them. Studies have shown that free press enhances good governance.

Formal regression analysis done by Anne-Sophie Novel for Unesco, for instance, shows that freedom of the press (using the Freedom House scale) is strongly and positively correlated with higher governance standards, measured in terms of political stability, government effectiveness, regulatory quality, and respect to the rule of law. As expected, a free press is inversely correlated with corruption – that is, freedom of the press is strong where corruption is weak. Good governance is important not only because it means that government conducts its business relatively well, but because it portrays a society that has created an enabling environment for private investments to blossom.

When the media publishes stories relating to development in a clear and pluralistic fashion, touching on topics as such as income inequalities, education quality, and health conditions, it helps citizens understand the issues and allocate resources in a more efficient way so as to overcome shortcomings and maximize successes. In her study, Novel shows that press greater freedom in countries that display a higher Human Development Index scores and income *per capita*. Undernourishment and access to clear water are also strongly correlated to freedom of the press, according to her.

By giving voice to different actors, the media can perfect how society and government frame the issues. Public opinion polls and public service satisfaction inquiries are important in this sense. Governments tend to isolate themselves from reality. This reduces their ability to respond to the most basic needs of the population. When the media started to disseminate a series of studies which concluded that darker streets accounted for more violence cases than the absence of police patrols in Sao Paulo, the state government transferred part of its resources to enlarge its public roadway investments.

### **The media expose government wrongdoings and stimulate civil society to exert social control**

The press can be a whistleblower when it uncovers corruption activities, administrative malpractices, or anti-developmental public policies.

In a classic formulation, Amartya Sen argues that democracies where the press is free do not suffer famines, because governments would be severely weakened by the impact of mass criticism.

But the press can go further than that by analyzing the results of public policies, checking on stated goals and promises, and giving room to beneficiaries and non-beneficiaries to express their views. It can present news stories relating the money lost to cor-

#### MEDIA AND NGOs

*"Guaranteeing civil and political rights is not only an end in itself – it is a good means to poverty eradication. Ensuring freedom for NGOs, the media [...] can do much to give poor people the political space to participate in decision-making on policies that affect their lives."*

*United Nations Development Programme,  
Human Development Report 2001*

## STATE AND FAMILIES

*"On average, the state controls about 30 percent of the top five newspapers and 60 percent of the top five television stations in [97] countries [studied by the World Bank]. The state also owns a huge share – 72 percent – of the largest radio stations.*

*Moreover, private ownership is mostly in family hands rather than in widely dispersed shareholdings. Some privately held media are also closely related to the state, through business, family, and personal associations. So, the influence of state control is even greater. State ownership also varies significantly by region. On average governments in African and Middle Eastern countries are more likely to own media outlets, but media outlets in North and South America are owned almost exclusively by families. Although most countries in the sample permit foreign ownership of the media, only 10 percent of the top five newspapers and 14 percent of the top five television stations are controlled by foreigners."*

World Bank  
World Development Report 2002

ruption cases and showing how it could be invested in pro-poor investments, such as housing and sanitation.

In 2004, the Provincial Government of Neuquén, in Argentina, presented a draft bill that would have changed the Law on the Full Protection of Children and Adolescents in order to allow for the incarceration of adolescents under the age of 18. The government dropped the initiative following a barrage of critical news stories and editorials, much of which was inspired by background information and analysis provided by the local ANDI Network NGO, Periodismo Social.

In the same year, the Paraguayan government attempted to "clean up" Asuncion, the capital city, by removing children from the streets and placing them in military facilities. Through a special issue of a mobilization bulletin with suggested news on the subject, the local ANDI Network-affiliated NGO, Global...Infancia, managed to get immediate media coverage and expose the removal plans. To do so, Agencia Global was in close contact with the efforts conducted by a group of children's right organizations The Paraguayan Ministry for Children soon withdrew its support for the proposal, which was later abandoned by the administration.

These are but some examples of how a free press can contribute to the protection of human rights and the advancement of economic conditions. Still, one could also garner examples to show how the media have not had a broader impact in democracy or development in different settings. As we mentioned earlier, free press is a condition of possibility, but no guarantee that changes will occur. Specific requirements have to be met for the media to fulfill their developmental and democratic-pushing roles.

But there are limitations to the ability of the media to perform these roles and they cannot be neglected. We move on to discuss some of them.

## OWNERSHIP, REGULATORY ENVIRONMENT, REACH, AND SKILLS — DISCUSSING THE LIMITATIONS TO THE MEDIA

The information the media provide is as important as the ones they overshadow. The government actions they control reveal as much of the interests behind them as the ones they neglect. Therefore, the agenda they set, and the way the issues are framed, mirror some of the limitations to the roles they play in strengthening democracy and fostering development. Some of these limitations are discussed below.

### Ownership and economic conditions

Ownership can constrain the media because it gives control of the flow of information that is disseminated. Independence is severely compromised if the owner's interests – or those whom he represents and close ranks with – affect the content it publishes or broadcasts. The information it will provide will be framed in a manner that protects private rather than public interests.

As Simeon Djankov and others show in a well known publication of the World Bank, *The Right to Tell – the role of mass media in economic development*, ownership of the media tends to be concentrated – either in state or private groups hands. Mergers and acquisitions have recently seen news media be incorporated by entertainment groups.

Will it reinforce a trend that James Deane, Managing Director of the Communication for Social Change Consortium, sees taking place in developing countries, i.e., "an increasingly urban biased, consumer oriented media which has diminishing interest in or concern for people living in poverty"?

Financial groups have also entered strongly the media markets. There are countries where they hold a prime position as government- and private-debt holders, such as Argentina. In a major economic crisis, will their coverage not be tilted towards debt repayments regardless of economic conditions of the country? Would they not frame the issues confronting society in a way that one sees no alternatives?

Overall economic conditions may compromise the practice of good journalism too. Pressured by debt and economic instability, media outlets may become easy prey to the interests of advertisers and sponsors, therefore reporting in ways that forwards the latter views. To lay off professionals also impairs the ability of the media to perform their roles. In Brazil, 17,000 journalists lost their jobs after the abrupt devaluation of the real back in 1999 and the attending economic crisis that followed.

These are not the only risks, however. Daniel Hallin, Professor at the University of California, and Stylianos Papathanassopoulos, Professor at the National and Capodistrian University of Athens, in their article "Political Clientelism and the Media: Southern Europe and Latin America in Comparative Perspective", have argued that the configuration of media markets in these regions are somewhat similar in that outlets, for instance, are largely controlled by politicians or by private groups closely associated with political interests. Now, what can one expect of the role as watchdog of governments when media outlets are controlled by politicians?

### Regulatory framework

In her "Into the Looking Glass: What the Media Tell and Why", opening chapter of the above mentioned World Bank publication, Roumeen Islam states that "two types of legal institutions are critical to the performance of the media, namely, (a) those that determine access to information, and (b) those that constrain how the media use the information they obtain".

In fact, it is clear that if no freedom of information law exists, or is properly enforced, the fact-finding mission of the media is severely curtailed. Therefore, their ability to provide contextualized information to the public is compromised, as well as their capacity to check on government actions. Although many have argued that the mere passage of such legislation prompt the citizenry to ask for information from government sources, the timeliness and formatting of the response is crucial. In this sense, ways must be sought to allow

the maximum of information to be made available in as friendly a format as possible, except for those that may affect the private lives of individuals or that may (re-ally) affect national security.

Where secrecy is the rule, and no right to information law exists or is enforced, obtaining information can lead to the distorted relationship between privileged journalists and government officials willing to leak to the press, as described by Joseph Stiglitz in his article "Transparency in Government".

On the other hand, laws that restrict the freedom of the press to publish whatever information it obtains obviously have a negative impact on their ability to provide the public with in-depth reports. Libel cases, defamation laws, as well as entrance fees, may affect in a rather preemptive way the willingness of journalists to explore wrongdoings and expose corruption.

A robust regulatory framework is needed in order to prevent and punish abusive behavior by the media, but one whose nuts and bolts are adjusted so as to balance freedom with responsibilities.

Although regulation seems easier to obtain in the case of TV and radio, for they operate under public concessions, the press may require different types of accountability mechanisms. This form of accountability is usually promoted by "media accountability systems," or mechanisms that make the media responsive to its public, including ombudsmen, press councils, readers' councils, journalism reviews, and other forms of outside or self-regulation. Assuming their corporate social responsibility as providers of information to the public is a path for media compares to follow along this line.

Media accountability, that is, the process by which media organizations render an account of their activities to their constituents, is as important as government accountability in the media for development approach embraced by ANDI.

### Reach

Reach may limit the potential role played by the media. Although participatory theories neglected the importance of media penetration, the case remains that in countries such as Rwanda, where there are only 0.8 TV sets per each 1000 households, mass media effects may be reduced. In such scenarios, radio broadcasts may gain prominence, but it is still important to increase affordability of the media and to devise original alternatives to improve their reach.

Newspaper circulation is impaired by low income and high illiteracy rates, although Roumeen Islam cites studies that show that in some African villages at least a dozen people benefit from a single paper read out loud. Warren Feek, in his delivery to the Global Forum on Media Development, showed that newspaper circulation is



positively correlated with government responses to natural catastrophes, measured in terms of food distribution.

Low-income countries may be years from seeing press journalism to become widespread, not only due to low income but also given the usually high illiteracy rates. Whereas the press must continue to strive to present well contextualized information around the most relevant issues at the agenda, TV and radio must rise to the challenge and become the main media interacting with the larger population. Content requirements derived from regulatory provisions may improve the developmental character of their broadcasts.

### **Skills of media personnel**

The knowledge and skills of journalists can also limit the ability of the media to provide information in a timely, pluralistic, and trustworthy manner. Poorly-trained journalists may forward prejudices and conduct ill-judged analysis in their stories.

Journalism courses, be them minors or majors, must have their curricula updated so as to account for the new competences required in today's newsrooms. Moreover, media groups need to provide their professionals with regular opportunities to acquire new knowledge and improve their skills.

Society media groups can also offer capacity building activities, resources and tools to enhance the abilities of journalists to write good stories. We shall come back to this issue when we present in more detail ANDI's capacity building strategy.

### **THE SOCIAL RESPONSIBILITIES OF THE MEDIA**

Speaking at the Closing Ceremony of the 2001 World Congress and 50th General Assembly of the International Press Institute, held in New Delhi, Amartya Sen concluded his remarks by saying: "press freedom deserves our strongest support, but the press has obligations as well as entitlements. Indeed, the freedom of the press defines both a right and a duty, and we have good reason to stand up for both".

ANDI's model rests upon the freedom of the press and seeks to contribute to improve the media's ability to perform their duties. Standing up for both, ANDI has established a long-lasting media accountability system, that is, a set of mechanisms that monitors the news and distributes positive as well as negative incentives through its media analysis reports.

This model goes beyond that of conventional media observatories in that it monitors and analyzes the coverage, but also mobilizes journalists and news sources, and offers them capacity building resources and opportunities. By and large, it is but a corollary of ANDI's mission.

To recapitulate, ANDI understands that in order to achieve high levels of sustainable and socially inclusive development, one requires a news media system that is able to:

- Provide the citizenry with trustworthy, contextualized information;
- Set the agenda around developmental issues in a pluralistic manner;
- Exert social control over government officials and public policies.

The actions executed by ANDI to help the media perform these roles are examined in the next section.



INTERVIEW: *Claude-Jean Bertrand**Professor Emeritus at the French Press Institute, at the University of Paris 2.***How important is the press for development? And for protecting rights?**

It all depends on what you call development. If it means merely economic growth, as in China today, the press is useful as an education tool, but is mainly used as a propaganda weapon, to mobilize and organize the population. There was a time when many thought that economic development and democracy went hand in hand: communist nations were all economic disasters. It turns out that it is not true. Quite a few nations that are now wealthy democracies have endured many years of authoritarian rule in the past. South Korea is an example.

The silver lining is that no modern economy can sustain its development without an educated labour force. And educated workers demand that their rights be respected, including the basic right to be informed and to expression. ABC News announced on September 27, 2006 that "the number of blog sites in China reached 34 million last month, a 30-fold increase from four years ago, despite a series of curbs on media and dissent". Corruption, worker exploitation and income inequality have become so large that major social upheavals are feared.

China will have to take human rights into account. The basic right is press freedom. First it has to establish the rights, and then move on to enforce the legal provisions. The protection of all the rights of the population, including its various minority groups, is an impossible thing to do if citizens are not well informed, cannot raise and debate issues, cannot make their opinions known. The welfare of people is at least as important as economic growth, so do democrats believe.

**If we assume that news media play such a pivotal role in bringing about development as you put it, what is the importance of watching the media? Can it also contribute to improve development prospects?**

Development should mean the expansion of the economy and of democracy, of all the rights and duties associated with popular rule. Because of the genetic programming of men as predators for thousands of years, they cannot be trusted to respect the rights of their fellow beings. See what happened in Africa after independence from colonial rule: murderous cliques led by plundering dictators imposed their rule and caused economic disaster.

So there is a crucial need for news media to provide their public services in a qualified manner. They are the only institution that can inform people fully and ac-

curately, help them discuss the issues, watch appointed or elected decision-makers, check whether they do their jobs properly and do not abuse their power, advocate for improvements in the organization of society, and so on. The function of the media cannot be only – least so mainly – to criticize and denounce: they must also help everyone be happy and contribute to the national welfare. This can be difficult and dangerous. In emerging democracies, media are persecuted and journalists are killed.

**How you think organizations like ANDI can contribute for the press to enhance development prospects?**

I visited ANDI offices some months ago when I was in Brasilia. ANDI struck me as being an original M\*A\*S, a remarkable "media accountability system". What I call an M\*A\*S is any non-governmental, non-state, means of inducing newspeople to be "ethical", in other words, to serve the people well. It is a means of external moral pressure, as opposed to internal moral pressure (that of an honest person's conscience), and to external physical pressure (like that of police and courts). The latter two were used for centuries. Today, the first seems to be helpless against financial forces, and the second has been too often abused by enemies of media freedom.

Some think of M\*A\*S simply as being press councils and newspaper ombudsmen. Actually, there are about 120 of them (you will find a non-exhaustive list on [www.media-accountability.org](http://www.media-accountability.org)) and more are being created all the time. M\*A\*S can be individuals, like a media reporter, or structured groups, like a TV viewers' association. They can be single documents, like a critical report, or small media like so-called "journalism reviews", i.e., magazines specialized in media critique. They can be processes, short (like an ethical audit) or long (like an university education).

I believe that the survival of mankind is predicated on the spread of democracy, that democracy cannot exist in the absence of quality news media. Now, press freedom is indispensable and so is government media regulation – but neither can ensure qualified public service by the news media. That is demonstrated now in the USA, where the media market is almost totally deregulated. It was demonstrated in the Soviet Union, where the media were under total state control. A third force is needed: "media ethics", deontology, "quality control" – whatever you call it. Practically, the need is for M\*A\*S. ANDI is an efficient and very original one. That kind of M\*A\*S should exist in every country.





#### 4 BRIDGING GAPS AND BUILDING CONFIDENCE: ANDI'S MEDIA FOR DEVELOPMENT APPROACH

*The quality of public information is crucial for the promotion of children's rights – therefore ANDI seeks to foster a systematic and ethically-based dialogue between the media and social actors*

There was neither a business plan nor a solid theoretical framework behind ANDI's foundation. It was the close contact enjoyed by the couple of founding journalists with children's rights organizations that led them to ask themselves how the media could contribute to what seemed to be a powerful social mobilization.

Basically, they thought the media could inform the public about the new laws and rights entitled to children and adolescents, discuss the major issues affecting them, and stimulate debate about the ways to overcome the deprivation suffered by many Brazilian boys and girls.

Civil society groups, however, did not share this view. They usually thought of the media as alienated, self-interested, and protective of the elite. This critique had some right to it, especially if one considers the role played by a minority of media groups during dictatorship years. Nevertheless, more than anything, it revealed a shortsighted understanding of journalism practices, of the media's role in the public sphere, and of the importance of news sources to reporting.

On the other hand, one thing must be clear. Neither as of its creation nor ever since then has ANDI requested journalists to become militants. After all, ANDI agrees with Kunda Dixit, editor-in-chief of the *Nepali Times*, in his article "The failed experiment in development journalism", published by Unesco in its book *Media and Good Governance*: "We are not asking journalists to become activists and start waving the flag, but they should not just be passive observers anymore to the misery and deprivation around them. It will be a good journalist's commitment and professionalism that will ensure developments are covered intelligently and in-depth".

An organization made mostly by journalists, and that works with and for journalists, ANDI seeks to provide them with resources, tools, and opportunities. At the end of the day, it is up to journalists and editors whether they will use them in a way or another.

Throughout the years, ANDI has maintained its work on monitoring, analyzing, criticizing as well as contributing to the improvement of journalism. This critical yet constructive approach has been instrumental to the positive reaction espoused by newsrooms all over Latin America and remains, up to these days, one of the main sources of ANDI's credibility.

### Raising the standards

In a famous passage, the American philosopher John Dewey says: "There is more than a verbal tie between the words *common*, *community*, and *communication*... Try the experiment of communicating, with fullness and accuracy, some experience to another, especially if it be somewhat complicated, and you will find your own attitude toward your experience changing."

In fact, one can say that ANDI's strategies have converged to raising the standards of a socially responsible journalism. This *common* objective, shared by ANDI and the media (*communication*), has always required the active engagement of other social actors (*community*) to be pursued. This is rightly so because there can be no quality journalism without pluralistic views – when covering social issues, it means listening not only to government sources and experts, but also to NGOs, community leaders, international organizations, and, most importantly, ordinary people.

Bridging the gap and building confidence between the media and society groups thus became ANDI's primary role – and accomplishment. But it was the existence of common goals and the respectful understanding of the roles and responsibilities of all the actors that paved the way for the successful case we are able to convey today.

### ANDI approach is threefold

Building on the lessons from its experience in the initial years and the findings of its relationship with media actors, ANDI's approach to media for development has evolved gradually and is currently predicated on three broad and intertwined strategies, whose major objectives are presented below:

- *Mobilization*: to bring together journalists, media outlets, news sources, students and other social actors in order to mainstream children's and adolescents' rights in the media;
- *Media Monitoring*: to collect, archive, and classify all editorial production concerning boys and girls of a large set of Brazilian and Latin American newspapers, magazines, and, more recently, TV newscasts;
- *Capacity Building & Editorial Analysis*: to analyze news content previously collected and classified, and to provide journalists, news sources, and journalist students and professors with tools and opportunities to enhance their skills and develop new capacities.

All the actions developed within these lines are aimed at ensuring that the media perform their three-tiered role, and in such a way that the coverage reflects the priority conferred on children by the Brazilian Constitution and, at the international level, by the Human Rights treaties and conventions. Furthermore, these actions are implemented by ANDI and all agencies taking part in the ANDI Brazil and Latin America Networks.

#### JOURNALISTS' RESPONSIBILITIES

*"If any child is out of school, one youngster has no access to professional training, and if a boy carries a hoe instead of a pencil in order to help his family have something to eat, it is a responsibility of the media to portray this reality and ask whether it is what we want as a society. The answer will be given by each citizen. But it is us journalists who have to tell this story."*

Luciana Constantino  
Repórter of Folha de S. Paulo (Brazil)  
and Child-friendly Journalist



## MOBILIZATION STRATEGY

*Historically, ANDI has structured itself according to a set of activities that nowadays are encompassed by its Mobilization Department – the one which interacts on a daily basis with newsrooms throughout the country*

To the Oxford English Dictionary, to mobilize is, among other things, to organize (people and resources) for a particular task, to make mobile.

Accordingly, ANDI's mobilization strategy comprises actions that help communication actors to organize their movement towards a particular task: high-quality, trustworthy reporting on the issues facing boys and girls.

However, "the quality of the media is a difficult thing to assess, or even to describe", remembers Roumeen Islam in her article "Into the Looking Glass: What the Media Tell and Why: An Overview", published in The World Bank's compilation *The Right to Tell*, mentioned earlier. She goes on to say that "high-quality media [are] those with access to and the capacity to report (more or less) objectively on basic economic, social, and political information; those that can express a diversity of views and are accountable for the information they publish; and those that have the capacity to analyze the information obtained for its news value and 'truth'".

One could add to her assertion that high-quality media is not only difficult to assess, but also to obtain. Although the responsibility for qualified reporting lies primarily with the media themselves, society groups working with journalists can contribute to the task, as ANDI has done so through various activities.

Providing journalists with information so they can develop original, in-depth news stories is one effective way to give them access to information. In fact, this represents ANDI performing to the press a function the latter performs to society: the provision of objective yet contextualized information. Actually, back in 1993 this was ANDI's main action, for at that time children and adolescents were virtually absent from the news coverage. When they appeared, they tended to be the characters of stories of violence – either as perpetrators or victims. The rights to which they were entitled were seldom there.

### **Good journalism requires movement**

On a daily basis, ANDI staff prepares and sends, via email, to more than a thousand journalists, suggestions for news stories on issues that affect the lives of girls and boys, contextualized with statistics, references to legislation and governmental projects, as well as recommended news sources. Monthly news bulletins reach the same public and provide even more in-depth information, such as summaries of the main institutional and academic debates, cross-country data comparisons, interviews with important news sources, etc. Rather than focusing on general topics, these bulletins seek to encourage reporters to unveil new issues and to approach others from different angles, such as commercial sexual exploitation of children alongside roads and highways, child domestic labor, governmental budget and policies for chil-

dren, integration of and accessibility for disabled children in public schools, and so on.

As per news clipping services, ANDI produces the *Childhood in the Media Today*, an electronic bulletin sent daily to 8,000 email addresses around the country, bringing summaries of the main news stories published in 60 newspapers. This bulletin has served to approximate journalists in different areas of the country to events unfolding thousands of kilometers away from their newsrooms.

Another prime media-assistance resource is the Help Desk. Via phone or email, ANDI personnel assists journalists in their quest for further information on the issues covered by the bulletins or on stories they are searching on their own. Reporters are also referred to media-friendly and high-quality information sources.

Graph 1 shows how journalists have responded to this mobilization strategy and to the very dynamic of society, which has prompted them to increase the visibility given to children's issues in the news.

Undoubtedly, this is a mobilization that has been successful. As one can see, the 1996-2004 period witnessed an increase in excess of 1100% in the number of news reports about children and adolescents in the 45 newspapers constantly monitored by ANDI since that year.

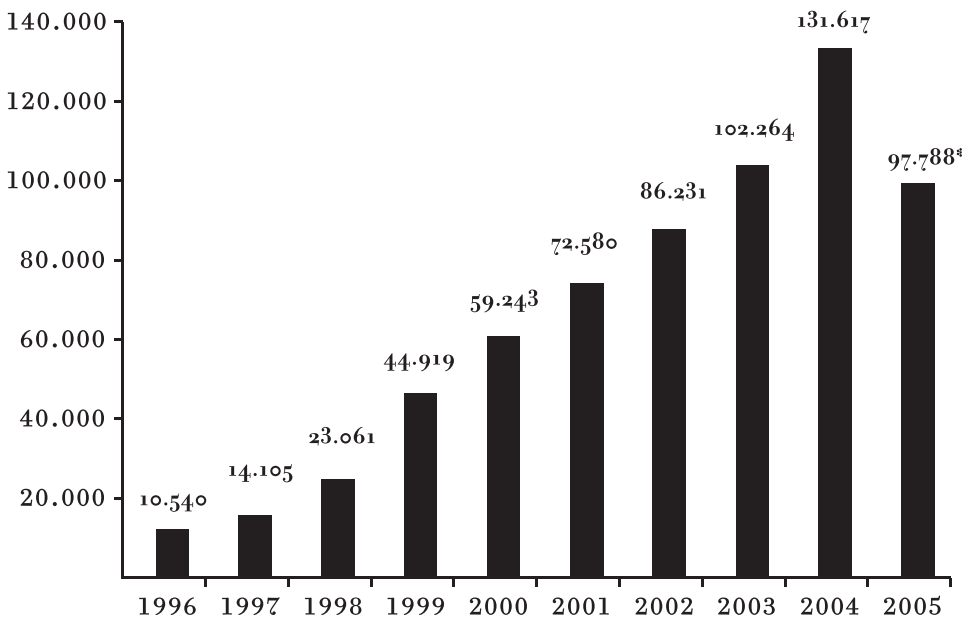
The figures for 2005 need not cause concern. Because newsrooms have been successful in allowing the coverage to expand so vigorously, ANDI has decided to introduce new criteria to its media monitoring methodology. The filtering parameters of

**BETTER PUBLIC POLICIES**

*"We consider ANDI one of our key allies in the fight for children's rights in Brazil. It has managed to mobilize all society and to press for essential issues in construction of a fair, less unequal country. (...) By knowing our main challenges, society can request better public policies."*

Senator Patricia Saboya Gomes  
Coordinator of the Parliamentary Caucus for the  
Defence of Children's and Adolescent's Rights.

GRAPH 1  
NEWS STORIES ABOUT CHILDREN AND ADOLESCENTS PUBLISHED  
IN 45 BRAZILIAN NEWSPAPERS (1996-2005)\*\*



\*Introduction of a new methodology to clip and classify news stories.

\*\*Source: ANDI.

TABLE 1

USE OF INDICATORS, REFERENCE TO LEGISLATION, AND PORTRAYAL OF DIVERGENT VIEWPOINTS  
IN THEMATIC EDITORIAL ANALYSIS CONDUCTED BY ANDI SINCE 2000 \*

THEME	NEWS PUBLISHED IN	USE OF STATISTICS OR INDICATORS	REFERENCES TO LEGISLATION	DIVERGENT OPINIONS
Adolescent Health	2001	34,5%	3,0%	5,2%
Child Education	2000	20,9%	25,5%	**
Child Health	2002	39,4%	5,1%	7%
Child Labor	2002	44,6%	1,4%	6,6%
Commercial Sexual Exploitation & Sexual Abuse	2000/2001	13,5%	13,4%	**
Disabilities	2002	15,3%	19,1%	4,2%
Drugs	2002/2003	25,4%	11,8%	8,4%
Education	2004	19,3%	15,2%	10,3%
Genetically-Modified Organisms	2004	40,6%	70,9%	36,5%
Human Rights	2004	23,3%	35,1%	11,0%
Poverty, Inequalities, and Human Development	2001/2002	58,8%	9,9%	11,2%
Tobacco & Alcohol	2001	55,2%	**	6,7%
Violence	2000/2001	10,7%	4,4%	**
<b>Average</b>		<b>30,88%</b>	<b>17,9%</b>	<b>10,71%</b>

\* Source: ANDI

this updated methodology are stricter; hence, they yield lower figures for news published. On the other hand, they boost ANDI's analytical power, a matter of paramount importance since now the focus tend to be more and more concentrated in improving the quality of the news stories.

### Good journalism is based on diversity of views and opinions

Voice. In the worldwide study she conducted for the World Bank, *Voices of the Poor – Can Anyone Hear Us?*, Deepa Narayan and her colleagues shocked everyone with a dismal reality: the majority of the poor feel they are worse off today than in they past. Besides job opportunities, schools for their children, and food for themselves, the poor cried out loud for voice. There is no journalism without voice. There is no good journalism without many, divergent voices.

To support an opinionated coverage, ANDI holds seminars and workshops, bringing together communicators, community leaders, experts, government representatives, and other important actors in the realm of children's rights. These events have turned out to be powerful mobilizing initiatives. Journalists get in touch with social leaders who work with youth leadership and participation, early childhood educa-

tion, domestic violence, and so forth. On the other hand, news sources are encouraged to keep a closer contact with the media, to improve their press services, and to respond to calls for viewpoints taking into consideration both time and space constraints faced by journalists.

Among the various online resources at the disposal of its visitors, ANDI's website ([www.andi.org.br](http://www.andi.org.br)) offers journalists (as well as students and researchers) the largest online, free-access databank of news sources available in Brazil. With more than 3,800 registries, the Sources Databank is second to none in terms of unique visitors. Journalists can find experts, social projects, government institutions at its three levels, international organizations, all broken down into categories relating to the main issues affecting children, adolescents and the youth.

As the figures in Table 1 demonstrate, Brazilian media are falling short in their ability to present a pluralistic portrait of the issues they cover. On average, only slightly more than 10% of news articles bring divergent opinions on whatever the topic under the spotlight.

One could argue that in some cases, as when the issue at hand is, say, Child Health, divergent opinions tend to be restricted to the realm of pediatrics.



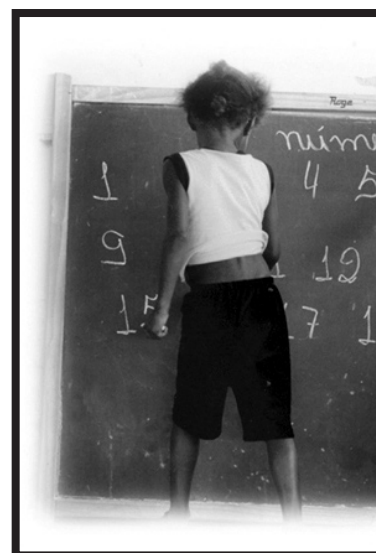
However, under this topic issues such as child mortality, HIV/aids, the quality of public healthcare, and various governmental projects and policies can be discussed. It would be hard to sustain that journalists did not manage to find any sources willing to criticize approaches, point out problems in the design or implementation of policies, and denounce the rapidly-falling but still high child mortality rates in the country.

On the other hand, the figures warrant some positive analysis. Indicators and statistics are used in more than 30% of news articles and, when covering some particular themes, such as Poverty, Inequalities, and Human Development, they are even more frequent. Human rights coverage, when compared to the average, falls short only in terms of the use of statistics. Divergent opinions, so important in the discussion of rights, and references to legislation are more common than in other topics.

That critique notwithstanding, increase in the coverage has gone together with a growth of the diversity of actors whose viewpoints are presented in the stories. Official sources are naturally important if one expects the media to cover public policies and to control government actions. However, they tended to be over-represented in the news. An important achievement is a more balanced set of sources currently heard in news stories – particularly NGOs and experts. Another relevant accomplishment was obtained in the countries where ANDI Latin America Network agencies operate: the opinions of children and adolescents are being heard more frequently.

### Good journalism deserves applause

People respond to incentives. Institutions respond to incentives. Recognition, said Hegel, is a fundamental driving-force in our pursuit of identity as individuals. More so, acknowledging one's contribution in whatever field of activity seeks not only to distinguish he/she among others, but also stimulates the latter to improve their work so they can be distinguished as the former. In this sense, awards have a non-negligible motivational and mobilizing capacity.



COMMUNICATION AND RIGHTS  
*"It is very important for the country to have a group of communication professionals committed to the rights of the Brazilian children and adolescents"*

Luis Inácio Lula da Silva  
 President of the Federative Republic of Brazil, in an interview to 12 Child-Friendly Journalists marking the 14th anniversary of the promulgation of the ECA – Brazil's Bill of Rights of Children and Adolescents.

## CHILD-FRIENDLY JOURNALISTS WHO THEY ARE AND WHAT THEY THINK OF ANDI

- 38% are editors-in-chief, newsroom editors and senior journalists;
- 55% are women;
- 97,54% agree that the Child-Friendly Project has contributed to improve reporting;
- 97% say that the work done by ANDI has influenced owners and editors to make larger room for news stories on children and adolescents;
- 85% frequently use ANDI's electronic bulletins with news suggestions as a starting-point for their reports;
- 78% produce 1 to 3 news stories each month using some material produced or resource made available by ANDI.



TABLE 2  
EVOLUTION OF SELECTED TOPICS IN  
THE RANKING OF MOST COVERED  
TOPICS BY THE MEDIA\*

PERIOD	EDUCATION	VIOLENCE	RIGHTS & JUSTICE
2nd. Quarter 1996	80.	20.	30.
3rd. Quarter 1996	60.	50.	10.
4th. Quarter 1996	50.	30.	20.
1st. Quarter 1997	50.	20.	10.
2nd. Quarter 1997	40.	10.	20.
2nd. Semester 1997	30.	20.	10.
1st. Semester 1998	10.	30.	20.
2nd. Semester 1998	10.	40.	20.
1999	10.	30.	40.
2000	10.	20.	40.
2001	10.	20.	40.
2002	10.	20.	30.
2003	10.	20.	30.
2004	10.	20.	30.
2005	10.	30.	20.

\* Source: ANDI.

Good journalism in general deserves applause. High-quality reporting on children and adolescents, still thought of as being less important than covering areas such as politics or economics, does it even more. Awards fuel healthy competition among journalists and media outlets – the results tend to be widespread improved reporting.

ANDI has been engaged in various Journalism Awards, in areas ranging from Education to Commercial Sexual Exploitation. But the cherry on this cake among communicators is to be distinguished as a Child-Friendly Journalist.

The Child-Friendly Journalist Project was initiated in 1997 to honor the achievements of communicators who have demonstrated an extraordinary commitment to the highest professional standards, and who have contributed decisively to promote public debate about the rights of boys and girls.

Today, they form a group of 327 journalists, from all over the country and all news media – TV, radio, press, Internet. Men and women with a clear understanding of the role played by the media in contemporary societies, they have been able to mainstream the rights of children wherever they worked, without compromising the objectivity and the impartiality of their reporting.

## STUDENT, VICTIM, OR DELINQUENT? EDUCATION REACHES THE TOP OF THE AGENDA

The central importance of education for the achievement of high levels of development is one of the few agreements among development agencies and scholars. In fact, the record shows no experience of a developed country which has not invested heavily – and efficiently – in education. In Brazil, the Constitution mandates that all government levels provide free primary education to every citizen.

Thus, promoting education must be a pivotal goal of all children's rights initiatives. As the Table 2 (on page 25) shows, the Brazilian media have duly recognized the truth to this statement and acted accordingly. Three aspects stand out and are worth discussing.

First, the expanding coverage of Education, which finally reached the first position in the ranking of most covered topics in 1998, a place it has maintained since then. What is more, in 1998, only 14% of the stories published by the media concerned education; as of 2004, they were 30%.

Second, the welcome return of Rights & Justice to a place ahead of Violence in the quantitative ranking. Whereas the former includes the discussion of issues such as the legal and institutional framework regarding children, family relations, gender and ethnic/racial aspects and poverty, the former tends to be restricted to factual reports of violence cases (either suffered or perpetrated by children and adolescents).

Third, violence remains a clear threat to children and adolescents in Brazil. Notwithstanding the comments above, the fact that violence is the third most covered topic by the media show that a lot has yet to be done in order to protect the most basic human rights of boys and girls.

Be that as it may, these figures clearly demonstrate that the media are setting and framing the agenda more and more around developmental and rights issues, thus treating children and adolescents as child-bearing individuals. This is an accomplishment to be celebrated.

## MEDIA MONITORING STRATEGY

*ANDI's decision on developing methodologies for monitoring the press results from the dialogue with various media outlets, which were interested on reaching a more accurate picture of their coverage on social issues*

ANDI's media watch activities rest upon a solid and constantly reviewed and updated methodology for news monitoring. The theoretical framework behind this methodology is comprised by journalistic criteria to assess reporting as well as by human/children's rights considerations. Human development parameters have also been lately embedded, in order to evaluate the media's capacity to present stories contextualized within broader subjects.

As we have seen, news monitoring is important because the media also needs checks and balances. In that sense, ANDI's press watch activities are similar to those performed by some other media observatories found around the globe. What is distinctive in ANDI's case, however, is that its news monitoring action line is intrinsically linked to the mobilization and capacity building strategies and, obviously, provides the data used in all its editorial analysis reports. All together, these strategies seek to mainstream children's and adolescents' issues in the media, offering journalists resources to raise the standards of their professional work, and clear, objective parameters against which they can assess their accomplishments (and shortcomings).

The consistency of its regular reports has certainly contributed to afford ANDI a status of legitimate, non-confrontational interlocutor with journalists and other social actors.

### Watching the news when they are watching children and adolescents

ANDI has been monitoring the Brazilian press since 1996. An original methodology had to be developed in order to account for the various aspects concerning children and adolescents thought to be relevant in the press coverage. Today, it **monitors** 54 newspapers from around the country and 10 magazines of national circulation. As a result, ANDI presently holds the largest record of media contents regarding boys and girls available in Brazil.

Within the ANDI Brazil Network, additional 43 daily local and regional papers have their editorial production constantly monitored by the agencies headquartered in 10 States. The organizations allied under the Latin American Network, for their part, scrutinize the production of 59 papers in 11 countries besides Brazil.

A step-by-step description of the whole process by which news items are monitored and classified would be excessive for the objectives of this text. At this point, it suffices to say that all stories referring to children and adolescents published in the papers are clipped on a daily basis. Applying content analysis parameters, the stories are then classified. Finally, they are fed into a databank software, which produces statistical series of the editorial production in all categories that comprise the methodology.

Analyzing these contents requires not only methodological precision and soundness. It demands, also, a comprehensive understanding of the multifaceted aspects concerning children and



*Additionally, ANDI monitors 27 magazines and papers' supplements targeted at the youth. The Youth Media Coordination reproduces ANDI's strategic, three-tiered approach with a clear-cut mandate: to monitor, mobilize, and qualify journalists as well as news sources involved with youth-related issues.*

adolescents and their rights. As points out Mohammad-Mahmoud Ould Mohamedou, Associate Director of the Program on Humanitarian Policy and Conflict Research at Harvard University, "Part of the difficulty is that human rights involve questions of law, morality and political philosophy as well as practical problems and how to deal with them, whereas journalism is concerned primarily with facts-on-the-ground, what-happened-when".

In other words, it poses challenges to journalists as well as to those monitoring and analyzing their work. The monitoring and classification methodology has to face these challenges and reflect the broad perspectives of human rights into categories.

Beyond the (not so) simple classification under topics, such as Violence, Education, Drugs, and so forth, ANDI and all Network agencies employ further sophisticated quantitative parameters to account for, if only partially, some of the difficulties mentioned by Mohamedou. A comprehensive form is applied to each news story in order to assess its degree of human rights contextualization. The form desiccates the story, searching for items such as references to specific legislation, public policies and solution oriented perspectives, use of indicators and statistics, diversity of information sources, among many others.

**An overview of the editorial behavior regarding children and adolescents**

Besides the already discussed expansion of the coverage of issues pertaining to boys and girls, Table 3 pro-

vides an overview of the number of papers and magazines monitored by ANDI and the yearly percentage increases of news stories published by them.

An interesting feature of the editorial production of the 45 newspapers for which ANDI has data since 1996 is the relative importance of topics throughout the years, at least in terms of the number of stories that treat them. In fact, whereas some have gained – and maintained – prominence, such as Education, Violence, and Health, others have oscillated quite a lot, such as Child Labor. Still others like Street Children, despite referring to severe violations of rights and, therefore, posing hindrance to the achievement of higher levels of human development, have been relegated almost to oblivion. Table 4 displays the ranking of most covered topics from 1996 through 2005.

One must notice, however, that an even larger number of boys and girls now live or roam on the streets of the main urban areas in Brazil compared to 10 years ago. What the coverage shows is that either the media has decided to pay less attention to this problem, or society has turned a blind eye on this population. What is more, although it is difficult to estimate, one is warranted to ask, predicated on the agenda-setting and framing theories that explicate the links between the media and society awareness, whether the decreasing salience of Street Children in the news has not contributed to society's refraining from taking action. On the other hand, it may also be the case that the lack of public policies targeting this population or of strong social mobilization has led to their virtual ostracism. Be that

TABLE 3  
EVOLUTION OF PRESS COVERAGE FOCUSED ON CHILDREN AND ADOLESCENTS  
(BRAZIL, 1996-2004)

YEAR	NUMBER OF STORIES FOR NEWSPAPERS AND MAGAZINES	NUMBER OF MONITORED NEWSPAPERS	NUMBER OF MONITORED MAGAZINES	NUMBER OF STORIES IN 45 NEWSPAPERS	ANNUAL % INCREASE IN THE NUMBER OF STORIES FOR 45 NEWSPAPERS
1996	10.700	55	-	10.540	-
1997	16.740	50	7	14.105	33,82%
1998	27.114	51	9	23.061	63,50%
1999	48.639	48	8	44.919	94,78%
2000	64.396	50	8	59.243	31,89%
2001	76.928	49	10	72.580	22,51%
2002	93.581	50	10	86.231	18,81%
2003	115.869	54	10	102.264	18,59%
2004	161.706	60	10	131.617	28,70%
TOTAL INCREASE IN THE PERIOD OF 1996 to 2004 (for 45 newspapers)					1.148,74%

\* Source: ANDI. *Infância na Mídia – A criança e o adolescente no olhar da imprensa brasileira – Relatório 2003/2004*. Brasília: ANDI.

**TABLE 4**  
**MOST COVERED TOPICS – NEWSPAPERS AND MAGAZINES**  
**1996–2005 (PER YEAR)\***

POSITION	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
1 <sup>o</sup>	Rights & Justice	Rights & Justice	Education	Education	Education	Education	Education	Education	Education	Education
2 <sup>o</sup>	Health	Violence	Rights & Justice	Health	Violence	Violence	Violence	Violence	Violence	Rights & Justice
3 <sup>o</sup>	Violence	Health	Violence	Violence	Health	Health	Rights & Justice	Rights & Justice	Rights & Justice	Violence
4 <sup>o</sup>	Sexual Abuse & Exploitation	Education	Health	Rights & Justice	Rights & Justice	Rights & Justice	Health	Health	Health	Health
5 <sup>o</sup>	Education	Sexual Abuse & Exploitation	Third Sector Organizations	Third Sector Organizations	Third Sector Organizations	Third Sector Organizations	International	International	Culture	Culture
6 <sup>o</sup>	Child Labor	Child Labor	Behavior	Behavior	Sexual Abuse & Exploitation	Culture & Sports	Culture	Culture	International	Sports & Leisure
7 <sup>o</sup>	Third Sector Organizations	Street Children	Drugs	Culture & Sports	Behavior	Child Labor	Sexual Abuse & Exploitation	Sports	Sports	Sexual Abuse & Exploitation
8 <sup>o</sup>	Missing Children	Drugs	Culture & Sports	Sexual Abuse & Exploitation	Drugs	Behavior	Third Sector Organizations	Third Sector Organizations	Behavior	Accidents
9 <sup>o</sup>	Drugs	International	Sexual Abuse & Exploitation	Drugs	Child Labor	Sexual Abuse & Exploitation	Behavior	Behavior	Third Sector Organizations	Behavior
10 <sup>o</sup>	Homeless Children	Behavior	Child Labor	Child Labor	Culture & Sports	Drugs	Drugs	Sexual Abuse & Exploitation	Sexual Abuse & Exploitation	International
11 <sup>o</sup>	International	Third Sector Organizations	Homeless Children	Disabilities	Disabilities	Disabilities	Sports	Consumption	Consumption	Consumption
12 <sup>o</sup>	Child Mortality		Child Mortality	Street Children	Environment	Environment	Child Labor	Correctional Measures	Drugs	Correctional Measures
13 <sup>o</sup>	Culture		Missing Children	Missing Children	Street Children	Media	Disabilities	Accidents	Correctional Measures	Drugs
14 <sup>o</sup>	Behavior		Disabilities	Child Mortality	Child Mortality	Street Children	Consumption	Drugs	Accidents	Media
15 <sup>o</sup>	Sports		Environment	Environment	Missing Children	Access to Work	Accidents	Child Labor	Child Labor	Environment
16 <sup>o</sup>	Environment					Child Mortality	Access to Work	Access to Work	Access to Work	Access to Work
17 <sup>o</sup>						Missing Children	Media	Disabilities	Disabilities	Disabilities
18 <sup>o</sup>							Environment	Environment	Environment	Sexuality
19 <sup>o</sup>							Street Children	Media	Media	Abandonment, Shelters & Street Children
20 <sup>o</sup>							Child Mortality	Street Children	Sexuality	Migration & Displacements
21 <sup>o</sup>							Missing Children	Child Mortality	Child Mortality	Child Labor

\* Source: ANDI

# FACING *the* CHALLENGE

*Children's rights and human development in Latin American news media*

**TABLE 5 - NEWSPAPERS RANKED BY THE NUMBER OF NEWS STORIES ABOUT CHILDREN AND ADOLESCENTS PUBLISHED**

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
1 <sup>o</sup>	Correio Braziliense	Correio Braziliense	Correio Braziliense	Correio Braziliense	Estado de Minas	Correio Braziliense	A Tarde - BA	A Notícia - SC	<b>O Globo - RJ</b>	A Tarde - BA
2 <sup>o</sup>	Folha de S. Paulo	Folha de S. Paulo	Folha de S. Paulo	Folha de S. Paulo	O Liberal - PA	O Liberal - PA	Folha de Londrina - PR	<b>O Globo - RJ</b>	O Liberal - PA	O Liberal - PA
3 <sup>o</sup>	O Estado de S. Paulo	O Estado de S. Paulo	O Estado de S. Paulo	Meio Norte - PI	Correio da Bahia	A Crítica - AM	Correio da Bahia	Estado de Minas	A Notícia - SC	O Estado do Maranhão - MA
4 <sup>o</sup>	<b>O Globo - RJ</b>	<b>O Globo - RJ</b>	<b>O Globo - RJ</b>	A Tarde - BA	A Tarde - BA	Journal de Brasília	Journal de Brasília	A Crítica - AM	A Tarde - BA	Correio da Bahia - BA
5 <sup>o</sup>	<b>Jornal do Brasil - RJ</b>	Journal de Brasília	Meio Norte - PI	<b>O Estado de S. Paulo</b>	Meio Norte - PI	A Tarde - BA	<b>Correio Braziliense</b>	Diário do Nord este - CE	<b>O Estado de S. Paulo</b>	Gazeta do Povo - PR
6 <sup>o</sup>	Journal de Brasília	<b>Jornal do Brasil - RJ</b>	<b>Jornal do Brasil - RJ</b>	Gazeta do Povo - PR	Diário de S. Paulo	<b>Folha de S. Paulo</b>	Gazeta do Povo - PR	O Liberal - PA	Diário do Nor- deste - CE	Diário do Pará
7 <sup>o</sup>	A Tarde - BA	O Povo - CE	Journal de Brasília	Folha de Londrina - PR	<b>Correio Braziliense</b>	Folha de Londrina - PR	O Liberal - PA	Folha de Londrina - PR	<b>Jornal do Brasil - RJ</b>	<b>Correio Braziliense</b>
8 <sup>o</sup>	O Povo - CE	O Popular - GO	Estado de Minas	Journal de Brasília	<b>Folha de S. Paulo</b>	Correio da Bahia	A Crítica - AM	Meio Norte - PI	Diário do Pará	A Notícia - SC
9 <sup>o</sup>	Diário de Pernambuco	A Tarde - BA	A Tarde - BA	Estado de Minas	A Crítica - AM	Meio Norte - PI	Meio Norte - PI	<b>O Estado de S. Paulo</b>	Diário da Manhã - GO	Correio da Parabá
10 <sup>o</sup>	Estado de Minas	Diário de S. Paulo	O Popular - GO	<b>O Globo - RJ</b>	Hoje em Dia - MG	<b>O Estado de S. Paulo e O Globo - RJ</b>		O Povo - CE	<b>Folha de S. Paulo</b>	Zero Hora - RS

*Bold - national circulation*

*Regular - local and regional circulation*

*\*Source: ANDI.*



as it may, the consolidated position of some topics and the roller-coaster trajectory of others show how the media still have the final decision regarding what they publish.

### The rise of local and regional newspapers

One of the most awaited sections of ANDI's yearly report *Childhood in the Media* is the ranking presenting the newspapers listed by the number of stories concerning children and adolescents they published. This is perhaps the clearer example of ANDI working as a vigilant of the media, and exposing its editorial behavior to the analysis of the public (and editors, for that matter).

What Table 5 clearly points out is the rise of local and regional newspapers to the occasion. In effect, whereas in 1996 the top 5 positions of the ranking were occupied by large newspapers with countrywide circulation, as of 2005 these papers were dislodged by 5 local and regional diaries.

As important as this significant increase is, one could think of it also as an example of the classic half-full, half-empty glass conundrum. One could ask whether papers of national circulation have shifted their focus to other issues, thus leaving less room for news about children. This would explain local papers jumping to the first places in the ranking as a zero-sum game. By looking into the number of stories they published, however, one sees that this has not happened – it is a win-win situation, for national papers have also increased their editorial production regarding boys and girls. Indeed, what the record shows is the evolution of the coverage where the issues are closer to the characters portrayed in the news, i.e., municipalities and smaller regions.

### Synergies and subsidies

Monitoring the news serves not only the purpose of watching the behavior of the press or providing material for the analytical reports that ANDI has been publishing since 1996. Rather, as we have said, it provides subsidies for mobilization and capacity building activities.

Data extracted from the categorized news databank provide tips for the elaboration of suggestions to journalists on a regular basis. For instance, topics that are underreported may receive greater attention in electronic bulletins. ANDI personnel may intensify efforts to expand the Sources Databank when it perceives that some issues have been treated without plurality of voices. Assistance through the Help Desk may reinforce recommendations for journalists to provide more contextualized reporting, including the use of updated indicators recently made available, uncovered aspects of often-reported issues or more diversified news sources etc.

Furthermore, the monitoring methodology itself has become a source of indications for improved framing of the issues in the news. Changes in its scope have helped to fine-tune the activities conducted under ANDI's mobilization and capacity building strategic action lines.

The introduction of a new quanti-qualitative ranking of newspapers, for instance, has paved the way for a more rigorous and



#### MAKING A DIFFERENCE

*"ANDI proved itself as a competent and committed organization. Committed to the world's children, especially the Brazilian ones. And competent because it managed to put a mistreated subject, cared for by few people, into the public agenda. It is an institution that will make a difference in the XXI Century..."*

Cristovam Buarque  
Former Brazilian Minister of Education

TABLE 6  
% OF STORIES WHICH  
MENTIONED HD  
COMPONENTS \*

Education	27,9%
Income	2,8%
Quality of Life	5,1%
Civil Rights	1,5%
Political Rights	0,1%
Social Rights	1,8%
Democracy	0,6%
Gender Issues	0,5%
Race/Ethnicity	1,2%
Environment	0,9%
Infrastructure	2,7%
Poverty and Extreme Poverty	2,9%
Hunger	1,7%
Inequality, Equality and Social Exclusion	2,3%

\* Source: ANDI. *Infância na Mídia – A criança e o adolescente no olhar da imprensa brasileira – Relatório 2003/2004*. Brasília: ANDI.

comprehensive assessment of the quality of reporting about children and adolescents. In this sense, it has strengthened ANDI's analytical power, employed in all its general and thematic editorial analyses. Moreover, it has offered ANDI personnel a wider range of parameters and cues that can be passed on to journalists so that their reporting reaches higher quality levels.

ANDI's quanti-qualitative methodology ranks the newspapers by a unified index score yielded from the combination of 18 weighted indicators. These indicators are the numeric representation of various criteria to assess reporting on children and adolescents. Besides the ones we cited above, they include references (positive or negative) to the Brazilian Bill of Rights of Children and Adolescents (ECA), the number of editorials and op-eds published, the existence of supplements for children and for youth, among others. Because they are integrated to the methodology and appraised in the editorial analysis reports, these criteria have become clear indications for journalists on how to raise the quality of the stories they write.

### Human development

The methodology has recently incorporated human development parameters to classify news stories. This is a good example of how it may indirectly stimulate changes in the quality of the coverage.

Inspired by the Human Development Indicators, these parameters are important because they express whether journalism is able to portray stories from different perspectives, such as its approach to diversity – racial/ethnic, gender, with/without disabilities, urban/rural.

As Table 6 clearly demonstrates, reporters tend to focus on only a few human development criteria, namely education, quality of life, income, and poverty. Relevant aspects, such as gender, democracy, and the environment are usually neglected.

For Adriana Carranca, a reporter for *O Estado de S. Paulo*, one of the largest papers in Brazil, one should not expect the ideal space be opened to approach relevant aspects of human development. "If journalists have human development parameters in mind, they can raise important issues even when writing daily, factual stories, or even brief notes", she says.

According to Zeze Weiss, civil society expert in Brazil's World Bank office, "journalists are not the only ones to blame for the virtual invisibility of human development criteria in the news. The Federal Government," she adds, "has not incorporated these parameters, does not use them in its publications, and neither does it the NGOs assisting children directly".

Now, that is exactly how ANDI sees and frames the problem. That is why it does not direct its activities exclusively to journalists. As we shall see in the next section, capacity building and media analysis activities have lately broadened their scope and reach so as to include more and more actors whose participation is paramount to the accomplishment of higher standards in journalism reporting on children and adolescents.

## ANALYZING THE MEDIA AND BUILDING CAPACITIES

*More than ever journalists need to face the complexity and diversity of development agendas. New working tools must be designed to provide them with proper resources and skills to accomplish such task*

To provide contextualized, trustworthy information to society; to set the developmental agenda for debate in the public sphere; and to keep a vigilant eye on government officials and the policies they implement. These are, as we have argued so far, the three main contributions of the press for strengthening democracy and helping foster development. They are also the essence of good journalism.

Nevertheless, the practice of such journalism is no easy thing to do. It is constrained by a wide range of general and, in the case of reporting on children and adolescents rights, specific limitations.

For we have already mentioned the main general constraints to news media in Section 3, we now turn into discussing some of the obstacles journalists have to overcome to achieve the high standards usually associated to and expected from their profession. Later in this section, we turn to ANDI's Capacity Building & Editorial Analysis strategy, presenting a set of activities designed to (i) identify the impact these limitations have on the contents of news stories, and (ii) offer tools and resources to mitigate them.

### Education and Training

As we have said in Section 3, the knowledge and skills of journalists may either boost or impair the media's ability to perform their roles. For Clóvis Rossi, member of the Editorial Council of *Folha de S. Paulo* newspaper and granted with the Maria Moors Cabot Award in 2001, offered by the Journalism School of the Columbia University (USA), "in a country where social issues should always be top priorities, it may sound awkward to discuss the need to educate the media (and news sources)". In fact, however, "such awkwardness is dissolved when we remember that, necessarily, journalists arrive at newsrooms with too generic a background, one which does not enable them to deal with issues that are far too complex, which encompass broad perspectives, and that embody controversial proposals, such as social development issues", says Rossi, an ANDI-accredited Child-Friendly Journalist.

Gabriel Garcia Márquez, for his part, argues that inadequacies in formation programmes are not restricted to journalism courses. "This is a criticism that can be leveled at education in general, which has been corrupted by the plethora of schools that persist in the perverted practice of providing information rather than training", says the Colombian writer and Nobel Prize laureate in his article "The Best Profession in the World".

Similar to what happens in other countries, legislation requires journalists to hold a university degree to be allowed to work as professionals reporters. This might suggest that focusing on the improvement of journalism courses would be enough to crowd out ill-trained professionals from the market. Courses, however, are not the sole responsible for the lack or insufficient skills of reporters. Media outlets should also bear the responsibility and provide their personnel with adequate resources and



opportunities to acquire further knowledge and enhance their competences and abilities.

### Dialogue and interaction within newsrooms

Another factor constraining the practice of high-quality journalism, especially in terms of its ability to provide contextualized information, is the reluctance of most newsrooms to work across departmental boundaries. "Papers divide the world arbitrarily in order to organize the information they publish... Politics, Economics, International, Local sections... And they label facts according to this compartmentalized view. Of course, the stories reflect this view", affirms Miriam Leitão, columnist for *O Globo* newspaper and *Globo TV* commentator.

Arbitrary divisions impair internal dialogue within newsrooms. The use of budgetary analysis to contextualize stories provides a good example. Whereas journalists specialized in economic reporting are usually very familiar with the nuts and bolts of governmental budgets (from design through negotiation and spending), those that cover children and adolescent issues often strive to use budgetary figures to contextualize the stories they write and to analyse public policies and the priority governments attached to them.

Regardless of the organizational structure, a more constructive management culture that fosters constant internal dialogue can also be built from journalists up to the editors. "It is important that journalists understand that issue boundaries are artificial", says Miriam Leitão. "However hard it might be to present broader views on some topics, I think senior journalists have an obligation to do it. This may inspire and guide younger professionals along the same path", she adds.

### Poverty is hard to sell.

#### Can development be bought?

An additional limitation to reporting on children's issues in particular, and social aspects more broadly, is the relative importance attached to them by the media when compared to, say, political and economic themes.

This may have to do with the fact that political and economic issues are more closely associated with the interests of organized groups, such as political parties, firms, and trade unions. Reconciling organized groups' and society interests, however, can be done if the media provide stories from developmental perspectives. For instance, such stories may discuss the economic impacts of public policies, stressing the harm they do to society – and businesses, for that matter –, when government spends taxpayers' money inefficiently, which is also a matter of interest to opposition parties and the citizenry in general. They can also further the understanding of the far-reaching economic and social losses deriving from HIV/Aids and other diseases, let alone the human suffering they cause. Reporting on the lack

of sanitation and potable water, besides portraying the inability to realize fundamental human rights, can also reinforce the pressure on governments to build – or contract out – water-treatment facilities and sanitation infrastructure.

Media interests themselves are preserved in developed settings. Regression analysis conducted by Anne-Sophie Novel, as we have mentioned earlier, show that freedom of the press is positively and strongly correlated with political stability and the quality of the regulatory framework – two important features of a market-friendly environment.

Helping the media mitigate some of these limitations, and explore original journalistic ways of reconciling economic and social interests, is the main driving-force behind ANDI's Capacity Building & Editorial Analysis strategy.

### JOURNALISM UNDER THE SPOTLIGHT: EDITORIAL ANALYSIS ACTIVITIES

In order to accomplish these aims, one necessarily has to analyze and discuss the media production with journalists and other stakeholders. ANDI does that in a variety of ways, some of which are presented in what follows.

*Childhood in the Media* is ANDI's regular report, published since 1996. It presents a comprehensive portrait of the entire editorial production regarding children and adolescents done by the papers monitored on a daily basis by the Agency. As all other ANDI products, this report is distributed freely to newsrooms, children's rights organizations and experts across the country. It provides media and journalists with an important tool to appreciate the complete body of their work in the years previous to the publication, to compare their production with that of their competitors and colleagues, as well straightforward tips on how to improve it.

Observing the different issues of this report allows one to perceive how it reflects the evolution of the monitoring and analysis methodology employed by ANDI. What is more, it permits one to accompany the ebbs and flows of the editorial production of the Brazilian media and how they have responded to the calls for turning the well-being of boys and girls into topics of political and social conversation and attention.

Whereas the initial editions relied mostly on quantitative analysis, focusing on the number of stories published, on the topics addressed, and on the number and diversity of information sources heard, more recent issues, especially since 2003, have added powerful qualitative methods to assess the media.

In addition, *Childhood in the Media* now brings articles, interviews with editors and information sources, besides a wide range of rankings, tables, charts and graphs depicting the coverage. The report has thus become an open forum for dialogue between the media and ANDI.



### Special thematic media studies

The good reception granted by newsrooms and social actors to the *Childhood in the Media Report* led some organizations to ask for more in-depth analysis of the coverage of specific issues that affect the lives of the youngsters.

Responding to those calls, ANDI set the course for special thematic studies, which focus on individual issues of paramount importance to human rights and development. These analyses are made by ANDI personnel in close contact with a small group of experts, as well as members of development agencies and the partners to the project.

The editorial analysis group is issue-specific, and convenes twice or three times to read, classify, and analyze the sample of news stories selected through the application of statistical sampling methods.

The results of these special thematic analyses are then published and distributed similarly to the *Childhood in the Media* report. The process through which these books (18 so far) are produced aim at approximating journalists, information sources, professors and students, and providing them with important contents to improve their respective works. For instance, the publications contain (i) background historical and theoretical information about the issue at hand, (ii) interviews with and articles by experts, journalists and news sources, in which their works and ties with one another are discussed, (iii) a directory of information sources, and, finally, (iv) a comprehensive section with tips on how to improve the way journalism approaches the topic.

### Contextualized information and societal accountability by the media: mixed results

Exploring the patterns revealed by the various special editorial studies conducted by ANDI gives us important insights as to how the media have been able to perform two of its most important roles we discussed in Section 3, i.e., providing contextualized information and exerting social control over government officials and the policies they implement.

#### QUALIFIED INFORMATION

*"Information is an essential tool for our work. Whenever we have the opportunity to think over the news making process and review the quality of what we are producing, we can advance in the daily challenge of contributing to social change. More than providing tools to journalists, the Media and Social Mobilization book series allowed us to correct the route in terms of how we should present to the readers less attractive subjects such as poverty, inequality, child domestic labor and other children and adolescent's rights violations in Brazil. These books have made a contribution in terms of improving our perception of health and education issues related to the population under 18 years old, as well as to the upgrading of the journalistic coverage."*

Daniela Arbex  
Reporter of the Tribuna de Minas newspaper  
and Child-friendly Journalist

TABLE 7  
REFERENCES TO PUBLIC POLICIES IN SPECIAL THEMATIC ANALYSES  
CONDUCTED BY ANDI SINCE 2000\*

POSITION	THEME	NEWS PUBLISHED IN	REFERENCES TO PUBLIC POLICIES
1	Education	2004	66,00%
2	Genetically-modified organisms	2004	63,90%
3	Early Childhood Education	2000	58,00%
4	Human Rights	2004	54,10%
5	Poverty, Inequality, and Human Development	2001/2002	52,20%
6	Child Health	2002	47,00%
7	Child Labor	2002	40,20%
8	Adolescents' Health	2001	30,00%
9	Tobacco & Alcohol	2001	28,90%
10	Disabilities	2002	26,30%
11	Drugs	2002/2003	26,20%
12	Commercial Sexual Exploitation	2000/2001	9,90%
13	Violence	2000/2001	4,80%
	<b>Average</b>	-	<b>39,03%</b>

\*Source: ANDI/Media and Social Mobilization Series



Table 7 offers us an interesting portrait of how the media approach different issues when it comes to contextualizing them within broader perspectives. As one can see, on average, almost 40% of news stories mentioned public policies when referring to the themes whose coverage has been subject of special analyses conducted by ANDI.

More than half the stories concerning Education (including Early Childhood's), Genetically-Modified Organisms, Human Rights, and Poverty and Inequalities relate these topics to government programs and actions. This means that, in these cases, the press is being efficient in checking on government and, to some extent, keeping a close look at how it responds (or not) to various aspects comprised by these topics.

Matters of concern are the small figures yielded for Disabilities, Drugs, Commercial Sexual Exploitation, and Violence, all significantly below average. In these cases, the media does not seem to have been able to enlarge their view by bringing into the stories how the government is dealing with the issues.

Be that as it may, if we are looking at the ability of the press to provide contextualized information to the public, the large picture is mostly positive.

Blind spots remain especially in stories concerning Violence and Commercial Sexual Exploitation, which require journalists, news sources, and ANDI itself to search for and discuss the causes of patterns reflected in the coverage.

Table 8, whose data have also been extracted from these special thematic analyses, reveals a gloomier picture as it exposes the ability of the media to exert societal accountability along the lines discussed earlier in Section 3.

On average, less than 10% of the stories have pressed on government to respond to problems or have pointed to the state responsibility in protecting rights violations. Of course, one does not expect anything close to 100%. Many stories discuss in broad terms different subjects pertaining to those issues and need not point to government's responsibilities.

However, it is important to realize that journalism has been able to do so when it comes to poverty- and social inequalities-related issues, as well as in human rights discussions and adolescents' health concerns. As we move to the bottom of the Table, the pattern changes.

Media have not been able to press on government when covering important topics. Drugs, Child Labor, Commercial Sexual Exploitation, and Violence, for instance, since they are intrinsically related to violence in its various forms and manifestations, and that stories are usually about rights violations, should have prompted a tougher stance by the press.

For fairness, whereas the media could have done a better job in highlighting governmental actions, and exposing responsibilities, one is also warranted to believe they have not done so because Brazil lacks consistent and transparent public policies to deal with most of these issues.

Government omission, as it seems to be the case, should be highlighted more frequently. It is a service the media can render to improve democracy and good governance. And it may also empower the citizenry to demand for effective government responses. After all, both action and inaction bring about consequences – for good and for evil. It is the media's obligation to show that.

TABLE 8  
MEDIA'S SOCIETAL ACCOUNTABILITY CAPACITY AS REVEALED BY THE THEMATIC ANALYSES CONDUCTED BY ANDI SINCE 2000\*

PLACE	THEME	NEWS PUBLISHED IN	STORIES IN WHICH GOVERNMENT IS PRESSED TO RESPOND OR DEEMED RESPONSIBLE FOR RIGHTS VIOLATIONS ON THE ISSUE
1	Poverty, Inequality, and Human Development	2001/2002	27,60%
2	Human Rights	2004	15,30%
3	Adolescents' Health	2001	13,00%
4	Disabilities	2002	10,10%
5	Child Health	2002	9,40%
6	Drugs	2002/2003	9,00%
7	Child Labor	2002	8,80%
8	Commercial Sexual Exploitation	2000/2001	8,00%
9	Education	2004	4,00%
10	Violence	2000/2001	2,30%
11	Tobacco & Alcohol	2001	1,40%
	<b>Average</b>		<b>9,94%</b>

\*Source: ANDI/Media and Social Mobilization Series

## HELPING QUALITY PREVAIL: ANDI'S CAPACITY BUILDING ACTIVITIES

Journalists that cover social issues tend to have even less opportunities to enhance their skills and acquire new knowledge in the media outlets than those reporting on the economic and political realms. In general, they are also less experienced.

To help raise the standards of their work, perhaps filling in the blanks left by their university education, ANDI's capacity building actions have become more and more prominent in recent years.

### Debating childhood issues

Whenever ANDI conducts a special thematic analysis, it holds seminars to debate the most important aspects revealed by the study.

The dynamic, interactive format applied to these gatherings encourages journalists and news sources to build confidence among them. Moreover, the events set the stage for communication professionals and social actors to discuss each other's works directly. In this sense, they themselves, and not ANDI, are the ones who present recommendations for improving media coverage of the issues. Finally, the seminars have served to unveil issues that the special analyses had not previously cast enough attention to.

Also, NGOs and social projects are usually encouraged in these events, and supported after that, to strengthen (or establish) their ties with the media, in order to assure greater diversity of voices in the news and as a means to increase their visibility, an important aspect for their own sustainability.

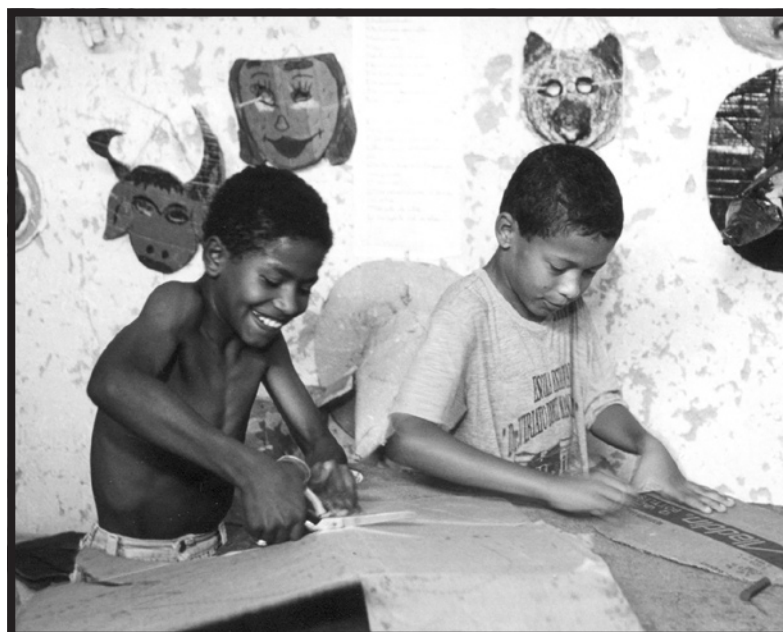
To expand links between sources and journalists, Information Sources Guides have been published in critical areas such as Human Rights, Education, and Human Development.

### Training for journalists

Two types of training opportunities are offered.

Half-day or one-day workshops, held in the newsrooms premises, are designed to provide intensive training on specific subjects, such as human rights terminology or provisions. They allow ANDI professionals and other experts to encourage journalists to promote dialogue and interaction within different sections of the newsroom, and open room for discussing the centrality of children's and adolescents' issues with the higher decision-making levels of the papers.

E-learning courses are the second type of training opportunities soon to be offered by ANDI. Structured in modules, the programme of this course will encompass general journalistic training, specific subjects on children's rights, as well as human development lessons. Journalists taking the course will be helped along the way by videoconferences with experts and will have online tutorial



## LEARNING BY PRACTICE

*"My internship at the Oficina de Imagens, a news agency, member of the ANDI Brazilian Network, was essential to my career. It was so not only at the professional level, but also in political and personal terms. From the journalism side, I could learn how newsrooms operate, get in contact with several media professionals and to practice news gathering and writing. Another kind of knowledge acquired throughout such experience was the critical reading of the media, taking into account the news production process and its content implications towards the readers"*

Fabício Santos

*Former intern of Oficina de Imagens news agency / Brazil*

support. Books published by ANDI will be used as course materials. Once translated into Spanish, the course will be extended to reach the ANDI Latin America Network.

### **An increasingly close alliance: university schools**

The ties linking ANDI to university schools go as far back as 1997, when a trainee program was initiated. The objective of this program is to mobilize journalist students to the task of fulfilling ANDI's mission, as well as to provide them with on-the-job training opportunities. Since then, numerous students have worked as trainees at ANDI offices in Brasilia and in all ANDI Brazil and Latin America Network agencies.

These ties grew stronger as the books containing the special thematic studies reached journalism schools and were used as reading materials in some courses. In parallel, ANDI became the case study for a handful of graduation and post-graduation dissertations, which also paved the way for an increasingly close contact through seminars and debates between ANDI personnel, professors and students.

Following talks among ANDI and various journalism faculties, the University of Brasilia introduced a course on social public policies and media in 2006.

### **Scholarship Program and Awards for Innovative Research**

A new action line recently introduced to the basket of services and goods offered by ANDI comprises (i) a Scholarship Program for final under-graduate dissertations, which focus on the ties between media and children's rights as well as communication and human development, and (ii) awards granted to Master's dissertations and doctoral theses that excel in explaining the links between communication, journalism, and development.

Besides advancing knowledge in these areas, these actions may also ensure that growing numbers of journalists leave school already mobilized and qualified to report on the issues concerning the social agenda.

At this point, it might be helpful to turn again to Kunda Dixit, Editor-in-Chief of the *Nepali Times*, when he says "We should not waste any more time inventing new genres such as development journalism, environmental journalism or peace journalism. There are only two kinds of journalism: good and bad". "Good journalism", Dixit adds, "is nuanced, goes beyond everyday happenings and tries to explain and interpret besides just stating facts. After all, facts, if they are selective, can lie. Good journalism goes beyond the headlines to look at the structural roots of poverty and covers them in-depth, with passion, professionalism, accuracy and a flair for fairness."

This is precisely what ANDI's Capacity Building & Editorial Analysis strategy pursues. In fact, it is at the core of ANDI's mission to contribute to raise the professional standards of journalism. However tempting it might have sounded to label our actions as seeking to establish what one could call 'pro-children's journalism', it soon became clear that journalism sufficed. Good journalism. Children, and their rights, cannot escape it.



## 5 SPREADING SOCIAL TECHNOLOGIES AND BUILDING ALLIANCES

*To raise the quality of journalism and to enable societies in developing nations to debate and seek for solutions to their social challenges through the media. This are the goals shared by ANDI, the ANDI Brazil Network and ANDI Latin America Network.*

At this point, one expects the readers to have realized the consistency of ANDI's media for development approach. To be fair, they should have also noticed its shortcomings and the challenges ahead.

This successful model, structured around three intertwining strategic action lines, can be said to be a 'social technology', a term coined decades ago, whose meaning and actual relevance has only recently been recognized.

ANDI's approach can be considered a social technology because it comprises services, products, and methodologies that can be replicated. Also, because these services, products, and methodologies were designed in close contact with the community at which they are targeted, and are adaptable to local conditions. And finally, because they constitute an effective means to bring about social transformations.

In this section, we present readers with a brief (very brief, indeed) overview of the endeavour of replicating ANDI's executive model; firstly, from the capital of Brazil to 10 states in all its five politico-administrative regions and, secondly, from inside Brazil out to countries in South and Central America.

### **Linking NGOs**

An occasional encounter in 1997 prompted ANDI to follow a course of action that the organization had been considering for some time – to replicate its strategies in the local news media environment. A group of journalist students approached Geraldinho Vieira, former ANDI Executive Director, and proposed to apply some of ANDI's methodologies to the press of the southern state of Paraná.

As the result of careful planning and design, three years later the ANDI Brazil Network was officially launched – with the participation of the NGO created by those students. Today, it encompasses 11 independent organizations. When joining the alliance, each member commits itself to appoint a small team of professionals to implement the 'agency' activities.



ENHANCING CAPACITIES

"ANDI Brazil Network has enhanced each organization's capacity to influence our audiences both at local and at national level, effectively helping to create a children's rights culture in the media."

Anna Penido

Executive Director, Cipó, ANDI Brazil Network agency in the State of Bahia



Later on, in 2003, representatives from 9 Latin American countries convened in Brasilia and officially established ANDI Latin America Network. Today, 12 organizations are allied under this umbrella, while at least two additional ones shall adhere in the next couple of years. In 2004, the ANDI Latin American Network was recognized as one of the three *Most Innovative Development Projects* in the world, an award offered by the Global Development Network, a World Bank-associated initiative, and the Government of Japan.

Whereas in ANDI Brazil Network as well as in the Latin America one there are agencies in different stages of the replication process, all execute a basic methodological toolkit comprising Mobilization, Monitoring, and Editorial Analysis activities. Capacity building actions are also being implemented by some of the agencies in both alliances.

What is more, these independent organizations, for they have other skills and experience, have been able to complement and improve ANDI's original strategies, so much so that at present both Networks have products and services of their own.

In the Brazilian alliance, as we mentioned earlier, the agencies have been able to mobilize and qualify local news media to a point that papers from the states where the Network operates occupy 4 of the 5 top places in ANDI's quantitative ranking. Although one must be cautious in linking the editorial production of these papers to the actions of the local agencies, the opposite is also true – it would be hard to disentangle the rise of local and regional papers from the operation of ANDI Brazil Network.

**Group work**

ANDI Latin America Network, despite its recentness, has also been able to accomplish important goals. Local agencies, for instance, succeeded into empowering social movements towards the approval of Bills of Rights of Children and Adolescents in Argentina and Colombia. In section 3, we mentioned the cases of strong popular pressure channelled through journalism that led to the Argentine

ANDI BRAZIL NETWORK MEMBERS

- *Agência Uga-Uga de Comunicação -*
- *Agência de Notícias Matraca*
- *ANDI – Agência de Notícias dos Direitos da Infância*
- *Associação Companhia Terramar*
- *Auçuba Comunicação e Educação*
- *Catavento Comunicação e Educação Ambiental*
- *Cipó – Comunicação Interativa*
- *Ciranda – Central de Notícias dos Direitos da Infância e da Adolescência*
- *Girassolidário – Agência de Notícias em Defesa da Infância*
- *Missão Criança*
- *Oficina de Imagens – Comunicação e Educação*



and Paraguayan governments refraining from pursuing actions contrary to the rights of children. The media has played important roles by setting the agenda around rights of boys and girls in Bolivia, Venezuela, and Guatemala, too. Other countries are also beginning to reap the benefits of the works done by their agencies. Besides 2,000 information sources registries on its own *Sources Databank*, ANDI Latin America Network bulletins reach now more than 15,000 journalists and social actors across the region.

The continental alliance has also been increasingly involved in the promotion of strategic activities of regional outreach, as well as in the mobilization of journalists and social actors around central issues to the children's rights agenda. The most recent one was targeted at strengthening the public debate about key aspects raised by the UN Secretary-General's Study on Violence against Children, launched on October 2006 in New York. The ANDI Network carried out three sub-regional workshops designed to enhance the abilities of the Latin American media regarding the coverage of violence related issues. Journalists and sources of information from 16 different countries of the region took part in the workshops.

Likewise violence, other subjects have also been addressed at the regional level: for instance, from July 2005 to April 2006, three sub-regional capacity building workshops focusing on Disabilities gathered communicators from the South Cone, Andean and Central American countries.

## ANDI LATIN AMERICA NETWORK MEMBERS

- **Argentina:** Capítulo Infância / Periodismo Social
- **Bolivia:** ANNI - Agencia Nacional de Noticias por la Infancia / Eco Jóvenes
- **Brazil:** ANDI - Agência de Notícias dos Direitos da Infância
- **Colombia:** Agencia Pandi - Periodismo Amigo de los Derechos de la Infancia / Fundación Antonio Restrepo Barco
- **Costa Rica:** ANNA - Agencia de Noticias de Niñez y Adolescencia / Defensa de los Niños Internacional – Costa Rica
- **Ecuador:** ACNNA - Agencia de Comunicación de Niñas, Niños y Adolescentes / Fundación Yupana
- **Guatemala:** La Nana - Agencia de Noticias a Favor de la Niñez y la Adolescencia / DOSES – Asociación Desarrollo, Organización, Servicios y Estudios Socioculturales
- **Mexico:** CIMAC - Comunicación e Información de la Mujer, Asociación Civil
- **Nicaragua:** Centro Nicaraguense de Promoción de la Juventud y la Infancia - Dos Generaciones
- **Paraguay:** Agencia Global de Noticias / Global... Infancia
- **Peru:** Agencia Comunicación Educativa / Asociación Civil Equipo Uno
- **Venezuela:** Agencia PANA – Periodismo a Favor de la Niñez y la Adolescencia / Cecodap

### ACCOUNTABILITY

*"For the first time in Nicaragua a human rights organization is employing an accountability-looking methodology to monitor how the media covers childhood and adolescence issues. The scientific soundness of the data produced has paved the way for a closer and more straightforward dialogue between the press and various children's rights organizations. This has been gradually contributing to increase the public visibility of the actions done by these groups and to foster a children's rights-based culture in the press.*

*Results are clear: press coverage improved in quantity as in quality. Moreover, an ever-growing number of journalists are now committed to develop their stories regarding boys and girls within a rights-based framework".*

Mario Chamorro

*Director of Dos Generaciones, ANDI Latin America Network, Nicaragua.*

### ON THE WEB

*The web page of the Latin American Network ([www.redandi.org](http://www.redandi.org)) ensures agility to the circulation of information produced by the agencies of the various countries. Another important resource is the Ação 17 virtual community ([www.acao17.org.br](http://www.acao17.org.br)), an online knowledge management tool created to facilitate the dialog among students, communication professionals and specialists.*

"ANDI's methodology is fundamental as a tool for creating and sustaining a new quality approach towards the rights of children and adolescents in the media. Such culture change is needed not only in Brazil, but throughout Latin America. In that sense, the replication of ANDI's methodology is a remarkable progress in mobilizing and qualifying the international media agenda on the rights of the child."

Luis Fernando Nery  
Head of Social Responsibility  
Petrobras

### Furthering knowledge and experience in network management

The ANDI-inspired Networks apparently encompass a set of characteristics, either inherent or collectively devised, that have contributed to sustain their operations rather efficiently. Among others, one can mention:

- *A tested and validated methodology*: undoubtedly, the Networks have benefited from ANDI's successfully implemented methodologies. Policies and procedures described in details and translated into Spanish, are flexible enough to be adapted to local circumstances.
- *Frequent training and supervision*: before transferring the basic methodological toolkit, ANDI trains the agency's personnel until they are prepared to replicate products and services, which are monitored for quality control purposes until the agency achieves full command.
- *Institutional autonomy*: for they are independent organizations, agencies have not established any sort of hierarchical ties to each other or to ANDI. Such independence has been essential for the Networks in that they have not lost their primary impetus or blurred the contours which separate each member from another.
- *Decisionmaking and Management*: the decisionmaking processes of the Networks are as simple as they are democratic, based on the one-agency-one-vote rule. Convening ordinarily on an annual basis, and extraordinarily whenever called for, the Management Council is the deliberative body in each Network, responsible for all programming and budgetary decisions, as well as for the election of the Network Coordinator. For ANDI, which hosted the coordination of the Brazil Network until the year 2005 and currently performs the same role in the Latin American alliance, these network management experiences added important value, presently employed in the multi-institution projects it has increasingly become involved in.
- *Intensive ICTs use*: Information and Communication Technologies are deeply linked to the successful operation and management of both Networks. Internet sites, databank softwares, and VoIP devices, for instance, have been largely used by the agencies teams.

As the agencies gradually master the application of these techniques and practices, new methodological improvements are generated and incorporated in a synergic manner throughout the network – the very essence of such kind of cooperative alliance.

The recent adoption of a regional strategic plan sets the course for a relevant jump-ahead in the 2007-2011 period, through the consolidation of current strategies and the incorporation of new activities designed to fulfil the Network mission.

To conclude, this briefest of accounts of the rich experiences in network operating and management cannot end before acknowledging that, besides the aspects we have just mentioned, the commitment, professionalism, and willingness of the member-agencies have been the most decisive factors behind the successful replication of ANDI's strategies. And, last but not least, no goal would have ever been achieved were it not for the good reception granted by newsrooms throughout Brazil and Latin America to the Networks services and products.

## SHARING RESPONSIBILITIES

### *Who should strengthen the media system?*

ANDI and the organizations making up the two networks – Brazil and Latin America – which are founded on the Agency's methodologies believe that different actors should be directly involved in building a more solid, democratic, and pluralist "media system."

A brief review from a journalistic perspective of the characteristics and functions of these various actors seems to us a good way to conclude this publication. While not intended to exhaust the possibilities contained in the issue, the list below assures recognition to the sectors that are – or should be – engaged in producing truly efficient public information.

- **Media Groups:** These entities need to offer journalists fair working conditions; support and recognize reporters who cover social and development issues; stimulate investigative journalism; offer additional opportunities for capacity building; and ensure news reporting focuses on local realities. In addition, media groups should guarantee the "right of reply;" establish mechanisms such as ombudsmen, readership committees, and codes of ethics – and ensure their Corporate Social Responsibility Policies include journalism departments. Close relationships with political and/or economic groups should be disclosed to the public in a transparent manner.
- **Journalists:** It is important they be aware of the limitations of their personal experience and academic training, and that they assume a professional and ethical commitment to provide quality information. Journalists should view a plurality of information sources as a means to more contextualized coverage and invest in ongoing capacity-building.
- **State:** It should establish a consistent regulatory framework that guarantees the freedom of expression and of the press, while concomitantly defining the limits and responsibilities of the various actors. The State should guarantee full access to public information and, further, assure the highest ethical standards in its investments in State publicity. The Judiciary must undertake to build capacity to anchor the debates on potential conflicts regarding the freedom of the press and of expression.
- **Professional Associations and Training Institutions (unions, associations, federations, and institutes):** The role of these entities is to mobilize on behalf of the rights of workers; working conditions which enable quality journalism; and capacity-building opportunities. They should also, on their own initiative, offer their membership opportunities for qualification.
- **Companies (advertisers):** These organizations should respect the freedom of expression by not attaching conditions to their investments in a specific medium to the presence or absence of investigative reporting that could influence public opinion – whether positively or negatively – of specific advertisers.
- **Universities:** Institutions of higher education should include social and development issues in their undergraduate and graduate journalism programs in order to contribute to the preparation of communication professionals. As part of their activities, uni-

*"Plan International is supporting the strengthening of the ANDI Latin American network, convinced of their huge capacity to impact on the mass media to built fair and inclusive societies. The access to enough information in quantity and quality plays a key role in this challenge with the promotion of the respect, dissemination and protection of children and youth's rights in Latin America. The strengthening the development of our societies has to do with the existence of well informed audiences with the capability to make decisions and to promote initiatives that fortify societies in which people's rights and dignity will be respected so that children and youth can fulfill their potential."*

Matthew Carlson

Director, Regional Office for the Americas  
Plan International

versities should also invest in research on communications and the social agenda.

- **Media Accountability Systems (media watch and others):** These entities should monitor the media's editorial content; offer critical reviews of the coverage and develop methodologies capable of increasing awareness among the public, journalists, and media companies of the key issues on the social and development agenda. They should also monitor structural problems within the media.
- **Alternative Media (community radio and TV, newspapers, blogs, and so forth):** When sufficiently robust, these actors contribute to pluralism in the communications sphere, ensuring publicity to issues and perspectives that often encounter difficulty in penetrating the agenda of mass media outlets.
- **Social Actors (civil society, business, international agencies, specialists):** The role of these actors is to offer transparency as information sources; build capacity in order to forge closer ties with the media; offer opportunities for qualification, awards, and other incentives to provide contextualized coverage of the issues on the development agenda.
- **Private and Public Education System:** Its function is to incorporate basic content and classes into the primary curriculum which cast a critical eye on the media and to interact with civil society organizations and the academy to this end.
- **Citizens:** Individuals should offer consistent critiques of editorial content through permanent interaction with editorial rooms (via letters, emails, and telephone call-ins). Citizens can also take advantage of the opportunities created by media-implemented "citizen journalism" efforts.



## MAIN ANDI PUBLICATIONS

*Media and Social Mobilization Series*

**Health in Focus:** disease and quality of life as seen through press coverage of children's rights (2003)

**Citizenship Before Age 7:** early childhood education and the media (2003)

**Far from Balanced:** tobacco, alcohol, and adolescents in Brazilian journalism (2003)

**What Kind of Country Is This?:** poverty, inequality, and human and social development at the center of Brazilian press coverage (2003)

**The Cry of the Innocent:** the media and sexual violence against children and adolescents (2003)

**Invisible Children:** press coverage of domestic child labor and other forms of exploitation (2003)

**Remote Control:** language, content, and participation in television programs for adolescents (2004)

**Listening to Advice:** participative democracy and the rights of children on the agenda of Brazilian editorial rooms (2005)

**In the Waiting Room:** news coverage of health promotion and reproductive rights for adolescents (2006)

**Challenges of Sustainability:** social technology in Brazilian newspapers (2006)

*Other In-depth Thematic Media Analyses*

**Social Investment in the Media Age:** discussion and images of the private sector in the Brazilian press (2000)

**Stray Bullets:** an examination of the editorial behavior of the Brazilian press when children and adolescents are covered in the context of Crime/Violence (2001)

**The Media as a Doctor's Office?:** a technical and journalistic analysis of the questions and answers on health and behavior reported in the print and electronic media (2003)

**Child Labor and Gender:** a review of the media in the Mercosur region (2003)

**Media and Disabilities** (2003) <sup>1</sup>

**Media & Drugs:** a profile of drug use and drug users in the Brazilian press (2005)

**Corporations and the Press:** a responsibility agenda — an analysis of the journalistic coverage of CSR (2006) <sup>1</sup>

**Media & Human Rights** (2006)

**The Press, Children's Rights, and the Presidential Elections** (2006)

**Media and Violence:** the coverage of violence against children and adolescents in the Latin American press — an analysis of journalistic production in 2005 on the key issues identified in the United Nations Secretary-General's Study on Violence against Children (2006) <sup>1</sup>

**Media and Public Communication Policies** (2007) <sup>1</sup>

**Government Budget & Education:** a study of the coverage of government expenditure for educational policies by Brazilian magazines and newspapers (2007)

**Coverage of the Government Budget for Children Policies** (2008)

*Publications in Portuguese.  
Translated versions available  
as indicated below:*

*1 Spanish*

*2 English*

*3 French*

*In addition to the publications  
mentioned in this list, ANDI regularly  
publishes five on-line newsletters.  
The organizations from both the  
Latin-American and the Brazilian  
networks periodically also produce  
their own newsletters and national or  
local media analyses reports.*



*Analyses of the Media's General Coverage of Children's Rights Children and Adolescents in the Iberoamerican Media:* analysis of the II Edition of the Iberoamerican Communication Children's Rights Awards (2003)<sup>1</sup>

**Childhood in the Media Report 2003/2004:** children and adolescents as covered by the Brazilian press (2005)

**Press, Children, and Human Development:** a retrospective of seven years of media analysis (2006)

**Rights, Children, and the Public Agenda:** a comparative analysis of Latin American journalistic coverage (2006)<sup>1 + 2</sup>

**Youth Media Report 2005/2006:** an analysis of newspapers' supplements and magazines for teenagers. Special commemorative 10-year edition (2007)

### *Guides and Manuals*

**Education Sources:** a guide for journalists (2001)

**Human and Social Development Sources:** a guide for journalists (2002)

**Early Childhood Education:** sources for journalists (2003)

**Media and Councils:** a guide to bridge the distance between Children's Rights Councils, Protective Councils, and the public debate (2003)

**Human Rights Guide:** sources for journalists (2004)

**Sexual Exploitation of Children and Adolescents:** a reference guide for journalistic coverage (2007)

**Preventive Journalism and Coverage of Risk Situations:** a media professional's guide to avian influenza (2007)<sup>1 + 2 + 3</sup>

**Worst Forms of Child Labor/Good Communication Practices:** a guide for information sources (2007)

**Worst Forms of Child Labor:** a guide for journalists (2007)

### *Special Publications*

**TV Rating System:** building citizenship on the small screen (2007)<sup>1 + 2</sup>

**More a Window than a Mirror:** the perception of adolescents with disabilities on how they are represented by the media in Argentina, Brazil, and Paraguay (2007)<sup>1</sup>

**Social Policies and the Challenges for Journalism:** references for Communications undergraduate and graduate students (2008)

### *Institutional Publications*

**Turning a Tree into a Forest:** a history of the ANDI Brazil Network — how coordination among communicators throughout the country is contributing to making children and adolescents a focus of the media (2005)

**Facing the Challenge:** children's rights and human development in the Latin American news media (2006)<sup>2</sup>

## ANDI'S PARTNERS (1993 – 2008)

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### *United Nations Agencies*

ILO - International Labour Organization  
 UNESCO - United Nations Educational, Scientific  
 and Cultural Organization  
 UNDP - United Nations Development Program  
 UNICEF - United Nations Children's Fund

### *International Institutions*

Arcor Foundation  
 Article 19  
 Avina Foundation  
 British Council  
 British Embassy  
 Calandria Association of Social Communicators  
 Canada Fund  
 European Union  
 Lemann Foundation  
 Ford Foundation  
 FNPI - New Journalism Foundation  
 Open Society Initiative for Southern Africa  
 Plan International  
 Save the Children Norway  
 Save the Children Sweden  
 Save the Children UK  
 The Communication Initiative  
 W.K.Kellogg Foundation

### *Brazilian Institutions*

Abraji - Brazilian Association of Investigative  
 Journalism  
 Abring Foundation for Children's Rights  
 Ação Educativa  
 Amencar  
 Ayrton Senna Foundation  
 Banco do Brasil Foundation  
 Cfemea - Feminist Studies and Advice Center  
 C&A Institute  
 Ethos Institute - Business and Social Responsibility  
 Fenaj - National Federation of Journalists  
 Gife - Group of Institutes, Foundations,  
 and Companies  
 Inesc - Institute for Socioeconomic Studies  
 Instituto Alana  
 Instituto Camargo Correa

Marista Solidarity Institute  
 Midiativa - Brazilian Media Center for  
 Children and Adolescents  
 Odebrecht Foundation  
 Orsa Foundation  
 Telefonica Foundation  
 Telemar Institute  
 Telemig Celular Institute  
 Votorantim Institute  
 World Childhood Foundation - Brazil

### *Brazilian Government*

Special Secretariat for Human Rights  
 Embratur - Brazilian Company of Tourism  
 Ministry of Culture  
 Ministry of Education  
 Ministry of Health  
 Ministry of Justice

### *Councils*

Conanda - National Council for the Rights  
 of Children and Adolescents

### *Companies*

Petrobras  
 McCann Erickson  
 Maxpress  
 Santander Banespa  
 Vale



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## FACING *the* CHALLENGE

This work, a preliminary version of a larger publication, tells the story of an interesting journey of transformations underway in the Latin American news media. Starting in 1993 Brazil, it shows how the Brazilian News Agency for Children's Rights (ANDI) managed to come up with an innovative media for development approach focused on bridging the gaps and building confidence among journalists, news sources, professors, students, and society at large, in order to strengthen a journalistic culture that protects and promotes the rights of children and adolescents.

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