

philanthropy and community communication

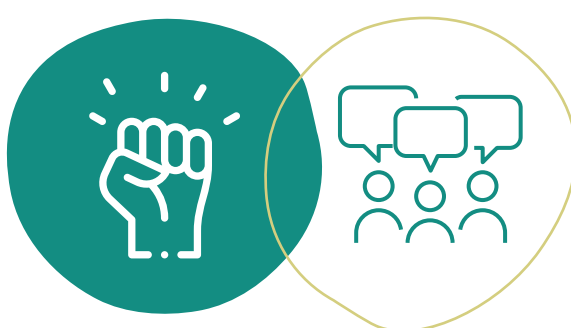
Strengthening communication for rights within the context of civil society in Brazil

Strengthening independent, community communication is central to the development of communities and to the defense of democracy. But we still need to build narratives to establish the importance of supporting communication for human rights.

why support community media?

- To tackle news deserts and misinformation**

Nearly **50% of all Brazilian municipalities are news deserts** – they lack even one local journalism organization.



- For its crucial role in democracy and social transformation**

“In the territory, you inform because you need to change something.”

- Due to the urgent need to strengthen local information ecosystems**

Thinking about local information ecosystems allows the integration of actors who identify within the specific field of communication, such as journalists, with others who disseminate public interest information, making up a diverse, articulated network.

however, the current scenario of community media in Brazil is rife with challenges:

- SAFETY AND SECURITY OF THE COMMUNICATORS**
- CONFLICTS WITHIN THE TERRITORIES**
- ACCESS TO RESOURCES AND TRAINING**
- INFRASTRUCTURE AND INTERNET AND EQUIPMENT ACCESS**
- PUBLIC POLICIES TO PROMOTE THE DEMOCRATIZATION OF COMMUNICATION**
- LACK OF DONOR KNOWLEDGE ABOUT THE LOCAL DEMANDS AND TERRITORY DYNAMICS**

We need logistics support, for example, we need fuel to travel. And we want the autonomy to manage our own resources.”

and philanthropy can do more!

- Many funding organizations do not support community media.
- The resources available for communication are concentrated in just a few organizations and fail to reach territorial and community-based collectives.
- The support provided generally views investing in communication as a means, rather than an end: communication as a “tool” to disseminate or influence some other strategic issue, without focusing on strengthening the communication processes and infrastructure.

there is a broad field of conversation and mutual strengthening to be explored and experienced between community and social justice philanthropy and community media!

The independent funds, members of the Comuá Network, interviewed for this study, share many different views on the support of civil society organizations engaging in the field of communication and community media.

- The communication agenda is a strategic component within the context of the program for protection of human rights defenders. **Strengthening communication within the territories is critical to the defense of activists.**
- Supporting the institutional strengthening of local communication and journalism organizations with resources is crucial to allow for the circulation of contents produced by community media.
- A strategic vision of communication must be expanded, within a grantmaking strategy segmented by audiences, supporting initiatives aimed at collective, coordinated actions.
- Communication is an “inescapable dimension” especially for those engaging in territorial and community work – involving artistic and cultural initiatives, such as soirees, slams, community libraries, etc.

how can philanthropy leverage support and expand its partnerships with the community media ecosystem in Brazil? the potential exists for joint actions in the fields of financing, coordination, and training.

how should this support be provided?

- Driving debates and the sharing of experiences supporting initiatives, organizations and communication collectives, especially community-based ones, and listening to the field more**
- Experimenting with joint actions to fund community media**
- Raising awareness among donors about the centrality and transversality of the community communication agenda and the importance of strengthening local information ecosystems**
- Adopting the principles and practices of trust-based philanthropy, offering freer, more flexible support**

what should be supported?

- FINANCIAL MANAGEMENT AND RESILIENCE FOR COMMUNICATORS**
- COORDINATION AND STRENGTHENING OF ECOSYSTEMS, NETWORKS, AND ALLIANCES**
- SAFETY AND SECURITY NETWORKS FOR COMMUNICATORS**
- CONTENT PRODUCTION AND CAMPAIGNS**
- CONTENT DISTRIBUTION**
- PARTNERSHIPS WITH UNIVERSITIES**
- TRAINING PROGRAMS FOR COMMUNICATORS AND TRAINING IN STRATEGIC COMMUNICATION**
- ADVOCACY EFFORTS TO DEFEND PUBLIC POLICIES IN VIEW OF THE DEMOCRATIZATION OF COMMUNICATION AND THE REGULATION OF PLATFORMS**

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