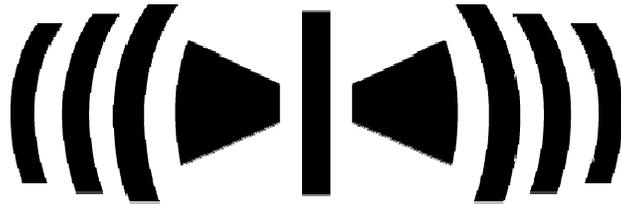


THE



Minneapolis, MN, USA

AND



Instituto de Mídia Étnica

(Ethnic Media Institute)

Salvador, Bahia, Brazil

**INSTITUTE ON RACE, ETHNICITY, DEVELOPMENT AND
MEDIA JUSTICE IN BRAZIL**

1. Introduction

Communication is one of the most important necessities of a human being. It enables expression, affirms identities, and shatters physical borders. Whether it be literal, visual, or aural, communication processes are critical to all creatures.

At the beginning of the new millennium, globalization and the formation of “mediatic” societies created new challenges for people. It is now necessary to evaluate these challenges, particularly in the context of social transformations, like the black social movement in Brazil. One such challenge involves identity representation wherein Afro-Brazilian identities have been all but made invisible by conventional media. Communication is very powerful and it is up to the masses to ensure that it works well for them.

Modern corporate communications outlets are now extremely prevalent. They are empowered by a new global economy where rules are politically dictated and strictly controlled. To get an idea of the volume of information that has been produced in recent decades, the researcher Ignácio Ramonet, on this book “A Tirania da Comunicação” (*The Tyranny of Communication*), affirms that one edition of the New York Times contains more information than a well-read person could acquire in a life-time. The New York Times, like so many mass media outlets, is unfortunately “read only.” Today, it’s more important than ever for communities and cultures to create their own content, to think critically about media and challenge what they’re learning from sources outside their communities. We need societies that are empowered with modern media technologies where media is treated as “read – write.”

One specific area of concern is the dissemination of information with regards to human rights. Types of human rights violations vary from children’s rights, gender inequalities and racism. The latter is broadcasted daily in different forms, from subliminal to very explicit. When content production is coupled with exclusion of ethnic authorship, the result is a continuing challenge called “mediatic and digital apartheid”.

2. The Groups

I. About The International Leadership Institute (ILI) www.internationalleadership.org

Mission

The mission of the International Leadership Institute (ILI) is to provide partnerships in infrastructure, rule of law, and educational development projects throughout the world that focus on people and nations in transition. We facilitate interaction in world affairs and foster intercultural communication and understanding among individuals, states, international organizations and people in other countries. The ILI also focuses on humanitarian aid to developing communities to help them become self-sustaining. The ILI has been a non-profit organization for over 11 years and with over 3000 members.

Vision

The International Leadership Institute's vision is to serve communities of the world by working in partnership with organizations in several countries including: Kenya, Rwanda, Tanzania, South Africa and Brazil to develop broader use of technology for education and social justice programs. We provide innovative leadership to help our partners build capacity and measurably address their development needs.

Values

- Integrity: ILI aims to achieve the highest standard of integrity by maintaining sustainable relationships with our partners through an ethical, compassionate, and accountable fulfillment of our duties and responsibilities.
- Compassion: ILI believes in the dignity and worth of every individual and we place our highest priority on serving victims of human rights abuses, marginalized communities and regions in transition.
- Creativity: ILI is committed to the ingenious use of technological resources to affect social change and educate the underprivileged in hopes of ultimately fighting the more fundamental issue of poverty and bridging the digital divide.

History

Since 1995, The International Leadership Institute's 3,000+ volunteers have been working in partnership with organizations in Kenya, Rwanda, Tanzania, South Africa and Brazil to develop broader use of technology for education and social justice programs.

ILI is has also been active in campaigns that include:

The **Information Technology Resource Committee** - ILI's most recent initiative. This committee is dedicated to providing necessary technology and technical education to our partners and communities worldwide in order to enhance their access to information and help them get the knowledge they need to reach their goals. With the firm belief that communication is a human right, the Committee endeavors to defend and promote the freedom of expression, equality of information dissemination, and freedom of information worldwide. This mission is in line with the United Nation's goal of bridging the digital divide by providing adequate technology and education to developing communities of the world.

The objective of the ILI's programs is to focus on humanitarian and rule-of-law aid to developing communities and groups in transition to help them become self-sustaining. ILI works with local community groups to facilitate outreach programs that aim to educate, provide leadership and social services for marginalized members of the community.

For more information about the ILI and our programs, visit:

www.internationalleadership.org

II. The Instituto de Mídia Étnica IME (Ethnic Media Institute)

The Instituto de Mídia Étnica, IME (Ethnic Media Institute) was formed in response to the need to cultivate dialog about ethnic identity in media and empower ethnic authors to utilize modern technologies to create their own web, print, video, and radio content. IME is a civil organization that aims to produce research projects in the social communication arena - asserting afro-descendants' rights in media while also promoting their appropriation of communication technologies. The Institute joins the ILI and a global network of media activists who share the goal of securing communication as

a human right. Locally, in Bahia, Brazil, they are focused on serving the increasing necessity of Black organizations to discuss the effectiveness of public policy in the area of social communications.

With renewing and defying characteristics such as working with youth and with a focus on budding forms of communications, IME is also committed to rooting itself in traditional values of African heritage such as a respect for ancestors, solidarity and ethics.

Above all, IME will discuss the defense of human rights, the guiding force behind the organization's actions. We understand that communication is a human right and is, therefore, indivisible, interdependent and inalienable. Observing human rights communication violations, IME will conduct research and realize projects with the intent of forming young Afro-Brazilian communicators. IME must fight to change the simplistic aesthetic basis of current media by rescuing African ancestry and empowering young blacks to be professional communicators.

Mission

To make possible the appropriation of communication technologies and information for the Brazilian community of Afro descent and to contribute to the formation of young people.

Vision

To become a reference for projects and research done on racism in Brazilian media.

Values

Ethics, political autonomy, African ancestry, social commitment.

Goals of the Institute (IME)

- To conduct research, publications and seminars on the insertion of black people into media and media technology
- To stimulate black (African) entrepreneurship within young communicators and the formation of community communicators
- To provide digital inclusion

- To facilitate relations between the Black Movement and conventional media;
- To form political and professional courses for black communicators
- To facilitate job placement for students
- To provide lessons on the critical reading of media for children
- To pressure the government to implement public policy for racial reparations
- Political and academic interventions in advanced courses of communication
- To produce video productions on issues in the black community
- To promote an exchange between black communicators and the African Diaspora