

Comunicateca



**Bringing information on communication
to people in Bolivia**



**The Comunicateca is a service
of the Centro para Programas
de Comunicación, Bolivia**



**Centro para Programas
de Comunicación**

www.cpcb.org

**The Comunicateca was
established to share media and
materials...**





**to disseminate research and
discuss topics on
communication...**

**And to do outreach to support
institutional actors in health.**



**At the moment we mainly
reach people and institutions
in La Paz and El Alto.**



The mission of the Comunicateca is to bring communication information to people in Bolivia.

Our greatest challenge:

- **to reach people working in communication throughout Bolivia**
- **to reach people within Latin America**

For this challenge... ICT's

- **The Internet**
- **Specialized software**
- **ICT capacity to implement**



INTERNET IN BOLIVIA

1992: arrived

1997: first Internet connection and first cyber café

1999: approx. 6500 people with access

2001: 152 cyber cafés in La Paz

2002: 31 Internet providers, 44.440 dial up subscribers, 633 ADSL subscriptions

2003: approx. 500.000 people with access

MAIN INTERNET USE

- 1. E-mail**
- 2. On-line games**
- 3. Web chat**
- 4. Navigation/information downloading**

PRIORITIZING ICT WORK AT THE COMUNICATECA

- **90% email**
- **10% web site**

EXPERIENCE GAINED

- **librarian is a key position**
- **graphic designer is necessary**
- **Internet is useful for building databases**
- **e-mail can be very useful in activities such as organizing courses and congresses if personal follow-up is done**

NOT EVERYTHING HAS BEEN ROSES...

- **moving from dial-up in 1 computer to ADSL connections for all of them**
- **sending 300 mails to invite to a conference and having 8 people in attendance**
- **mass mailing has been a pain, technical aspects had to be learned**
- **hard to get colleagues to supply written information for the web site**



GREATEST CHALLENGE

Sharing media and materials through ICT's

LESSONS LEARNED TO PASS ALONG...

- **Strategic plans need to be prepared and can be prepared for the use of the e-mail**
- **E-mail is a flexible media: animation can be added; one can send either small or great amounts of information; can replace a web site if using a lot of visual and graphic information; can be light, does not have to be heavy**

LESSONS LEARNED TO PASS ALONG...

- **there is a point at our work when a person skilled in ICT's should be incorporated**
- **specific country information and context regarding ICT's can be very useful when planning and making decisions**



**END
OF PRESENTATION**