



## Mapping the Media in Guatemala: Implications for Guatemalan Society and Politics Seminar

Thursday, 6 April, 2006  
Auditorio de ASIES  
10<sup>a</sup>. Calle 7-48, zona 9  
Guatemala City, Guatemala

*With the generous cooperation of Guatemalan institutions, the Mapping the Media in the Americas project team has used an innovative application of Geographic Information Systems (GIS) and official Guatemalan data to create an electronic map that displays the location of Guatemalan media outlets as well as key demographic and electoral data. The map provides public access to the data, allowing these variables to be combined and analyzed together for the first time.*

**8:30 Registration**

**9:00 Inauguration**

Master of Ceremonies: **Raquel Zelaya**, Executive Secretary, ASIES

**9:30 Mapping the Media in the Americas: The Use of an Innovative Technology**

*This panel will showcase the newly created maps, demonstrating their potential uses by both GIS and non-GIS specialists. The panel will also highlight the additional potential of GIS technology in mapping in Guatemala, and explore what the electronic maps reveal about the development of the communications media infrastructure in Guatemala.*

Moderator: **Edwin Castellanos**, *Universidad del Valle de Guatemala*

- **Shelley McConnell**, Senior Associate Director of the Americas Program, The Carter Center
- **Marcos Sutuc**, Director of Cartography, National Geographic Institute
- **Sigfrido Lee**, Director of the National Institute of Statistics

**11:00 Coffee Break**

**11:30 The Role of the Media in Politics and Society**

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*The communications media have a significant impact on societies. This panel will bring together experts from government, civil society and academia to examine the important influence of the media in Guatemala. Panelists will discuss the important role of the media in elections, how media can be used to engage citizens in their democracy, as well as the incidence and consequences of media concentration.*

Moderator: **Ariel Riveras Irías**, Dean, *Universidad Rafael Landívar*

- **Ricardo Uceda**, Executive Director, Institute for Press and Society
- **Gustavo Berganza**, Association DOSES
- **Mario Fuentes Destarac**, Vice-President, *El Periódico*
- **Gustavo Porras**, Political analyst and columnist

### **13:00 Lunch**

### **15:00 The Media and Political Finance**

*This panel will provide a regional overview of the relationship between the media and political finance, with a focus on the Guatemalan context. Panelists will discuss current campaign and party finance laws and examine candidates' funding dilemmas and the impact of publicity costs on party budgets. Innovative methods currently used to measure campaign media costs and spending in Latin America and Guatemala will also be presented.*

Moderator: **Victor Galvez**, FLACSO Guatemala

- **Humberto de la Calle**, Former Vice-President of Colombia
- **Virna López**, President, Special Commission on Electoral Affairs, Guatemalan Congress
- **Manfredo Marroquín**, Director of *Acción Ciudadana*
- **Ángel Arturo Figueroa**, Justice of the Supreme Electoral Tribunal

### **16:30 Final Comments**

**Raquel Zelaya**, Executive Secretary, ASIÉS

**Shelley McConnell**, Senior Associate Director, Americas Program, The Carter Center

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