
Mapping the Media in Peru: Social and Political Implications

Thursday, 9 February, 2006
Sol de Oro Hotel, Salón Ejecutivo 1
Lima, Peru

With the generous cooperation of Peruvian institutions, the Mapping the Media in the Americas project team has used an innovative application of Geographic Information Systems (GIS) and official Peruvian data to create an electronic map that displays the location of Peruvian 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 analysed together for the first time.

8:30 Registration and Coffee

9:00 Opening Remarks

Master of Ceremonies: Luis Fernando Nunes Bertoldo, Director for Peru, National Democratic Institute (NDI)

- Luis Guzman-Barrón, Rector of Catholic University of Peru (PUCP)
- Stephen J. Randall, Dean of the Faculty of Social Science, University of Calgary

9:30 Mapping the Media in the Americas: Using 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 Peru, and explore what the electronic maps reveal about the development of the communications media infrastructure in Peru.

Moderator: TBD, Institute of Applied Geography, PUCP

- Nigel Waters, Professor and Director of the Masters of GIS, Department of Geography, University of Calgary
- Shelley McConnell, Associate Director of the Americas Program, The Carter Center
- General Antonio Francisco Vargas Baca, President of the Military Geography Institute
- Juan Antonio Pacheco Román, Deputy Minister of Transportation and Communications

11:00 Coffee Break

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

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 Peru. 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: Luis Olivera, Professor, Department of Communications, PUCP

- Luis Peirano Falconí, Dean of the Faculty of Science and Communication, PUCP
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- Martín Becerra, Institute for Press and Society (IPYS)
- Gustavo Gorriti, Co-Director of La República
- César Campos, Parliamentary Advisor and Electoral Diffusion Specialist, National Office for Electoral Processes (ONPE)

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 Peruvian context. Panelists will discuss current campaign and party finance laws and examine candidate's 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 Peru will also be presented.

Moderator: Luis Fernando Nunes Bertoldo, Director for Peru, National Democratic Institute (NDI)

- Humberto de la Calle, Former Vice President of Colombia
- Carlos Reyna, Sociologist and Political Analyst, Former Manager of Party Funds, ONPE
- Percy Medina, Secretary General of Asociación Civil Transparencia

16:30 Closing Comments

- Stephen J. Randall, Dean of the Faculty of Social Science, University of Calgary
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