

## Radio Pa'í Puku, Paraguay



Situated in	Teniente Manuel Irala Fernández, Dpto. Presidente Hayes, Región Occidental del Paraguay (Chaco)
Transmitter power	50 kW
Range	400 km (covering whole Chaco region)
Potential listeners	approx. 700.000
Audience	No exact data. Estimated about 50 % of the potential listeners.
Transmission hours	Daily 16 hours (05:00 to 21:00)
Staff:	4 Producers/journalists; 1 Technical operations; 3 Administration, 1 Management, 4 support staff (for cleaning, 1 driver, 2 receptionists); 2 Marketing;
Number of volunteers	2 in programme production
License holder	Monseñor Pedro Shaw Foundation, Radio Pa'í Puku

### Mission / Vision / Objectives

#### Mission:

Through its communication and inspired by its Christian faith, Radio Pa'í Puku vows to accompany and promote all efforts that advance, social justice, the defence of human life and nature, cultural integration and harmonious coexistence among the inhabitants of the Chaco region.

#### Vision:

Radio Pa'í Puku is a pluralistic radio station. It is inclusive and defends respect for human rights and nature. It is coherent and encourages community initiatives. It identifies itself with the poorest and fosters dialogue on different levels. As an instrument of the Church, it promotes ecumenism.

#### Institutional Objectives:

The radio station seeks to improve the standard of living of the poorest families of Chaco, to advance the integral formation of men, women and their families, through health education and the promotion of gender, civic, social and political equity. It wants to help strengthening the social fabric of the region through communication and to support the indigenous people and other ethnic groups of the region in the struggle for their rights. The radio station seeks to promote the respect of nature. It accompanies the evangelization efforts of the Catholic Church to strengthen Christian faith and the formation of Church communities.

### Community Specification

The Chaco or Western Region occupies about 60% of Paraguay's territory (406.752 km<sup>2</sup>). This is the coverage area of Radio Pa'i Puku. In this vast region live less than 500.000 people, which is 5-7% of the population of Paraguay. The Chaco region is vast but sparsely populated. This is due to its extreme climate conditions: very dry, very hot and salty groundwater. For drinking and irrigation only rainwater is used. Most indigenous groups of Paraguay live in this region: 15 out of 20.

Radio Pa'i Puku's signal crosses the border with Argentina. We receive regularly reports from indigenous groups and farmers in Argentina who listen to Pa'i Puku and benefit from its services.

### Administration

The station is owned by the Fundación Monseñor Pedro Shaw. Three Church dioceses in the Chaco region supervise Radio Pa'i Puku.

### Programming

Radio Pa'i Puku broadcasts an ample variety of radio genres and formats. It has news bulletins, educational and religious programmes, and entertainment programmes with a mixture of musical styles. News is first of all related to the Chaco and its people, but we have also national and international news. The station gives space for debate to civil society, public institutions and the different political groups. It tackles issues related to the environment, people's rights and equity, the recognition of women's role in the past and the present of Paraguay, the right of farmers and their families, agricultural production and small or medium sized livestock farming.

### Media Environment

The other big radio station of the region is Radio ZP30. It broadcasts for 30 years from the town of Filadelfia, about 75 km north of Radio Pa'i Puku and is owned by the Mennonites (a Christian denomination named after Menno Simons, 1496-1561). Recently some indigenous communities have installed their own community radio stations that broadcast in FM.

## Income generation

Radio Pa'i Puku has managed to diversify its income. From the annual income of US\$ 300,000, 33% are generated from a raffle and two farmer festivals, 30% come from commercial advertising, 23% from international aid and 10% from programmes produced by NGOs dealing with indigenous people, the environ-

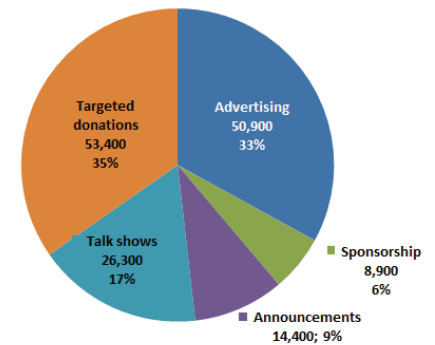
ment and social aid. Family and community announcements contribute 3% of the income, and donations to another 1% .

Since its first years of existence, Radio Pa'i Puku organizes a big raffle and a festival or fair in September. People's participation in both the raffle and the festival has constantly grown through the years and they became one of the most popular attractions of the Paraguayan Chaco. Last year, close to 500 volunteering men and women sold 38,000 raffle tickets. In this way, both the volunteers and the ticket buyers showed their solidarity with their radio station. The income from the raffle increased continuously over the last years.

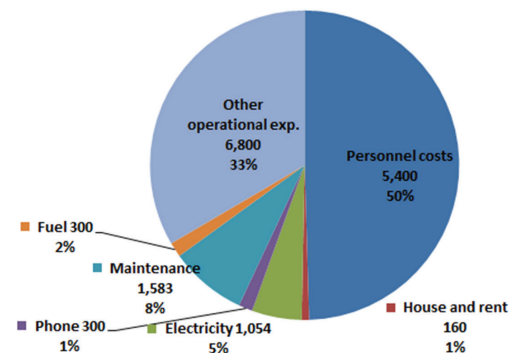
At the fair, which lasts two days, music groups and bands are contracted after they were selected by the radio's listeners. In addition, students from different educational institutions perform as artists at the festival. Handicrafts are sold, and the lottery's drawing takes place. But the activity that attracts most people is the "Corrida" the bull fight. Some cattle farmers lend out their bulls for the 'Corrida' and toreros ( bullfighters) are contracted from far away, as the Chaco does not have local ones. The bulls are not killed during these Corridas, because the spectacle only wants to show the toreros' skills. Although entry fees are charged to the "Corrida", more than 3,000 people participated in the festival last year.

Radio Pa'i Puku's fair is called 'the great Chaco family party', because it unites children, youngsters, adults and elder people, men and women, people from the countryside and the city, rich and poor. Everybody knows that in the middle of September the radio's raffle and

ANNUAL INCOME (US-\$)



MONTHLY EXPENDITURES (US-\$)



fair come together, and they get ready for the big meeting.

On May 27 there is another celebration. It is the station's anniversary. While the September festival is more a spectacle (and yields more income for the radio), the May celebration is of a more educational nature. It includes a free music show. The stage is open to all kinds of musicians, dance groups and theatre artists, performing free of charge. Last year a regional NGO gave a presentation about environment degradation and protection. They were accompanied by a music group that recorded a CD on environmental issues. There was also a soccer tournament.

The raffle and the festivals form a basic means of income for the radio station. Today they cover one third of its annual expenses. But the festivals are also an important opportunity for Radio Pa'i Puku to have a personal dialogue with its audience, which generally lives far away and dispersed. It is also the moment in which many families collaborate with their radio station by donating in kind goods for the station's canteen.

In the course of the year Radio Pa'i Puku has to create a small reserve fund in order to hold out during January, February and March, which are the months of very low income. In these months shopkeepers are on vacation or make their inventory, and public institutions and NGOs take the end-of-the-year-break. These are times that cause a lot of worry, but at the same time, they force us to look for new ways to make ends meet.

Report:  
Sara Fischer Martínez  
Christoph Dietz