

UPF Holds Initial Meeting for Peru's International Media Association for Peace

Trevor Jones
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Peru -- UPF-Peru hosted an online forum introducing the International Media Association for Peace (IMAP) on January 20, 2021. Participants included the following:

- Dr. Trevor Edward Jones, Executive President, UPF-Peru
- Mr. Jaime Fernández, Secretary General, UPF-Peru
- Mr. Ángel Sánchez Dueñas Coordinator, IMAP-Peru
- President of the Federation of Journalists of Peru
- Ms. María Elena Rivero, President, Association of Broadcasters; Director, Radio Moderna
- Mr. Walter Echevarría. Director General, Current Vision magazine
- Mr. Santiago Díaz Aroca. Representative, Radio Miraflores la Authentic
- Ms. Rosa Chinchayan Román, General Manager, Rumbo Digital TV
- Mr. Manuel Benito Paucar, General Manager, Pyme TV
- Ms. Melissa Sandoval, Press Director, UPF-Peru

Mr. Jaime Fernandez began the meeting by reading the introduction to the inaugural resolution of IMAP. Later, a video was shown about the inauguration of IMAP International.

Next, Dr. Trevor Jones gave a report about UPF International. Since the beginning of the year, Dr. Jones has participated in international meetings of UPF and associations worldwide. This year, it is important to consolidate the work of associations such as IMAP at the national, regional and international levels. He thanked the meeting participants for their support in broadcasting the Rally of Hope. He also thanked Mr. Ángel Sánchez Dueñas for accepting the position of coordinator of IMAP-Peru.

Subsequently, Mr. Jaime Fernández read the principles and objectives of IMAP:

Promote autonomous, socially responsible and moral media.

Restore the credibility of journalism, scrupulously seeking precision, clear attribution from reliable sources, guaranteeing fairness with the inclusion of opposing points of view; eliminating personal biases in newspaper articles; avoiding content that is degrading; and practicing respect for the dignity of our audience.

Develop guidelines for the media that promote the highest standards of information writing and editing.

Combat the erosion of personal privacy led by the dominant government and error-prone digital platforms.

Develop professional development programs for journalists, including those focused on media ethics.

Establish recognition programs for excellence in journalism.

Build professional networks of journalists to foster a world of peace, cooperation, shared universal values, interdependence and mutual prosperity.

Dr. Trevor Jones expressed his desire that IMAP-Peru can be recognized as a group that provides truthful information and be a reference for Peruvian society in the current scenario. (For example, the great dissemination of false news or "fake news" regarding to the vaccine against Covid-19 in Peru increases misinformation in society.) Dr. Trevor Jones ended his intervention by inviting the participants to offer their ideas to develop IMAP in Peru.

Participant Reflections

Ángel Sánchez Dueñas:

Returning to the invitation initiated by Dr. Jones, Mr. Sánchez stated that, in effect, various media outlets spread erroneous and/or incomplete information about the Covid-19 vaccine, generating distrust in the population. Furthermore, considering the current panorama in our country with the increase in virtual communication media, as well as the economic influence that sponsors have on open signal communication media, Mr. Sánchez suggested that IMAP-Peru should focus mainly on the first objective: "Promote autonomous, socially responsible and moral media." Only through media that provide truthful, objective, impartial information and that safeguarding plurality will it be possible to restore the credibility of journalists and the operating guidelines of the media. On this basis, it will be possible to develop the other objectives of the association. Likewise, Mr. Sánchez suggests establishing IMAP's own means of communication, it can be virtual initially and later with an open signal, with a view to reaching society and especially the rulers (since they are the ones who make political decisions and regulations in our country).

Ms. Rosa Chinchayan:

Ms. Chinchayan supported what was stated by Mr. Sánchez, joining the initiative to promote autonomous media, maintaining moral values and credibility, providing a different alternative to the audience compared to the usual content transmitted by the most tuned media. She suggested that IMAP coordinate the transmission of content through all the media that are associated with UPF, such as Radio Moderna, Radio Miraflores, among other stations. This content would be produced by the other associations linked to UPF, such as the association of young people, adults, and so forth as well as the UPF program on Radio Moderna. On the basis of the programs carried out by these associations, it would be possible to establish an exclusive means of communication later.

Ms. María Elena Rivero:

Currently, the open signal media are focusing on spreading alarmist messages regarding Covid-19 rather than providing information on how to cope with this situation. Ms. Rivero suggested that IMAP Peru focus on having a presence in social networks: create an IMAP-Peru Facebook page where daily opinions on what is happening in the country are published, as an editorial. Likewise, every three months we can organize conversations with journalists about ethics and values, publishing them on the IMAP-Peru page. Likewise, one interview per month could be allocated within the UPF program on Modern Radio to disseminate information on IMAP-Peru's activities.

Mr. Walter Echevarría:

The purpose of IMAP is directly related to spreading values, such as family, and through this means, promoting peace. Currently, some channels associated with UPF-Peru that have been carrying out this work are Radio Moderna, through UPF's weekly program, and the Revista Vision Actual, through the supplement dedicated to UPF-Peru in its physical and digital editions. As a suggestion, Mr. Echevarría recommended strengthening dissemination at a national and international level.

Mr. Santiago Díaz:

Regarding the dissemination of IMAP in Peru, Mr. Díaz recommended creating an IMAP-Peru page on social networks and highlighting journalists belonging to different media so that they can submit a column or an opinion article. At this time, he favored providing information both in favor of and against the Covid-19 vaccine; it is very easy for the disseminated information to be vetoed, even if it comes from a truthful source. Faced with this situation, Mr. Díaz suggested highlighting journalists who can talk about the association in the media, spread news about peace and design a marketing model on the available networks (YouTube, Facebook, website, etc.).

Mr. Manuel Benito Paucar:

Mr. Manuel Benito Paucar joined the IMAP-Peru proposal to reaffirm the promotion of peace and values. He extended an invitation to UPF- Peru that consists of granting a space of one hour per week permanently; the proposal is still under discussion. He also maintained that the line of programming that he directs seeks to spread news about "the good that is happening in Peru and in the world."

Conclusion

Following on from the suggestions of the media representatives, Dr. Jones thanked them for their proposals. He also emphasized the importance of reinforcing the image of IMAP in Peru. IMAP as such has a wide range of proposals and activities, both internationally and regionally; therefore, it is important to consider how IMAP will be presented in Peru.

Next, Mr. Sánchez suggested establishing an editorial network of IMAP-Peru made up of those attending the meeting and also of other Ambassadors for Peace who are journalists. These professionals could build content such as writing opinion articles, preparing radio or audiovisual programs on promoting values and making an objective analysis of what is happening in the media, in such a way that IMAP becomes an association that ensures professional ethics. Likewise, it is important to establish goals and objectives on which the association's activities can be defined in the same way as was done previously with the newspaper Times of the World so that it can be accessible to more journalists from different parts of the country within the association.

Subsequently, Dr. Jones invited the participants to send their reflections and suggestions via email. He also announced the Fifth Rally of Hope to be held on February 17, 2021 (tentative date), and requested the support of all participants to promote this event in the media.

Likewise, Dr. Jones expressed his interest in establishing greater connections with more media at the national level and studying how to organize the network of media that are currently linked to both UPF and other associated organizations like the Family Federation, the Women's Federation, and so forth at the national level. Finally, Dr. Jones thanked all attendees for their participation, encouraging them to analyze and develop each of the proposals for the development of IMAP in Peru. He also expressed his willingness to accept more proposals both for IMAP and UPF.