

# HUMANIA



*A different way of approaching the beauty of the world.*



*A television channel for and by Non-Governmental Organizations (NGOs), Volunteers, Foundations, and World Music.*

[www.mundo21.org](http://www.mundo21.org)

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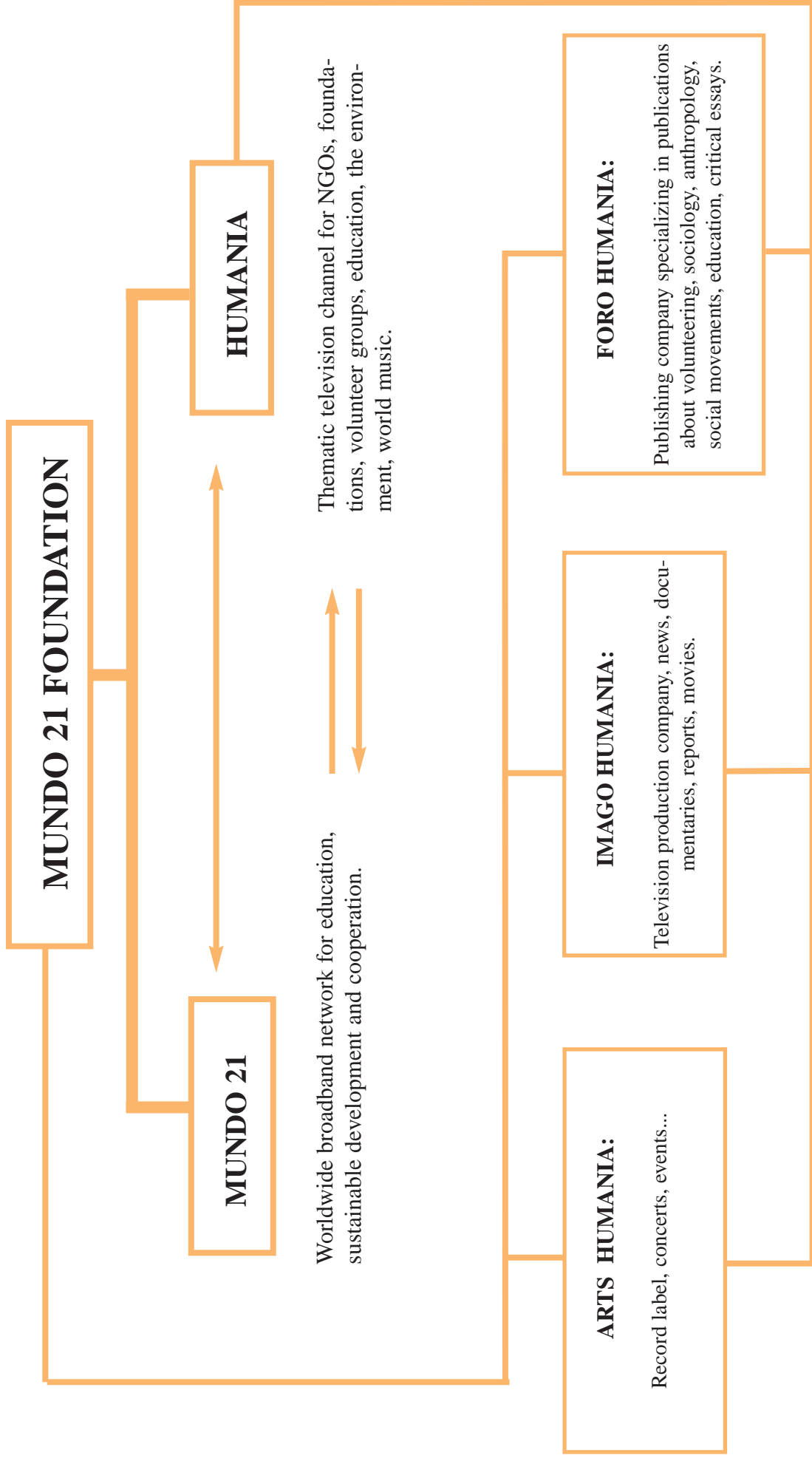
*Inscrito en el Registro General de la Propiedad Intelectual  
con el n° 1997/46/16494/ Abril 1997.*

*Writers Guild of America Reg. No. 109495-00. / 113233-00 / R05113-00  
Instituto Nacional del Derecho del Autor de México  
Reg. No. 02632. Septiembre de 2001*



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# HUMANIA



## 1. INTRODUCTION

### DEFINITION

HUMANIA is the first thematic television channel whose content and methods show deep commitment to working towards the spread of the Universal Declaration of Human Rights from the perspective of citizen participation. An original and necessary option which reflects the initiatives of civil society in the face of challenges of any magnitude. Whether they be tiny gestures which lead to great actions or actions by prestigious institutions with deeply rooted tradition who have been developing and perfecting their work with rigor and nobility for years. It is the stage for national and international NGOs, foundations, and organizations dedicated to volunteering, the environment, education, sustainable development, social action, senior citizens, culture, cooperation, new technologies, alternative globalization, co-development, or world music to name some of the topics of interest. A channel with a pronounced social character that offers information services dealing with the various facets of human beings and their values, their accomplishments and their ideals. It is a window for expert opinion, knowledge and experience. It is a possibility to show an infinite number of initiatives aimed to better the lives of others, to observe the way in which we live, and to understand what unites all inhabitants of this planet that we share while giving us the opportunity to connect and to interact. This channel is open to broadcasting concerts, debates, testimonies, forums, worthy advertising, etc.

It offers a distinctive focus on the highest human abilities in areas which are paradoxically not usually portrayed in the media, and an opportunity to become aware of or to participate in all the projects that aim to dignify this world from any of its many corners. This is a challenge for any coherent and just individual or group today. Humania is an alternative to the media which do not offer sufficient or adequate coverage in these areas because they are buried in market interests and are forced to engage in a fierce fight for ratings to the detriment of quality programming.



Humania is television for all audiences that will address issues related to the environment, society, health, cooking, economy, philosophy, religion, projects for children, sports, senior citizens, art, politics, etc. We will approach the beauty of the world through the lens of volunteer participation to make this world a livable, just, and dignified place.

Humania is a channel that will acquire broadcast material from outside sources but that will gradually open itself up to creating its own productions and co-productions. HUMANIA and the MUNDO 21 network system will supply each other with material as well.

## TECHNICAL DESCRIPTION

Definition: Thematic television station.

Transmission: digital through basic digital platform or cable.

Airtime: Initially, a 4 to 5 hour loop that will be rerun weekly and that will gradually increase to 24h programming, 365 days a year.

Outside production: about 90% initially.

Own production: 15 to 30 minutes daily at first. Initially, it will be an official announcement bulletin. Once production permits, it will become a daily news broadcast addressing the volunteer world.

Types of programs: 70% documentaries, 20% world music, 10% own production, including news items, debates, testimonies, and mailbox.

Target audience: all audiences.

Advertising: between uninterrupted programs.

# HUMANIA



## 2. THE FUTURE OF TELEVISION

HUMANIA: television of the future

From analog transmission through the air to sophisticated multiplex digital packages, from coded satellite transmission to Set Top Box systems, transmission of television signals has been revolutionized in the past few years. Viewer attitude in front of the television set is no longer passive, and everything seems to indicate that this interactive process is growing. One thing is certain, terrestrial digital television will dominate in a few years bringing with it new ways of becoming involved. At the same time, new technological applications, fruit of I+D+I, are allowing us to shape the future.

The Gandalf, Power Line Communication program developed by the Polytechnic University of Valencia and co-financed by the European Commission, which allows broadband Internet transmission through regular electric cables that is 1000 times faster than ADSL connections, or Telefonica's Imagenio system, which offers 22 television channels, plus cinema and Internet at 4.5 Mbps above technology based on copper DSL, are two examples of many already existing initiatives that demonstrate the versatility, variety, and capabilities of new audiovisual connections.

One of HUMANIA's intentions as it grows is to continue to be technologically vanguard. We take on the challenge of continually upgrading our TIC technology, including for research and development, in order to be able to provide quality programming to as many spectators as possible in all regions of the world. In addition, given its unmistakable dedication to participatory service, Humania must become a reference in services that complement digital television.

Thanks to this proposition, it is possible to imagine that in the near future, any HUMANIA viewer will be able to make a donation to an NGO or foundation of his/her choice (possibly after having seen a documentary or a news report on its activities), to access a Mundo 21 network station for education and sustainable development, to have access to databases or archives specialized in images or information, and also to communicate with a sponsored child thousands of kilometers away.

HUMANIA must be the tool of reference for a new kind of television founded on transparency, independence, democratization of opinion and technology, citizen forums, and everything that deals with the human ability to socialize and evolve.



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## STYLE

The channel will have a pronounced and distinctive style that will allow viewers to recognize it easily. A vessel of strong human identity capable of accommodating its own formats or sub-formats. The surge in specialized programs that television has experienced in the past few years has produced a real revolution when it comes to creating a corporate station image. Some, such as MTV or the Franco-German consortium Arte, have developed creative ways of presenting material that are specific to them. With time, Humania aspires to gain similar consideration. To accomplish this, in addition to creating a logo, a call signal, bugs, smooth continuity, promotions, teasers, tickers, we will find music, ambient sounds, atmospheres, faces, and other elements that suggest a universal concept of television that is open to human beings, to their ambitions for respect, sustainability, and diversity. Providing preferential treatment to programs when it comes time for viewer selection, makes for a harmonious concept and also for a more attractive channel.

We will design a thematic channel with a distinctive personality inspired by the creativity of humans and their ability to socialize, on the importance of culture as a generator of identity, on ethnic concepts, and on the greatness of diversity. Humania must obviously have a strong editorial line rooted in independence, rigor of information, critical analysis, respect, and ideological neutrality.

An innovative idea with a strong brand name identity whose goal is to become a prototype exportable to other digital platforms, to official television consortia, and to cable and Internet servers.



### 3. TRANSMISSION AND CONTINUITY

The transmission signal will either be sent to SOGECABLE who will contract a play-out server at another transmission center or we can also contract SOGECABLE's play-out service and send reviewed tapes along with their basic outline.

We will contract SOGECABLE's transponder service (Astra and Hispasat). In time, we will be able to hire other services in order to have access to additional interactivity options, such as access to the MUNDO 21 network at any time, links with the Internet, and access to texts and other information, etc.

### 4. PROGRAMMING

In the beginning, a 4 hour grid of programming will be created. One of the hours will be a daily premiere which will be rerun during the week. As the channel grows, programming will increase gradually to reach 24 hour broadcasting, and 3 or 4 hours of premieres. We will guarantee fresh and varied programming.

#### **-DOCUMENTARIES**

Documentaries will fill the majority of programming (70%), especially in the beginning. They will adhere to the channel's theme and will touch on all aspects of life: health, food, culture, cooking, nature, economy, society, art, etc. They will always possess the distinctive touch of volunteer work, social work, or NGO, foundation or institutional research. We will rely on the following producers and contents:

#### **- NGOs**

We will first ask both large and small NGOs to contribute archive material that they possess and acquire copyright authorization to broadcast them. Associations and NGOs already possess and will continue to produce vast quantities of material.



### **-EUROPE**

We will acquire news archives from the E.U. and create an E.U. programming slot. We'll emphasize on the extension of Europe. Today, the E.U. ranks first among communities who invest in development projects around the world. We will create a permanent broadcast section for this type of material.

### **-FOUNDATIONS**

As do the NGOs, foundations also dispose of historical material. Foundation may also be a source of income as we can count on them to produce material for their own airtime space.

### **-INSTITUTIONAL**

Organisations such as the UN (UNICEF, UNDP, FAO, WHO, etc.) own vast amounts of audiovisual archives resulting from many years of work around the world. Given the nature of the UN, and after a rigorous ethical selection process, this material may be broadcast free of cost by any interested party.

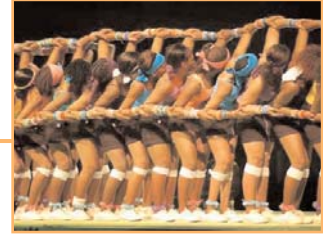
The Humania creation team is already in advanced stages of negotiations with these organizations. Other institutions, such as governmental departments, autonomous communities, and town halls will also have a space to show their productions.

### **-THE MARKET**

At a reasonable cost, we can purchase documentaries of interest from the market. We could also rely on productions from Spanish and international television channels with whom we would establish participatory agreements.

### **-OUR OWN PRODUCTIONS**

Occasionally, we will create simple productions in addition to already existing material and, when the budget allows it, produce our own documentaries. We will report on local events, concerts, interviews, and other special events. There will be live broadcasts, although these will primarily come from the Mundo 21 network, who will submit material continually and permanently.



### **-MUSIC**

Music, which will make up 20% of programming, will play a fundamental role for our channel. Programs will focus on world music, whether it be traditional or contemporary, from a perspective of diversity, culture, and variety. We will broadcast videoclips, musical events, interviews and documentaries. At first, most of the musical programs will be acquisitions; nevertheless, with time, we hope to produce specials as well as create our own label in order to broadcast through other media.

### **-NEWSCASTS**

We will begin with a 10 to 15 minute written newscast which will scroll on the screen and will provide the latest new items and events true to the channel's mission. This will slowly turn into a real and distinct information space that must be the single most distinguishing element of the channel. For example, we could broadcast live from different interest sites such as the World Social Forum in Porto Alegre, UNICEF headquarters in Switzerland, or a refugee camp in Jordan. As the number of computer terminals in the MUNDO 21 broadband network for education and development increases, these will also become direct access points for reporters. Thus, we could, for example, establish a connection with a school in Mauritania where a volunteer worker would inform us on the inauguration of a project through ECHO of the European Commission to provide drinking water to the community.

### **-DEBATE**

In this weekly 1 to 2 hour time slot, we will discover the opinions of the best experts in a given field. They will generally not be well known media personalities; however, they will be eminent figures in their field: Nobel peace prize or alternative Nobel prize winners, activists, philosophers, spiritual leader, etc. They will be able to offer alternative perspectives on the topic at hand. Again, we point out that the expansion of the MUNDO 21 broadband network will allow live interaction between guest speakers who are present at the studio and other participants, whether they be students in the developing world, experts, or critics, at other locations in the network.

This communication structure and/or set up will also be used in the second phase of programming, which will introduce forums for youth and senior citizens.

### **-TESTIMONIES**

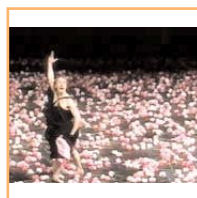
This is a space in which volunteers and professionals from very different walks of life talk about how they became involved in their causes, and share their motivations, their successes and failures, their experiences and goals, etc.

### **-MAILBOX**

The mailbox gives the general public the opportunity to respond and voice its opinion on the web with the use of a webcam, by sending videos, or at public meetings in designated venues. The mailbox will be strongly interconnected with the Internet.

## 5. ADVERTISING

The space dedicated to commercial spots for business, organizations, and foundations that match the values that define Humania will be the main revenue for the channel. This revenue will increase gradually and will never lead to a cut in programs.



## 6. PROMOTIONS AND SELF-PROMOTIONS

Promotion will be continually produced and will be edited by our own production team. Their objective will be to bring attention to programs or relevant events and establish audience loyalty. Appealing visuals, quality and strong channel personality are fundamental.



## 7. FUNDING AND CONTENT MANAGEMENT

We assume that the platform will not make money during the first year. Establishing ourselves as a foundation will allow us to receive funding from other foundations, from grants, or from any other group who is affiliated to our project. The European Commission, the UN, and other foundations have already shown interest in contributing in different ways.

The main sources of direct funding, especially at the beginning, will be advertising, leasing of air time, and the contribution of programs:

**ADVERTISING:** collaborating businesses and organizations will be able to air announcements as long as they meet our requirements.

“SALE” of airtime: we will be able to lease airtime slots to foundations or organizations who would like a space with a certain interest and noteworthiness. This space will be “sold” and will benefit from a certain financial independence which could lead to a space to show productions as long as they respect the style and contents of the channel.

**CONTRIBUTION OF PROGRAMS:** although programming will rely primarily on the purchase of material based on a per hour price, it will be possible to contribute to the channel by donating programs. Such will be the case of archives and documentaries provided by the EU, the UN, and other producers who have a social awareness mission.

**REVENUE FROM PROFIT:** in accordance with the concept of a foundation, the profits will be reinvested in production. The budget should increase as the channel grows.

**REVENUE FROM AUDIENCE CONTRIBUTION:** revenue earned from a growing audience. Although we will begin without this type of revenue, we will begin seeing contributions in the second year of service.

**SALE OF THE BRANDNAME:** if we are successful in creating a channel with identity, we will be able to sell the format to other countries.

**GRANTS:** Given the social and beneficial profile of the MUNDO 21 foundation and of the HUMANIA channel, we have the possibility of applying for numerous grants at local, national and European levels.



## 8. THE TEAM

The Humania channel will be composed of two fundamental and complementary branches with interdependent management. For economic or technical reasons, part of the production process will be subcontracted.

The channel will be formed by:

### THE MUNDO 21 FOUNDATION

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This will be the managing branch of the entire system formed by the network Mundo 21 network and the Humania channel. It will include:

- A president
- An executive director
- A board of members
- A secretarial office
- A social advisor
- A communications advisor
- A foundation and NGO advisor

### THE PRODUCTION STUDIO: IMAGO HUMANIA

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It will be in charge of creating original, finished material, including promotions and self-promotions. It will also purchase and review outsourced material for the HUMANIA channel. It will include:

- A station director
- A production director
- A production manager
- A production assistant
- A secretary
- A director
- A director's assistant
- A cameraman
- A film editor
- An editor
- A scriptwriter
- A researcher and librarian (video librarian)



The Mundo 21 Foundation will also count on other businesses to generate material and to reach its objectives of implementing and expanding its broadband Mundo 21 network for education and sustainable development in regions of the planet that might be considered in need.

#### THE MUSIC DISTRIBUTOR: ARTS HUMANIA

It manages acquisition of copyrights for broadcast and distribution through other media. Along with the television station, it will be responsible for producing events for subsequent broadcast. It will create an independent ARTS HUMANIA label from which a considerable part of its profit will be reinvested in the Mundo 21 foundation. It will outsource production, marketing and distribution services for the launch of its product on the market. It will be composed of:

- A production director
- An artistic director
- A secretarial office

#### THE WEBSITE: MUNDO21.ORG

In addition to its own website [www.humania.tv](http://www.humania.tv), where all the information concerning the programming, history, links, contact information, etc. will be posted HUMANIA, being part of the Mundo 21 broadband system, which is dedicated to education and sustainable development, will be linked to the [www.mundo21.org](http://www.mundo21.org) site.

This web will be closely related to the MUNDO 21 network, maintaining 24 hour links with other terminals. Links with our partners will also be possible. The website will be managed by:

- A web director
- A webmaster
- An editor

#### THE PUBLISHING COMPANY: FORO HUMANIA

Dedicated to the publication of studies, articles, essays about sociological research related to volunteering, sustainable development, anthropology, education, human rights, etc...

Technical equipment for the production company distributor, and web-production:

- offices with a mini set of about 200 square meters
- DV recording equipment
- DV and BETACAM DIGITAL editing equipment
- Production and editing equipment
- Tech/computer support
- Labeling equipment
- Video library

We will sub-contract the following services for our own production: dubbing, subtitling, transportation, legal advice, and technical means for recording and transmitting.

## 9. PROGRAMS



-U.N. IN ACTION: a series of documentaries made more than 20 years ago depicting humanitarian actions taken by the U.N. throughout the world. These will give us the opportunity to carry out follow-ups of any given action or program.

-EUROPE HUMANIA: reports from the European Commission concerning any initiative dealing with development, foreign aid, volunteer work, NGOs, and political, social and environmental issues.

-GLOBAL VISION: reports by different news agencies or other media groups who have a humanitarian or educational agendas.

-THE HUMAN FACTOR: program in which a guest journalist / editor introduces a quality documentary that is to follow. In most cases the documentary will have been awarded prestigious international prizes. At the end of the viewing, the journalist /editor will give us further information, such as a bibliography, relevant Internet addresses, about the subject at hand. He may also conduct an interview with the producer or director of the documentary.

-RHYTHMS OF THE WORLD: world music program. This program will generally be a documentary about a specific human theme. We will also air humanitarian concerts, or anthropological or ethnographic productions of music trips around the world.

-ECO MEDIA: a program dedicated to environmental issues. It will report on local and European programs and other concrete actions, it will offer advice, do follow ups, address current issues, such as water supply, desertification, habitat, sustainability, etc...

-IN FIRST PERSON: testimonies by correspondants and volunteers who dedicate part of their time to some kind of cause within an NGO, a foundation, or an organization.

-OFFICIAL ANNOUNCEMENTS: posting of various information, such as grants, calls for proposals, exchanges, programs, actions, etc. This space will eventually be converted into a news service when production capacity permits.

-THE CORNER: similar to "Hide Park Corner" in London where anyone who wishes to do so is given one minute to voice his/her opinion.

-ENCOUNTERS: weekly program where experts with differing points of view debate about a given topic. A documentary may precede the debate. Debates will usually address Human Rights issues.

-A LOOK AT THE WORLD: projection of full length fiction films whose theme coincides with the station's mission.