

PERMANENT COUNCIL OF THE  
ORGANIZATION OF AMERICAN STATES  
COMMITTEE ON INTER-AMERICAN SUMMITS MANAGEMENT  
AND CIVIL SOCIETY PARTICIPATION  
IN OAS ACTIVITIES

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APPLICATION TO PARTICIPATE IN OAS ACTIVITIES  
PURSUANT TO ARTICLE 6 OF THE GUIDELINES FOR PARTICIPATION BY CIVIL  
SOCIETY ORGANIZATIONS IN OAS ACTIVITIES [CP/RES. 759 (1217/99)]

[*Centro Nacional de Comunicación Social (Cencos)*]

ANALYSIS OF FACTORS RELATED TO THE APPLICATION BY THE  
*CENTRO NACIONAL DE COMUNICACION SOCIAL (Cencos)*  
TO PARTICIPATE IN OAS ACTIVITIES

This document was prepared by the Summits Secretariat to provide member states of the Organization of American States (OAS) with information on the civil society organization *Centro Nacional de Comunicación Social (Cencos)* of Mexico.

The information contained in this report is in response to resolution CP/RES. 759 (1217/99), “Guidelines for the Participation of Civil Society Organizations in OAS Activities.” This document contains a summary and a list of supporting documentation presented by *Cencos* in accordance with the aforementioned Guidelines.

1. Background

*Centro Nacional de Comunicación Social (Cencos)* is a civil society organization founded on June 22, 1964 in Mexico to conduct activities designed to achieve public and prompt exchanges of news and information, thereby helping to ensure that society as a whole has ample and continuous knowledge of current affairs.

The principal objectives pursued by *Cencos* are promotion of democracy, respect for human rights, and the strategic use of communications in civil society organizations. Accordingly, *Cencos* focuses on:

- Highlighting civil society organizations in the media;
- Facilitating civil society organization access to the media;
- Fostering the use of new technology in community media; and
- Encouraging the democratization of the media in Mexico.

*Cencos* raises funds by providing consultant services on communication strategies and tools to civil society organizations and the media; by organizing training workshops for Mexican and international journalists, and by distributing briefings.

*Cencos* also receives contributions from international organizations.

*Cencos* filed its application with the OAS on September 8, 2005.

2. Name, address, and date of establishment of the CSO

Name: [Centro Nacional de Comunicación Social (Cencos)]

Address: Medellín 33, COL. Roma, Delegación Cuauhtemoc  
C.P. 06700, México. D.F.

Telephone: 52-55-5533-6475/76

Fax: 52-55-5208-2062

E-mail: [cencos@prodigy.net.mx](mailto:cencos@prodigy.net.mx)

Website: [www.prodigywebinet.m/cencos01](http://www.prodigywebinet.m/cencos01)

Director: Eréndira Cruzvillegas Fuentes

Date established: June 22, 1964

3. Primary areas of activity of the CSO and their relationship to OAS activities

*Cencos'* main objective is to achieve civil society participation and to promote a culture geared to the defense of human rights via unrestricted access to community media.

The primary recipients of *Cencos* services are civil society organizations, indigenous communities, and marginalized rural sectors that traditionally have no access to the media.

*Cencos'* objectives are to:

- Organize meetings and conferences to train people working for the media in issues related to democracy, human rights, and information ethics;
- Develop communication strategies, especially with respect to community communication;
- Produce and distribute bulletins, conferences, and curricula focusing on such issues as democracy, human rights, justice, economic policy, education, and environmental management with communities and civil society organizations;
- Establish and support management of libraries and cultural advancement centers;
- Obtain licenses to establish radio and television stations;
- Promote the production of films, documentaries, and plays to benefit the community.

4. CSO contributions that could be of interest to the OAS

*Cencos* can facilitate media access for civil society organizations and citizen participation in decision-making processes and in economic and social development.

Other contributions of interest to the OAS are:

- Facilitating access to the media and new communication technologies;
- Opening up channels for dialogue between civil society organizations and the Federal and municipal governments.
- Developing community communications strategies and tools.
- Preparing special papers on civil society organizations in the principal media;
- Organizing and managing press conferences for civil society organizations; and.
- Providing logistical and communications support in organizing and holding meetings and other activities.

5. Identification of the OAS work areas in which the CSO proposes to support ongoing activities or to make recommendations on the best way to achieve OAS objectives

- Assisting with the dissemination of the programs and activities of the OAS General Secretariat and, in particular, those of the Department for the Promotion of Good Governance and of the Inter-American Commission on Human Rights, using radio programs and both electronic and printed media.
- Promoting the work of the Summits Secretariat via the media.
- Conducting campaigns and conferences and using communication tools to instill democratic values and the defense of human rights, especially in disadvantaged sectors, jointly with the Secretariat for Political Affairs and the Inter-American Commission on Human Rights.

6. Documents submitted by the CSO to the OAS

- Letter addressed to the Secretary General of the OAS, dated September 8, 2005
- Notarized copy of the Charter of the Centro Nacional de Comunicación Social, issued on August 2, 2002
- Certified copy of the registered Bylaws, June 5, 1998.
- The *Cencos* magazine: “Communication for Participation”
- The *Recuento de Daños* magazine
- Report on activities carried out in 2003