

# WALLPAPE MAPU MEW TAYIÑ RAKIZUAM

*"Let our vision reach out to all corners of our land"*

**Training youth in film-making and community television in Mapuche communities,  
Chile**

A project presented by:

*Wapikoni mobile, Centro de Desarrollo Socio-Cultural Mapuche and the  
Strategic Digital Video Initiative*

## Context: The Mapuche

The traditional territory of the Mapuche indigenous nation stretches across what is now known as south-central Chile and three provinces of the Argentinian Patagonia. In Chile, the Mapuche make up approximately 10% of the country's population.

The Mapuche are considered the only indigenous people of South America to have successfully resisted the Spanish, who, in 1641, signed a treaty with the Mapuche chiefs acknowledging the autonomy of the latter's territories. Following the independence of Chile, an aggressive policy of "Pacification" and assimilation led to the drastic reduction of the Mapuche population and the creation of a reserve system.

Today, Mapuche communities are often circumscribed to small plots of land degraded by industrial forestry and largescale agriculture and cattle ranching. Some communities have been affected by relocation for hydroelectric projects. Unresolved land disputes are common and in some cases have led to the militarization of Mapuche communities and documented cases of police intimidation and violence against community members, including women, children, elders and traditional authorities such as chiefs and healers.

The Mapuche language, *Mapuzugun*, is quickly losing ground to Spanish and there is concern about the survival of cultural practices among the younger generations. The Mapuche population suffers from the highest rates of poverty and extreme poverty in Chile, and is often subject to racial and linguistic discrimination in interactions with Chilean institutions, the media and society at large.

## The Project

*Wallpape Mapu Mew Tayiñ Rakizuam* is a locally-conceived initiative that will provide training to Mapuche youth from marginalized rural communities in audiovisual creation and the management of community television. During an intensive 1.5 month long summer school, the youth will be trained to produce professional-quality short films, from scriptwriting to camera to editing. They will then be given a chance to apply their new skills in the production of a first short film in their own community and according to their interests and priorities. The tool of community television will be used as the primary medium for the diffusion of these creations to the participating rural communities, at the same time allowing the youth to gain the skills needed to play an active role in the start-up and management of the first Mapuche community television channel in Chile, Mapuche TV3.

### Project Goal

Through audiovisual creation, encourage self-representation, dialogue, reflexion and the valuing of Mapuche identity as well as the preservation, production and diffusion of *Mapuche Kimvn* (Mapuche wisdom).

## Partners

**Wapikoni mobile** is a Quebec-based charitable organization affiliated with, among others, the Assembly of First Nations of Quebec and Labrador and the National Film Board. The organization's professional film-makers visit First Nations communities across Quebec in fully-equipped mobile studios, offering film-making training to the youth of these marginalized, often isolated communities. Wapikoni mobile considers film-making a means of encouraging youth to express themselves and reach out to the world.

Role: *Wapikoni mobile* will send two film-makers to provide training to Mapuche youth: one professional with past experience training First Nations youth through *Wapikoni mobile* projects, and one First Nations film-maker-in-training who will serve as assistant trainer while benefiting from the opportunity to further develop her or his skills and meet and exchange with Mapuche youth.

The **Centro de Desarrollo Socio-Cultural Mapuche (CDSOCUM)** is a Mapuche non-profit based in the city of Temuco, in the heart of Mapuche territory. The organization's current project is the creation of **Mapuche TV3**, the first indigenous community television channel in Chile. This initiative focuses on rural Mapuche communities, where access to quality media is limited, often non-existent, and where there is a need to involve and engage youth as the future leaders of their communities. Mapuche TV3 will be a mobile studio, allowing the channel to set up and transmit from the heart of any community in Mapuche territory.

Role: As the local partner, CDSOCUM will identify the participating communities and youth, and arrange the logistics prior to commencement of the project. The director of the Mapuche TV3 project will provide training in community television management and will ensure that the project is carried out within the cultural framework of the Mapuche communities where it will take place.

The **Strategic Digital Video Initiative (SDVI)** is an independent initiative focused on training and capacity development in audiovisual applications, particularly digital video, as a tool for the defense and development of indigenous culture, lifeways and territorial integrity. The SDVI has been working since 2008 with Mapuche communities and has collaborated with CDSOCUM to develop this project.

Role: The two members of the SDVI will serve as logistical coordinators throughout the project and will provide technical support where needed, including assistance during training sessions, translation and the development of culturally appropriate pedagogical material. They will likewise provide workshops on strategic communication and will coordinate and facilitate a process of collective and continuous project evaluation .

## Quick Facts

- ✓ *Wallpape Mapu Mew Tayiñ Rakizuum* will take place from December 2010 to April 2011.
- ✓ Six to 12 youth (ages 18-40) will participate in a 1.5 month intensive summer school and in two community production visits.
- ✓ The summer school will be held at the rural municipal school in the Mapuche community of Puyehue.
- ✓ Upon completion of the project, a minimum of one and maximum of three professional-quality short films will have been produced by the participating youth. These short films will be submitted to community television channels across Chile, to international film festivals, and will be distributed through networks in Chile, Canada and elsewhere.

## How you can help

- ✓ Funding: financial support will help us meet the operational costs of the project.
- ✓ Donations in-kind: new or used audiovisual equipment will help Mapuche TV3 set up its mobile studio.
- ✓ Solidary partnership: Mapuche TV3 is seeking long-term, stable partnerships with organizations in Canada that can encourage and participate in the growth and development of this grassroots initiative.