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PAÍS



Commitment to society



- Fundación Santillana
- Education as the engine of social development
- Promotion of the arts and culture
- Fostering awareness of the issues facing society

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Commitment to society

At PRISA we strive to maintain and improve our commitment to society through socially responsible and ethical behavior in all our operations. We have subscribed to a number of voluntary codes which respond to the needs and concerns of the world around us, particularly in the fields of education, information and entertainment.

Our commitment means we are aware of the needs and concerns that constantly emerge in the globalized and multicultural world where we operate. Whenever possible, we endeavor to make sure our operations respond to these needs, either through our own initiatives or through third party initiatives. We are aware of the impact and social reach of our operations, which is why we make the utmost efforts to ensure that our actions foster the principles of solidarity, respect, sustainability and responsibility.

These operating principles and criteria are patent in the support we offer to our own initiatives or third party initiatives that foster and promote values we consider vital for society in the areas of culture, the arts, sport and education.



Forum on Spanish-language Cultural Industries: the US and Spain, organized by the Fundación Santillana

Fundación Santillana

The Fundación Santillana was established in 1979 to promote educational and cultural projects, to foster the active exchange of knowledge between Spain and Latin American countries, to organize forums for the exchange of ideas and to sponsor initiatives related to the world of publishing, information and education.

The strong presence of PRISA's media and publishing companies in Spain, Portugal, Brazil and the United States, reinforces the presence of the Fundación Santillana over a wide linguistic, geographical and social area. Channeling initiatives that respond to criteria of excellence and quality, promoting debate on crucial issues, identifying the most qualified cultural agents and disseminating their contributions are just some of the goals adopted by the Foundation since its inception.

The Fundación Santillana is committed to active engagement with the civic values that enable the free and fruitful production of cultural goods that are accessible to all citizens. The free flow of ideas, and the related processes of research and development, promotes social and economic development, favors the development of responsible citizenship and fosters tolerance and peaceful coexistence.

The **International Don Quijote de la Mancha Award**, which celebrated its third year in 2010, has established itself as one of the most prestigious on the Spanish language and cultural scene. Spanish-language authors honored by the Award (Carlos Fuentes, Mario Vargas Llosa, Juan Goytisolo) and institutions that have contributed to the spread of the Spanish language (the Brazilian government, the Philippine government, the association of Spanish language academies) over the past



Philippine President Gloria Macapagal-Arroyo and the writer Mario Vargas Llosa win the International Don Quijote de la Mancha Award

three years have set the exacting standards of the prize, which is set to become a permanent fixture.

The launch of the **Seminar on Narrative and Journalism** at the International University Menéndez Pelayo and the publication of its content online has opened up new possibilities for the teaching of literary journalism in Latin America. Open to all Web users, the seminar contributes to the training of students and young journalists.

Learning in a digital world was developed by the Fundación Santillana in Brazil, and conducted in Portuguese for the Brazilian teaching community. The format was designed to introduce teachers to the digital environment. The program is structured to be accessible to users of any knowledge and skill level. The goal is to place the Brazilian teaching community at the cutting edge of education and provide teachers with effective supervision skills for student learning.

Activity of the Fundación Santillana:

SPAIN

In Madrid:

The **International Don Quijote de la Mancha Award**. On April 15, the winners of the second edi-

tion of this award, the writer Mario Vargas Llosa and Philippine President Gloria Macapagal-Arroyo, received the award at the Zarzuela palace from King Don Juan Carlos.

Signing of Agreement between the Fundación Santillana and the Fundación Global Democracia y Desarrollo (FUNGLODE)

Both organizations signed on May 20 in Madrid an agreement aimed at establishing a framework for cooperation in their respective fields of institutional activity, culture and education. Among the activities planned are forums for the discussion of major contemporary issues, particularly those relevant to Latin America and the media, and the development of social and cultural research projects in the Dominican Republic and Spain. FUNGLODE (the Global Foundation for Democracy and Development), chaired by the President of the Dominican Republic, Leonel Fernandez, was founded in 2000 and is a private nonprofit organization envisaged as a think tank promoting rigorous research and academic excellence, and at fostering better public policy, democracy, respect for human rights and sustainable development.

Masters in Governance and Human Rights: The Jesús de Polanco Memorial Chair for Ibero-American Studies, sponsored by the Fundación Santillana, and the Universidad Autónoma de Madrid (UAM), launched this new academic initiative on July 14. The Masters

course began in January 2011. It is a one-year (60 credits) university degree, which combines classroom training, an internship in institutions (with renowned experts in law, political science and philosophy) and a final research paper.

Monographic Education Week. *Education in 2020* was the theme of the twenty-fifth edition of Monographic Education Week. The sessions took place from November 22 to 26 in the Santillana auditorium. The conference is an initiative of the Fundación Santillana in Madrid and has been held continuously since 1986. It is sponsored by the Organization of Iberoamerican States (OEI).

Spanish-language cultural industries: USA and Spain. The Fundación Santillana and the Fundación Alternativas -in collaboration with the Center for Latin American Studies at the University of Miami and the Museo Nacional Centro de Arte Reina Sofía, sponsored by the Spanish Agency for International Development and Cooperation (AECI) and the Ministry of Culture- held a second annual forum, bringing together analysts and professionals from Spain and the United States to promote a better understanding of the trends that shape the market for audiovisual products in Spanish.



In Santillana del Mar:

Lessons and Masters: The third international seminar on Spanish-language literature was held on June 21, 22, 23 and was led by writers Rosa Montero, Manuel Vicent and Héctor Aguilar Camín.

Organized by the Universidad Internacional Menéndez Pelayo and the Fundación Santillana, the forum was held in the Torre de Don Borja, headquarters of the Foundation in Santillana del Mar, Cantabria, and forms part of the summer courses offered by the UIMP. Although not open to the public, the proceedings are available on the Internet. The closing session took place in Santander, in the auditorium of La Magdalena.

In Barcelona (in collaboration with the Casa America Catalunya):

Latin American Literary Banquet. To celebrate St George's Day, the Fundación Santillana offered a feast of Latin American literature, an initiative that served up great literature and food. The menu, included poetry from Chile, Colombia, Argentina and México, commemorating the bicentennial of their independence in 2010, read by a wide and varied group of writers.

History of the Mothers of the Plaza de Mayo. The Italian company Assamblea Teatro, invited by the Fundación Santillana, staged on April 30 a work denouncing one of the greatest crimes of the dictatorship in Argentina. Directed by Renzo Sicco, the monologue was based on *Le irregolari*, by Massimo Carlotto.

Chronicle of the bicentennial. The congress took place from May 11 to 14 with the participation of intellectuals and politicians from Argentina, Colombia, México, Venezuela and Chile, who this year celebrated the bicentennial of their independence.

Bolívar, fragments of a dream. The Teatre Grec hosted this theatrical production on June 28 and 29. The play was critical review of the politician and general Simón Bolívar, the father of Latin American independence. Directed by Omar Porras with texts by William Ospina, it won the Rómulo Gallegos Prize 2009.

Concert recital of “Del Amor” by Juan Gelman.

On September 28, at the Sala Oriol Martorell at the L’Auditori in Barcelona, Juan Gelman, the 2007 Cervantes Prize winner, recited his poems of love accompanied by Argentine bandoneon player Rodolfo Mederos and his musicians, against a backdrop created by Argentine stage director Cristina Banegas.

Capital Space, five views of five cities. In October, this conference looked at the urban fabric of Buenos Aires, Mexico City, Santiago de Chile, Bogotá and Caracas

Tribute to Carlos Monsiváis. A special tribute was paid on November 2 and 3 to the Mexican writer Carlos Monsiváis, who died in 2010, one of the most respected voices in Latin America.

In Mallorca:

The Formentor Literary Conversations Series.

The mask of the self. The third edition of the literary forum, organized by the Balearic Government and the Fundación Santillana, was held on September 10, 11 and 12. This year reflected on the masks of the self: memoirs, biographies, autobiographies, diaries and blogs, and brought together a distinguished group of editors, writers, literary agents and critics. In addition, the assembly paid tribute to the late writers José Saramago and Miguel Delibes.

In Santander:

Seminar on Narrative and Journalism. Held from July 26 to 28. These virtual lectures were among the

seminars held in Santander within the framework of the summer courses organized by the UIMP, in collaboration with the Instituto Tecnológico de Monterrey. In this first edition, lecturers included: Juan Luis Cebrián, writer, academic and journalist, David Hidalgo Vega, editor of the Peruvian magazine *Etiqueta Negra*, Francis Pisani, author of the blog Transnets.net, Pere Roca, director of TVE’s Canal Cultura, Victor Hugo Morales, director of the *La Mañana* on Radio Continental, Argentina, Leila Guerriero, journalist from Argentina, and Juan Villoro, Mexican writer. Each gave a lecture which was broadcast live over the Internet, all of which were available online at: www.seminario denarrativayperiodismo.com.

In Toledo:

The International Don Quijote de la Mancha Award 2010.

On October 26, the awards ceremony took place in Toledo for the III International Don Quijote de La Mancha Award. The ceremony was presided over by His Majesty King Juan Carlos. The prize was awarded in the category of best institutional work to the New Grammar of the Spanish language, published by the Royal Spanish Academy and the Association of Spanish Language Academies, for their contribution to the unity of the Spanish language and their comprehensive description of the existing forms of the different uses of language. In the category for lifetime career, the writer Juan Goytisolo was honored for all his works which seem as having revitalized the Spanish novel, critical thinking as well as having maintained an intellectual dialogue with Islamic culture. The award is organized annually by the Fundación Santillana and the regional government of Castilla la Mancha.

ARGENTINA

IV International Seminar on Literacy in the XXI century

This congress organized with the Universidad Nacional de San Martín followed the debates of previous years and was attended by academics, experts and policy makers in educational management from Argentina and Paraguay. Once again, the event had the backing of the Institute for Education Development and Innovation (IDIE) / Organization of Ibero-American States (OEI) Paraguay, and IDIE / OEI Argentina.





Biel Mesquida, Patricio Pron, Juan Cruz, Lluçia Ramis and Agustín Fernández Mallo, guest speakers of the III Annual Literary Conversations Forum in Formentor

Vivalectura Award. On May 7, as part of the 36th International Book Fair of Buenos Aires, the Vivalectura prizes were awarded. There were 510 entries from all provinces, public and private schools, as well as universities, teacher training institutes, libraries and individuals. This award, sponsored by the Fundación Santillana in Argentina, is an initiative of the Ministry of Education of Argentina and the OEI.

Latin American Forum on Education. From May 31 to June 2, the sixth edition of this congress under the title *Education and New Technologies: pedagogical challenges in the digital world*, sponsored by the OEI.

Iberoamerican Forum on educational journalism. From September 12 to 15, within the framework of the Ibero-American Education Congress in Buenos Aires, the first Iberoamerican Educational Journalism Forum was held, organized by the Jesús de Polanco Memorial chair in Iberoamerican studies, the El País-UAM School of Journalism and the OEI, to help establish partnerships between the media and educators to set up a participatory debate in society.

BRAZIL

Seminar “Aprova Brazil”. The Fundação Santillana in Brazil, in collaboration with the Ministries of Education of eleven Brazilian states, held from April 20 to May 15, a series of meetings with around eight thousand public school teachers on teaching and the performance of students in Brazil within the framework of *Aprova Brasil* (the government’s main instrument for measuring the quality of teaching in basic education in the country).

Education in Digital Culture. Santillana and Telefonica’s foundations sponsored, on Friday 20 August, a discussion with experts on the theme *Education in digital culture*. The meeting, which had the support of OEI, was held in the auditorium of the Bienal del Libro, Sao Paulo, Brazil.

Vivaleitura Award. The jury announced the three winning projects of 2010 in a ceremony on Friday November 18 in Brasilia. The Vivaleitura, an award recognizing projects that promote and encourage reading in Brazil, received over 1,800 entries from all over Brazil in its fifth year.

COLOMBIA

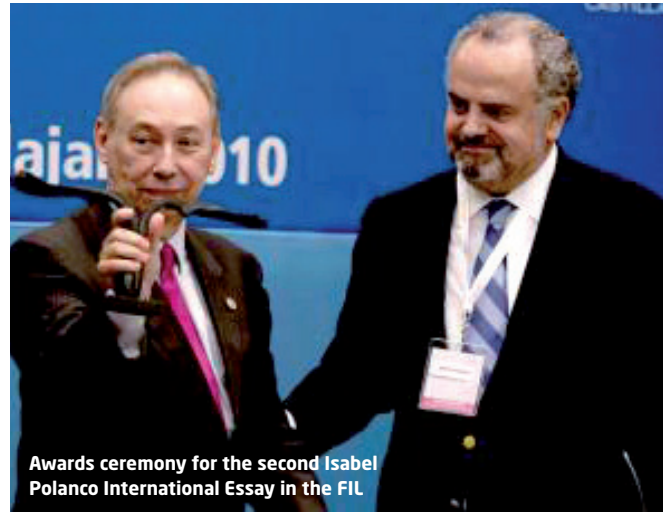
Lecture series: A new look at Independence.

To mark the bicentenary of Latin American independence, the Fundación Santillana held from March 11 to September 30 this lecture series, divided into eight modules.

Santillana Education Experiences Award. On December 1, 2010, Bogotá hosted the awards ceremony for the sixteenth annual Educational Experiences Award, presided over by the Minister of Education of Colombia, María Fernanda Campo and the President of the Fundación Santillana for Iberoamerica, Belisario Betancur. There were 113 papers received from around the country.

MEXICO

Isabel de Polanco Essay Prize. In this, its second year, the prize was awarded to Humberto López Morales for his work *La andadura del español en el mundo*



(published by Taurus, 2010). The awards ceremony took place in Guadalajara, México, coinciding with the Guadalajara International Book Fair (FIL) on November 2. The award was established by the book fair, in collaboration with the Fundación Santillana, in honor of the late CEO of Grupo Santillana, Isabel Polanco

Education as the engine of social development

PRISA is active in the defense and promotion of social and cultural values in the regions where it operates, especially in the fields of education and teaching.

An example of these efforts is its cooperation with prestigious universities in Spain and Latin America in the promotion of education and training. Among the participating universities are: the Universidad Autónoma of Madrid, the Carlos III University, the Menéndez Pelayo International University and the Instituto Universitario de Posgrado, associated to the Universidad Autónoma of Barcelona, the University of Alicante and the Carlos III University.

Santillana

All the operations of Santillana are informed by these values, and the company's goal is to contribute

to education and culture as a means to developing and building freer and fairer societies. This goal is inseparable from the company's strategy in all its operations and day-to-day activities, and we work under strict criteria of professional quality and respect for our users, that allow us to maintain and increase our presence and lead in all those societies where we operate.

ARGENTINA

Stand at the Iberoamerican Congress of Education: Goals 2021. The slogan was *A conference for us to think about the education we want*, and the congress was held at the Parque Norte Convention Center on September 13-15, 2010. Guests were shown books from the Fundación and on the Bicentennial.

Participation of representatives of the Company:

- International Congress on Language and Literature for Children and Young People, Santiago de Chile, organized by Fundación SM.
- International Seminar for Publishers (International Book Fair, Buenos Aires).
- Publishing Professionals Conference (Children's Book Fair, Buenos Aires).
- Attendance at the SEG technical conference, e-books and e-publishing in Mexico City.
- Argentina as guest of honor at the International Book Fair, Frankfurt, with the participation of our authors.

PERÚ

V Santillana International Congress and International Seminars: "Towards Education 2.0" aimed at raising awareness among teachers about the importance of incorporating ICT in the teaching and learning process, and geared towards users of Santillana, Al-

faguara Richmond and Alfaguara Infantil y Juvenil textbooks, thus generating loyalty.

Annual school principals convention, aimed at the goal was to update them on issues of educational management as well as generating loyalty.

Richmond Coordinators Convention, for English-language coordinators, the goal was to update them on current issues as well as generating loyalty.

PUERTO RICO

Santillana Dialogues. The first congress on experiences in technology and education. On November 10, 2010, a congress was held on the use of technology in the classroom, which involved a total of one hundred education professionals from the public and private sectors.

PRISA Publishing

- Publication of the special edition of *La Balsa de Piedra (The Stone Raft)* by Jose Saramago in aid of earthquake victims in Haiti. Through the Spanish Red Cross.
- Donation of books to libraries and hospitals.



Espaço do Professor, Santillana Brazil Initiative for Teachers

ARGENTINA

- Donation of a total of 2,079 textbooks and children's literature and adult books to various institutions working in disadvantaged areas and rural regions. Donations went to more than 50 primary schools, over 30 secondary schools and school and neighborhood libraries, and other social and cultural organizations. Participating institutions included the Fundación Banco Provincia, the Social Inclusion Programme in Vellaneda, Malimán Project (supporting border area schools), the Sisters of the Cross of Santiago del Estero and Missionaries of the Sacred Heart.
- Contribution to the Reading Marathon organized by the Fundación Leer (Reading Foundation). The initiative is promoted through a banner ad posted on the website and the through the donation of copies of the Leer es Genial (Reading is Fun) collection of books (Santillana) as well as other children's titles. The 2010 marathon also saw the initiative Lectores en Red (Readers Online). The Fundación Leer (Reading Foundation) carries out activities to promote reading in schools throughout the country.
- Agreement with INADI. We have worked closely with the National Institute against Discrimination, Xenophobia and Racism (INADI) to show Santillana's commitment to this issue.
- Collaboration with the Council for Catholic Education. Reissue of the book *Aportes para la implementación del Programa de Educación Sexual Integral*, developed by the Council for Catholic Education.
- On the occasion of the earthquake that hit Haiti in January 2010, we carried out a fundraising campaign among the company and our employees for UNICEF Argentina.
- Santillana participated in Meet the Publishers day. This was held at the Faculty of Arts at the University of Buenos Aires in November 2010. The goal was to develop an approach / relationship between students and graduates with publishing companies to facilitate their entry into the labor market.



The UAM/El País School of Journalism

The School of Journalism is the result of a cooperation agreement between PRISA and the Universidad Autónoma de Madrid and was founded in January 1987, as part of a strategic joint venture to provide journalism training to graduates from any field.

The school, as part of its commitment to society, has contributed to the training of almost 1,000 quality journalists, who can in turn contribute to strengthening civil society and democracy.

As part of this commitment, and, thanks to an agreement with the Fundación Carolina, three Latin American students receive a scholarship every year. The Group's companies offer a further seven scholarships to those students who have done exceptionally well in the entrance exam and who can demonstrate a real financial need. Out of an intake of 40 students annually, ten, therefore, have a scholarship.

2010 was a great year for the school, thanks to the integration of the teaching of print and digital journalism. Students now join a multimedia environment, with a particular focus on the digital and audiovisual worlds. They also gain experience in radio and weekly reports, as well as design, photography, and traditional media. A great deal of attention was also paid to journalistic ethics and media management. One of the objectives of the School is to instill the values that characterize the group, making them compatible with the best use of new technologies.



**Student winners of the X Annual
El País de los Estudiantes School program**

Students also participated in activities outside the school, including a journalism seminar on social awareness at the UAM, and a trip to Brussels, sponsored by the European Commission to learn more about EU institutions.

The school also held weekly lectures, conducted by way of press conferences, which not only addressed issues related to journalism, but also the world of politics, culture and sport.

The school has continued to work in collaboration with the Fundación BBVA to run Summer Schools. In 2010, the workshop on International Journalism took place at the UAM halls of residence in the Madrid mountains. The workshop on Business Journalism was held in collaboration with the Universidad del País Vasco (UPV) in San Sebastian; and the workshop on Science Journalism was held in collaboration with the Universidad Internacional Menéndez Pelayo (UIIMP) in Santander.

El País de los Estudiantes

In 2011 El País commemorates the tenth anniversary of El País de los Estudiantes, a free online school newspaper program, organized in collaboration with Endesa. The program, which has won international awards, is aimed at promoting reading and teamwork among students aged 14 to 18 years all over Spain.

In the 2009-2010 school year, more than 44,000 students working in more than 10,000 teams from 2,651 schools participated in the creation of a school newspaper. Over the last ten years, more than 290,000 students have participated in the initiative and have rated the program highly.

The program facilitates the use of newspapers in schools, thus promoting reading habits, and provides guidance to teachers on the educational use of newspapers. Teachers and students make their own paper using a desktop publishing system via the Internet provided by the newspaper *El País* and compete for the top prizes with other schools

Another initiative, El País de la Universidad, fostered newspaper reading among more than 50,000 university students in 2010, with more than 2 million copies of the paper distributed. The paper also awarded over 30 scholarships.

El País is also active in running special promotions, especially of subjects related to culture and education. In 2010 the paper provided the following pro-

motions. In the field of education and training: a Windows course, the Student Encyclopedia, ESO school level textbooks and the Encyclopedia of Animals. In literature: the Pérez-Reverte collection, Great works of thought, Literary gems, Geronimo Stilton. In the field of cinema: Great classics, Weekend movies, David Attenborough documentaries, Science fiction films. In the field of music: Cigala Tango, Miguel Ríos, Camarón.

Promotion of the arts and culture

From the very outset, PRISA has worked actively to promote the arts, culture and journalism by honoring excellence with some of the world's most prestigious prizes and awards. In the field of journalism, PRISA holds the **Premios Ondas Awards** and the **Ortega y Gasset Awards for Journalism** that pay tribute to the best professionals and productions in radio, television, online, in music and advertising. In the publishing world, PRISA honors literary creativity in Spanish with the **Alfaguara Book Prize** and the **Isabel Polanco International Essay Prize**.

The Premios Ondas Awards

The 57th edition of the Premios Ondas Awards, awarded by Grupo PRISA through Radio Barcelona, honored a wide and varied group of professional from the worlds of radio and television, who in 2010 were considered to have striven to provide new formats, to have shown a firm commitment to the dissemination of information and to technological innovation. In the radio category, winners included the program *Hoy por Hoy*, led by Carles Francino, the Chilean station ADN, honored for its coverage of the earthquake in Chile and the rescue of the miners in San Jose, and Onda Cero journalist, Carlos Herrera.

In the TV category, winners included the TVE series *Águila Roja*, the Canal + broadcasts of the World Cup in 3D, comedian Jose Mota (TVE) and the TV chan-

nels La Sexta and TV3 for their coverage of Formula 1. The International Television award went to Cuatro's *21 days in the mine*. Susana Griso (Antena 3) won best presenter award, and Paco Leon (*Aida*) and Natalia Verbeke (*Doctor Mateo*) won for best acting. In music, the big winner was Alejandro Sanz; Shakira, was named best Latin performer, and Raphael received the lifetime achievement award.

Ortega y Gasset Awards for Journalism

At the twenty-seventh edition of the Ortega y Gasset Awards for Journalism, the newspaper *El País* recognized the unstinting courage of reporters who strive to tell the truth with independence and rigor. In the category for **Best Print Journalism Report**, the prize went to *El País'* own national newsdesk, headed by José Manuel Romero, and the paper's editorial team in Valencia for their investigative work on the Gürtel Case. In the category for **Digital Journalism**, the prize was awarded to Judith Torrea for her blog *Ciudad Juárez, en la sombra del narcotráfico* (Ciudad Juárez, under the shadow of drug trafficking).

The Ortega y Gasset Prize for **Photojournalism** was awarded to the report *Somalia en el fin del mundo* (Somalia at the end of the world), by the photographer José Cendón, published in *La Vanguardia's Magazine*.

The Ortega y Gasset Prize for most **Outstanding Career in Journalism** to the Algerian-born French journalist Jean Daniel. As journalist in the French Resistance, friend and colleague of Albert Camus, founder and editor of the magazine *Le Nouvel Observateur*, and the author of high-quality literary journalism, he has contributed to creating teams of professionals who are now among the most-highly esteemed in the history of European journalism.

The jury for this, the twenty-seventh outing for one of the most prestigious journalism prizes in the Spanish language, was chaired by the director of the Museo de El Prado, Miguel Zugaza. The other jury members were the film director Daniel Monzón, María Garaña, president of Microsof Iberica, writer and journalist Daniel Samper and the four *El País* directors who have held that post since the paper's founding: Juan Luis Cebrián, Joaquín Estefanía, Jesús Ceberio and Javier Moreno. Juan Cruz served as secretary.

Alfaguara Literary Prize

The Chilean author Hernán Rivera Letelier won the **Alfaguara Literary Prize 2010**, endowed with \$ 175,000 (130,000 euros) in prize money and a commemorative sculpture by Martín Chirino, for his novel *El arte de la resurrección* (*The Art of the Resurrection*). The author picked up the prize from the president of PRISA, Ignacio Polanco, who also presented the winner with a digital version of his work in an e-book. Alfaguara thus became the first literary prize in Spain to be published in this format.

The novel follows the story of Dominic Zarate Vega, the Christ of Elqui, who in the 1940s preached the end of the world throughout the Chilean desert. The jury, chaired by Manuel Vicent and which included Soledad Puértolas, Gerardo Herrero, Juan Miguel Salvador, Juan Gabriel Vásquez and Juan González, praised the novel that mixes social and historical



57th Annual Premios Ondas Awards Ceremony.

chronicle with elements of magic realism. Its strength lies in its characters, they said, above all, in this Christ who recalls those of Valle Inclán, García Márquez and Vargas Llosa.

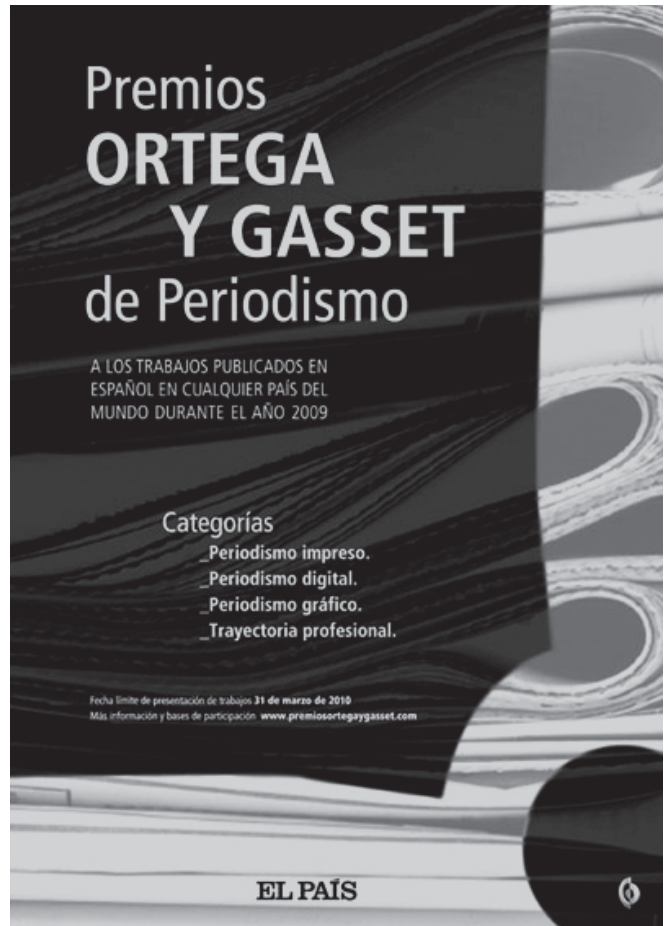
Isabel Polanco Essay Prize

The jury of the Isabel Polanco Essay Prize, established by the International Book Fair of Guadalajara (FIL) and the Fundación Santillana, awarded the prize in its second annual edition to the Cuban academic and linguist **Humberto Lopez Morales** for his work ***La andadura del español por el mundo (The global evolution of Spanish)***, an essay he submitted under the pseudonym Hernán Luna.

The jury was chaired by Ricardo Lagos, and included Concepción Company, José G. Moreno de Alba, Laura Restrepo, Daniel Samper and Gonzalo Celorio, who has acted as permanent secretary of the award since it was instituted in 2008.

The theme of this year's award was the **Spanish Language** - its unity and diversity, its past, present and future, its relationship to other languages and its literary, cultural and economic potential

Candidates this year came from eight countries: Argentina, Colombia, the US, Spain, Mexico, Puerto Rico, the



Dominican Republic and Venezuela. The prize, given out at the book fair, is worth 100,000 dollars and comes with a commemorative sculpture by the artist Martín Chirino. Taurus took the occasion to launch its print version of the winning work.

Fostering awareness of the issues facing society

PRISA's media have long championed campaigns in favor of human rights and development as promoted by NGOs such as Intermón Oxfam, Ayuda en Acción, the Red Cross, UNICEF, Medicos sin Fronteras, Save the Children and the UNHCR. Support is offered through habitual reporting and specific sponsorship or promotion deals.

Throughout 2010, PRISA has continued its tradition of fostering and promoting social solidarity, human rights and the environment in order to raise awareness

among readers, viewers, listeners and users as demonstrated by the range of sponsorship and collaboration agreements signed with NGOs such as WWF, Intermón Oxfam, Ayuda en Acción, UNICEF and the UNHCR.

Each of our companies collaborates at an individual level and on occasions we act in a coordinated fashion across a number of companies or as a Group as a whole.

PRISA against climate change

PRISA collaborates with the WWF, the international conservation organization, to promote the year's biggest mass participation event, **Earth Hour**, which has been held since 2008.

For the second consecutive year PRISA, as official media partner, launched a major operation to support the WWF awareness campaign *Earth Hour*, which mobilized all companies in all the countries where we operate on both sides of the Atlantic. The financial value of editorial coverage and advertising provided was estimated as being worth more than 11 million euros.

With the ultimate aim of committing governments to act against climate change, PRISA supported the symbolic worldwide "lights out" initiative, which took place across 103 countries in 2010. The lights were turned off at the same time on buildings and monuments such as the Brandenburg Gate in Berlin, the Eiffel Tower in Paris, the Peace Museum in Hiroshima, the Empire State Building in New York and the world's tallest building, the Burj Khalifa in Dubai.

PRISA also participated as a media partner in the second edition of the Global Sports Forum, held from March 8-

10 in Barcelona, a kind of Davos for the sports world, which brought together over 70 speakers from 50 countries.

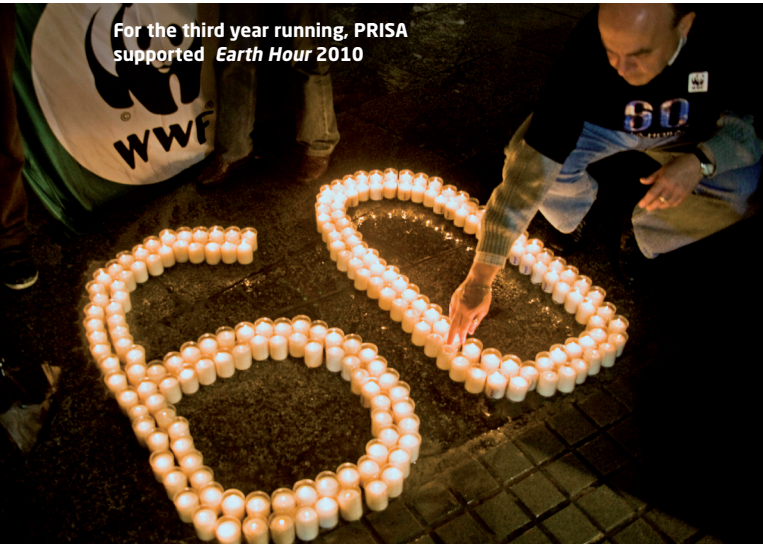
The debates revolved around four themes: sustainable development, the digital age of new media and social networks, the new world map which sees major sporting events being held in developing countries and the integration of young people. Speakers included former athletes and sportspeople such as El Guerruj, Jonah Lomu and Iñaki Urdangarín and leading figures from the world of sports such as Juan Antonio Samaranch, Jaime Lissavetzky, Albert Soler and Issa Hayatou, FIFA vice-president.

Another initiative was our participation as sponsors for the congress *Challenges Facing the Spanish Digital Content Industry* jointly organized by ASIMELEC (currently AEMETIC) and the Ministry of Culture, which aimed to create, encourage and promote valid mechanisms for the development and empowerment of the ICT sector within the national economy.

In addition, PRISA is a trustee of the Foundation ProCNIC, the most important corporate sponsorship' initiative in Spain in recent years in terms of financial aid provided to the National Cardiovascular Research Center and the large group of companies involved.



Canal+ Ad campaign starring by Blind People



Through its Board of Trustees, of which PRISA is a founding member, companies not only provide funds but also participate in decision-making.

PRISA Radio

The company strives to be perceived as one that is committed to Corporate Social Responsibility and this is reflected in its programming and its brands and through content that will foster social transformations among audiences. From our various radio formats, we support initiatives that promote these values.

PRISA Radio España stations have given advertising space for socio-cultural activities amounting to € 1,820,000. The 40 Principales Awards in aid of AMREF donated € 145,000 to the Fundación Anar, and Cadena Dial's Solidarity Marathon raised €20,000 for Haiti. Environmental initiatives such as *Plántate* and *Bosques 40 Principales* helped the Fundación Más Aroles with its reforestation projects around Spain. Other initiatives included the Red Cross Gold Stories project, backed by Cadena SER's weekly slot dedicated to volunteering, *La Ventana*.

In Latin America, Caracol Radio (Colombia) has made more than 100 broadcasts devoted to education and prevention, interacting with the audience to address their concerns in collaboration with the Colombian Family Welfare Institute, the Ministry of Education and the United Nations on programs such as *En Familia* (Caracol Radio), *Sex and Love* (40 Principales Colombia) and the 6am *Hoy por Hoy*.

Other Caracol Radio initiatives include: the Solidarity Campaign, Nal Prize for Peace, a joint project with USAID for the disadvantaged, vaccination promotion campaigns, promotion of Afro-Colombian culture, and a campaign with FAC to collect Christmas gifts.

ADN Chile has broadcast more than 7,721 statements supporting these goals. Moreover the station remains part of the Consejo Consultivo de América Solidaria (Consultative Council for American Development).

PRISA News

The newspaper *El País* collaborates actively with around 14 NGOs and regularly provides newspaper space for social and humanitarian causes. Depending on the relationship with the NGO, these spaces may be free or take the form of advertising at sharply discounted rates. In absolute terms, this discount translated into 1,560,000 euros in 2010, a 27.8% increase on 2009.

To this figure must be added the contributions from *Cinco Días* to the Fundación Dehon (Education Foundation) and the advertising spaces *Cinco Días* provides for NGOs, such as the Red Cross, Manos Unidas, etc.

Progresía contributes to development and integration with the Red Cross through the donation of the obsolete mobile phones by staff, which are deposited in workplace containers, and collected to promote educational projects.

In 2010 the *El País Semanal* weekly supplement completed the series of reports *Witnesses to Horror*, in which major photographers and journalists traveled to places that have suffered and are suffering the world's worst disasters. This was followed in 2011 with an exhibition that will tour the various branches of the Instituto Cervantes in Europe.

In September, *El País* gave voice to a generation of young Spanish people, hit by the highest unemployment in Europe, and launched the project *Pre-parados*, a series of reports on a generation suffering the effects of unemployment and insecurity. Personal stories

and portraits were offered daily over several weeks in the pages of the newspaper and on the web. At www.elpais.com/especial/preparados more reports were joined by discussions with experts and videos of personal testimonies. Readers could share their views at soyunjovenencrisis@elpais.es and on Eskup, *El País'* social network, there was open forum for the exchange of ideas and opinions among readers, with the participation of the ten journalists, all under 35 years of age, who worked on the series.

PRISA TV

Among the greatest assets and core values of PRISA TV are the ability to communicate and our team of professionals. We believe that the best way to show our support and commitment to social causes is to provide resources and skills to raise awareness on the issues that concern society. As in previous years, this approach involves developing a policy to promote and raise awareness of social, environmental and cultural causes. There have been a number of initiatives undertaken by the employees themselves, who have the full support of the company in achieving the objectives of each project. Examples include the Project 0.25, the Solidarity Day or the provision of space on bulletin boards to supply information on various NGOs. This commitment can also be seen in the content of programs and broadcasts by our channels. PRISA TV's premium channel, Canal +, has tackled, from a number of different perspectives, environmental issues through programs and documentaries.

PRISA TV remains firmly committed to basic rights and freedoms. As a media company, we are particularly focused on respect for freedom of expression

and on ensuring compliance with ethical codes to protect the rights of individuals, minorities and children in all our productions and broadcasts. This commitment can also be seen across the supply chain, where we constantly evaluate commitments and compliance. So far this policy has ensured that in recent years there have been no penalties for violations of laws or international standards on corruption, monopolistic practices, discrimination, unfair competition or exploitation.

Media Capital

TVI collaborates with a number of organizations. These include an ongoing partnership with Continente on *Missao Sorrisa*, a social project in the health sector that has been running for eight years. In 2010, more than 650,000 euros were raised and the money went towards medical, scientific and didactic equipment as well as entertainment material for children's units in hospitals throughout Portugal.

Following the devastating storm that struck the archipelago of Madeira in February 2010, TVI joined the campaign "PORTUGAL Solidario - AJUDA A MADEIRA", a joint initiative of Media Capital Radio and Media Capital Multimedia, which raised 364,570.50 euros in aid for displaced families.

Once again, Rádio Comercial, M80 and Cidade FM came together for *Causa Maior*, an initiative supported by the Portuguese Red Cross to support the elderly, and which included the involvement of all the channels' professional broadcasters. There were also several campaigns to collect donations for various institutions such as AMI, Fundação do Gil, APAV, APSI - Associação Promoção da Segurança Infantil, Cruz Vermelha Portuguesa, Fundação Infantil Ronald McDonald and Objectivo 2015.

