

Casa de Produção Audiovisual

Dear friends, the article of February brought to you the current situation of the facilities on Montserrat and was dedicated to the memory of Fr. Ruedi Hoffmann, S.J. (Amo Ruedi as he is known here), the soul behind it. This month, we bring to you the story of CPA, born out of the dream of Amo Ruedi. Flip through these pages to know that the seeds he sowed fell on a fertile soil and that he nurtured them with faith and hope.



Beginnings

Casa de Produção Audiovisual (CPA) was established in 2002 by Ruedi Hoffmann SJ, the same year when Timor Leste became an independent nation. He was a Jesuit from the Swiss Province and had over 25 years experience at the Audiovisual Centre PUSKAT, Indonesia. Fr Ruedi SJ came to Timor with a dream of a rural communication center. Fr. Ruedi understood that the best way to give hope to this young nation was to build their identity through stories from their roots. He selected several young persons who had no previous background in audio-visual skills and built their capacity as camerapersons, editors, sound engineers and TV presenters, by providing them hands-on training at CPA and at PUSKAT. He researched and wrote scripts and supervised the production of audiovisual stories and ensured that these programs were broadcast on national television. Beginning from 2004 till the present day CPA sends it's weekly program to the National TV station TVTL, to be telecast.



Programs down the Years:

‘Istória ba Futuru’ (History for the Future), the first production of CPA is a series consisting of animation and songs about popular legends as well as historical moments and personalities of Timor Leste.



‘Povu Nia Fiar’ (Beliefs of the People) tells the story of peaceful introduction and acculturation of Christianity into Timorese culture. This program highlights the stories of love that the Creator has shown to Timorese people through the Church. The series, produced between 2006 and 2008, with 48 episodes, also show how the people have adapted Christianity into their traditional religion.



‘Povu Nia Matenek’ (2009-2012) showcases the wisdom of Timorese individuals and communities. It profiles individuals, communities who display courage, innovation and empowerment, despite the challenges they face in a growing nation.



‘Labarik Nia Mundu’, (2011-2012) is a 30-minute television program on literacy skills for children of age 5 to 9 that will encourage them to read and enjoy reading. The program blends music, animation and stories that appeal to children. Seven episodes were made as a pilot program, with the support from KINDERMISSIONSWERK.



‘Mai, Hasoru Jesus’ (Come and Meet Jesus), (2013-14), CPA is committed to build and nurture the Christian faith of the children of Timor Leste. It has worked on 12 Bible stories from the New Testament to be presented as animated videos and/or in print form so that parents, churches and schools can use them to inculcate in young children the values of the Gospel. During phase I, the stories have been created with the support from Impact Hope, Belgium. CPA is planning for the second phase, to produce illustrated stories.



Esperansa ba Futuru (Hope for the Future) (2014) is a short animated documentary that depicts the lives of remarkable Timorese individuals who have overcome a difficult past and are now making a meaningful contribution towards the peaceful, developing nation of Timor-Leste. It aims to inspire the growing younger generation. This has been produced with the grant from UNESCO.



Current Program

‘Dalan Ba Futuru’ (Road to the Future) is a Television documentary series, profiling the districts of Timor Leste. CPA aims to raise the concerns and issues of the youth and the marginalized and to disseminate messages of peace and sustainable development. From May 2013 until December 2014, 22 episodes have been produced on 9 districts; they consist of over 50 stories on agricultural cooperatives, local products, access to education and health, women achievers, victims of violence, ability of differently-abled, traditional food, dances, music etc. These were telecast twice a week on the national television; they were also screened to 30 communities in the districts to an audience of 2000 women, men and children.



Behind the Scenes:

Those of who are familiar with the landscape of Timor Leste know very well, how hard it is to visit the sub-districts; sometimes there is no semblance of a road and you have strike the road as you drive; you have to cross river beds, with water currents during rainy season. Our drivers, Mario and Bendito have been negotiating all sorts of roads. Our crew spends three weeks in the districts to find stories; two weeks to film the stories; four to six weeks to edit them and again three days to screen those stories.

When the story on a rural clinic in Guico, Likisa, which was manned only by a Pharmacist, was telecast on national television, the Ministry of Health sent a Medical Doctor the following week. Similarly, when the plight of people from Waimoritula who had to trek seven hours to the nearest town, came on air, SEFOPE went to the village and organized the construction of road.

Some feedback from Viewers:

- “Health program is a good example for us.”*
- “Reminds us to build a toilet and wash hands before eating.”*
- “Good program for children to see their future.”*
- “Good programs, for waking up the Government.”*
- “CPA program can be a bridge of our voice to the leaders.”*
- “We learn how to avoid problems especially for youth.”*



CPA has limited facilities: an 8m X 8m studio for postproduction and preproduction and a 5m X 3m studio for audio recording and to film presenter for the show. The East Timor Jesuit Region is on the look out for a better space and infrastructure facilities.

Women & Men Behind the Show:

Quite a number of our staff are here from the beginning of CPA and were groomed by Amo Ruedi.



25% of the staff are women.



Mr. Francisco Assis is with CPA from day one; he is the Editor-in-Chief.



Mr. Hugh Rutherford, a Volunteer from Scope Global, mentoring basically post/production crew.



Sch. Afonso da Silva Alves SJ is the first Regent at CPA, who supervises preproduction work.



Mr. Egas facilitating discussion with youth in Lautem.



Ms. Agostinha, whose key responsibility is finance; but also a Presenter.



Mr. Amalraj, after teaching Communication at Loyola College, Chennai-India, came over here in 2012 to head the center.

Development Support:

CPA also produces promotional and educational videos regularly for Government departments, national and international NGOs. UNICEF, UNFPA, World Vision, Timor Aid, Ministry of Social Solidarity are some of our regular clients.

WORLD COMMUNICATION DAY

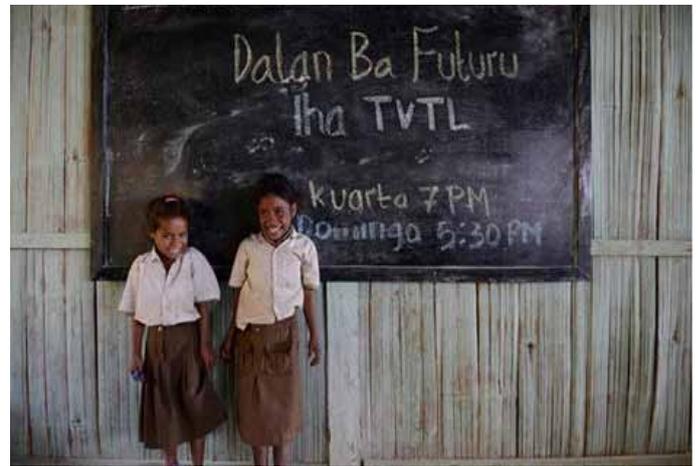
In March 2014, CPA became a formal member of SIGNIS, World Association of Catholic Communicators. SIGNIS is the only Church approved body of catholic communicators at the global level. CPA participates in the Asian SIGNIS Assembly regularly.

To observe the World Social Communication Day and to mark CPA's 13th Anniversary, the staff members along with collaborators and friends, gathered to listen the Messages delivered by Mgr. Bishop Riccardo.



CPA has been providing documentation and media support for the work East Timor Region. In the recent past it had produced short documentaries on the Jesuit mission in Railaco and the upcoming educational project in Kasait; it documented the visit of Fr. General and provided interview clips for JCAP Communication office.





You can:

Visit us at: www.cpatimorleste.com

Like us on: Casa de Produção Audiovisual (CPA) Timor Leste-Fan Page

Watch us on You Tube: - [cpatimorleste12](https://www.youtube.com/c/cpatimorleste12)

Mail us to: cpatimorleste@gmail.com / amalatcpa@gmail.com

CPA gratefully acknowledges all those, both within and outside, Timor Leste, who have been accompanying us during our journey, particularly MISEREOR, KINDERMISSIOSWERK, MISSIO, SCOPE GLOBAL, Jesuit Missions in Switzerland, Germany, Austria, Australia, family and friends of Amo Ruedi SJ and many other individuals. We do acknowledge the guidance and support from Fr. Mark Raper, SJ, and Fr Joaquim Sarmiento, SJ, Br. Noel Oliver, SJ, Fr. Erik. J. Gerilla, SJ, Advisory Council members and Taibessi Jesuit community.



Some Milestones...

The film made by CPA on Youth Parliament received the Award at Prix Jeunesse Festival, in Munich in 2012. 'Tanba Bankusan Ida' (Because of a Package) is a short film, independently produced by CPA. It was scripted by viz. Mr. Bernadino Hanjam, based on his real life and directed by Mr. Humberto, both of them are CPA's staff.



Looking Ahead:

- * CPA is launching the second phase of "Dalan ba Futuru" in May 2015, focusing on specific issues of peace and development in each episode. This phase will last for three years, until 2018 and MISEREOR has assured CPA to continue their support.
- * CPA is at preproduction work for television program for children in line with the catechism manual prepared by the Diocese.
- * CPA has gathered over the years a few hundred hours of audiovisual data on 'the living traditions' of Timor Leste. We are keen on archiving them systematically for the use of future generations.
- * To strengthen our presence on social media and reach out to more audience, we are about to refresh our website, You tube account and Face book page. CPA welcomes any expert to assist us in this area.

