



Ecuador se comprometió a pagar \$ 6,4 millones a dos agencias de relaciones públicas de EE.UU.

Así lo detallan documentos difundidos por el Departamento de Justicia de EE.UU.; el Secretario de Comunicación de Ecuador justificó la contratación ante “la existencia de una práctica sistemática para tergiversar la realidad de los hechos y las actuaciones del gobierno ecuatoriano”;

SÍGUEENOS:

WHATSAPP

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GOVERNMENT OF THE REPUBLIC OF ECUADOR, 1050 30th S, NW Washington DC 20007 United States of America in the Republic of Ecuador: San Salvador ES-49 and Eloy Alfaro Public Media Building 4th Floor Quito-Ecuador. ANNEX 1 <table><thead><tr><th>Product</th><th>Quantity</th><th>Cost</th></tr></thead><tbody><tr><td>Elaboration of studies and technical reports about tactics of reputation and crisis management in four specific areas: lobbying, diplomatic, legal, communication. 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Sra. María del Carmen Garey DIRECTORA EJECUTIVA MCSQUARED PR, INC Embajador Extraordinario Y LEGATIONARIO DE LA REPÚBLICA DEL ECUADOR EN LOS ESTADOS UNIDOS DE NOROCCIDENTE	Revisión, redacción de copias (RRC)	1	\$90,000	Desarrollo de plataforma virtual (para web) con espacio para columnas de opinión, contenido editorial y video (anónimo) por recepción de información procesamiento de casos	1	\$100,000	Presentación de video y para material audiovisual para insertarlo en blogs, weblogs, portales virtuales, redes sociales	1	\$100,000	DISEÑO TOTAL - COSTO DE PRODUCTOS (POR MES)		\$154,000	TOTAL COSTO PRODUCTOS / 12 MESES		\$4,920,000
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Documentos difundidos por el Departamento de Justicia muestran un contrato en el que Ecuador se comprometió a pagar \$ 6,408.000 a la agencia de relaciones públicas MCSquared, con sede en Nueva York. Foto: redaccion

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Aquellas personas naturales o jurídicas que buscan influencia sobre la opinión pública, las políticas o las leyes estadounidenses deben reportar sus actividades a las autoridades, según la ley sobre agentes extranjeros, sancionada en 1938 para enfrentar la propaganda nazi.

The Associated Press solicitó un comentario a la embajada ecuatoriana, sin recibirlo inmediatamente.



El documento refleja el compromiso a efectuar 12 pagos mensuales por 534.000 dólares a partir de mayo del 2013 "para realizar las actividades de comunicación internacional y hacer frente a la actividad de organizaciones y corporaciones multinacionales para menoscabar la reputación del Ecuador en el plano internacional".

El secretario ecuatoriano de Comunicación, Fernando Alvarado, justificó en el documento la contratación ante "la existencia de una práctica sistemática para tergiversar la realidad de los hechos y las actuaciones del gobierno ecuatoriano".

El Departamento de Justicia difundió otro contrato en el que Ecuador se comprometió a pagar 60.000 dólares a la agencia de relaciones públicas FitzGibbon Media por labores prestadas entre 20 de noviembre del 2013 y el 19 de enero del 2014.

PUBLICIDAD

PUBLICIDAD

FitzGibbon Media, con oficinas en Nueva York y Washington, cuenta entre sus clientes al



El fundador de Wikileaks lleva dos años asilado en la embajada ecuatoriana en Londres para evitar su extradición a Suecia -donde se le acusa de delitos sexuales- o a Estados Unidos, donde está abierta una investigación sobre la difusión de cientos de miles de documentos confidenciales.

Documentos Relacionados:

documentosfitzgibbon4

documentomc2farafiling7314



Redacción

redaccion@eluniverso.com

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