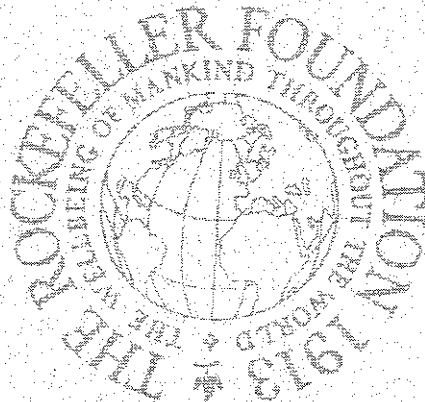


Rockefeller Foundation

Bellagio Study and Conference Center

INFORMATION FOR CONFERENCE PARTICIPANTS



PERSONNEL AND ADDRESSES

Bellagio Center Office - New York

Personnel: Susan E. Garfield - manager
Michael H. Rohrer - assistant to the manager
Address: Bellagio Study and Conference Center
Rockefeller Foundation
420 Fifth Avenue
New York, New York 10018-2702 USA
Telephone: 212/852-8430
Cable: ROCKFOUND NEWYORK (USA)
Telex: 224862 ROCKFEL (RCA)
Fax: 212/764-3468
E-mail: bellagio@rockfound.org

Bellagio Center - Italy

Personnel: Pasquale Pesce - director
Gianna Celli - assistant director
Address: Bellagio Study and Conference Center
Villa Serbelloni
Via Garibaldi, 8
22021 Bellagio (Como), Italy
Telephone: +39.31.9551
031.9551 (from within Italy)
Cable: ROCKFOUND BELLAGIO (Italy)
- Use ROCKFOUND COMO (Italy) for Saturday or
Sunday delivery.
- Include the Center's telephone number if the
message is urgent.
Telex: Not available
Fax: +39.31.955.259
031.955.259(from within Italy)
E-mail: belcentr@mbox.vol.it (used for contacting Villa staff
only)

LIMOUSINE COMPANY

Autonoleggio Pini srl. - Milan

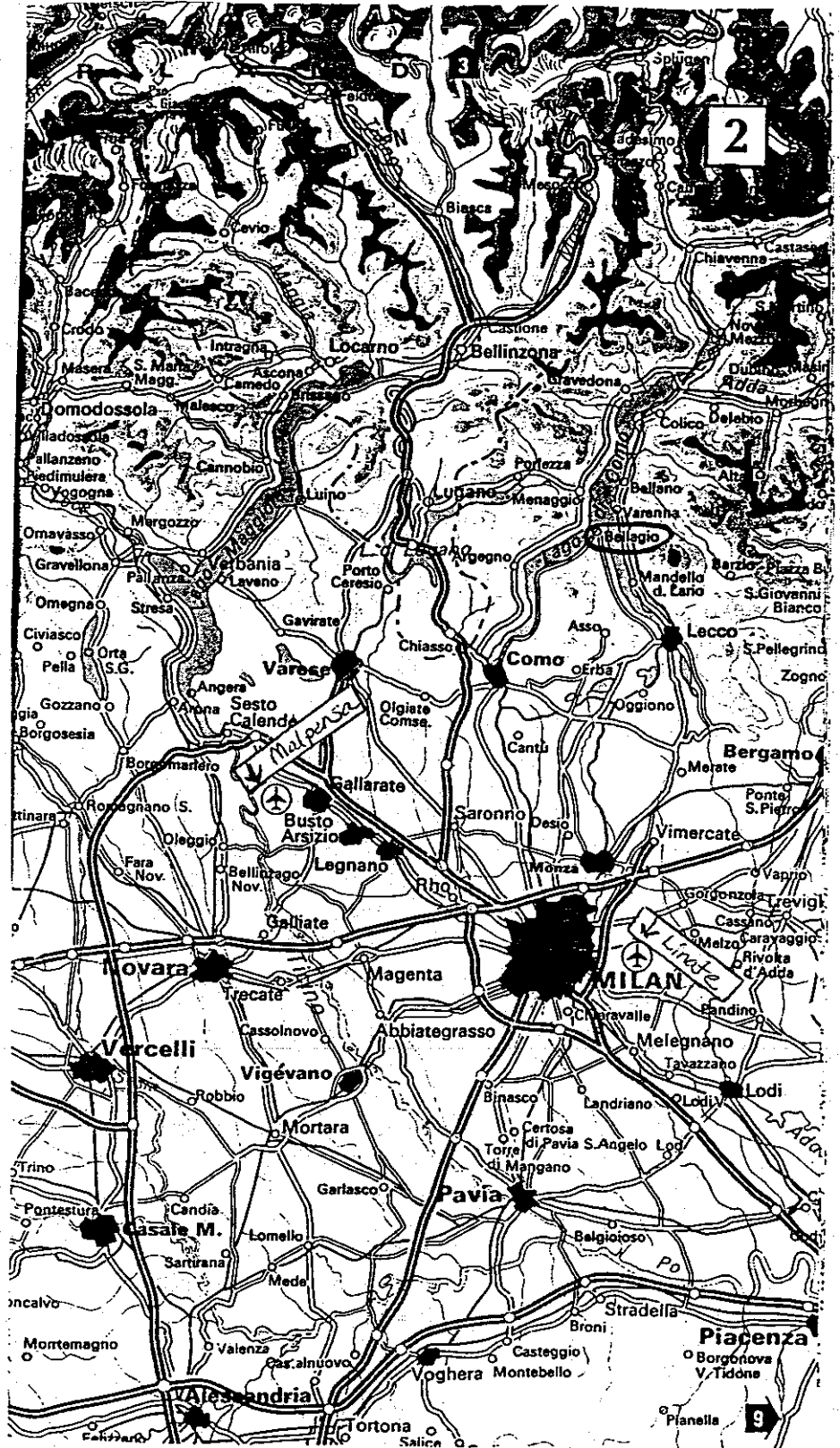
Address: Piazza Aspromonte, 28
Milan 20131, Italy
Telephone: +39.2.294.00.555
Cable: PINICARS MILANO (Italy)
Telex: 322043 Pini
Fax: +39.2.20.47.843
E-mail: Not available

INDEX

Accommodations	5-6
Airline tickets	3
Arrival/departure	3-4
Attire	6
Cable	i
Car service	4, 6, 8
Computer facilities	7
Conference facilities	7-8
Courier services	11
Currency conversion	8
Drinking water	9
E-mail	8
Equipment	7
Fax	8
Film	9
History of the Villa	12
Laundry	9
Library	9
Location of Center	2
Lost luggage	3
Mail and advance shipments	10-11
Mail delivery	9
Map	2
Meals	6
Medical care	9
Medical supplies	9
Meeting rooms	7
Office space	7
Personnel and addresses	i
Photocopying	7
Projectors	7
Public transportation	4-5
Recreation	9
Rental cars	4
Secretarial services	7-8
Smoking	7-8
Spouses	4
Swimming (see recreation)	9
Tape recording	8
Telephone	9
Time	6
Transportation, local	4-5
Video cassette recorder	8
Visas	3
Voltage	9
Weather	6-7
Where to arrive	3
Word processing	7
Writing boards	8

WHERE IS THE BELLAGIO CENTER?

The town of Bellagio is located in northern Italy at the point where Lake Como divides to form its Lecco and Como arms. It is approximately 75 km. (47 miles) north of Milan, 35 km. (22 miles) from Lugano via ferryboat from Cadenabbia, 32 km. (20 miles) from Como, and 24 km. (15 miles) from Lecco. The Center, also known as the Villa Serbelloni, is situated above the small town of Bellagio in 50 acres of parks, fields, and gardens.



WHERE TO ARRIVE

The most convenient point of arrival if you are traveling by air is Milan; trans-Atlantic flights arrive at Malpensa airport and Asian and continental flights at Linate airport. Flights to Zurich and Lugano are also reasonably convenient. If you are traveling by train, Milan and Como are convenient points of arrival.

CHECK YOUR AIRLINE TICKET

If you are traveling to Bellagio on a pre-paid airline ticket, please note that **neither the dates nor the routing can be changed without prior approval in writing to the airline from the issuing agent.** Confirmations or cancellations can be made by telephone from Bellagio, but ticket changes are only possible at ticket offices in Milan and the airports and cannot be handled by our staff. Please take special care to ensure that your ticket is prepared correctly before arriving in Bellagio.

VISAS

Those with US or EEC passports do not need visas. Residents of some other countries may have visa difficulties because of Italian regulations which have become stricter in recent years. **In order to make arrangements you are required to contact the Italian Embassy in your country no later than 15 days before your departure; we encourage you to start the process earlier.**

If you will need a visa, contact the director of the Center in advance with the appropriate information, including the fax number of the Italian Embassy in your country. An invitation and a letter requesting a visa will then be faxed immediately from Italy, helping to ensure you will receive your visa from the authorities in a timely manner.

IF YOU LOSE YOUR LUGGAGE

If your luggage is lost, be sure to leave the key(s) to unlock your suitcase(s) and sign the form authorizing customs officials to inspect your luggage. You will then avoid a trip back to the airport to claim your belongings. In most cases, luggage is delivered to the Villa when it is located.

ARRIVAL/DEPARTURE DATES

Your conference organizer will have informed you of the official dates of the conference. Please pay particular attention to the dates and arrange your travel to conform to this schedule. **We are not able to offer accommodations at the Center before or after the official dates of the conference.**

If you arrive in the area before the arrival day or plan to leave later than the departure day, please arrange for your own hotel accommodations. A list of hotels in Bellagio and current rates is available from your organizer. Information on Milan hotels can be found in the Michelin or other guidebooks to Italy. A travel agent can help you with reservations.

You are welcome to arrive at the Center between 9:00 a.m. and 9:00 p.m. on arrival day. An introductory meeting, including a brief welcome by a representative of the Center, is usually scheduled by the organizer in the afternoon or after dinner on arrival day. It is important to plan your arrival to allow you to participate in these first contacts.

If at the last moment you are unable to attend the conference, please telephone or fax the director (see page i).

SPOUSES

Under Foundation policy, lodging and meals for your spouse cannot be provided at the Bellagio Center. Requests for exceptions cannot be considered.

LOCAL TRANSPORTATION

Your local transportation via a private car service may be provided by the organizer, through grants from other organizations, or by the Foundation, in limited form. Otherwise you may choose to travel to Bellagio quite easily by car or public transportation. **In any case, it is essential that you fill out a travel advisory form and return it to the organizer as directed.** Even if you are traveling by public transportation or private automobile, the Center staff would like to know your expected time of arrival.

Private car service. You may receive from the organizer instructions regarding the Pini mini-bus or car service which will transport you to Bellagio from the city of Milan or the airports. If your arrival plans change at the last minute, please contact the Pini Company (see page i).

Rental cars. All major car rental agencies are represented at the airports and the Milan Central train station and in Como. There are no rental car companies in Bellagio. Generally, it is less expensive to make bookings ahead of time in your home country. Inform your organizer if you will rent a car or use your own automobile to travel to Bellagio.

Public Transportation. Several relatively low-cost ways to reach Bellagio by public transportation are described below. All costs and times are approximate.

From Zurich

Trains leave hourly from Zurich's central station to Como. Travel time: 4 hours; cost: L. 83,000 second class.

From the Milan airports

From either airport, buses to Milan run frequently. Travel time: 1/2 hour from Linate, 1 hour from Malpensa; cost: L. 4,500 from Linate and L. 12,000 from Malpensa. The bus stops at the Centrale train station in Milan. From the train station, travel to Bellagio via Como, Varenna, or Lecco (see below)

Milan-Como-Bellagio

Milan-Como. Take a train from Milan Centrale or Ferrovie Nord station to Como. Travel time: 45 minutes; cost: L. 5,000 second class.

Como-Bellagio. From the railroad station in Como, public buses depart about 10 times daily for Bellagio. Travel time: 1 1/2 hours; cost: L. 4,100 OR, take a cab to the boat terminal. (It is possible to walk the distance in 10 minutes if your luggage is not burdensome.) Take a boat or a hydrofoil ("aliscafo") to Bellagio. Travel time: boat - 2 hours, hydrofoil - 40 minutes; cost: boat - L. 9,500, hydrofoil - L. 14,300.

Milan-Varenna-Bellagio

Milan-Varenna. Take a train from Milan Centrale or Porta Garibaldi station to Sondrio or Tirano, but disembark in Varenna. Travel time: 1 hour; cost: L. 10,800 first class, 6,000 second class.

Varenna-Bellagio. It is a 10-minute walk to the ferry boat from the train station. Take a ferryboat (departing hourly, ending in the early evening) across the lake to Bellagio. Travel time: 15 minutes; cost: L. 4,500.

Milan-Lecco-Bellagio

Milan-Lecco. Take a train from Milan Centrale or Porta Garibaldi station to Sondrio or Tirano, but disembark at Lecco. Travel time: 45 minutes; cost: L. 4,200 second class.

Lecco-Bellagio. From the station square in Lecco, public buses depart for Bellagio about 8 times a day. Travel time: 1 hour; cost: L. 3,200.

In Bellagio

Take a taxi to the Center or walk to the Center's gate and announce your arrival. A car will be sent to pick you up there.

ACCOMMODATIONS

During the course of the conference you are our guest at the Center; room and board is provided without charge. The atmosphere at the Center is

somewhat like a private home - albeit a very large one. The staff take pride in providing special care for and in anticipating the needs of each guest. The Center is not a hotel, however, and there are limitations to the services we are able to offer.

Room assignments are made ahead of time. Conferees are accommodated in 23 rooms located in three lake-shore buildings (the Sfondrata, the Torre, or the Casa sull'Acqua), all of which are a ten- to fifteen-minute walk from the Villa.

A car is available for transportation after breakfast from the lakeshore buildings to the Villa, if the group is meeting there, and for dinner. Transportation downhill is not available except in cases of infirmity, but the paths and steps are well-lighted. Transportation off the grounds is not available.

If climbing stairs and walking uphill are difficult for you, please check the appropriate box on your travel advisory form. A room suitably equipped for a person with limited mobility is available.

SMOKING

Smoking is not permitted in public rooms in any of the buildings at the Center. You may, however, smoke in your bedroom and study.

MEALS

Breakfast is taken at your convenience from 8:00 to 9:00 at the Sfondrata Commons, near the lakeshore. The noon and evening meals, however, are served promptly on schedule, usually at the Villa. In order to foster an exchange of ideas across disciplines, dinner is taken with the scholars and artists in residence.

ATTIRE

Informal clothing is worn during the day. Dress for dinner is somewhat more formal - jackets and ties are required for men, and women should wear comparable clothing. Appropriate national costumes are also suitable.

TIME

From late March to the end of September, Italy is on daylight savings time.

WEATHER

Bellagio is only 280 meters above sea level. Daytime temperatures are moderate but nights are almost always cool. You may find useful the

following chart of average maximum and minimum temperatures in Milan. The temperatures in Bellagio are usually a few degrees cooler.

January	- 40° F (5° C)	July	- 84° F (29° C)
	- 32° F (0° C)		- 67° F (20° C)
February	- 46° F (8° C)	August	- 82° F (28° C)
	- 35° F (2° C)		- 66° F (19° C)
March	- 56° F (13° C)	September	- 75° F (24° C)
	- 43° F (6° C)		- 61° F (16° C)
April	- 65° F (18° C)	October	- 63° F (17° C)
	- 49° F (10° C)		- 52° F (11° C)
May	- 74° F (23° C)	November	- 51° F (10° C)
	- 57° F (14° C)		- 43° F (6° C)
June	- 80° F (27° C)	December	- 43° F (6° C)
	- 63° F (17° C)		- 35° F (2° C)

CONFERENCE FACILITIES AND EQUIPMENT

Computers and office space. The Center has computer equipment in two small offices available for use by conference participants. In the Villa conference office (shared with Villa residents) there is a Compaq Prolinea 575e with audio and CD, RAM 8, connected to a HP laserjet IV L printer. In the office adjoining the Torre conference room there is a Compaq Deskpro XE 4/50 (model 170/w) with audio and CD, 80486 MHZ, RAM 8, 170 HD.

WordPerfect 5.0, and 5.1 are available; if you use other software, you must bring your program diskettes. There is also an electric typewriter available.

Meeting rooms. There are two main conference rooms available: at the Torre, on the lakeshore, for groups up to 18, and in the Villa, for larger groups. There are several rooms available if the group wants to meet in smaller working sections.

Note pads. Note pads and pencils for each participant are provided in the conference rooms.

Photocopying service. The Center has a collating photoduplicating machine available for conference use during office hours.

Projectors. Two standard-size Kodak slide projectors with trays are available, as well as a slide sorter. We also have a 16 mm. sound film projector and an overhead projector. A large screen is installed in the Villa conference room.

Secretarial services. Conferences requiring typing services should include a person in the group for such assistance. The Center's administrative

staff is very small and cannot provide secretarial support for the meeting. Assistance of this kind is not available locally.

Tape recording. Both meeting rooms have taping equipment that uses standard cassettes that you may bring with you or purchase at the Center for about L. 2,500 each. Tape recording equipment must be operated by a conferee.

Video cassette recorder. Both conference rooms are equipped with tri-standard 1/2" VHS video cassette recorders and one large screen (Villa conference room) or two monitors (Torre conference room). In the Villa conference room, the video equipment is compatible for both PAL and NTSC systems.

Writing boards. There are two (8'x3') white boards for use with special markers available in the Villa. Flip charts on stands are available in both meeting rooms.

SERVICES

Car Service. Except for mealtimes, Center cars are not available for transportation on or off the grounds. (See also page 6.) It is a pleasant ten-minute walk to the town from the lakeshore buildings.

Conference breaks. At the organizer's request, coffee and tea will be served for the group at a morning and an afternoon break. Arrangements can be made at the Center.

Currency conversion. Under Italian law, the Center cannot engage in exchange transactions. Travelers checks are cashed by two local banks, which are open Monday through Friday. Personal checks (up to \$500) can be cashed by the local banks.

E-mail. Each conference participant's room is equipped with a direct dial telephone line which may be used to send and receive E-mail. If you wish to do so while you are at Bellagio you must bring your own computer with modem. The Villa computers are not equipped with modems. Also, we recommend you contact your E-mail service provider (America-On-Line, etc.) well in advance of your residency to obtain the most cost-effective telephone number for you to use from the Center.

Fax. Faxes can be sent directly from the Villa during office hours; incoming service is available 24 hours every day. You will be billed at the end of your stay. In view of slow mail service, many guests find the use of faxes convenient.

Film. Although it is not available at the Center, it can be purchased in town but is expensive.

Laundry. An automatic washer and dryer as well as an iron and ironing board are available for your use; they are located in the Torre.

Library. Our small library has many standard and some specialized reference works, as well as fiction and nonfiction works of general interest and books relating to the Center and the region. Periodicals and daily newspapers (in English, French, German, and Italian) are available in the Villa reading room.

Mail service. Stamped postcards and letters can be mailed by the office; mail is delivered and picked up daily, except Sunday. Stamps can be purchased at the post office and tobacco shops in the town of Bellagio.

Medical care. Medical services in Bellagio are **very** limited. There are two doctors, neither of whom is a specialist. Hospitals are located 45 to 60 minutes from the Villa by car, in Como, Lecco, Lugano, and Milan. Our staff is not equipped to handle more than a passing illness, such as the flu. In the case of serious illness or injury where the guest is bedridden or has diminished autonomy, the director will help the guest make plans to return home or to check into a suitable medical facility in the region.

Medical supplies. There is a pharmacy in Bellagio but you will not find some common products such as Tylenol. Please be sure to bring an adequate supply of over-the-counter and prescription drugs for your needs.

Recreation. The Center has a tennis court and a supply of tennis racquets and ball. There is also a bocce court. A small row boat is available to guests with previous boating experience, at their own risk. Swimming is possible at the beach area; the lake is checked regularly for pollution.

Telephone. Outside calls are received in the main building and can be transferred to the buildings where conferees are housed. Telephones are available in each room where one can direct dial long distance calls to most countries. Charges for direct dial calls are automatically assessed, and you will be billed at the end of your stay. Please note that non-English speaking personnel may answer the telephone after 22:00.

Voltage. The Center operates on 220 volts, 50/60 cycles. A supply of adapters and transformers (not for use with computers) is available at the office.

Water. The water at the Center is tested regularly and is safe for drinking. Bottled water is also supplied.

MAIL AND ADVANCE SHIPMENTS

Mail service in Italy, especially to small towns like Bellagio, is often slow and unpredictable. Airmail letters to and from the United States require from 5 days to 3 weeks. Mail from European cities takes longer to get to Bellagio than it would to a larger metropolitan area. **Therefore, we advise you to bring rather than send essential materials.**

If you wish to send books, papers, or materials connected with your meeting, we offer the following advice.

1. Allow enough time so that your package will arrive at the Center before you. It will be held unopened until you arrive.
2. Address the package as follows:
Pasquale Pesce/Mr./Ms. _____
c/o Bellagio Study and Conference
Center, Villa Serbelloni
Via Garibaldi, 8
22021 Bellagio (Como), Italy
3. Include your name and address on the return label.
4. Affix a label on the package with the following statement:

Esente da Diritti Doganali ai Sensi della Legge No. 984
del 9 Ottobre 1964, pubblicata sulla Gazzetta Ufficiale
N. 264 del 27 Ottobre 1964.

In accordance with this law, the Center has the right to import, duty free, materials essential to its operation. The exemption may not be claimed for personal items like clothing. Although you should avoid duty by this law, it is possible that an Italian Customs Tax may be levied after inspection of your shipment. If so, it will be paid by the Center's representative and you will be billed after you arrive at the Center. **Do not exaggerate the declared value on packages because if duty is levied the charge will be based on the stated value.**

Those mailing packages to Bellagio from outside the U.S. should consult the appropriate postal authority. The information below is relevant to packages mailed from the U.S.

In general, the type of service chosen will depend upon the weight and contents of the package.

U.S. Post Office

Note that it is the responsibility of the sender to wrap the package for mailing in accordance with Post Office requirements. We strongly

encourage you contact your local postmaster early for complete information on your options for shipping materials.

Air Printed Matter

Use for printed matter, weighing 4 lbs. or less (e.g., books, pamphlets, manuscripts). Allow 3 weeks for delivery.

Air Parcel Post

Use for printed matter weighing more than 4 lbs. or any other types of materials (e.g., art supplies) regardless of weight. Packages weighing more than 44 lbs. should be broken down into two packages of approximately equal weight. Allow 3 weeks for delivery. (Note: postal regulations stipulate that printed matter rates and Parcel Post are not to be used for "written communications having the nature of current and personal correspondence.")

Express Mail

Use for packages weighing 44 lbs. or less which must reach Bellagio quickly. This service is substantially more costly than "Air Printed Matter" or "Air Parcel Post." Allow 2 weeks for delivery.

Courier Services

The Foundation has used Federal Express, UPS, DHL, and Skypack to send materials to Italy, but there may also be other reliable companies. Although delivery is usually faster than the options described above, one should allow 2 weeks for packages that must go through customs in Italy. Letters usually reach Bellagio in 2-3 days (if the period does not span a weekend).

HISTORY OF THE VILLA

The Rockefeller Foundation has operated the Bellagio Study and Conference Center for 36 years. The Center, a 16th-century Lombard villa, was left to the Foundation by Ella Holbrook Walker, the Principessa della Torre e Tasso, an American who adapted it as her home in 1930. The principessa was very fond of the Villa Serbelloni, invested resources in renewing it, and lived there until her death in 1959.

Ella Walker, wanting assurance that this lovely property would be preserved and used appropriately, actively sought out an American institution. Dean Rusk, then president of the Foundation, learned of her interest in March 1959. Early visits to the Villa resulted in optimistic reports on its potential as a center for conferences and scholarly residence. The Foundation accepted the property and a \$2,000,000 endowment, with the principessa's express wish that the Villa be used "for purposes connected with the promotion of international understanding." Ten days after signing her will, Mrs. Walker died.

Possession of the Villa was a new direction for the Foundation, and there ensued a period of intense exploration as to its best use. In October 1959, a group of distinguished scholars met at the Villa to discuss and advise the Foundation on that question. They were unanimous in their view that the Villa should be a refuge for contemplation, writing, and purposeful discussion - a place where scholars and other thoughtful people could be free from everyday demands. They recommended that the Villa also be used for small, non-routine conferences that might be expected to arrive at important conclusions concerning the state of knowledge in a given field and point out a path for future development. It was hoped that these uses of the Villa would bolster the Foundation's programs (without limiting the activities to current program interests) and would serve generally the world of scholarship, science, and art.

**Bellagio Meeting Attendees
Rockefeller Foundation
April 15, 1997**

Alan Alda

Actor
c/o Martin Bergman Productions
641 Lexington Avenue
Suite #1400
New York, NY 10022
USA

Phone: 212-421-6161
Fax: 212-308-4527
Email: bigalph@aol.com

Marlene Arnold

Millersville University
2 South George Street
Millersville, PA 17551

Phone: 717-871-2130
Fax: 717-871-2132
Email: marnold@marauder.millersv.edu

Michael Backes

Founder
Rocket Science Games
Screenwriter and Visual Effects Specialist
6326 West Fifth Street
Los Angeles, CA 90048
USA

Office Phone: 213-860-3017
Home Phone: 213-525-3899
Fax: 213-954-0471
Email: Dblicero@aol.com
Backes@radiomail.net

Dr. Oguz N. Babüroglu

Professor, Bilkent University
7/3 Germencik Sok
Bebek, Istanbul
TURKEY

Phone: 90-212-257-7510
Fax: 90-212-257-7509
Email: Babur@bilkent.edu.tr
aarsoy@ibm.net

John Perry Barlow

Co-Founder
Electronic Frontier Foundation
168 South Franklin
Pinedale, WY 82941-1009
USA

Phone: 307-367-2466
Fax: 307-367-4502
Email: Barlow@eff.org

Mr. James Deane

Panos Institute
9 White Lion Street
London
UNITED KINGDOM
N19PD-PD

Phone: 441712781111

George Gerbner

Dean Emeritus
Annenberg School for Communications
234 Golf View Road
Ardmore, PA 19003
USA

Home Phone: 610-642-3061
Home Fax: 610-642-3061
Office Phone: 215-387-5202
Office Fax: 215-387-1560
Email: FGG@asc.upenn.edu

Sushmita Ghosh

Vice President
Ashoka: Innovators for the Public Interest
188-3-1A Prince Anwar Shah Road
Calcutta 700045
INDIA

Work Tel/Fax: 91-33-472-2587
Home Phone: 91-33-479-7959
Fax: 91-33-249-4703
Email: sushmita@ashokcal.globemail.com

Julie Gipwola

Head of Features and Drama
Radio Uganda
P.O. Box 7263
Kampala
UGANDA

Phone: 256-41-346921
Fax: 256-41-256888
Fax: 256-41-531236

Denise Gray-Felder

Director of Communications
Rockefeller Foundation
420 Fifth Avenue
22nd Floor
New York, NY 10018-2702
USA

Phone: 212-852-8450
Fax: 212-852-8441
Email: dgray-felder@rockfound.org

Alfonso Gumucio

Chief
Communication, Information and Child Rights
UNICEF
P.O. Box 1363
Port-au-Prince
HAITI

Phone: 509-45-39-17
Fax: 509-45-18-77
Email: adagron-gumucio@acn.com

Myoung Joon Kim

Chief Producer
Labor News Productions;
Vice President
Videazimut
102. Jihoon Villa. 482-2.
Sangdo 1 dong
Seoul
SOUTH KOREA

Phone: 82-2-817-9798
Fax: 82-2-826-0151
Email: lnp89@chollian.dacom.co.kr

Dr. James B. Lowenthal

Morocco Trade and Development Services
MTDS Net
43, Av. Oukaimeden
Rabat-Agdal
MOROCCO

Phone: 212-767-4861/4862
Fax: 212-767-4863
Email: jim@mtds.com

Susan Mach

Partner
Laurence & Susan Mach Creative Services
122 Seeley Avenue
Kearney, NJ 07032
USA

Phone: 201-991-0511
Fax: 201-991-8624
Email: LSMach@aol.com

Matthew Moonieya

Principal
Moonieya and Associates
#25 Lock Street Gaol
Fleet Street
East London 5201
SOUTH AFRICA

Phone: 0431-458-422
Fax: 0431-438-499
Email: moonieya@iafrica.com

Jenny Richards

Director of Programs
TVE International
Television Trust for the Environment
Prince Albert Road
London NW1 4RZ
ENGLAND

Phone: 44-171-586-5526
Fax: 44-171-586-4866
Email: tve-dist@tve.org.uk
URL: <http://www.oneworld.org/tve/>

Marcia Sharp

Principal and CEO
Millennium Communications Group
1150 18th Street, NW - 8th Floor
Washington, DC 20036
USA
Phone: 202-872-8800
Fax: 202-872-8845
Email: sharp@millencom.com
URL: <http://www.millencom.com>

Nadia Seryakova

Founder and Coordinator
New Perspectives Foundation
Maly Kakovinski per. 2/6
Apartment 11
Moscow 121099
RUSSIA

Phone: 7-095-232-3820
Fax: 7-095-232-3820
Email: nadia@ifes.redline.ru

Julie Su

Asian Pacific American Legal Center
1010 South Flower Street, Suite #302
Los Angeles, CA 90015
USA

Phone: 213-748-2022 x40
Fax: 213-748-0679
Email: hn5599@handsnet.org

Adelaida Trujillo

Filmmaker
Television Trust for the Environment
Video Resource Center
Calle 25 No. 3-92
of. 201
Bogotá
COLOMBIA

Home Phone: 571-288-2075
Fax: 571-288-4981
Office Phone: 571-282-4981
Office Fax: 571-334-1677
Email: citurnas@openway.com.co

Galina Venediktova

Regional Program Coordinator
Network of East-West Women
1414 N. Patrick Henry Drive #128
Arlington, VA 22205-2844
USA

Phone: 703-237-3890
Fax: 202-265-3508
Email: pave@dgs.dgsys.com

Professor Muhammad Yunus

Managing Director
Grameen Bank
Mirpur Two
Dhaka 1216
BANGLADESH

Phone : 880-2-801-138
Fax : 880-2-803-559
Email : yunus@citechco.net

THE ROCKEFELLER FOUNDATION

Bellagio Study and Conference Center

899th Conference

“Communications and Social Change: Forging Strategies for a New Century”

April 21-25, 1997

Mr. Alan Alda

Actor
c/o Martin Bergman Productions
641 Lexington Avenue
Suite #1400
New York, N.Y. 10022, USA

Mr. James Deane

Panos Institute
9 White Lion Street
London, N19PD-PD, U.K.

Ms. Marlene Arnold

Millersville University
P.O. Box 1002
Millersville, PA 17551, USA

Mr. George Gerbner

Dean Emeritus
Annenberg School for
Communications
234 Golf View Road
Ardmore, PA 19003, USA

Mr. Michael Backes

Founder
Rocket Science Games
Screenwriter and Visual Effects
Specialist
6326 West Fifth Street
Los Angeles, CA 90048, USA

Ms. Sushmita Ghosh

Vice President
Ashoka:Innovators for the Public
Interest
188-3-1 A Prince Anwar Shah Road
Calcutta 700045, INDIA

Mr. Oguz N. Baburoglu

Professor, Bilkent University
7/3 Germencik Sok
Bebek, Istanbul, TURKEY

Ms. Julie Gipwola

Head of Features and Drama
Radio Uganda
P.O. Box 7263
Kampala, UGANDA

Mr. John Perry Barlow

Co-Founder
Electronic Frontier Foundation
168 South Franklin
Pinedale, WY 82941-1009, USA

Ms. Denise Gray-Felder

Director of Communications
The Rockefeller Foundation
420 Fifth Avenue, 22nd Floor
New York, NY 10018-2702, USA

Mr. Alfonso Gumucio
Chief
Communication, Information and
Child Rights
UNICEF
P.O. Box 1363
Port-au-Prince, HAITI

Mr. Myoung Joon Kim
Chief Producer
Labor News Productions;
Vice President
Videazimut
102 Jihoon Villa 482-2
Sangdo 1 dong
Seoul, KOREA

Mr. James B. Lowenthal
Morocco Trade and Development
Services
MTDS Net
43, Av. Oukaimeden
Rabat-Agdal, MOROCCO

Ms. Susan Mach
Partner
Laurence & Susan Mach Creative
Services
122 Seeley Avenue
Kearney, NJ 07032, USA

Mr. Matthew Moonieya
Principal
Moonieya and Associates
#25 Lock Street Gaol
Fleet Street
East London 5201, SOUTH AFRICA

Ms. Jenny Richards
Director of Programs
TVE International
Television Trust for the Environment
Prince Albert Road
London NW1 4RZ, U.K.

Ms. Marcia Sharp
Principal and CEO
Millennium Communications Group
1150 18th Street, NW - 8th Floor
Washington, DC 20036, USA

Ms. Nadia Seryakova
Founder and Coordinator
New Perspectives Foundation
Maly Kakovinski per. 2/6
Apartment 11
Moscow 121099, RUSSIA

Ms. Julie Su
Asian Pacific American Legal Center
1010 South Flower Street, Suite #302
Los Angeles, CA 90015, USA

Ms. Adelaida Trujillo
Filmmaker
Television Trust for the Environment
Video Resource Center
Calle 25 N° 3-92
of. 201
Bogotá, COLOMBIA

Ms. Galina Venediktova
Regional Program Coordinator
Network of East-West Women
1414 N. Patrick Henry Drive #128
Arlington, VA 22205-2844, USA

Mr. Muhammad Yunus
Managing Director
Grameen Bank
Mirpur Two
Dhaka 1216, BANGLADESH

Interpreters

Mr. Eduard Kuleshov
Russian Translator

Ms. Hye-Jung Park
Korean Translator

THE ROCKEFELLER FOUNDATION

Bellagio Study and Conference Center

899th Conference

“Communications and Social Change: Forging Strategies for a New Century”

April 21-25, 1997

* Former guest at Villa Serbelloni

Name		Room	Extension
Mr. ALDA Alan	*	S 8	238
Ms. ARNOLD Marlene		S 5	235
Mr. BACKES Michael		T 4	254
Mr. BABUROGLU Oguz N.		S 12	242
Mr. BARLOW John Perry		T 3	253
Mr. DEANE James		S 3	233
Mr. GERBNER George		S 7	237
Ms. GHOSH Sushmita		CA 3	257
Ms. GIPWOLA Julie		CA 4	258
Ms. GRAY-FELDER Denise	*	S 16	246
Mr. GUMUCIO Alfonso		S 15	245
Mr. KIM Mayoung Joon		CA 1	255
Mr. LOWENTHAL James B.		CA 2	256
Ms. MACH Susan		S 4	234
Mr. MOONIEYA Matthew		S 14	244
Ms. RICHARDS Jenny	*	S 6	236
Ms. SHARP Marcia		S 9	239
Ms. SERYAKOVA Nadia		S 11	241
Ms. SU Julie		S 2	232
Ms. TRUJILLO Adelaida		S 10	240
Ms. VENEDIKTOVA Galina		S 1	231
Mr. YUNUS Muhammad		S 13	243
Mr. KULESHOV Eduard		Hotel Florence	950342
Ms. PARK Hye-Jung		Hotel Florence	950342

THE ROCKEFELLER FOUNDATION

Bellagio Study and Conference Center

899th Conference

“Communications and Social Change: Forging Strategies for a New Century”

April 21-25, 1997

Departure Schedule

Date	Name	Room	From VS	To	Flight	Time	By
24/4	Mr. Yunus Muhammad	S 13	13:30	Linate	BA 567	16:15	Pini
25/4	Mr. Gerbner George	S 7	05:45	Linate	BA 563	08:25	Pini
	Ms. Trujillo Adelaida	S 10	“	Staz. Centr	to	Venice	“
25/4	Mr. Gumucio Alfonso	S 15	07:00	Linate	AF 643	10:10	Pini
25/4	Ms. Mach Susan	S 4	07:00	Malp.	AZ 600	11:10	Pini
	“	Ms. Gray-Felder	S 16	“	Malp.	AZ 600	11:10
25/4	Mr. Backes Michael	T 4	08:00	Malp.	AZ 620	12:00	Pini
	Ms. Arnold Marlene	S 5	“	Malp.	UA 971	12:15	
	Ms. Su Julie	S 2	“	Malp.	UA 971	12:15	
	Ms. Sharp Marcia	S9	“	Malp.	UA 971	12:15	
	Mr. Alda Alan	S 8	“	Malp.	DL 85	12:25	
	Ms. Seryakova Nadia	S 11	“	Malp.	SU286	12:30	
	Mr. Kuleshov Eduard	Htl Florence	“	Malp.	SU286	12:30	
25/4	Mr. Lowenthal Jim	CA2	10:00	Linate	AZ 878	14:20	Pini
	Mr. James Deane	S 3		Linate	BA 5620	16:15	“
	Mr. Baburoglu Oguz	S 12		Linate	SWA362	17:25	“
	Mr. Mooneiya Mattew	S 14		Linate	LH 3567	17:50	“
	Ms. Ghosh Sushmita	CA 3		Linate	AF 671	18:40	“
	Ms. Venediktova Galina	S 1		Linate	AZ 312	20:00	“
	Ms. Park Hye-Jung	Htl Florence		Htl. Kent			“
	Mr. Myoung Kim	CA 1		Htl. Kent			“
Ms. Gipwola Julie	CA 4	Htl. Manzoni			“		
25/4	Ms. Richards Jenny	S 6	10:00	Htl Florence	Bellagio	own	car
25/4	Mr. Barlow	T 3	10:00			own	car

PLEASE NOTE

• Departures from the Sfondrata : You are kindly asked to be ready outside the garage area with your luggage. Participants with departure before 8:00 am will have a continental breakfast on a self-help basis in the Sfondrata commons.

Oğuz N. Babüroğlu

7/3 Germencik Sok., Bebek, İstanbul, TURKEY.

Tel: 90 212 257 7510 (Home) Fax: 90 212 287 4057

E-Mail: Babur@bilkent.edu.tr, aarsoy@ibm.net

Date of Birth: 10.May.1955

EDUCATION

Ph.D. The Wharton School of the University of Pennsylvania, USA. Strategy and Organization Development, 1987

Post-Graduate Diploma University of Lancaster, U.K. Operational Research, 1978

B.Sc. (Honors) University of Sussex, U.K. Applied Sciences and Operational Research, 1977

High School Taunton School, U.K. 1974, TED Ankara College, 1972

EMPLOYMENT HISTORY

Arama Ltd. Founder of consulting practice in participative planning and management

Bilkent University Ankara, Turkey 1991-present, Associate Professor, Business Policy and Strategy, Change Management, Organization Design and Development, Organization Behavior and Theory.

Work Research Institute, Norway March 1994-present, Senior Research Fellow and Ongoing Organization Development Advisor

INSEAD, France Dec.1991-Feb.1992, Managing Organizational Change.

Clarkson University USA 1986-1991, Business Policy and Strategy

West Chester Univ. USA 1982-1986, Business Policy and Strategy, Change Management, Organization Planning and Development.

WORKLIFE PERSPECTIVE

Action Researcher,

- a) My main interest as an action researcher is to advance theories about the *new* social system, be it an organization, a community or a society and about the change process that produces it;
- b) As an action researcher, I accept the obligation for changing the engaged social system toward the ideals of *democracy* and to increase the viability of the social

system by helping to develop self-help and self-management competencies to accelerate development and improvement processes;

- c) One of the two strategies is the development of *participative* structures, processes and empowered individuals are the main goals of action research. The second is that peoples' thoughts and actions can only be understood in processes of free *communication* when they are engaged in democratic dialogue. Therefore, the definition of locations in social space where patterns of communication can be identified and made subject to change.

WHAT I DO NOW?

1. As a scholar I am a faculty member in a University in Ankara where I am at one day out of each week and a senior research fellow in Oslo, Norway where I am at one week every six weeks to work with a research team and with an organizational development team. I have been managing a design process for a greenfield University in İstanbul to be based on inter-disciplinary inquiry, educational programs and real life project work with organizations and communities. Finally, I am one of the founding members and a director on the board of the first Turkish think-tank (TESEV) somewhat modelled after Brookings Institute to initiate and to fund policy research in social and economic domains.
2. As a consultant I have been working with two to three big corporations at any one time, in long term relationship to democratize their decision making processes (Within the last six years I worked with about sixty of the most progressive companies in Turkey). For large scale long term change projects my major client is the Foreign Trade Department which has been sponsoring collaboration projects in Seramics, Packaging, Marbles and Furniture Industries where our participation methodologies have been applied. I worked with The Health Industry Suppliers and Manufacturers Association, the Prefabricated Components Industry, the Turkish Electrical Energy Industry, and for the Turkish Bank's Association on various strategy projects. At the national level I have been carrying a project to articulate a new export strategy for Turkey, and have completed working (all in action research relationship) on the Turkish industrial, agricultural and environmental strategies.
3. As for international involvements, I have started to work for the Rockefeller Foundation for the Bellagio Conference. I am a committee member assisting with the evaluation of change and productivity programs through the European Action Research Network in Norway, Sweden, Holland, Finland and Denmark. I managed search conferences for the Workplace Australia initiative and ran another for Telecom Italy. While in the USA I worked as strategic and participatory management consultant for the Georgia and Vermont state parliaments, Pennsylvania prison society, a shelter for domestic violence in Hershey, PA. and for Mohican and Seneca tribes in USA.

I am a member of the editorial board of *Jon Benjamins Press* in Holland for the book series entitled "Work and Dialogue" and on the editorial committee of the journal

entitled "Concepts and Transformation: An International Journal on Action Research and Organizational Renewal".

In addition to publishing papers in various international journals such as *Organisation Studies*, *Human Relations*, *Economic and Industrial Crisis Quarterly*, *Systems Practice*, *Concepts and Transformation*, and books, I received the AACSB (American Accreditation Committee of School of Business)'s EXXON Award for innovation in management education in 1989. Other awards are the NATO doctorate scholarship awarded by TÜBİTAK (The Technical and Scientific Research Council of Turkey) (1978-1982), the Best Paper Award of the Society for General Systems Research, Goodland (England) Public Speaking Award (1974) and O.P.O.S. scholarship for studying the last two years of the high school in the boarding school in England (1972-1974).

Memberships: Director on the board of TESEV (Turkey Economic and Social Studies Foundation), Academy of Management, Strategic Management Society, European Group on Organisation Studies, European Action Research Network, International Society for Systems Sciences and Standing Conference on Organisational Symbolism.



Curriculum vitae

Personal details

Name: James Deane
Address: 11 Brooklands Park
 London SE3 9BN
 UK
Tel: 0171 278 1111 (W)
 0181 852 7819 (H)

Marital

status: Married with two children
Nationality: British
Salary: £27,000
Age: 37 (D.o.B.: 9/12/59)

Relevant professional experience

Panos Institute, London

1995 - present

Director, Programmes, Panos Institute: I am a founding member of Panos, a non-profit organisation providing authoritative, dispassionate information to media, decision-makers and non-governmental organisations internationally. My current post involves responsibility for the overall strategic direction of the Institute's main regional and thematic programmes, including its work in Africa and Asia. The job entails substantial writing and editing work of media outputs and funding proposals (for donors such as the European Commission and UK government), and includes responsibility for fundraising and budgetary management. I also have a major role in developing the Institute's current initiative to establish three regional Centres for Public and Policy Debate in new offices in Africa and Asia. I am also currently responsible for the development of the Institute's new Information Technology in Developing Countries programme; this has included researching and writing a 10,000 word media briefing document on *Telecommunications in the developing world*, to be disseminated to over 3,000 journalists worldwide. This post, combined with earlier jobs at Panos has involved extensive travel in Africa, Asia, Europe and North America.

1994-present

Director, AIDS Programme, Panos Institute: The post (which is combined with the Director of Programmes post) involves strategic development, fundraising and overall presentation of the Panos HIV/AIDS Programme which provides written and radio information to media in developing countries. It also involved extensive writing and editing of information outputs

for media and decision-makers, as well as presentation skills. It has involved several appearances on television (such as BBC World News) and radio (such as UK Radio 5 Live), as well as speeches at major international gatherings. The Panos AIDS Programme is internationally recognised for the authority and accessibility of its publications.

1989 - 1994

Director, Project Development, Panos Institute: This post was responsible for fundraising and presenting the Institute and its programmes to major donors (mainly European governments, United Nations organisations and foundations). It also included extensive writing and editing of project proposals.

1986 - 1989

Press Officer, Panos Institute: As Panos' first press officer (1986 - 1989), I was responsible for designing and implementing the organisations initial media strategy, including the organisation of national and international media seminars and extensive preparation of press releases and other material. This post also involved designing the Institute's initial contacts database.

Education and Qualifications

1996 - 1997

City University, London: MSc in Communications Policy Studies (expected 1997)

I am currently in the second year of this (part-time) MSc at City University, London.

1978 - 1982

B.Sc. (Econ.) in Politics and History, University College, Cardiff

1973 - 1978

Stonyhurst College, Lancashire: 3 'A' Levels (1978), 5 'O' Levels (1976)

Publications

March 1997
[expected
publication date -
please note that not

***Telecommunications in developing countries*, Panos Media Briefing Document (co-authored with Aida Opoku-Mensah) [Pre-publication copy only currently available]**

Mid-1997

***Communications in health*, joint publication with Unicef, written with Warren Feek of Unicef New York.**

1996

***AIDS and Youth*, Panos Media Briefing Document, co-authored with Paul Chinnock.**

Numerous news features, reviews, information sheets and speeches on a range of issues related to developing countries (including review in *Intermedia* magazine, December/January 1996-97/Vol.24./No.6),

Consultancies

I have carried out a number of consultancies, including devising an information strategy with the Stockholm Environment Institute, and advising on health communications with Unicef Headquarters and Unicef offices in Egypt and Kenya.

Other relevant skills

I have a good degree of computer proficiency, including excellent typing skills and good knowledge of Microsoft Word for Windows, Xcel, Dbase IV, Netscape, Eudora (etc.) and (to a lesser extent) Powerpoint.

References

Available on request.

Adelaida Trujillo -Caicedo (Bogotá, Colombia , 1960) I was raised in various countries of Latin America, did high school in the United States and anthropology in Colombia. I discovered my passion for film by, instead of writing my thesis, listening to legendary anthropological filmmaker Jean Rouch in the Harvard Carpenter Center for the Visual Arts, back in 1982. My first experience in documentary was with Brian Moser, British producer , and the Latin American archives of the Cuban Film Institute - ICAIC in Cuba. Training in filmmaking and production includes BBC Television Training, the London International Film School, and a one year training-work experience in the BBC Music and Arts Department with arts filmmaker Mike Dibb, as associate producer for a series on culture on Latin America.

Since we founded Citurna Film and Video Productions in 1986, I have co-directed (with Patricia Castaño) documentaries focused on social, environmental, and political issues in Colombia and Latin America. These have been commissioned by the BBC and Channel 4 (England), FR3 (France), RTVE and Canal Plus (Spain), ZDF and WDR (Germany) and broadcast in various countries. Our international awards include Valladolid, Havana , Prix Italia, INPUT (- International Public Television Conference) New York Film Festival, Geneva North -South, Banff Best Arts Documentary, Montecarlo, Okomedia and Bilbao. "The Prosecutor", directed on my own for Channel 4 and Danmarks radio and TV, portrays the recent political crisis in Colombia due to drugs' corruption and has been sold to more than ten countries in the last year. Our programmes are distributed by Television Trust for the Environment's Moving Pictures, Jane Balfour Films (UK) and Amaya Films (France).

Citurna has been Television Trust for the Environment's (TVE) video resource centre (VRC) in Colombia for the last eight years, dedicated to fundraising for versioning, distributing and broadcasting its unique catalogue - Moving Pictures - in Colombia and Latin America, as well as finding high quality product from the continent to include in it. For the last four years we have designed multimedia strategies for information and education on environment and development issues for the cities of Bogotá and Cartagena in Colombia, and we are recently very involved in children's and educational programming.

Ongoing projects include: "El Rincón del Cuento (Story Telling Corner)" a 50 part series on reading promotion for pre-school children of Colombia and Latin America; a series of multimedia packages with printed support material and teachers's guides on culture and environment, with WWF-UK's Education Department; a training project on production and use of television in schools, in association of Channel Four Learning (UK), for the Ministry of Education in Colombia; and a couple of ideas on democracy and human rights we are pitching for international broadcast.

CITURNA has been recently appointed coordinator of INPUT (International Public Television Conference) for Colombia and invited to be in the prestigious selection board for the 1998 version. We are in the board of the Foundation for New Latin American Cinema.

Communications as a tool for positive social change: tough and complex question!! I am totally convinced of the importance and need of television and the audiovisual media - specifically because it is my field- in social change in the developing world. Commercial

television is determining in many ways, some still to be revealed, the fate of our cultures and societies. So there are still many challenges and questions to be answered: how to confront the power of commercial television with high quality products , particularly within our own "southern' countries? how to access the complex universe of the cyberspace, digital , cable and satellite era with all these stories and images that need to be told? how to maintain public service television in the North and South? how to make the most creative use of the audiovisual language and techniques for education and information on urgent issues like human rights, democracy, gender issues , children's rights...for a new civic minded society? how to reach the main target audience for real change : children and youth, the population groups which are more vulnerable and spend more time watching TV in the South...?.These are only but a few of the many questions that fill my working days and daydreams.

All these years of exploration have been mainly possible thanks to Caturo Mejia - ethologist and university professor - who, oddly enough still stands me after sixteen years of marriage. We have two kids: Pablo , age five, and Violeta, one and a half, a wonderful coffee area farm where we rest, garden, birdwatch, dance salsa, cook and cycle cross - country, and of course never speak of television!

PROFESSOR MUHAMMAD YUNUS

Professor Muhammad Yunus is the founder Managing Director of Grameen Bank which currently operates 1,079 branches providing credit to over two million poor people residing in 36,600 villages in Bangladesh. He originated the concept of the Bank, i.e. banking without collateral for the poorest of the poor. It began in 1976 at Chittagong University as an action research project whose success led to a sponsorship of the central bank of Bangladesh. In 1983, it became a full-fledged bank. Its repayment rate has been 98%, and currently 94% of its borrowers are women.

Prof. Yunus is credited with the successful implementation of several other innovative programs for the rural poor. In 1974, he proposed the concept of Gram Sarkar (or Village Government) as a form of local government for allowing grass-root level participation of rural people. Bangladesh Government adopted this concept nationwide in 1980 but was later abandoned following a change of government. In 1975, he originated Tebhaga Khamar, yet another successful concept of three-share farming, which was adopted as the Packaged Input Program in 1977 and which won the President's Award in 1978. Earlier, in 1973, soon after he joined Chittagong University in 1972 as an Associate Professor, he founded and directed the Rural Economics Program at the University which has become an important part of its Economics Department. In 1975, he became a full Professor, a position he held until 1989.

Prior to joining this university, he was an Assistant Professor of Economics at Middle Tennessee State University for three years starting in 1969, when he completed his PhD in economics at Vanderbilt University. He received an MA in Economics from Dhaka University in 1961.

Prof. Yunus is a member of the International Advisory Group for the Fourth World Conference on Women in Beijing during 1993-95 (appointed by the UN Secretary General), the Global Commission on Women's Health during 1993-95 (appointed by the Director General, World Health Organization), the Advisory Council for Sustainable Economic Development since 1993 (appointed by the President of the World Bank), and the UN Expert Group on Women and Finance (appointed by the UN Secretary General). In the past he served in many committees and commissions on education, population, health, disaster prevention, banking, and development programs. He is also currently on the Board of Director/Trustees of many international organizations including Amanah Ikhtiar Malaysia, a Grameen replication project; the International Rice Research Institute in the Philippines; Credit and Savings for Hardcore Poor in Malaysia; and the following institutions in the US: Carvert World Values Fund, Foundation for International Community Assistance, National Council for Freedom From Hunger, and International Council of Ashoka Foundation.

Among many international awards Prof. Yunus has received, there are the Ramon Magsaysay Award (1984) from Manila; Aga Khan Award for Architecture (1989) from Geneva; Mohamed Shabdeen Award for Science, Socio-Economic (1993) from Sri Lanka; and the World Food Prize by World Food Prize Foundation (1994) from the US. Within Bangladesh, he received the President's Award (1978); Central Bank Award (1985); and Independence Day Award, the highest national award (1987). He has also received several honorary degrees from academic institutions around the world.

