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**Communications and Social Change:**  
**Forging Strategies for a New Century**

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# **Communications and Social Change: Forging Strategies for a New Century**

A Bellagio Conference  
April 21 - 25, 1997

## **Context**

From its work in development since the 1920s, the Rockefeller Foundation takes it as a given that the tools of communications have power and legitimacy to address the wrenching problems of our time. And as the Foundation assesses the changes of the past few years -- political, social and technological, among others -- we recognize vast new possibilities to use communications to accelerate positive social change...in villages, across countries and around the globe.

## **Purpose**

The purpose of this Bellagio conference is to explore the connections between social change and communications in the 21st century. Through an exploration of the work and experience of its 15 - 20 participants, the conference seeks:

- to understand how and why communications practices are changing, and can change more dramatically, to reflect new realities and new possibilities in developing nations;
- to describe the characteristics of the new communications that best links the emerging value set of a global civil society with the potentials of the new technologies; and
- to define the leverage points for putting the ideas, tools and resources of this new communications into the hands of those around the globe who can experiment with them and benefit from them.

## **Outcomes**

- a shared vision and heightened sense of urgency among participants of how the power of communications can be tapped to bring about social change;
- a call-to-action for new communications thinking and priorities for funders and prime actors, accompanied by a strategy for leveraging the new thinking and priorities;
- a draft framework for how to think about and implement effective communications paradigms for the new century.

## **Participants**

Individuals invited to participate represent thinkers and practitioners from around the globe. They are working in family planning and population assistance, public health, grassroots organizing, energy transformation, education, human rights, environmental activism, business and other fields. Some are recognized already in a worldwide arena as pioneers and innovators in social change and the applications of communications strategies, practices and technologies. Others are leading and doing work that is only just being recognized for its ground-breaking quality. Some have worked on national or international scale; for others the experience base may be a village or province. Some are filmmakers, storytellers or

pioneers in interactivity; others are publishers, electronic activists, journalists, specialists in public engagement and social marketing. All are brought to Bellagio by the strong desire to expand their own thinking and knowledge through interaction with pioneering colleagues from around the world.

### **Shared Work in Advance of the Conference**

To make their time together as productive as possible, participants will share advance information about their aspirations, work and thinking, and also review a selected body of communications case studies. Through a pre-conference electronic dialogue coordinated by the conference planning team, participants also will be able to identify issues for discussion in order to shape the final agenda for the time in Bellagio.

### **Accommodation of Multiple Languages**

The primary conversation of the conference will be conducted in English, but accommodations for speakers of other languages can be made, given sufficient notice.

### **The Rockefeller Foundation**

The Rockefeller Foundation is committed to leadership in the rapidly changing arena of communications, so that both new and traditional techniques can be understood, shared and used as effectively as possible in the development process.

We seek to support people and organizations in developing nations to do their own communications work most effectively, and to provide tools and resources to help them. We look to the possibility of providing ongoing support for innovative and reflective communications and change projects, that either emerge from this conference or grow from the work of conference participants once they return to their home environments.

We will continue to engage the network of people and body of knowledge begun at this Bellagio conference, so that the work of the conference can be spread to communicators and social change activists throughout the developing world.

*Information on the Bellagio Conference Center is enclosed. For further information on this conference, please contact Denise Gray-Felder, director of communications at the Rockefeller Foundation, in New York City on 212-852-8450. The fax number is 212-852-8441 and e-mail address is: [dgray-felder@rockfound.org](mailto:dgray-felder@rockfound.org).*

# Conference Agenda

## Communications and Social Change: Forging Strategies for a New Century

April 21-15, 1997

Lake Como, Bellagio, Italy

### Day One, Monday, 21 April 1997

Arrivals between 10:00 and 18:00 hours. Time to relax.

(Participants who have sent in their travel forms will be picked up at the airport, unless other arrangements are preferred.)

6:30 p.m. (18:30) -- Social Hour

7:00 p.m. (19:00) -- Dinner with the entire group

8:30 - 9:30 p.m. -- Introductory Session  
Individual Introductions  
Expectations for the week

### Day Two, 22 April 1997

8-9:00 a.m. -- Breakfast at your convenience

9:15 a.m. -- Start Session II\*  
Overview of week  
Common definitions  
Brainstorming on environmental scan  
Probable world futures  
Desirable world futures

12:30 - 2:00 pm. - Lunch

2:15 - 6:00 p.m. - Session III (plenary)  
History of the system: the evolution of communications and social change  
History of current models of communications

6:30 p.m. - Social Hour

7:00 p.m. - Dinner with the group

8:30 - 10:00 p.m. -- Open talk/informal conversations

### Day Three, 23 April 1997

8-9:00 a.m. -- Breakfast at your convenience

9:15 a.m. -- Session IV

Present system analysis

e.g., what are current paradigms for communications and development, communications to affect positive social change, social marketing

Desirable and probable futures for the systems

(Group plenary)

12:30 - 3:00 Lunch and free time

3:15 - 6:00 p.m. -- Session V

"Building the House"

Designing the Future for Communications and Social Change

Social architecture: programs, structures, support needed, constraints

Where do we need to be and how will we get there

6:30 -- Social Hour

7:00 - Dinner

8:30 -- Open talk time/Informal conversations

**Day 4, 24 April 1997**

8-9:00 a.m. -- Breakfast at your convenience

9:15 a.m. -- Session VI

Action Planning: what's next for

- a) you as individuals
- b) your organizations and countries
- c) donor community
- d) NGOs worldwide
- e) public and private sectors

12:30 - 2:00 p.m. - Lunch

2:15 - 6:00 p.m. - Session VII

What this group can do after the conference

Continuing the network

Agreement on outcomes, next steps

What individuals and organizations will do next

6:30 p.m. - Social Hour

7:00 p.m. - Dinner

8:30 p.m. - Open talk/Informal conversations

**Day Five, 25 April 1997 - Depart**

\*Five (5) breakout rooms are available for small group work during the week

**Bellagio Meeting Attendees  
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April 3, 1997**

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## Helpful Hints

- Keep all original receipts for purchases of more than U.S. \$25 in order to be reimbursed.
- The dress code is informal during the sessions; business attire or national dress for dinner. Comfortable shoes are advisable.
- If you will need access to e-mail or other computer-related services, you must bring your own laptop. We hope you'll spend the week thinking and planning, rather than communicating with your office.
- Expect to be working from 9:15 a.m. until 8:30 p.m. most days.
- We will distribute conference notes at the end of the session.
- If arranged in advance, you will be picked up at the airport by Pini Limousine Company [If there are problems contact (in Milan): Mr. Pini, Mrs. Bianca or Mrs. Piera 39-2-294-00-555]. Once you have cleared customs at the airport look for a driver holding a sign "Bellagio."

## About the Search Conference\*

Search conference is a methodology of participative planning. A group of 20-35 stakeholders come together to explore an issue which can only effectively be dealt with if the experience and knowledge of the stakeholders are pulled together. Search is for a common ground which has not been articulated as such before the participants come together in a social island for 2 ½ - 4 days. The word "conference" in the term implies meeting in a place and working together as opposed to one or more participants making long presentations or talks as one might find in conventional conferences.

The main parties to the proposed changes through search can clearly identify and agree about the ideals that the changes are supposed to serve and the kinds of paths most in character with them. Then a change process is designed that enables learning and action to take place and the change process should embody social mechanisms of participation.

The search conference process as it is going to be applied at Bellagio can be considered in three components:

1) The environment: Understanding of the social environment which both constrains and provides opportunities for the emergence of new communications thinking.

The Bellagio search conference is expected to identify the most desirable and probable futures for the world as well as identifying the desirable and probable social change and development domains.

2) The system: Understanding of the system's past and present and designing a desirable future for the system.

The system for the Bellagio conference is defined as "communications and social change" or "communications that affect social change." The past, present and future forms of communications that affect social change will be discussed.

3) Integration of the environment and the system: Combining the desirable and probable futures of communications so that emergent strategies can be discussed. Finally, mechanisms for the implementation and diffusion of strategies that are novel and innovative can be discussed.

What happens in a search conference?

- 20-35 people from the system participate
- These people have knowledge of the system, diverse perspectives and potential for implementing the plan.
- People work together in a large conference community (sometimes breaking up into small groups);
- People simultaneously learn and plan the future of the system together.

Principles at work in search conference

- Open Systems Thinking
- Democratic Design Principle
- Conditions for Open Dialogue
- Conditions for Ideal Seeking, Seeking Common Ground
- Rationalization of Conflict

Search conference ground rules

- All perceptions are valid
- Participation is equal and open, regardless of status or position
- People's perceptions are spoken and recorded

\*This week is a hybrid form of a search conference

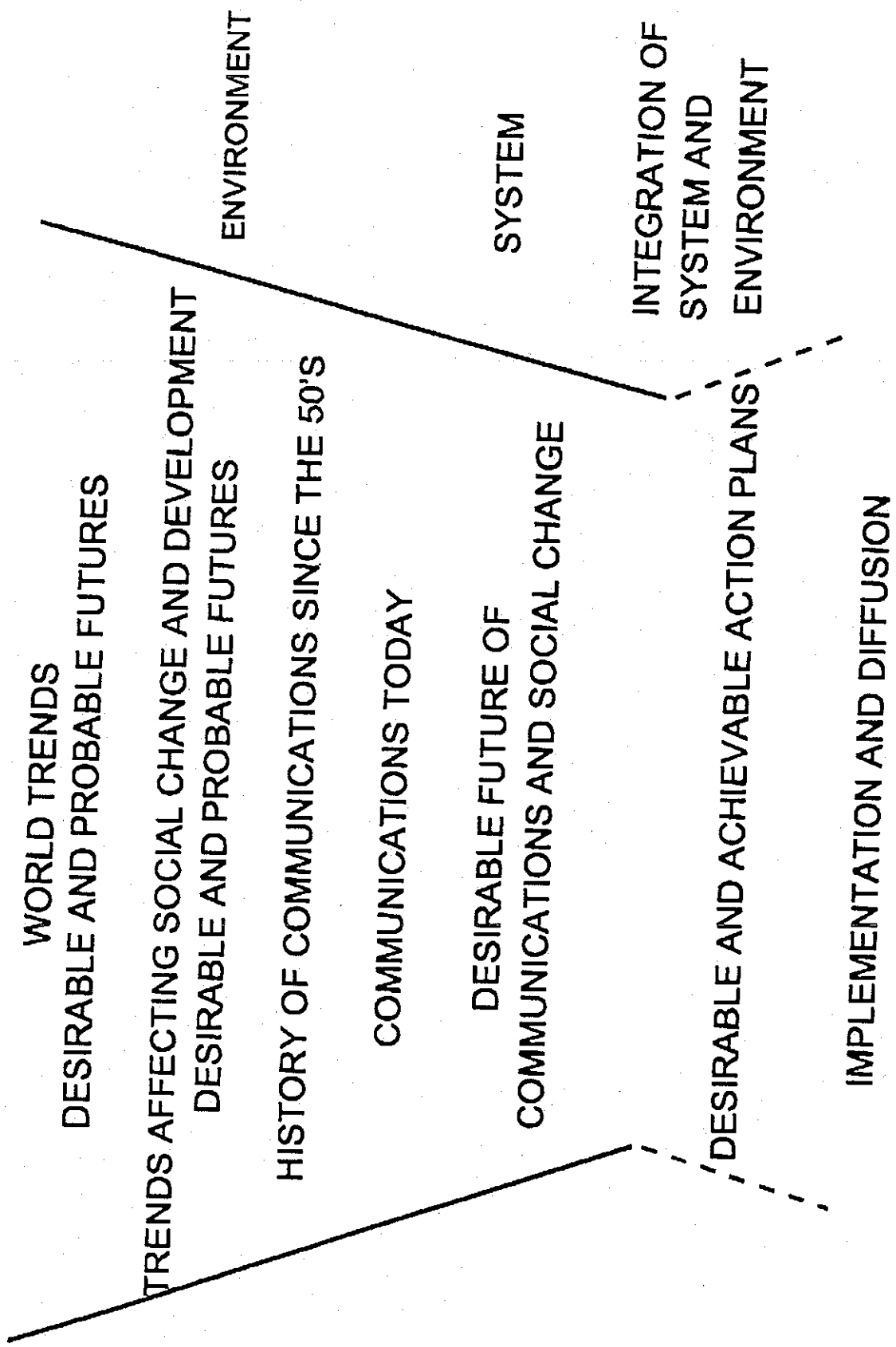
- No presenters, no lectures, no speeches, keynote addresses, games, icebreakers or training sessions
- People are self-managing and responsible for tasks and outcomes

**Role of search conference managers**

- Design structure and plan of SC
- Manage and ensure optimum learning environment
- Stay out of content
- Time management
- Manage large group dynamics
- Consult with planning group in preparation

Oguz Baburoglu  
April 1997

# Search Conference Process



## **The Planning Team**

### **Marlene Arnold**

Director of International Affairs  
Associate Professor of Anthropology  
Millersville University  
Lancaster, Pennsylvania

### **Oguz Baburoglu**

Conference Facilitator  
Professor  
Bilkent University  
Arkana, Turkey

### **Denise Gray-Felder**

Director of Communications  
Rockefeller Foundation  
New York, New York

### **Susan Mach**

Partner  
Lawrence & Susan Mach Creative Services  
Kearny, New Jersey

### **Marcia Sharp**

Principal and CEO  
Millennium Communications Group  
Washington, D.C.

## **On-Site Support**

**Bellagio Center:** Mr. Pasquale Pesce, Director  
Ms. Gianna Celli, Assistant Director

**Translator Services:** Ms. Hye-Jung Park, Korean  
Mr. Edward Kuleshov, Russian

# Oğuz N. Babüroğlu

## 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 I 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.

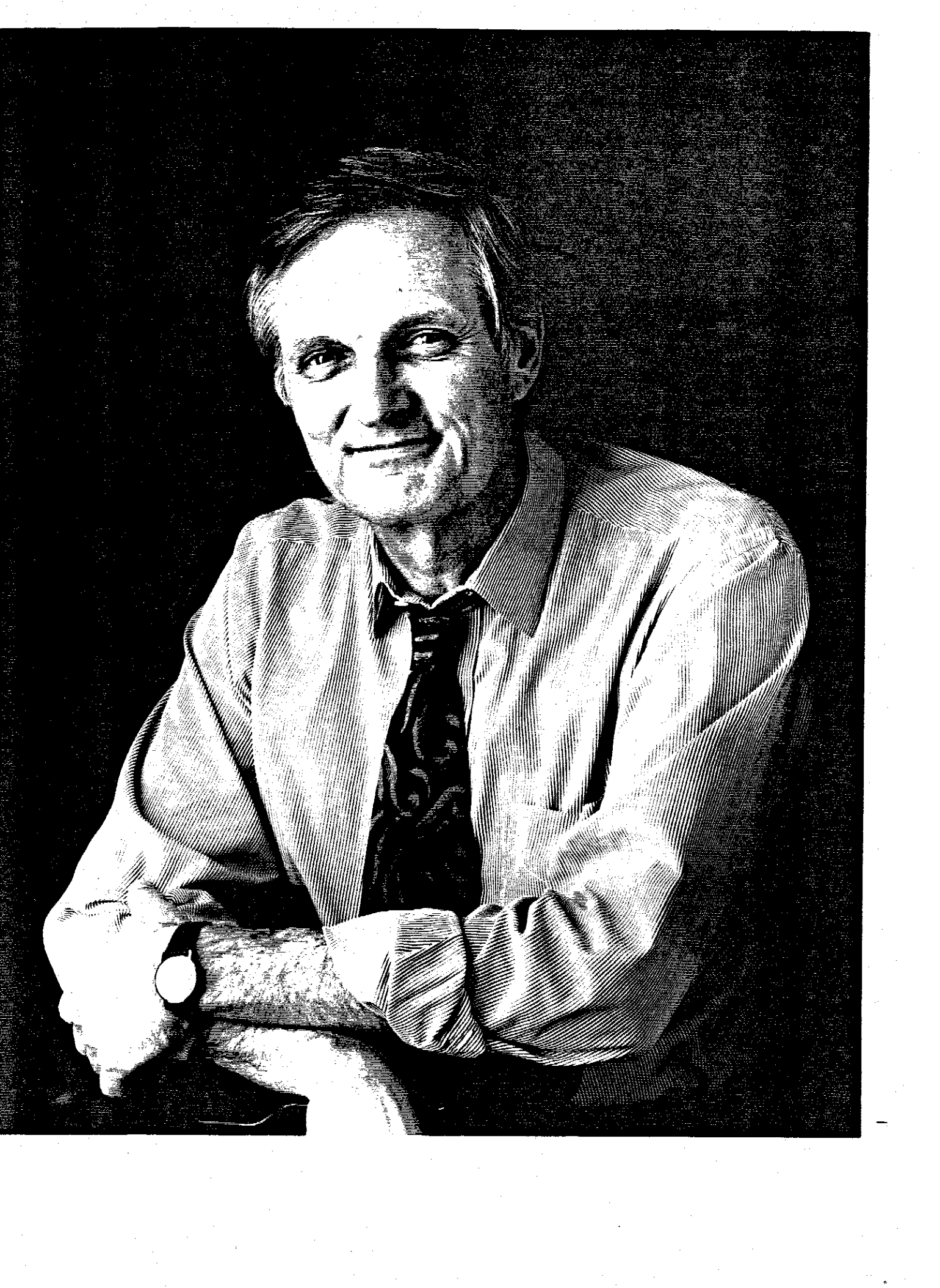
I am a member of the editorial board of *Jon Benjamins Press* in Holland for the book series entitled "Work and Dialogue" and on the editorial committee of the journal entitled "Concepts and Transformation: An International Journal on Action Research and Organizational Renewal".

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.

## **Alan Alda**

Alan Alda is an actor, writer and director on stage, television and in films. He has been a member of the board of trustees of the Rockefeller Foundation since 1989.



## *Marlene S. Arnold*

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Marlene Arnold is an anthropologist specializing in problem-solving for business and industry, educational institutions, and non-profit organizations. She has expertise and experience in intercultural communication, cross-cultural training, and organizational/corporate culture. Marlene holds a Ph.D. in anthropology from the University of Pennsylvania, and currently she is the Director of International Affairs and Associate Professor of Anthropology at Millersville University, in Lancaster, Pennsylvania, U.S.A. Presently, she also is Chairperson of the Department of Sociology and Anthropology at Millersville University.

Dr. Arnold has extensive international experience. As a Kellogg Fellow, she made study trips to nearly every continent, to explore grassroots efforts to bring about positive social change, to examine leadership and vision from different cultural perspectives, and to acquire interdisciplinary skills necessary for addressing the kinds of complex human social problems with which we are faced at the close of this century. Dr. Arnold was a Fulbright Scholar to Greece, where she did her doctoral dissertation research. She has prepared individuals for travel or living abroad through seminars and international cultural immersion experiences. Marlene has led study groups to Austria, Greece, Ireland, Italy, and Japan. She prepares executives for international business transactions/negotiations and trains employees for success in a multi-cultural work force. She has been a consultant for improving educational systems and for training teachers in cross-cultural communications skills.

Dr. Arnold's own research and study has taken her to Brazil, Cuba, former Czechoslovakia and East Germany, Egypt, Greece, Hungary, Iceland, Japan, Norway, Portugal, Turkey and the former U.S.S.R., and she has received leadership training through several national programs. Dr. Arnold is a member of the American Anthropological Association, National Association for the Practice of Anthropology, Society for Applied Anthropology, and the International Society for Intercultural Education, Training, and Research.

Dr. Arnold's current main professional interest is in making cultural knowledge available to the public in a useful and accessible way. She is presently working on a series of non-academic books to introduce people from the U.S. to other cultures. Other current projects include the development of cross-cultural information sheets for U.S. companies seeking to do business abroad and the creation of a new organizational structure, called the Institute for Intercultural Learning and Leadership, to foster interdisciplinary collaborative projects such as conflict resolution, facilitating communication in a multi-cultural workplace and society, organizational/corporate cultural appraisals, custom-made international business education programs, management training, and consulting on the intercultural aspects of telecommunications.



## **Michael Backes**

My work focuses on the application of digital technology to the entertainment industry in the United States. My career interests stem from my initial work in the film industry and the transition of my interest in computers as a passionate avocation into a second career. I have worked for a motion picture studio, as a screenwriter, as a visual effects supervisor, and as a teacher at the American Film Institute. I am actively involved with The Starbright Foundation which seeks to apply technology from the entertainment industry to solve problems facing seriously ill children in hospitals in the United States. I also founded a videogame company in San Francisco called Rocket Science. Recently I've become involved with a new company called Electric Communities that is developing a suite of software to be used to create advanced virtual communities on the Internet that support a rich level of social and commercial interaction. I hold a strong belief that these types of communities represent the next major communications medium.

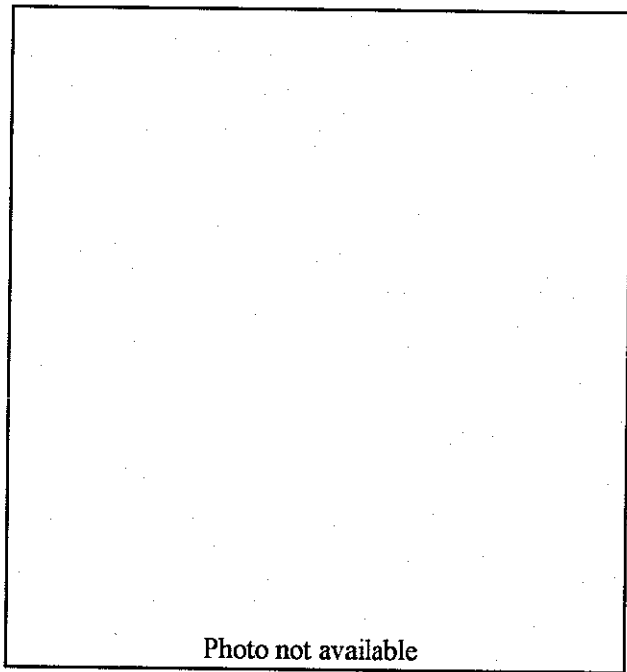


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## John Perry Barlow

John Perry Barlow is a retired Wyoming cattle rancher, a former lyricist for the Grateful Dead, and co-founder of the Electronic Frontier Foundation.

He was born in Wyoming in 1947, raised on the family ranch there and educated in a one-room schoolhouse. He graduated from Wesleyan University in Middletown, Connecticut with an honors degree in comparative religion in 1969.

In 1971, he began operating the Bar Cross Land and Livestock Company, a large cow-calf operation in Cora, Wyoming. He continued to do so until he sold it in 1988.

He co-wrote songs for the Grateful Dead from 1971 until their demise in 1995.

In 1990 he and Mitchell Kapor founded the Electronic Frontier Foundation, an organization which promotes freedom of expression in digital media. He continues to work closely with EFF and currently serves as its Vice Chairman.

He was the first person to use William Gibson's science fiction term "Cyberspace" in its contemporary sense, referring to the social space that already existed inside the world's telecommunications networks. Prior to his assigning it one, the virtual world did not have a name and was not generally recognized to be a place at all.

He is a writer and lecturer on subjects relating to the virtualization of society and is a contributing editor of numerous publications, including Communications of the ACM, Microtimes, and Mondo 2000. He has been a contributing writer for Wired and George since their first issues.

He is a commentator on computer security, digital cash and commerce, digitized intellectual property, and the social and legal conditions arising in the global network of connected digital devices. He also works as a consultant on these matters with the Vanguard Group of CSC, the Global Business Network, and Diamond Technology Partners.

He is probably the only former Republican county chairman in American willing to call himself a hippie mystic without lowering his voice, and while he was recently declared by the Utne Reader to be among "100 Visionaries Who Could Change Your Life," he is generally content to work on changing his own.

He is the father of three daughters, aged 14, 12 and 10, to whose mother, Elaine Parker, he was married for 17 years before they separated in 1992, and for whose children he hopes to be a good ancestor by assuring the liberty of Cyberspace.

To this end, he wrote the widely distributed Declaration of Independence of Cyberspace as well as The Economy of Ideas, regarded by some to be a seminal work on the future of copyright. As

a consequence of these and other essays, he was called the Thomas Jefferson of Cyberspace by Yahoo magazine.

He lives in Pinedale, Wyoming (the only county seat in America without a stoplight), Greenwich Village, Business Class, and Cyberspace, (where his address is [barlow@eff.org](mailto:barlow@eff.org)).

Finally, he knows the difference between information and experience and vastly prefers the latter.

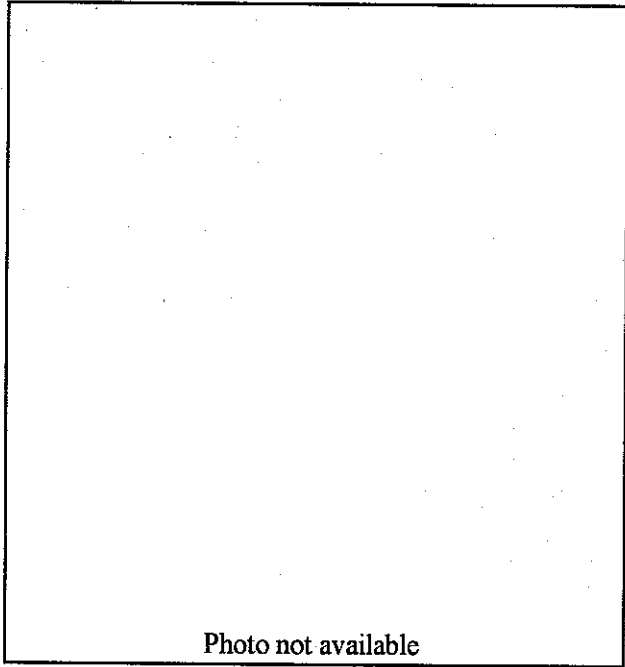


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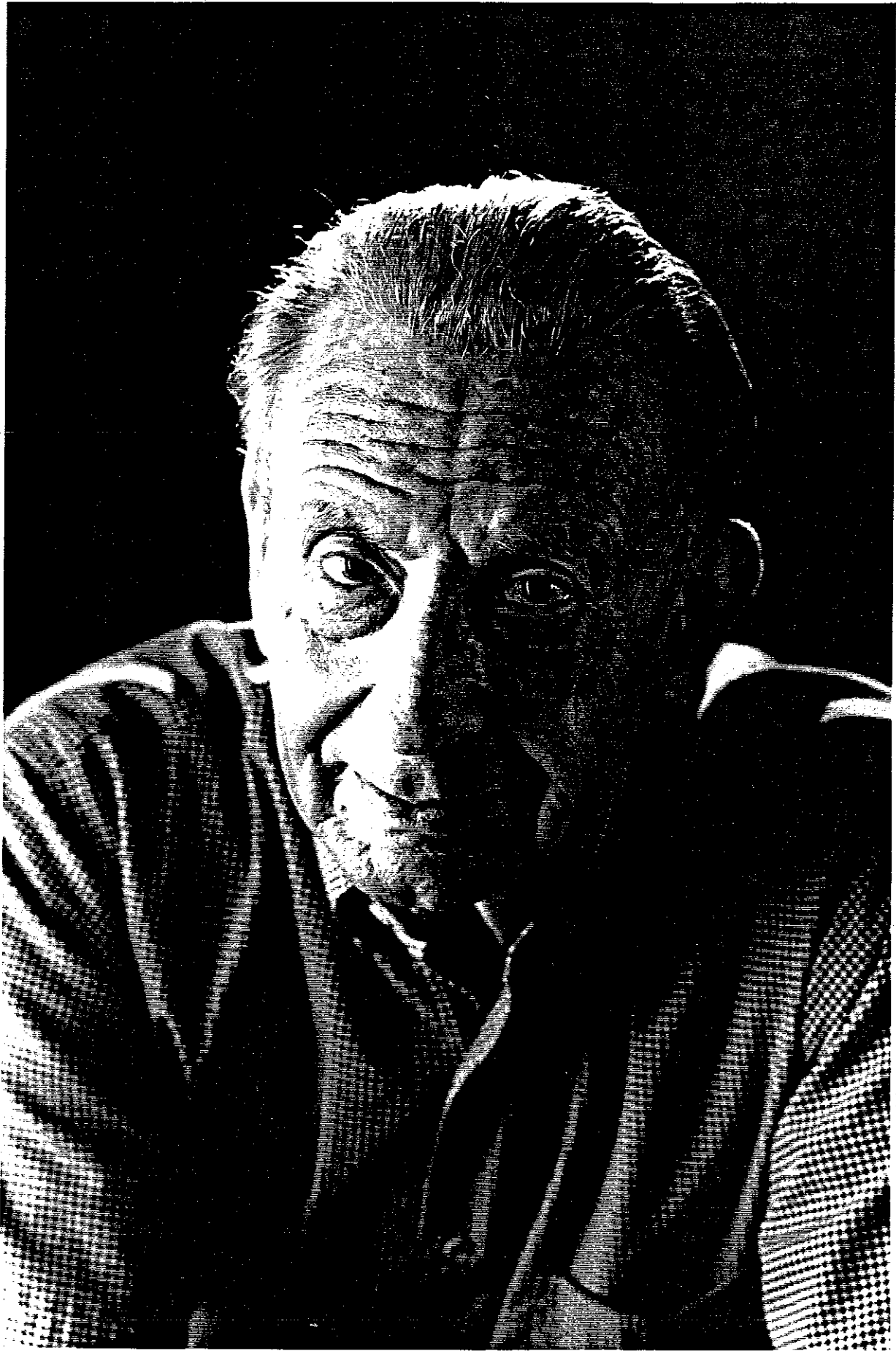
## **George Gerbner**

I am Dean Emeritus of the The Annenberg School for Communication, University of Pennsylvania, an independent researcher, writer, teacher, and Founder and President of the Cultural Environment Movement (CEM). CEM is a coalition of over 150 groups in 57 countries committed to freedom, fairness, equity and diversity in mass media ownership, employment, and representation. These principles describe my own main objectives.

My major research project is called Cultural Indicators (CI). CI is a cumulative data bank based on annual monitoring of U.S. network television drama. The research began in 1967-68 with a study for the National Commission on the Causes and Prevention of Violence. It continued under the sponsorship of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the National Institute of Mental Health, The White House Office of Telecommunications Policy, the American Medical Association, the National Science Foundation, the Robert Wood Johnson Foundation, and other organizations.

The database contains detailed information on more than 40,000 characters and 3,000 programs. Past reports and current projects include television's contributions to images of women and minorities; violence, political orientation; aging; disability; mental illness; family life; religion; images of animals, expressions of anger; the representation of alcohol, tobacco and other drugs; and other issues. The research has also been extended to comparative studies of television content and effects in several countries.

I was born in Hungary, came to the United States in 1939, received the B.A. from the University of California and M.S. and Ph.D. from the University of Southern California.



## **Sushmita Ghosh**

Now that we have managed to shrink and link the world, we are faced with the formidable challenge of keeping cacophony from blocking substance. And designing substance to press frontiers of perception to spark action that improves our lives.

I am looking to the Bellagio Conference for the emergence of a set of systems, strategies and collaborations that can do the above.

After marriage at 17 and graduation at 19, I began my career in communications as an editor in "Surya", a national magazine -- launched by Maneka Gandhi, daughter-in-law of the then Indian Prime Minister, Mrs. Indira Gandhi. Within two years, I became the executive editor and enjoyed the experience of interviewing and writing about leading Indian politicians. I also received on-the-job experience about magazine production. The birth of my daughter resulted in my withdrawing from full-time work and freelancing for the leading dailies and magazines of India.

My quest for "good stories" led me to Ashoka: Innovators for the Public for which I was recruited as the north and east India representative. I am now one of the Ashoka's four international Vice Presidents and direct the European fundraising effort.

Ashoka's mission is to launch and support social entrepreneurs who pioneer new solutions to social problems in any area of human need be it education, health, environment, etc. As a world Fellowship, Ashoka provides the framework of supports to these pattern setting visionaries who are very alone in their work. Ashoka's key institutional support enables them to find and help one another, share methodologies and collaborate in solving common problems. Ashoka now supports over 700 Fellows and works in 31 countries.

In the course of my work with Ashoka, it quickly became apparent that there was a clear niche for a magazine that led opinion in the field of social entrepreneurship-- dealing with the lives, thinking and work of the world's changemakers. Thus, Changemakers magazine edited by me was launched two and a half years ago to test the need for such a publication within the confines of the Ashoka network. After 9 issues, we are convinced of the readership and are preparing to take the project to scale. We have an opportunity today to dynamise journalism by using print and electronic media in partnership, to guarantee both shelf-life and interactivity that can race with thinking.

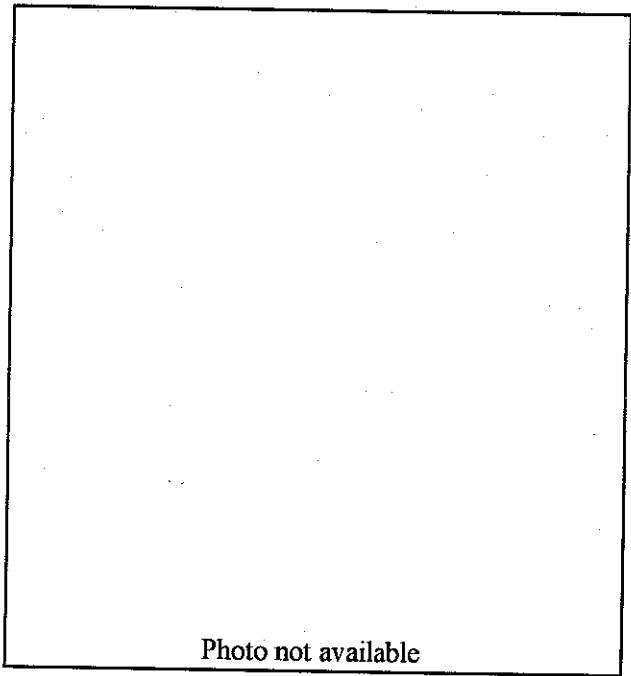


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## **Julie Gipwola**

My journalistic experience is both in print and electronic media. Journalism interested me right from the time I finished my secondary school.

From 1983 I have been in this profession. I served in the Catholic Church first in Zambia, then back home in Uganda. My work included coordination of communication activities within the church. I was in charge of the newsletter, contents of which emphasized rural education in areas of health, sanitation and community welfare.

I began work with the public media in 1985 and since then I have been interested in working out a research on "Uganda Public Media Case Study of Radio and TV Broadcasting." This would be part of an effort to establish a communication strategy that will result in targeted rural communication to action for better life for the rural population.

My latest assignment within the Ministry is being in charge of the "HIV/AIDS Prevention and Poverty Reduction Programme." The long objective is capacity to building of extension teams to plan, manage and execute AIDS control and poverty eradication multi-media campaigns at local levels.

I am also involved in the UNICEF 5-year Master Programme of Basic Health, Child Care and Adolescent Development (BECCAD) which seeks to ensure increased primary school enrolment (especially for the girl child), strengthen family and community capacity to care better for the child.

I feel I have a task of using my skills as a communicator to cause social transformation. There are enormous challenges that go with this task.

I am therefore looking forward to this exciting time at the Bellagio Conference to be part of a group that can address these challenges and together work out ways of overcoming them.

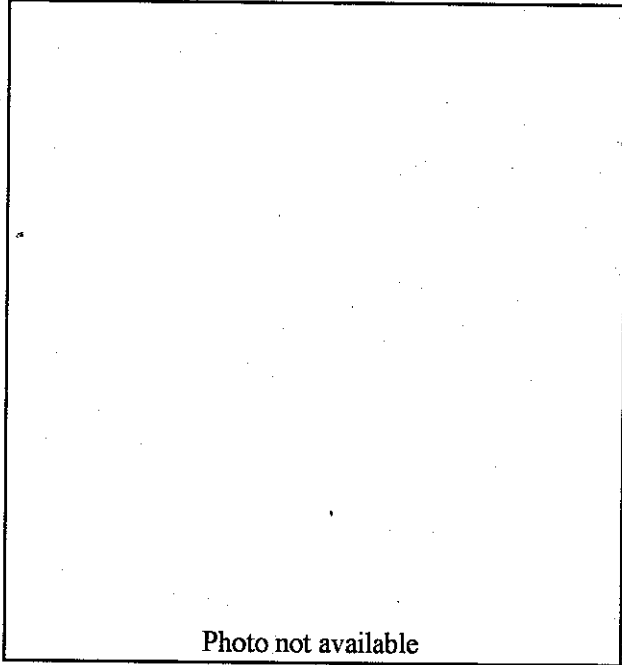


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## Denise A. Gray-Felder, APR

I've been the communications director for the Rockefeller Foundation since March of 1995, when I turned my back on a 16-year career in corporate America for the chance to work in an organization doing work that I would be proud to tell my children about. (As I said in my going-away speech at AT&T.)

Since that time, I've been on a journey to determine what is a meaningful -- and critical -- role for this foundation to play in helping move world development using strategic communications tools and practices. This job is one of the most exciting I've ever had in a tremendously exciting public relations and journalism career. This Foundation allows me to think about the big questions in the world, try the never-before tried, and use my honed communications skills in new ways to help improve the lives of people around the world.

I've suggested this conference because I've learned during the past two years that across the world people are using communications in most fascinating ways to accomplish essential social good; for example, the Forum for American Women Educationalists in Africa encouraging, even prodding governments to change practices and policies on gender equality in education, shifting the energy paradigm in south Asia, helping small farmers increase their crop yield, advocating for an AIDS vaccine -- with each of these projects communications is critical.

So, I come to Bellagio inspired and awed by each of you who have dedicated your lives to doing what I've just begun to tackle.

My background: public relations director for AT&T during which time I managed the corporation's response to the religious right, corporate diversity, communications for and about labor relations and contract negotiations, all human resources issues management functions including sexual harassment, workplace security, executive compensation, etc. I've worked extensively in media relations at the international, national and local levels, done institutional advertising, speechwriting for the chairman and other members of the executive management team, product promotion, marketing communications, employee communications, trade shows and exhibits, government affairs, community relations and corporate philanthropy.

Prior to AT&T I was assistant director of public relations for the United Way in Detroit, a writer-producer for a nonprofit training institution, a freelance magazine editor, a record promoter, newspaper reporter, television promotion coordinator and newsletter publisher. I even tried writing radio drama in the late 70s, about 30 years too late (for the United States).

I've been an adjunct professor of public relations in the department of journalism at the University of Michigan, and lectured at Kent State University, Bowling Green University, Michigan State University and several smaller colleges.

I've long been active in community and professional associations, having served as national president of a membership association of women in communications, on various community boards and task forces, and as a tutor and mentor at the public school and university levels. For this work, I've received some awards and honors that I cherish, among them the Bahai Race Unity Award and the Spirit of Detroit Award (my hometown).

Yet my proudest accomplishments are named Kristina and Korbin, my masterpieces -- my children.

###



## Bellagio Conference

### Presentation of Alfonso GUMUCIO-DAGRÓN

My country is Bolivia and I was born in 1950. I started very early as a writer and my writing took me towards journalism. In Latin America, journalism is the only way for a young writer to keep on writing. I had the advantage to remain a writer although working for journals: I picked the subjects and always signed my articles. I wrote a lot about literature, film and art criticism. Cinema became more and more important as I decided to continue film studies in Spain and later France, where I stayed for six years. In the meanwhile my first four books (poetry, short stories, an essay on Bolivian literature and another on film censorship) were published in Bolivia between 1977 and 1979.

Back in my country I realized the very sophisticated film studies I did at the Institut des Hautes Etudes Cinematographiques (IDHEC) in Paris were not very useful in Bolivia. There was no film industry and -even more important- I realized the need of a different approach to filmmaking and communication: I decided I did not want to release a prestige film every five years, but several small educational films on the social problems I encountered. That is how I started working with an NGO (CIPCA) which had projects with peasant communities in rural areas and with the main Bolivian union (COB) as an adviser for film & photography. The most important issue during this period is my own reflection on communication and community participation, a broader conceptual framework where the multiple disciplines under the general umbrella of communication would interact.

Short but highly productive years were 1979 and the first half of 1980, abruptly interrupted by the military coup of July 17 which made me go on hiding for a few weeks, then as political refugee at the Embassy of Mexico and later in exile for five years. During this period I started my work as an international expert in communication for development with several United Nations agencies such as FAO and UNESCO (in Mexico) and UNDP (in Nicaragua). Between 1980 and 1986, eight new books were published (poetry and essays, mostly on communication) and I directed seven documentary films.

Upon my return to Bolivia in 1986 I founded and directed CIMCA (Centro de Integración de Medios de Comunicación Alternativa) an NGO specialized in promoting development communication at the grass root level, providing training and supporting peasant and miners organizations to empower themselves through communication. CIMCA did about 30 training workshops per year, and supported in particular the network of popular radio stations owned by miners.

Environmental organizations such as Conservation International (Washington), involved me as an advisor and to prepare communication strategies. Three new books came out of this period, one on the miners radio stations, another on communication and environment and

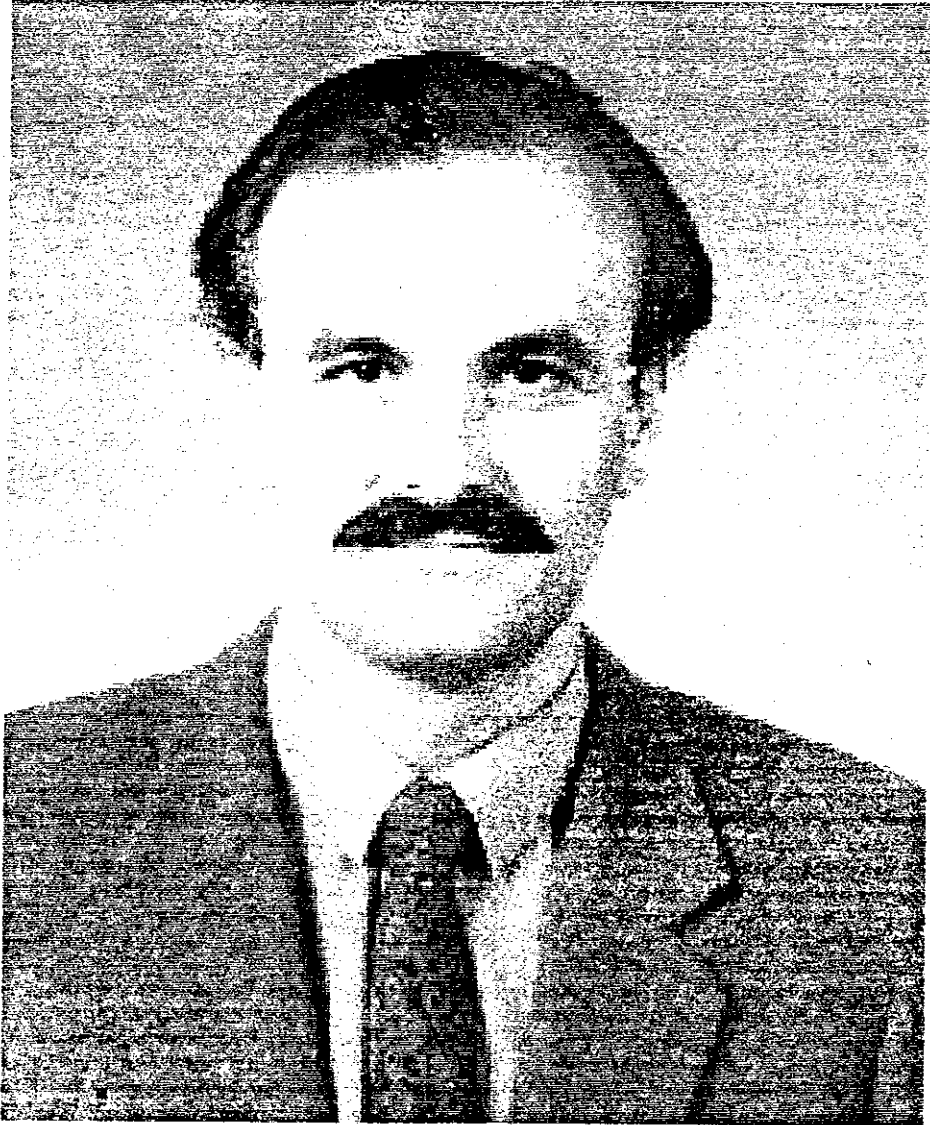
a booklet on communication for social change.

Several UN agencies called me as an expert during this period. I worked in Asia (Bangladesh) and Africa (Ethiopia, Burkina Faso). In 1990 UNICEF offered me the challenge to head their largest communication programme in Africa, so I went to Nigeria for four years to share my experience in a completely different political and social context, and provide new solutions through communication. "Popular Theater", "Community Empowerment" (by Lynn Geldof) and "NGO Puzzle" (in collaboration with Georgiana N. Nwagha) are three books -all published by UNICEF Nigeria- that synthesize my work during this period.

Presently in Haiti, again with UNICEF after a brief break in 1995, I have new challenges before me. I've been concentrating my attention to strengthening a network of young journalists as well as developing a network of community theatre, adapting to the local needs what I developed in Nigeria.

Julianne Burton (University of California) did a long interview with me in 1983, in Mexico, which she later published in her book "Cinema and Social Change in Latin America" (1986). The chapter on my work is titled "A product of Circumstances: Reflections of a Media Activist". Over 13 years later, I would like to continue considering myself a communication "activist" although my work has focused increasingly on the strategic level. This is a result of being in charge of larger projects.

Port-au-Prince, 2 April 1997



## Myoung Joon Kim

My main background is the labor movement and also the video movement. Labor News Production (LNP) is mainly a video making group and we have made more than 30 educational videos and documentaries since 1989. Our videos are not broadcasted through the official media and are distributed through the union organizations. Recent important videos are [Urgent report on the general strike Part 1 (30min), [Urgent report on the general strike Part 2 (50min)]. (See the list of our videos already sent) We also concentrate on training (or empowering) area. Since 1991, we have trained the union workers to make their own videos in order to use the video as their communication and representation tool. Concerning this education area, LNP also covers the training program not just for the organized workers. Board member of the Committee against the censorship : recently we won the small war on the film law in Korea and still fighting and negotiating on the reform of the law on film, video. Board member of the Human Rights Film Festival in Korea. Member of the preparatory committee for the people's broadcasting. A year ago, VHF channel 2 has been returned to Korea by US military and after that some communication unions and media watchdog group formed this committee to make the people's nationwide channel. Advisor to SING : SING is internet movement group. Recently, activists involved with the electronic communication are fighting against the introduction of the electronic ID card system in Korea and during the recent debate and demonstration, we raised this issue successfully. SING also made the www site of KCTU (federation of democratic unions) and the recent strike homepage (<http://kpd.sing-kr.org/strike>, in this site you can find the moving image from the video of Labor News Production), and SING co-published the white paper on the electronic censorship with other groups.

Establishing the Video Movement WWW site : Recently I am working on a project on WWW as a Videazimut board member. During the general assembly of Videazimut in Brazil, it was decided that I am responsible for establishing the WWW site on the democratic media movement, mainly focusing on the alternative video movement. Now the site has been constructed (<http://www.videomove.org>).

In short, my activities basically concentrates on the use of the video and new media technology in the social movement. I hope the following objectives can be accomplished with these activities.

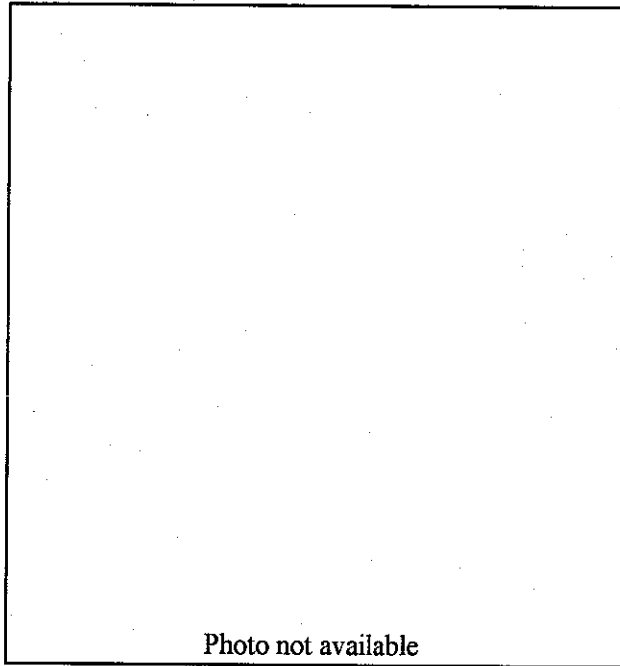


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## Jim Lowenthal

Most of my professional career, since undergraduate training, has involved activities related to promoting social change, to a limited degree in the U.S., and almost exclusively in the Developing World, particularly Africa. Only most recently (the last three and a half years), have I turned my professional attention to communications, and more specifically connectivity in Africa.

My undergraduate education, a History Major/Political Science Minor at Williams College in Williamstown, Massachusetts, has had an abiding influence on my interest in communications and social development. I spent my junior year in Paris, France at the Institut d'Etudes Politiques. I committed much of my time, probably to the detriment of my studies, to travelling around Europe (Spain to Turkey to Israel), spending time with people, finding out how communication and interaction intertwined in different cultural settings. As a direct result of this experience, I decided to forego my interest in law and enroll in the Peace Corps. Also as a result of this experience, e.g., fluency in French, I was assigned to a Francophone West African country, Niger, where I worked for two years teaching English at a secondary school. During the summer between the two years, I travelled throughout West Africa and to East Africa (Ethiopia, Kenya, Uganda, Tanzania), which provided me with an incredible opportunity to explore the differences in culture, communication and interaction between people in sub-Saharan Africa, Europe, and North America.

On my return to the U.S., I spent a year working with a training and human resources development firm to develop the basic education, interpersonal, and working behavior skills of individuals from communities with high levels of chronically unemployed in Virginia and Maryland. Much of the time was spent in intensive group settings, providing the basis for group dynamics work in graduate school and in my professional activities as a management trainer. Lessons learned from my work experience motivated me to apply for graduate training in an innovative MBA program, with specialization in international and strategic management, at Vanderbilt University. While completing the requirements of the MBA program, I launched a management training firm with a Vanderbilt colleague, specializing in human resources development for government and private, non-profit organizations, both in the U.S. and in Francophone Africa. Over the next seven years, I alternated time between Masters and Ph.D. preparation (organizational sociology in Vanderbilt's Department of Sociology), and consulting/training, primarily for USAID in Francophone Africa (Cameroon's PanAfrican Institute for Development, and Morocco's African Training Center for Research and Development in Administration).

Largely on the basis of this latter experience, USAID requested that I come to Washington in 1979 to manage a new and highly innovative project, adapting social science knowledge to rural development. Given the difficulties USAID had experienced transferring technology in resource poor areas, the project attempted to apply American-style management, particularly organizational development, to the complex issues of implementing integrated rural development programs in Africa, Asia, and Latin America. Overseeing the work of others for two years only whetted my appetite for the real thing. In 1981, I moved to Niger to work as USAID's project manager for the Niamey Department Development Project. Over the next four years, I struggled with the issues of combining management skills, socio-cultural understanding of rural life, agricultural (cereals) technology, and bureaucratic jujitsu in the promotion of rural development improvement in Niger. In 1985, I returned to Washington to work in, and later head, the Agriculture and Rural Development Division of USAID's Asia/Near East Bureau. In this capacity, I travelled to Morocco, Tunisia, Yeman, Jordan, Egypt, Pakistan, Indonesia, Thailand, Taiwan, the Philippines, Nepal, Bangladesh, India, and Sri Lanka. In 1990, ready for a new challenge, we moved to Rabat, Morocco where I was named Deputy Director of the USAID Mission. The USAID program, staffed with ninety Moroccan and American nationals, and a program which at its zenith amounted to \$100 million, targeted agricultural productivity, agribusiness, population and family planning, housing and urban development, and small and medium enterprise development.

During the previous decade of working with USAID, in Africa, Washington, and North Africa, I had developed a consuming interest with applying microcomputer technology and e-mail as key tools for managing socioeconomic development activities. Tempted by the seductive appeal of Morocco, its commitment to economic liberalization and moderate Western-style development, its openness to the United States, its desire to overcome a serious delay in absorbing state of the art computer technology, and a desire for a more personal, direct involvement in the substance of development, I decided to resign my Senior Foreign Service position in late 1993 and open a management and telecommunications consulting firm in Rabat. The last three and half years seem like a whirlwind. We have grown from a small four-person team to a seventeen-person organization, offering full service Internet throughout Morocco and working as consultants in support of USAID's Leland Initiative to establish Internet gateways in twenty-two sub-Saharan African countries.

Communications and Social Development - two themes at the core of my professional life for the past three decades. The Bellagio Conference will give me the opportunity to share the fruits of this experience and to learn from others who have devoted their professional lives to similar issues in diverse cultural settings. What a treat for me!

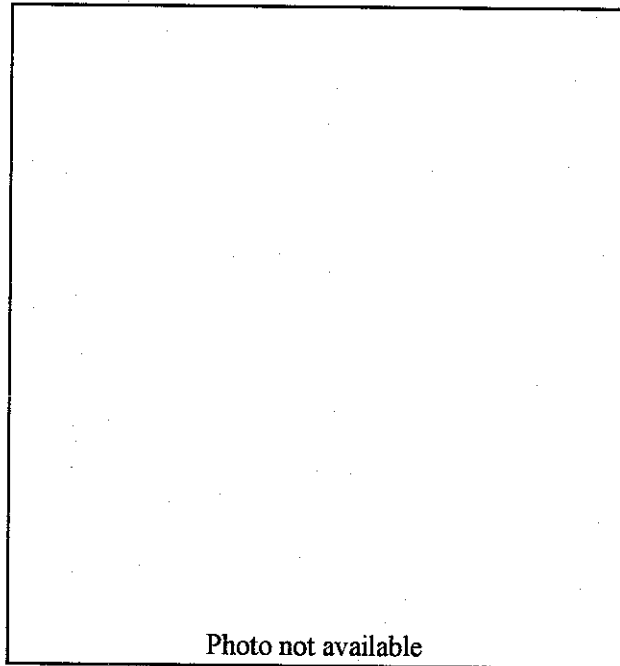


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Susan Mach, Partner  
Laurence & Susan Mach Creative Services

Susan Mach is an educator, historian and communications consultant. She has taught a wide array of communications courses on levels ranging from junior high school to graduate school. She has a Ph.D. in modern European history and philosophy from Bryn Mawr College, where she won a Whiting Fellowship for research on French public opinion before the First World War. She has extensive corporate public relations and market communications experience, managing such issues as global consumer trends, telecommunications competition, public policy, and the impact of the information revolution on emerging economies. She and her husband, Laurence Mach, own a consulting firm that serves foundations, corporations, government agencies and universities. They have one child, a son named David.

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## **RESUME MATTHEW M. MOONIEYA**

South African-born Matthew M. Moonieya has been involved in communications for all his working life which started in 1966 on the Daily Dispatch newspaper in East London which was then edited by famous exiled journalist Donald Woods.

It was at the Daily Dispatch where he established his journalistic career, filling several positions from sub-editor to acting chief sub-editor and night editor. His reporting career ranged from Transkei bureau chief to chief municipal reporter and finally financial editor with an emphasis on the political economy of the region.

During his term on the Daily Dispatch he was awarded with a US travel bursary through the Indiana University Foreign Journalists Program which took him to 22 cities after a short-stint on the main campus.

He was later chosen to join six other prominent South African Editors to visit to Switzerland to study the canton and banking system of that country.

In 1989, after occupying every conceivable position on the Daily Dispatch and on the verge of being appointed assistant to the Editor, he left for the University of Transkei after being persuaded by the then Chancellor, Professor Wiseman Nkuhlu, one of south Africa's foremost development economists who took a keen interest in developmental journalism. Prof Nkuhlu today heads Worldwide Africa Investments, one of the most powerful black empowerment groupings in the country which was recently involved in the Anglo American deal.

Prof Nkuhlu believed that Transkei -- the poorest sub-region of the Province -- was sorely in need of development journalism and from the university's vantage point, Moonieya could make a contribution while he occupied the post of head of publications and media relations officer.

In 1994 Prof Nkuhlu was succeeded by former US academic exile Prof Alfred Moleah. Moonieya became his personal assistant and played a prominent role in media-marketing the region and drawing national attention to the grinding poverty.

In 1995, following major Eastern Cape government moves for Moonieya's services, he left Umtata for his home in East London where he established his own media relations and publications company, Moonieya & Associates.

His anchor clients for publications include: the Eastern Cape Government, Transkei Presidential Task Team, Border Chamber of Business and the most successful NGO in south Africa, the Independent Business Enrichment Centre (IBEC). Publications for all these clients are available.

It is from his vantage point as an independent operator with a deep-seated interest in communicating for social change that he is able to command a macro view of the topic with a major practical hands on experience of the day-to-day problems and solutions in one of the most critical areas of development in South Africa.

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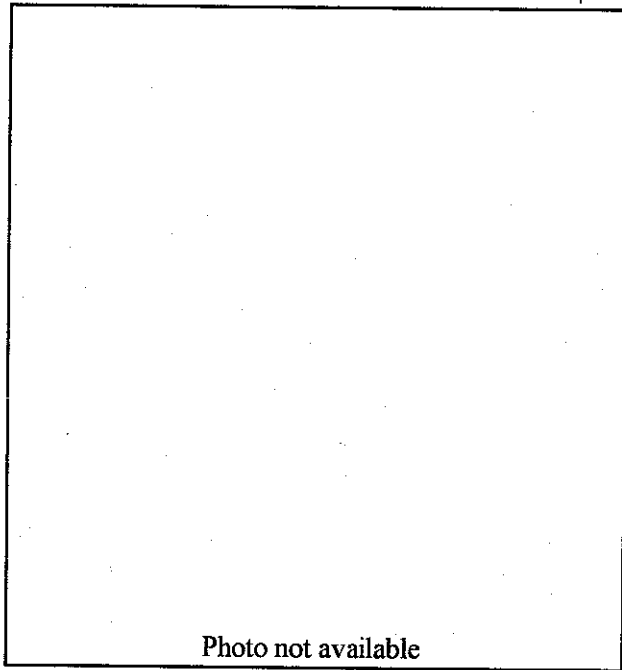


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## Jenny Richards.

A former journalist with the UK Sunday Times, Time Out, Spare Rib and BBC Radio, I've been at TVE [Television Trust for the Environment] for exactly nine years now, moving on from editing our quarterly environmental film guide to running the film distribution service to my present position as deputy director -- which basically means doing a bit of everything, but getting the glory for nothing.

I was born in 1947, brought up in a large, cold house on a farm in Hertfordshire, along with two competitive sisters, dozens of animals and an extended family of northern Irish female relatives on my mother's side [which gave me the unique, and much prized, ability to talk at the same time as listening - which they all did].

After a miserable, anorexic [and so very isolated] adolescence at the kind of spartan boarding school for girls modelled on what was once considered appropriate for upper class boys, I got myself to Cambridge University where I spent three years catching up with all the things I'd missed in my teens [there were only three colleges that took women in Cambridge in those days -- alongside 26 men's colleges - and we're talking the heady days of the 60s]. Despite this, I graduated with an MA in English, and went straight into a job as a researcher on the Sunday Times Insight pages which - in those glory, pre-Murdoch days, under editor Harry Evans -- boasted the best investigative journalists' team in the UK, and was responsible for breaking groundbreaking stories like thalidomide.

Later, I went freelance -- writing for the Sunday Times Magazine, the Guardian, Time Out and Spare Rib [the first feminist magazine in the UK] and doing occasional pieces for the local BBC station in London. It was here I met my husband -- another untidy, itinerant, unreliable journalist -- in the cutting room. We had three kids [now 23, 19 and 16], moved to another large, cold house in Norfolk, in East Anglia [the British never did master the art of central heating too well], and I gave up [paid] working for 11 years because I thought someone had to stay home with the children, and it might as well be me [my husband had moved on to BBC TV by this time, so it seemed fairer then.....I'm not so sure about now].

I also filled the garden with rare poultry, and even kept hens commercially for a few years [it never made me any money]. Every now and then my husband would come home and ask why we had so many geese on the front lawn. In 1986, I decided I had to get back into the real world and started freelance writing again. In 1988 I saw an advertisement for the editor of the new TVE magazine, applied, and I've been here ever since.

When I first started at TVE, it was the director [Robert Lamb], the director's secretary, and me, in the back office of a major UK broadcast company in London. Since then we've grown vastly -- now working all round the world, in partnership with what we call Video Resource Centres or VRCs, which are other organisations in developing countries who also use audio-visual materials as part of their own awareness-raising/campaigning work [Adelaida Trujillo, also part of this group, from Citurna, Colombia, represents the oldest TVE VRC]. There are five major groupings of VRCs now: in Asia & the Pacific, West Africa, south and east Africa, the CEE/NIS counties [the former Eastern Bloc] and Latin America. Because they often have difficulty in

obtaining/producing quality programmes on environment and social justice issues in their own countries, TVE provides them with master tapes of programmes we have in our distribution service, with all the rights cleared to use in their own countries.

As well as distributing films [and information about how to get hold of films], we also co-produce. My proudest achievement has been championing a series of films by developing country film-makers - 14 to date - under the rubric of 'Developing Stories'. We did the first series in 1992, for the Rio Earth Summit: we wanted to make a series that didn't come from the usual Northern perspective [BBC, CNN etc], but mirrored the concerns of people in developing countries themselves, who mostly weren't talking about global warming, deforestation or ozone - - but about human rights abuses, unfair trade terms, poverty.

The first six films were screened in over 100 countries, and are still being ordered by groups around the world. We made another four films, with another four developing country film-makers, for the Cairo conference on Population and Development in 1994. And then four more, with women directors, for the Beijing conference two years ago. I've gone on trying to work with women directors in particular for the last two years: we're currently doing four short films on women's rights to illustrate the World Population Report this summer. Experience has taught me that it's largely men who still make the decisions in broadcasting, so we're doing our bit to try and change that.

My greatest ambition is to make a feature film about the life of Rachel Carson. No-one's done it yet -- largely, so Turner Broadcasting told me a few years ago, because she had no love life.....

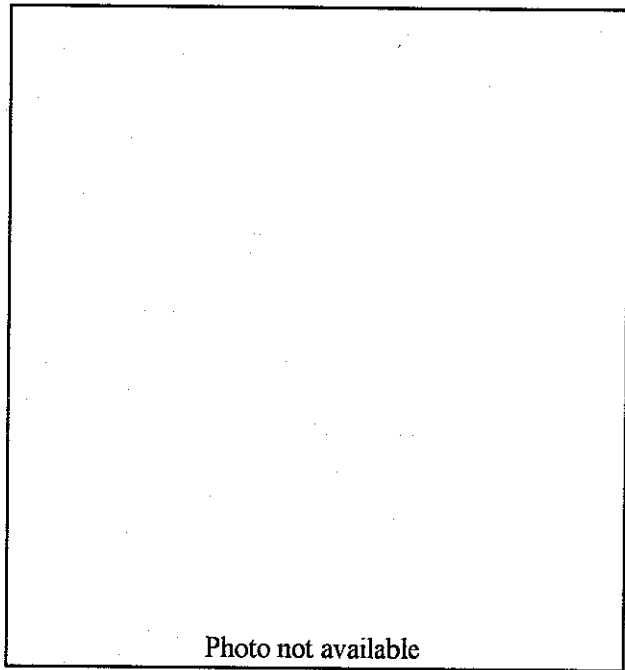


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## MARCIA SHARP

My name is Marcia Sharp, and I am a partner in an entrepreneurial company called Millennium Communications Group. Millennium believes that communications can be used to cause change, not just to reflect it.

For more than 25 years I have worked to help build the communications capacity of nonprofit organizations. One of my strongly held beliefs about nonprofits, or NGO's, is that they tend to spend too much of their time and resources communicating -- or trying to get publicity -- on the causes they serve, and too little time and resources building up their own institutional strength and capacity. This is one of the reasons we have many many fragile institutions in the civic sector, all around the world.

I have always been interested in small scale institutions -- churches, schools, small and micro-enterprises -- and in how they serve their communities. This interest fosters my belief that most successful communications efforts -- whether in health care, education, human rights, or other areas -- tend to build up and out from the personal and community level, rather than down from some centralized bureaucratic source. I am thus a believer in projects that turn people into communicators (through video production, for example), rather than communicating "at" them with prepackaged messages. And I am thus a skeptic of the long term potential of many traditional social marketing efforts.

I have spent much of my practice in the last several years exploring what we call "communications as engagement." Communications as engagement starts from the conceptual premise that the word "communications" has the same root as the word "community" -- and that both have fundamentally to do with creating bonds; fostering engagement and connectedness; enhancing learning and knowledge; and building a sense of accomplishment and common purpose.

I come to this view in part from the frustration and disappointment of having watched the shrill and polarizing "advocacy communications" that dominates so much of the American public policy and media environment. In this kind of one-way communications, each "side" of an issue or debate becomes more and more rigid, more and more extreme, and less and less willing to listen to or acknowledge any other point of view. The possibilities for creative problem solving become diminished over time, and the great majority of people turn away, burned, bored, or disillusioned. Given the complex problems of our time, this kind of "I'm right, you're wrong; I win/you lose" communications seems particularly inappropriate to civic-problem solving.

Communications understood as "engagement" also draws very much on the connectivity, learning, and knowledge creation that is possible with the new communications technologies. These technologies -- while neither perfect in the kind of interactions they make possible, nor equally accessible to all peoples -- have tremendous potential to empower individual people to take action on the issues and problems of their lives. Some of the most interesting projects we are working on now focus on using the world wide web to give people and organizations -- nationwide and in some cases internationally -- access to contacts, resources, information, and models for citizen/community action.

Overall, Millennium's experience lies in providing foundations, non-profits, and corporations with strategies and tools to move an issue agenda or achieve organizational and marketplace growth.



# "NEW PERSPECTIVES"

Inter-regional Public Foundation

tel: 095-232-3820 ♦ fax: 095-241-2366

My name is Nadia Seryakova. I am the founder and president of the non-profit, non-partisan foundation "New Perspectives". A few years ago, I started thinking about the role of young people in the future of my country. While all unifying factors in our country were dissolving, I began to search for ways to unite Russia's youth during this difficult time for our whole country when the newly-born democracy itself needed support. I came to understand that young people are united by the one thing they all possess - their youth. Therefore I tried to do something in order for young people to help this young democracy. The first thing our Foundation did was a program aimed at encouraging young people to participate in elections. We called this program "Vkluchis" ("Plug In"). The idea of the program was to overcome the apathy of the youth towards social problems in Russia by appealing to the interests of young people. We produced four TV programs, conducted many discussions, seminars, and arranged for role playing exercises. These activities produced changes in the attitudes of young people. "New Perspectives" has been very popular in our country. Currently "New Perspectives" has representative clubs in 43 regions of the Russian Federation. We also have cooperative projects with international organizations.

The purpose of the Foundation is to assist in the development of young leaders in different fields of interest such as politics, business, culture and education. "New Perspectives" seeks to educate people about democratic ideas and ensure stability and mutual understanding in the society. "New Perspectives" strives to accomplish these goals through educational, research and training activities as well as through informational exchanges. The current focus of "New Perspectives" is strengthening ties between different regions. These relationships are built on creating different programs which will touch each young person in the country.

My life centers on my work towards unifying and supporting people living in different places of the world. They do not know each other. However, they need to understand that although the world is big, it is also so small that we cannot live without mutual understanding and support. We need to have a dialogue between all people.





## BIO OF JULIE A. SU

Julie A. Su is an attorney at the Asian Pacific American Legal Center of Southern California (APALC). The APALC provides legal services and civil rights advocacy primarily for indigent Asian Pacific Americans. She received her law degree from Harvard Law School in 1994 and her undergraduate degree in political science and economics from Stanford University in 1991.

Julie is the daughter of Chinese immigrants to the United States. She advocates for immigrant workers who came to the U.S. seeking a better life only to find themselves toiling at poverty wages in dark sweatshops under inhumane conditions. Julie fights for basic rights, wages, and the dignity of all workers, and for corporate accountability in the garment industry.

Julie also works in coalition with other civil rights organizations to protect affirmative action and documents hate crimes by co-authoring the Annual Audit of Violence Against Asian Pacific Americans.

Julie is a strong believer in the potential for building communities across racial and class lines. She was a Peace Corps Summer Volunteer in Belize, Central America in 1990.

Communication is critical to bridging the divides of race, language, class, education, experience and circumstance. Communication involves translating the experiences of workers and immigrants into terms that have meaning in our legal system. It means documenting abuses and human rights violations to raise them from invisibility. It involves joining with activists around the world to see the interconnectedness of global exploitation and inequality and the power of collective action. This is particularly true in the garment industry, where corporations have evaded responsibility by moving their exploitation from country to country, searching for ever more vulnerable workers.

Communication is used to socialize, educate, and mobilize. The potential for communication has been dramatically enhanced by technology. The big challenges now are to find ways to make that technology accessible to those engaged in the struggles for social justice and to join together not only to talk about our work, but to act together in our work.



### **Adelaida Trujillo**

Having been raised abroad until I was 15 yrs old in countries like Mexico, Venezuela, Brazil and the US, my relationship both with the continent and my country, Colombia, is that of passion but also of daily self criticism (and a dose of despair). We are an incredibly dynamic culture, with many things to be proud of -- hard working people with enormous creativity, well educated and sophisticated entrepreneurs, great music, sense of humour and wit, amazing landscapes with the world's most coveted biodiversity. And to make it even more exciting to live and work in Latin America (in any field), a population of almost 300 million Spanish - speakers with complex local cultures, but nevertheless a strong Latin tradition that connects us ( or at least should) more than any other continent in the world. But simultaneously, ( and this is life in the tropics...) heart-tearing social situations that are becoming more complex to tackle as time passes dramatically quickly and the difference between rich and poor widens, I dare say, at the same speed of "new communications" technology....!! A continent with the world's highest levels of political corruption, little tradition of civic mindedness, tolerance or respect for difference, as well as one of the most worrying rates of environmental destruction.

And nevertheless I have always been convinced that there is hope for change. This is why I became filmmaker, focusing on television production.

After ten years of work experience in our independent production company -- CITURNA-- a great part of the answer for social change still lies in the Cinderella of our countries' communication policies and the old discussion of appropriate and creative use of TV, radio and the press.

Thanks to a BBC TV training course organized in Colombia, I met the coordinator Patricia Castaño -- an expert in communications and development, trained in the UK in TV production and educational TV . We made a film together, my first one, on a little island in the Caribbean where I had done my anthropology field work . It was a success both in Colombia and even abroad, winning several awards. Ten years later the community of Old Providence still uses it to discuss environmental and gender issues.

Motivated by the same ideals, we decided to create an independent production company, CITURNA, and trained in the UK and in the BBC. The three founding partners (all women) have a common background in social sciences and education. Doris Eder had been Minister of Education and Patricia had a lot of experience in public television policies, TV production and communications and development. Aware of the need of high quality programming on Colombia and Latin America directed by local producers, we concentrated in learning how to produce and direct documentaries properly.

We have been rolling for ten years and our ideas have been commissioned by such European public television companies as Channel Four and BBC (UK), FR3 (France), Canal Plus and RTVE (Spain), ZDF and WDR (Germany)and Danmarks Radio and TV.

Our films and productions, co-directed with Patricia, have been awarded in festivals such as Havana FilmFest, Banff TV Fest, Ondas International Bilbao, Valladolid, Okomedia and North South, amongst others. We have screened our programmes in various events like INPUT, the

IIC Conferences, Prix Italia, as well as several one-man shows in Spain and Northern Europe, and we pitch ideas to commissioning editors, through our British partners, once or twice a year. Our main subjects: drugs, development issues, environment and politics, human rights, art and society.

From 1992 we strengthened our relationship with TVE, who had backed our first major film commissioned by ZDF and Channel 4. We became their first VRC in Latin America, and concentrated our work in developing a network for versioning and distributing their high quality programming in Colombia.

Since then we have been developing both our own documentary ideas for the international audience (my last film was on political corruption and drugs in Colombia, broadcast by Channel 4 and Danish TV last July), as well as more local projects as executive producers, training local directors with a lot of talent. Our emphasis is mainly educational TV, media strategies for environmental public opinion campaigns, and regional distribution and co-productions.

Since 1995, having designed and produced a major communication-education strategy on the environment in the capital city of Bogotá, we became involved in the production of programmes with cultural and educational content, for broadcast TV, NGO and school use (non formal education), supported by resource materials. This is unfortunately a virgin territory in Latin America, with the exception of some cases in Mexico.

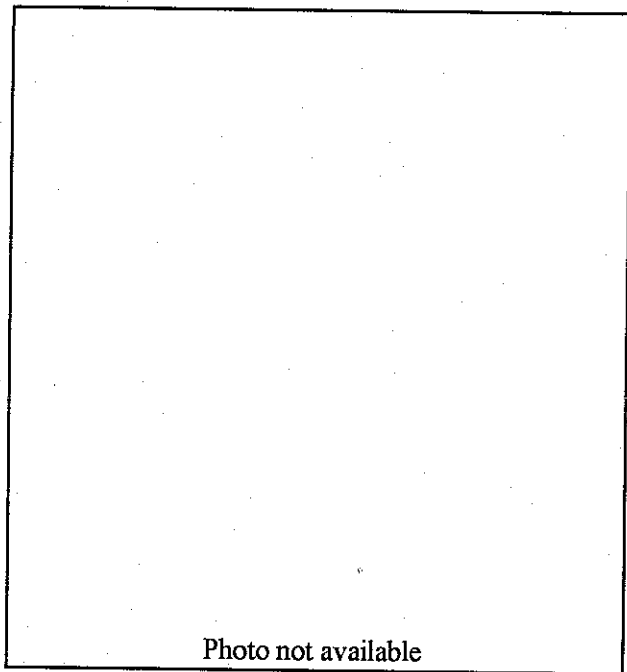


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Name: Galina Venediktova  
Current Residence: Arlington, Virginia USA

Place of Birth: Moscow, Russia  
Date of Birth: 01/11/56

Inquisitive as a child, at age six I began to read the 2,000 books of world classics in my father's library. My father was a physicist, a war hero, a man of many stories, which I listened to in awe and admiration. My mother had a Ph.D. in engineering and was my best friend. She combined family responsibilities with a serious professional career. I followed in her footsteps.

Graduating from the university with a degree in economic engineering, I spent my days working as an industrial economist, and later as a programmer and systems analyst. I spent my evenings at home with my husband and my fine young son. On holidays we would go skiing, hiking and white water rafting. Back then, I thought that this was the way my life would be forever.

Perestroika began. I never suspected how it would change my life forever. I found myself caught up in the excitement of the pro-democracy movement. I organized meetings and demonstrations. I ran through the streets carrying leaflets from the Russian White House during the attempted putsch. In August 1991, I stood alongside thousands of others in Freedom Square as Yeltsin encouraged us and urged us on. Freedom and democracy must not be lost.

It is odd, when we are caught up in something, how our life gains new meaning and purpose. I became a member of the board for the Social Democratic Party. In 1993 they nominated me to be a candidate to the parliament, but I felt that to be a politician was the wrong thing for me to do. Instead, I headed a nongovernmental organization "Women for Social Democracy". We worked to secure women's political and economic rights in the new Russian constitution and in the laws that parliament passed.

In 1994 I had an opportunity to participate in a project for a Washington DC based organization, the Network for East-West Women. The project provided email capabilities for women's organizations in Eastern Europe and the former Soviet Union. This capability turned out to be a revolution in communications which let these organizations overcome the mistrust and grudges of communist times and to start to talk to each other. The result was that these women's organizations saw that they all were faced with very similar problems in their post communist societies. They thereafter came together to work out a common platform for women in countries undergoing political-economic transition and they organized the East-East Caucus at the Beijing conference.

There are those who dream of a time when one human being can talk sincerely with another human being, looking into his or her eyes, no matter how far they are from each other and how different their countries are. They would be able to see that they are much more alike than their politicians have told them. The revolution in communications makes this dream possible. We need to make this revolution work for people and not against them.



## **Muhammad Yunus**

Dr. Muhammad Yunus received his Ph.D. from Vanderbilt University in 1970. He was a professor of Economics and the Director of the Rural economics program at Chittagong University. He is founder of the Grameen Bank and continues to serve as its managing director. The bank has over 2 million borrowers who use their loans to start and expand tiny self-employment ventures. Grameen Bank was awarded the King Baudouin Development Prize in 1992. Professor Yunus was awarded the CARE Humanitarian Award in 1993 and the World Food Prize in 1994.

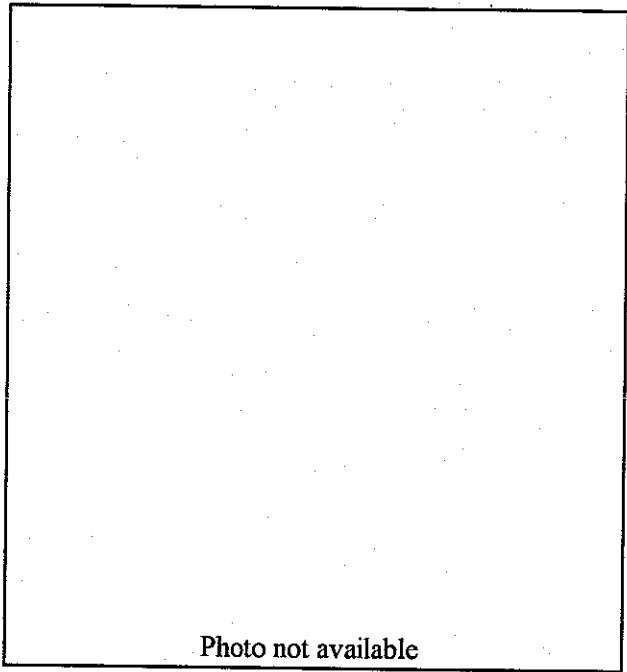


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## Ground Rules

During the conference itself, we will -- as a group -- set "norms" or principles that dictate acceptable standards for the conference discussion/flow.

The Bellagio conference center has a few requirements itself that we hope you can live with, among them:

- Attend all sessions and arrive on time
- Participate in all lunches and dinners, as they are considered working sessions (although relaxed) as well.
- Try to avoid last minute changes to your travel itinerary as the staff on-site are not travel agents.
- Accommodations at the Villa Serbelloni are not available before April 21 or after April 25.
- Smoking is not permitted in the public rooms of any of the buildings at the center.
- Car service/transportation off the grounds is not available. It is a brisk, downhill walk to town, but walking back to the villa requires more energy.