

COMMUNICATIONS FOR SOCIAL CHANGE

**A WORKING MEETING
SPONSORED BY THE
ROCKEFELLER FOUNDATION**

**CAPE TOWN
SOUTH AFRICA
1998**

PARTICIPANTS

Fackson Banda
Communications and Social Justice
Christian Council of Zambia
P.O. Box 30315
Lusaka, Zambia
F: 011-2601-224-308

Brian Byrd
Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018-2702
Tel: (212) 852-8412
Fax: (212) 852-8441
Email: bbyrd@rockfound.org

Dayna Cunningham
Associate
Building Democracy
Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018-2702
Tel: (212) 852-8412
Fax: (212) 852-8441
Dcunningham@rockfound.org

James Deane
Director, Programmes
Panos Institute
9 White Lion Street
London N1 9PD
U.K.
Jamesd@panoslondon.org.uk
T: 44.171.278.1111
F: 44.171.278.0345
[Http://www.oneworld.org/panos](http://www.oneworld.org/panos)

Jean Fairbairn
Open Society Foundation for
South Africa
Colinton House, Norwich Oval
1 Oakdale Road, Newlands 7700
South Africa
F: 27.21.6833550
e-mail jean@ct.osf.org.za.

Warren Feek
5148 Polson Terrace
Victoria, B.C.
Canada, V8Y 2C4
Wfeek@coastnet.com
T: 250.658.6371/6372
F: 250.658.1728
Email: wfeek@coastnet.com

Judi Fortaine Nwokedi
Advocacy Initiatives
P.O. Box 784678
Sandton, 2146, South Africa
judi@iafrica.com
T: 27 11.884.2647
F: 27 11 884 0421

George Gerbner
Bell Atlantic Professor of Telecommunication
Annenberg School for Communications
234 Golf View Road
Ardmore, PA 19003
Ggerbner@minbus.ocis.temple.edu
HT 610.642.3061
HF: 610.642.3061
OT: 215.387.5202
OF: 215.387.1560

Sushmita Ghosh
ASHOKA: Innovators for the
Public Interest
188-3-1A Prince Anwar Shah Road
Calcutta 700045
INDIA
Sushmita@giasd101.vsnl.net.in
OT/F: 91.33.472.2587
HT: 91.33.479.7959

Julie Gipwola
Head of Features and Drama
Radio Uganda
P.O. Box 7263
Kampala, Uganda
Umwa@swiftuganda.com
Fax/Tel: 256.41-543996
F: 256.41.534.118
(Uganda Media Women's Association)

Denise Gray-Felder
Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018-2702
Tel: (212) 852-8412
Fax: (212) 852-8441
Email: dgray-felder@rockfound.org

Zane Ibrahim
Bush Radio
2 Queenspark Avenue
Refaynaab Bld., Salt River
Mowbray 7705
SOUTH AFRICA
T: 2721.448.5450

Garth Japhet
Soul City
P.O. Box 1290
Houghton 2041
South Africa
garthj@soulcity.org.za
T: 2711.728.7440
F: 2711.728.7442

Myoung Joon Kim
Labor News Productions
Videazimut
102 Jihoon Villa 482.2
Sangdo 1 dong, Seoul,
South Korea
lnp89@chollian.dacom.co.kr
T: 82.2.817.9798
F: 82.2.826.0151

Freddy Kodio
(Kodio Junjbe Frederic)
PSI Project MASOCOT -
PSI/ASTBEF
PO Box 1467
T: 235 52.22.93
F: 235 52.34.68
Mas11@calvacom.fr
NDjamena - CHAD
Central Africa

Evelyn Lieberman
Executive Director
Voice of America
330 Independence Avenue
SW Room 3300
Washington, D.C. 20547
Esliberman@usia.gov
Jjhopper@usia.gov
T: (202) 619.3375
F: (202) 260-2228

Sophie Ly
Secretary General
AMARC
3575, boulevard St.-Laurent
bureau 611
Montreal, Quebec
Canada H2X 2T7
secgen@amarc.org
T: (514) 982-0351
F: (514)849-7129

Erma Manoncourt
Gender and Participation Section
UNICEF
UNICEF House
3 UN Plaza
New York, NY 10017
emanoncourt@unicef.org
T: 212.824.6607
F: 212.824.6484

Matthew Moonieya
Moonieya and Associates
#25 Lock Street Gaol
Fleet Street
East London 5201, South Africa
Moonieya@iafrica.com
T: 27.431.458.422
F: 27.431.438.499

Kumi Naidoo
Civicus
919 18th St. NW, 3rd Floor
Washington, D.C. 20006
T: (202)331-8518
F: (202) 331-8774

George Soule
Associate Director, Communications
Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018-2702
Tel: (212) 852-8456
Fax: (212) 852-8441
gsoule@rockfound.org

Fatoumata Sow
Association pour les Femmes et la Communication
Alternative
BP 3559
Dakar, SENEGAL
Work fax (221) 24 44 13 or 22 00 42
home tel: (221) 21 20 95
fsow@syfed.refer.sn

Nazneen Sultana
Acting Managing Director
Grameen Communications
Grameen Bank Bhaban
Mirpur Two, Dhaka 1216
Bangladesh
Phone : 880-2-900-5350
Fax : 880-2-803-559
gc@grameen.com

Adelaida Trujillo
Citurna Film and Video Productions
Calle 25C No. 3-92
Of. 201
Bogota, Colombia
citurnas@openway.com.co
HT: 571.288.2075
F: 571.288.4981
OT: 571.282.4981
OF: 571.334.1677

Karen Polk
Associate Director, Communications
Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018-2702
Tel: (212) 852-8415
Fax: (212) 852-8441
kpolk@rockfound.org

Hu Jia-Rong
Rural Women Knowing All Magazine
No. 103 Di An Men Xi Da Jie
Beijing, 100009 China
Tel/Fax: 86-10-661-63364
Email: Njnbt@ihw.com.cn

Sukulu Rupeni
ACT Coordinator
FSP Fiji
8 Denison Rd., Box 14447
Suva, Fiji
Tel: 679 300.392
Fax: 679.304.315
fspsuva@mailhost.sopac.org.fj

Sainath Palagummi
27/43 Sagarsangam
Bandra Reclamation (W)
Mumbai 400050, INDIA
Tel: (91-22) 640-5829
sainath@ilbom.ernet.in

Marcia Sharp
Millenium Communications Group
1150 18th St. NW, 8th Floor
Washington, D.C. 20036
T: (202) 778-1450
F: (202) 872-8845
sharp@millencom.com

Victoria Vrana
Millennium Communications
Group Inc.
1150 18th St. NW, 8th Floor
Washington, D.C. 20036
T: (202) 778-1464
F: (202) 872-8845

Lynne Muthoni Wanyeki
P O Box 76406
Nairobi Kenya
Tel: (254) 2-721076/99
or (0154) 40372?
Fax: (254) 2-725171
Email: wanyeki@iconnect.co.ke

Ms. Maggie Williams
27 Rue Tocqueville, 2eme
Etage, Paris 75017
FRANCE
T: 331-476-49527
F: 331-476-49560
Email: magatha456@aol.com

Communications and Social Change Draft definition

Dear Participant:

As you know, one of the goals for the conference is to clarify our definition of communications for social change -- what it is, what purpose it serves and what it looks like.

While the definition design team will focus on these questions in Cape Town, we would like your advanced thoughts and input to inform the team's work.

The definition below comes out of the Bellagio conference and the August 1997 meeting in Washington. It was first articulated in the summary paper you received in your white binder.

Please ask yourself:

1. Does the following definition represent your thinking? What would you add?
2. What would you change?
3. How does communications for social change differ from "traditional" communications?
4. How do we make this definition understandable to communications professionals and non-communications professionals?
5. What is the purpose of social change communications? What is its value?

The definition team will be developing more specific, concise language, but we want to make sure we are all starting from the same place. Please go to the online conference this week to add your opinions to the discussion (www.foundation.onesoft/empire/rockefeller).

Draft Definition:

Communications and social change is about the creation, support, and advancement of an environment for change, which allows those in the affected community to control communications and benefit from its empowering nature.

Thus, communications for social change:

...involves the creation, support, and advancement of an environment for change

...emerges from and is located in the communities (both geographical and interest-based) it serves and affects

...emerges from a powerful value set of tolerance, self-determination, and active participation for all

...is grounded in listening, dialogue, exchange and consensus-building

...supports the development of shared information and new knowledge

...fosters lateral or "many to many" interactions as opposed to top-down, one-to-many broadcasts

...is well complemented by the democratic and distributive potential of the new communications technologies

...considers the full range of technological and non-technological solutions and makes use of the most appropriate and feasible means for the community and content.

Brian I. Byrd
Bio

After receiving a degree in human ecology/public policy from Rutgers University, I moved to Washington, DC where I worked as aide to Representatives Martin Russo and Steny Hoyer in the United States Congress. My areas of focus were on banking, foreign affairs, judiciary, environment and education issues. From there I became a lobbyist with the National Pell Grant Coalition and worked to have Congress repeal budgetary cut backs to a grant program design to assist low income students. It was during my years in Washington that I became aware of the power of communications – from oral history, to printed materials, to the electronic media – and its ability to influence the outcomes of national and international public policies.

Upon moving to New York City in 1987, I became an account executive with Sanky Perlowin Associates, a small consulting firm that specialized in fundraising for nonprofit organizations. From there I became the marketing manager in the communications and development division of The Alan Guttmacher Institute, a reproductive health research organization. During my five year tenure, I helped lay the groundwork for developing a website, upgraded their database management system as well as marketing their reports to a national and international audience. At the same time, I was a co-founder of the Rheos Group, a consulting group that offered strategic planning and communications to nonprofit organizations in New York City.

In 1995, I became the vice president in charge of communications and individual donors for the National Medical Fellowships, an organization that provides academic and research fellowships to minority medical students and physicians. Since this was a new division, it was here that I was able to fully incorporate the theory of strategic communications into the program.

Currently, I work in the communications office of the Rockefeller Foundation where I am responsible for the website, new media and other formal communication duties. At the same time, I'm in the midst of completing my Masters in Public Administration (nonprofit design and management) degree from New York University.

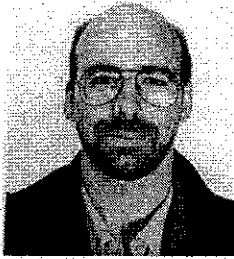
Dayna L. Cunningham

Dayna L. Cunningham joined the Rockefeller Foundation in late 1995, and is currently Assistant to the Senior Vice President of the Foundation. Ms. Cunningham also serves as Associate Director in the Equal Opportunity Division where she oversees the Basic Rights area, and Associate Director in the Arts & Humanities Division where she directs the Partnerships Addressing Community Transformation (PACT) grant program. She is the principal program officer for the Foundation's Building Democracy in the 20th Century initiative, a synergistic approach to the areas of new national dialogue around race, metropolitan and urban policy, and related community building issues.

Before coming to the Rockefeller Foundation, Ms. Cunningham was officer for the New York City Program at the Rockefeller Brothers Fund, with previous experience as a voting rights litigator with the NAACP Legal Defense and Educational Fund.

Ms. Cunningham is a *cum laude* undergraduate of Harvard and Radcliffe Colleges. She received her *juris doctoris* degree from New York University School of Law.

(10/97)



James Deane is Director, Programmes at the Panos Institute in London.

Panos specialises in information, communications and development and has a decade's experience in working with, and developing the capacity of, information organisations to stimulate public and policy debate on important development issues. Funds are derived principally from Nordic bilateral donor agencies, the UK government and several NGOs and foundations, including the Rockefeller Foundation.

Panos works in the belief that decisions that affect people lives should be subject to debate and consideration by the people whose lives they affect. If such debate does not take place, and people's views are not considered, development is likely to be unsustainable.

Panos' experience combines the production and targeted dissemination of balanced, authoritative and accessible information, with the catalysing and strengthening of partner organisations. Panos and its partners seek to describe issues in plain terms presenting different sides of an issue to enable people to make up their own minds. Panos information also seeks to communicate the opinions of those who are often marginalised from development debates to national, regional and international audiences.

Panos has offices in London, Paris, Kathmandu, Addis Ababa and Lusaka.

James was a founding member of the Institute which was established in 1986. He has written and worked as a journalist and researcher on a range of development issues, but particularly on HIV/AIDS, and on the social change impact of new information and communications technologies (ICTs).

As well as being director of programmes at Panos, he is also director of Panos' Communications and Social Change Programme which reports for media on the implications of ICTs for the economically and socially marginalised. In this context, he is author of numerous publications and articles on telecommunications liberalisation, the internet and rural telephony, has advised several NGOs and companies on these issues and has co-organised several seminars, workshops and conferences in Africa and Asia.

He has a Masters degree (distinction) in International Communications and Development. More importantly, he is husband of Paola and father of Dominic (5) and Oliver (2).

George Gerbner, Bell Atlantic Professor of Telecommunication, Temple University; Dean Emeritus, The Annenberg School for Communication, University of Pennsylvania; Director, the Cultural Indicators Project; Founder and Chair, The Cultural Environment Movement.
Tel. 610 642 3061
E-mail:ggerbner@nimbus.temple.edu

Before being awarded the Bell Atlantic Chair, Dr. Gerbner was Professor and Dean of the The Annenberg School for Communication, University of Pennsylvania from 1964 through 1989; Visiting Lecturer, University of Athens, Greece; Distinguished Visiting Professor, American University, Washington, D.C.; Visiting Professor, University of Budapest, Hungary; Visiting Professor, Salesian University, Rome, Italy; and Distinguished Visiting Professor, American University, Cairo, Egypt.

He also taught at the Institute of Communications Research, University of Illinois; the University of Southern California; El Camino College, Torrance, Cal.; and John Muir College, Pasadena, Cal. His U.S. and international research projects have been supported by the National Science Foundation, the National Institute of Mental Health, the Administration on Aging, the International Research and Exchanges Board (IREX), the President's Commission on the Causes and Prevention of Violence, the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the Screen Actors Guild, the U.S. Commission on Civil Rights, the Ford Foundation, the Robert Wood Johnson Foundation, the Sloan Foundation, and other organizations.

He was executive editor of the quarterly *Journal of Communication* and chair of the editorial board of the *International Encyclopedia of Communication*. He has also served on the staff of the *San Francisco Chronicle* and other newspapers. During World War II, he served in the 541st Parachute Infantry (101st Airborne) and the Office of Strategic Services (OSS). He received a field commission and the Bronze Star for service behind enemy lines. Born in Hungary, came to the U.S. in 1939.

Recent publications include: *Invisible Crises: What Conglomerate Media Control Means for America and the World* (Westview, 1996); "TV Violence and What to Do About It." *Nieman Reports*, Fall 1996; "Television Violence: The Power and the Peril, in *Gender, Race, and Class in Media: A Critical Text-Reader*. (Sage, 1995); "Instant History: the Case of the Moscow Coup" in *Political Communication*, 1993; "Casting And Fate; Women and Minorities on Television Drama, Game Shows, and News." In *Communication, Culture, and Community* (The Netherlands: Bohn Stafleu van Loghum, 1995); *The Global Media Debate: Its Rise, Fall and Renewal* (Ablex, 1993); *Triumph of the Image: The Media's War in the Persian Gulf. A Global Perspective* (Westview, 1992); "Stories that Hurt: Tobacco, Alcohol, and Other Drugs in the Mass Media" in *Youth and Drugs: Society's Mixed Messages* U.S. Government Printing Office. 1990);

Born in Hungary, Dr. Gerbner came to the United States in 1939, received his B.A. from the University of California and his M.S. and Ph.D. from the University of Southern California. Married in 1946 to Ilona K. Gerbner, they have two sons and five grandchildren.



a web site, a biannual print collation of materials on the web (for distribution to the unwired through international funders) and syndication services.

With the help of the Rockefeller Foundation, we took the first step towards realising the project by launching the web site on June 1, last year. For those of you who are interested to take a look, the address is www.changemakers.net

One of the reasons I find the Bellagio 899 initiative interesting is that it offers an opportunity to take the next broad step: to reach relevant communications tools, strategies and information systematically to those who are already catalysts for needed change, learning from them as well in the process.

EXPECTATIONS FROM THE MEETING

To answer this question, I asked myself two qualifiers:

- 1) What is the "comparative advantage" of the Bellagio 899 initiative?
- 2) How much was achieved at Bellagio and post-Bellagio meetings and therefore should be built on, rather than repeated?

Answers:

1) Traditional networking sees people meeting in subject-matter ghettos (eg, educationists meet educationists) so traditional documentation can, at best, derive best practice from experience from one subject matter area. But Bellagio 899 has people from a variety of fields, lending itself to a rich (and unusual) cross-fertilization of best practice. (In fact, this is exactly the advantage that Changemakers enjoys, as Ashoka supports people from every field). We need to build on this advantage -- perhaps a defining one for the "new communicator"?

2) A mission statement, a broad definition of what constitutes "new communications" and initial "broadening of the debate" have been the major accomplishments for Bellagio 899 so far. We need precise next steps.

Based on these answers, my expectations from the Cape Town meeting are:

a) The drawing up of a clear, consensual strategy document, that reduces broad ideological goals to specific, immediate next steps. This would emerge only if we can agree on milestones of achievement over the next 5 years (e.g., on the basis of where we want to be in year 5, how much/what has to be done in year 1), clear and calibrated understanding of project target audience and activities that will help us achieve Year 1 through 5 targets, strategic alliances that can maximize impact, and roles..

b) The drawing up of an institutional process for Bellagio 899 that forces the project to evolve through the year (e.g., a calendar for electronic meetings) rather than flounder till

the next meeting. Of course, if we do manage to arrive at project activities for year 1, those would be forcing elements.

c) An understanding of the measures of effectiveness that the Bellagio group will apply to its work as it moves from year to year. If we don't really succeed in making a difference - - and have a clear qualitative, quantitative sense of what that difference is -- we're going to get bored!

That's it.



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.

Zane Ibrahim

Zane Ibrahim was born in Cape Town and grew up in the vibrant District Six at the foot of Table Mountain. His activities drove him underground and finally into exile at the end of the sixties. After unsuccessfully looking for refuge in several countries, he was finally invited to live in Canada where he furthered his studies. He immediately got involved in community issues while helping to establish community television on Vancouver Island and went on to complete a programme in television production at Vancouver. He has been involved in community broadcasting since 1973.

After a brief 4-year stint in International Education, he was certified as a Family Mediator. After battling with the authorities to regain his South African citizenship he was finally allowed to return to the country of his birth at the end of 1994.

Zane was asked to head an ailing Bush Radio in May 1996 and became Managing Director in 1997. Bush Radio, South Africa's oldest community radio initiative, was established in the late 80's during the country's State of Emergency.

Zane has been attending to the needs of the terminally ill and their families as a hospice volunteer since 1970.



RURAL WOMEN KNOWING ALL

Di An Men Xi Da Jie.No 103. Beijing 100009.China

Tel: 0086-10-66163364, 66163507 Fax: 0086-10-66163364

Email:NJNBST@ihw.co.cn

《农家女百事通》杂志

北京市西城区地安门西大街103号 邮编:100009

My name is Hu Jia-rong. I am 28 years old and come from China.

I am an editor, journalist and program officer of Rural Women Knowing All Magazine. Rural Women Knowing All is the only Magazine for rural women in china. It is first Published in January 1993 by Xie Li-hua, a famous Journalist and women activist of China and now the chief editor of the magazine. In China there are more than 400 million rural women, who comprise 70% of the female population. Most of them live in the remote village, who suffered from the lack of knowledge and information. Since the magazine's founding, it has been in pursuit of providing all kinds of knowledge and information for rural women, including mental health consult, reproduction health, common sense of life and agriculture technology, etc. Now it has been welcomed by more and more rural women. In only five years, the circulation has reached more than 230,000 from 18,000.

The magazine is only one part of the work we do. In order to offer rural women more practical help, we have been conducting several programs aiming at them, such as Literacy training, Migrant Women's Club, Women's Health Care, Life Emergency Intervention, Rural Women Doctor training and Micro-credit Loan, etc. At present, we are preparing to found a "Skill Training School of Science and Technology for Rural Women", which will be giving rural women the opportunities to study practical agriculture technology, help them to cast off poverty and become prosperous. All of the programs have been funded by many organizations—the Ford Foundation, the Global Foundation for Women, Laubach Literacy international, the Tides Foundation, the Trace Foundation, and the Asia Foundation.

I majored in Chinese literature in college, and then served in the local government. Two years ago, I came to Rural Women Knowing All Magazine. Apart from an editor and journalist of the magazine, I am also in charge of the micro-credit loan program, which has been implementing in seven counties of five province. Since its beginning in 1996, there are more than 1,000 women have benefited from this program. I enjoy my work.

I look forward to the conference and seeing everyone in Cape Town.

Hu Jia-rong, Rural Women Knowing All Magazine



Myoung Joon Kim

Born in 1962, MJ Kim became involved with the social movement at the age of 23, when he was a student in Seoul National University. In the middle of the struggle against the military dictatorship, he was a member of cinema group and experimented how to use the film for the struggle for democracy. After graduating from electrical engineering department, he joined the labor movement shortly before being a soldier in the army because of Korean compulsory draft system.

When he got out of the army in 1988, he joined the underground labor movement again and worked in the factory for organizing the labor. In February 1989, Labor News Production was established and MJ Kim joined this organization that same year. Since then, he has been active in the progressive communication movement.

Former producer and cameraperson, MJ Kim became responsible for training, organizing, and international solidarity area of Labor News Production since 1993. Having experienced various activities related with the communication, he now has responsibilities and positions in the following areas as a chief producer of Labor News Production.

- Executive board member of Korean Progressive Network, Korean LaborNet, Seoul Human rights film festival, People's TV project, etc.
- Organizer of Seoul labor film and video festival, Seoul LaborMedia, Anti-censorship forum
- Trainer of video making training program in the Hangyurae cultural center, Teachers' trade unions and various organizations and institutions
- Vice president of international media movement network, Videazimut

In addition to these activities, he earns his living by working in the monthly film magazine called KINO which is the mainstream film magazine similar to Sight and Sound in UK. As one of the film critic, he regularly writes in weekly newspaper and usually writes articles on new media, documentary and the independent film and video in KINO and other printings.



Evelyn S. Lieberman

Evelyn S. Lieberman was named by President Clinton to be the 23rd Director of the Voice of America. Prior to her appointment, Lieberman was Assistant to the President and Deputy Chief of Staff for White House Operations, the first woman to hold that position.

Lieberman joined the Administration in January 1993 as Assistant to the Chief of Staff in the Office of the First Lady and in 1994 was named Deputy Assistant to the President and Deputy Press Secretary for Operations, serving under Mike McCurry.

From 1988 to 1993, she was press secretary to Senator Joseph R. Biden, Jr., then Chairman of the Senate Judiciary Committee and currently the ranking member on the Foreign Relations Committee.

From 1981 to 1988, Lieberman was the Director of Public Affairs for the Children's Defense Fund. Before that, she was Communications Director for the National Urban Coalition.

Lieberman is married to Edward H. Lieberman, a lawyer, and lives in Washington, DC.



RESUMÉ 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.

ends.

Karen Polk

Associate Director of Communications

The Rockefeller Foundation

Birthdate: July 11, 1955

Education: 1977 Bachelor of Arts in Philosophy, Bowdoin College

Residence: Sea Cliff, New York, USA

Karen Polk has spent most of her career as a professional journalist, reporting and writing for Newsweek International, The New York Times, The Boston Globe and Newsday. As a reporter she was based in Mexico City and Madrid, served as the New York City correspondent to The Boston Globe, and wrote extensively from Nigeria and Italy on politics, business and culture. She also contributed to a critically acclaimed photo history of the United Nations.

As a communications specialist in the public sector she has served as an adviser to New York State Governor Mario Cuomo on programs and policy. During her tenure at a private communications firm she was the in-country member of a team of advisers to President Gonzalo Sanchez de Lozada in Bolivia.

She joined the Rockefeller Foundation in 1995 where she shares responsibility for all communication activities -- from the development of an electronic staff newsletter, the web site content, and the production of an award-winning annual report, to media relations and the development and implementation of strategic communications plans for three program divisions of the Foundation. The strategic work involves research, planning and implementation of communications programs for issues having an impact on Foundation activities in the United States and around the world. At present she manages a nationwide campaign designed to support the Rockefeller Foundation's urban employment initiatives.

###

Biographical Statement: Sukulu Rupeni

Born in Fiji in 1963 of Fijian parents, and educated in local schools, I graduated with a diploma in secretarial studies in 1983. In my late teens, I left the beautiful shores of Fiji, said goodbye to my family, thinking I'd be back after six months of attending an initiation course to become a missionary. Off I sailed on a ship the M/V Anastasis, which belongs to an International Relief Organisation called Youth With a Mission (YWAM).

From 1983 - 1992 with the M/V Anastasis, my work ranged from being in the administration force and being in the front lines as a training officer, leading teams to Mexico, Jamaica, Dominican Republic, Ghana, Kenya, Ivory Coast, Albania, Poland, Greece and Russia. The teams I worked with were international medical specialists; dentists, eyes, prosthetics, etc and skilled volunteers; e.g. carpenters, agriculturists, etc., to conduct relief development projects and donate relief supplies. It was during one of our earlier trips, that we decided to include popular theatre as a communication and training tool. We discovered, as we implemented popular theatre in our projects, that people were more receptive and willing to take part in the process of their own development. Thus, was born my love and interest in popular theater, to go hand in hand with development projects.

I got married in 1989. Returned to Fiji in 1993 to give birth to our two lovely daughters, (twins) who are now five years old. After two years of being a domestic engineer and proud mother of two, I was hired by the Foundation for the Peoples of the South Pacific in 1995 to work as a national coordinator/manager of the Awareness Community Theatre Project (ACT). The ACT Project is a project of the Foundation for the Peoples of the South Pacific International (FSPI) and is implemented by other FSP affiliates in the Region. The main objective of the Awareness Community Theatre Project is to promote awareness on health-related issues, family planning and population through theatre and other allied arts. My work involves the following areas: Designing and maintaining the project infrastructure i.e. recruitment of drama teams and individual actors and staff administration, script writing, theatre groups' training, TV series program development with local actors for educational issues, Regional theatre groups' training and exchange programs, coordinating health performances with community leaders government departments and other NGO's. Strengthening links between provincial theatre groups and government health departments.



MARCIA SHARP

Marcia Sharp is a founding principal and Chief Executive Officer of Millennium Communications Group, Inc. Millennium is a strategic communications consulting firm widely recognized for its expertise in the growth and change issues of the non-profit and philanthropic sector.

In all of her work, Sharp maintains a vigorous commitment to strengthening the capacity of the non-profit sector, and to advancing public understanding of the sector's work. She has been actively involved in conveying the role and contributions of philanthropy in American life, and has worked, in the past several years, with Independent Sector, the Council on Foundations, and the regional associations of grantmakers in Northern California, New York, and Washington D.C. on projects to strengthen connections between grantmakers and their communities.

She is co-author of "Communications as Engagement: The Millennium Report to the Rockefeller Foundation," and has written and spoken widely on the concept of "Communications as Engagement" as a strategy for supporting the goals and work of community-based organizations in issues advocacy, collaborative problem-solving, and institution building.

She is also co-author of "Reasons for Hope, Voices for Change," the March 1998 report of the Annenberg Institute for School Reform on public engagement for public education, and is currently working with the Rockefeller Foundation in a multi-year initiative to define the new communications strategies that best support social change and development in the international arena.

Current and recent clients include the both the Lila Wallace and the DeWitt Wallace Readers's Digest Funds, the James Irvine Foundation, the Annenburg Institute for School Reform, the Benton Foundation, CIVICUS, the American Society for Training and Development, the Edna McConnell Clark Foundation, The Center for Arts and Culture, the Annie E. Casey Foundation, the American Society for Association Executives, and the IEEE Computer Society.

A summa cum laude graduate of Harvard University, Sharp is Vice Chair of the Board of Directors of Funds for the Community's Future; an advisor to New Profit, Inc., a new venture capital initiative for non-profits; and a director of Development Alternatives, Inc., an international consulting firm concentrating on economic development. She served on Independent Sector's Task Force on Performance and Accountability in the sector. She is a trustee of Goucher College, and chairs the College's Strategic

Planning Task Force.

GEORGE SOULE

Associate Director, Office of Communications
The Rockefeller Foundation

Mr. Soule joined the Rockefeller Foundation in 1996 as associate director in the office of communications. George's responsibilities include helping Foundation officers weave communications theory and practice into all key grants. By engaging grantees in using innovative communications approaches, the Office of Communications' strategy is to help them reach their goals and affect, for example, positive shifts in public policy, cultural norms and values, and public attitudes and behaviors.

Prior to joining the Rockefeller Foundation, Mr. Soule held positions within the communications industry at Edelman Public Relations Worldwide and Ogilvy/Adams & Rinehart. He has initiated and managed communications programs for corporations, governments and other organizations including Bacardi, the Government of Israel and The Church of Jesus Christ of Latter-day Saints (Mormons). For Bacardi, George was part of a team that initiated the distilled spirit company's first corporate image campaign and crisis management program. While representing the Mormons, George helped design and launch the faith's first-ever international image campaign.

Mr. Soule received his bachelor of arts degree from Duke University in 1986 and a master of international affairs degree from Columbia University in 1992.

George and his wife Nancy have four children.

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. Training in filmmaking and production includes the ICAIC in Cuba, 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), Danish Radio and Television and broadcast in many countries, except the USA(!): Canada, Holland, Israel, France, South Africa, Australia, Czechoslovakia, Brasil, among others. 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. Recent films include "The Prosecutor", (1996) directed on my own for Channel 4 and Danmarks radio and TV, a portrait of the recent political crisis in Colombia due to drugs' corruption, and "Peace Communities in a Country at War" (1998) a film being currently filmed and edited, based on the extraordinary story of displaced communities negotiating peace, victims of the fratricidal war in Colombia between the guerrillas, paramilitaries and the Army. Other programmes we are trying very hard to fundraise for target thorny issues like our personal experience of ten years of war in Colombia, the multimillion industry of kidnapping, or fascinating cultural ones like the Story of the Spanish Language. Our programmes are distributed internationally by Television Trust for the Environment's Moving Pictures, Jane Balfour Films (UK) and Euroimages (France).

But we are not only director-producers of mainstream broadcast television: for the last five 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. "El Rincón del Cuento (Story Telling Corner)" now a 50 part series on reading promotion for pre-school children, is proving to be very successful both in schools and at home, and we are supporting and fundraising for projects that talented directors bring into the company for kids and youth.

Since we met in Bellaggio last year our production and creative life has become very rich (not equivalent to dollars, I am afraid, as these are "quixotic" ideas) : we are about to create a local and latin american foundation for the promotion of quality television for kids and youth, with a very strong emphasis on the multimedia element and the use of television in school and at home (99% of the schools have a tv set, but do not use it). We have also learnt a lot by working together with Channel Four Learning from the UK, in the development of a major production project of schools' television for the Ministry of Education in Colombia and the District of Bogotá, which includes training for teachers and outreach strategies for parents and kids (all this despite bureaucracy and the administrators....)

Because of our public television "hat", CITURNA is national coordinator of INPUT (International Public Television Conference) for Colombia and I have been invited to be in the prestigious selection board for the 1998 and 1999 version. I am also on the board of the Foundation for New Latin American Cinema and CITURNA has been Television Trust for the Environment's (TVE) video resource centre (VRC) in Colombia since 1988.

As I read Bellagio's CV, I think the same questions apply to Cape Town: 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? 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...?

All these years of exploration have been mainly possible thanks to Caturo Mejia - ethnologist and university professor - who, oddly enough still bears with me after almost twenty years of marriage. We have two kids: Pablo and Violeta, now age six and three. I try to keep more or less sane by enjoying my working trips, modern dance classes, taking my kids out to the countryside, and organising salsa parties...!



CURRICULUM VITAE

Personal Data

Name : NAZNEEN SULTANA
 Father's Name : Late Abul Farah
 Husband's Name : M. Jasim Uddin

Permanent Address : 'SUNIBIR' 25 Nakhhalpara, Tejgaon, Dhaka-1215

Tel: 9119646, 9110793 (Res)

Day Time

Tel:9005350, 805755-8 (Off)

Official Address :

Grameen Communications
 Grameen Bank Bhaban
 Mirpur-2, Dhaka-1216
 Bangladesh
 Fax: 880-2-806319
 E-mail:nazneen@grameen.com

Nationality : Bangladeshi

Date of Birth : 01-02-55

Place of Birth : Chittagong

Marital Status : Married

Educational :

Master of Science in Mathematics
 Bachelor of Science in Mathematics
 University of Chittagong, Chittagong

Present Position:

Acting Managing Director

Experience :

- i) Served in Computer Services Program, Grameen Trust as Chief of Operations.(October'95-December'97).
- ii) Served in GRAMEEN BANK as Chief of Computer Unit under Monitoring & Evaluation Department since April, 1984 to October'95.
- iii) Lecturer, Girls Cadet College Mymenshingh (Sept. 82 to March, 1983).

Job description in Grameen Communications:

Managing and supervising the all activities of Grameen Communications. The company aims to increase awareness and promote the use of internet for improving education, research, social health and sanitation in Bangladesh. Main goal of the company is the promotion of poverty alleviation measures by reducing migration from villages to cities, creating IT related job oppourtunities for the rural people and creating familiarity with computers among the rural population of Bangladesh.

Job description in CSP, Grameen Trust:

Co-ordination for providing all types of Computer Services to the Grameen Family. Specially Computerization of rural branches of Grameen Bank with hardware and software support.

Co-ordinate the development of application softwares to be used by Grameen Institutional members as well as International Grameen Replicators.

Organise the training courses software users developed by CSP for Grameen institutional members and Grameen Replicators.

Development of Webpages for promoting organisations information resources.

Job description in Grameen Bank:

- i) Have to supervise all Personal Computer installation in GB including Zonal & Project offices.
- ii) Have to prepare monthly progress report of different Projects, Monitoring the Loan affair, preparing the Annual Report of the organization and preparation of Planning Modules.
- a) System Design :
 - i) Personnel System
 - ii) Statistical Information System of the bank
- b) Application Package use :
 - i) Microsoft office, ii) Pagemaker, iii) Spreadsheet, iv) Word Perfect, v) Internet related Packages
- c) Operating System : Windows'95, Windows NT, UNIX, Novell Netware
- d) Duties include preparation of monitoring statements on Loan Disbursement, Recovery, Savings, Membership, Groups and centers, monthly, quarterly, half yearly and yearly statement & trend reports on Grameen Bank Loan & Special programs, monthly Payroll, Inventory Control & Personnel System updating, System Control, System develop, writing program, Supervising of Zonal Computer Personnel. Maintenance & Trouble Shooting of PC, Socio-Economic analysis of Grameen Bank's Borrower. Evaluating Planning, Budget & Loan Recovery. Preparation of Grameen Bank Annual report.
- e) Having five years in-house teaching experience on Word peocessing, Spreadsheet and database packages.
- f) Supervise and control the more than 100 computer personnels of Grameen Bank.

Training/Courses/Seminars/Workshops :

- a) Participated the third PanAsia R. & D Grants Committee meeting in April 22-26, 1998 in Nepal.
- b) Participated the conference on the "Future of Information and Communication Technology in Asia" in May 18-22, 1998 in Hong Kong.
- c) Participated in the PAN Asia networking Conference in June 10-14 in Mongolia sponsored by IDRC.
- d) Participated in the PAN-Website workshop for PAN-Asia Content Partners, 13-17th January 1997 sponsored by IDRC, Singapore. The main objectives of the workshop are i) to develop web pages for promoting organisations information resources; ii) to plan effective strategies for Webpages.
- e) Participated as a resource person in the Grameen Management Workshop on Planning Monitoring workshop 26th Nov-5th Dec. 1995 held in Bacolod City, Philippines.
- f) Made a viability study on a branch of Project Dunganon of Philippines in 1995.
- g) Participated in the Financial Modelling Workshop, 1992, sponsored by Grameen Bank. The workshop entailed financial computer modelling for Grameen replications from seven different countries.
- h) Participated an Intensive Training Programme on Advanced Tools and Techniques in Computer Application Development in Network Environment from 9th Sep'91 to 29th Nov '91 at AIT, Bangkok, Thailand.
- i) Participated the Seminar on Socio- Economic Indicators for Monitoring Rural Poverty held in 26-27 June, 1990, Dhaka organised by CIRDAP-IDRC.
- j) Participated the Area Manager Training Programme of Grameen Bank held in 10-25 September, 1990, in Palashbari Area Office, Rangpur, Organised by GB Training Institute (On the job training).
- k) Participated the seminar on Information Technology Application for Decentralised Development in Philippines 27 Nov-01 Dec, 1989.
- l) Attended the seminar on Computer System Management held in 6-7 July, 1988 organised by Centre for System Development, Bangladesh.
- m) Attended the course on Computer Appreciation, organised by Bangladesh Institute of Bank Management, Dhaka from 17-22 Aug, 1985, Bangladesh.
- n) Attended the Workshop on Mobilisation of Domestic Savings in Bangladesh held in 8-10 April, 1985 organised by Bangladesh Bank (Central Bank), Bangladesh.

(NAZNEEN SULTANA)

Victoria Vrana

Victoria Vrana, Senior Account Executive at Millennium, balances her technical knowledge with a thorough understanding of the most effective and appropriate ways to use new communication technologies and an ability to talk about new media strategies in a clear and straightforward manner. She is particularly interested in building virtual communities, supporting real-life communities via the Internet and creating new markets online.

She came to Millennium from the Network of East-West Women (NEWW), an international non-profit organization, where she directed the first email network linking women in post-Soviet countries. Drawing on extensive skills managing information and communicating across cultural boundaries, Vrana traveled in 10 countries, installing modems and computers and conducting trainings on using the Internet for international networking and advocacy. In 1996, she conducted one of the first Internet trainings in Albania (http://www.cyber24.com/htm2/4_186.htm). She also led training sessions for Columbia University's Center for Religion, Human Rights and Religious Freedom and Georgetown University's Women's Law and Public Policy Program.

Vrana has held workshops and given presentations on using the Internet effectively at a variety of forums, including participation in an Expert Workshop on "Global Information through Computer Networking" at the United Nations and the UN Fourth World Conference on Women in Beijing, China. She contributed several chapters to *The Woman's Guide to the Wired World*, published in 1997, and is the author of various guides to using the Internet. She also managed online meetings and developed web sites for non-profits and foundations.

Vrana also interned at the governmental affairs office of Amnesty International, researching and authoring reports on political and human rights conditions in Africa for officials at the State Department and Representatives in Congress.

Current and recent clients include the Open Society Institute, the Global Survival Network, the DeWitt Wallace Reader's Digest Fund, Jobs for the Future, and Parents for Public Schools. Presently Vrana is involved in an effort by the Rockefeller Foundation to support and expand communications efforts by nonprofit and nongovernmental organizations around the world, with an emphasis on analyzing and increasing the use of electronic communications in international development.

Having studied in Germany and Hungary, Vrana has a Bachelor of Arts degree in Comparative Literature from the University of California at Davis. She was a member of the Internet Development Team for the Women's Program of the Open Society Institute (Soros Foundation) and is currently a Co-Chair of the Online Committee of the Women's Information Network in Washington, DC.