

Moving Forward: Communications for Social Change
Friday, January 29, 1999
9:30 a.m. to 4:00 p.m.

The Rockefeller Foundation
420 Fifth Avenue
22nd Floor
New York, New York

Brief introductions and review day's agenda D. Gray-Felder

II. Overview D. Gray-Felder

What is this work and why is it important? Where is the Rockefeller Foundation taking this interest? Update the group on progress to date since the spring of 1997. How can others get involved?

III. Communications and Social Change: terms and activities James Deane

Making connections to other innovative work: panel discussion
with Alfonso Gumucio, George Gerbner and Karen Polk
the policy connections
the cultural connections
the NGO connections
the development arena

Work up in change - not still same
Schubert
line of feedback
resistance

V. Skills development Adelaida Trujillo with Marcia Sharp

Praxis
vs

VI. Delivery systems Sushmita Ghosh

Goal
vs

VII. Where can this approach work in real examples Alfonso Gumucio, Wangari Maathai, Birgitte Jallov (?)

public
vs

VIII. Evaluating effectiveness Warren Feek

work to
a paradigm
vs

IX. Reactions to day's discussions, questions, expressions of interest. Where do we go from here? Group

change
vs
power

Agenda
Moving Forward: Communications for Social Change
Friday, January 29, 1999
9:30 a.m. to 4:00 p.m.

The Rockefeller Foundation
420 Fifth Avenue
22nd Floor
New York, New York

- 9:30 Brief Introductions and review day's agenda D. Gray-Felder
- 9:40 – 10:05 Overview D. Gray-Felder
- What is this work and why is it important? Where is the Rockefeller Foundation taking this interest? Update the group on progress to date since the spring of 1997. How can others get involved?
- 10:10 – 10:40 Communications and Social Change: terms and activities
James Deane
- 10:40 – 10:50 Break
- 10:50 – 12:30 Where can this approach work? A panel discussion with panelists Alfonso Gumucio, Georger Gerbner, Birgitte Jallov and Kumi Naidoo moderated by Karen Polk. They will discuss making connections to existing opportunities, including:
- in the policy arena
 - cultural connections
 - NGO connections
 - the development "industry"
- 12:30 – 1:30 Lunch
- 1:30 – 2:00 Critical Issues and Other Challenges: Includes training and skills development, identifying human resources, etc.
- 2:00 – 2:15 Delivery systems Sushmita Ghosh
- 2:15 – 3:00 Evaluating effectiveness Warren Feek
- 3:00 – 4:00 Reactions to day's discussions, questions, expressions of interest. Where do we go from here? Group

Agenda
Moving Forward: Communications for Social Change
Friday, January 29, 1999
9:30 a.m. to 4:00 p.m.

The Rockefeller Foundation
420 Fifth Avenue
22nd Floor
New York, New York

- I. Brief Introductions and review day's agenda D. Gray-Felder

- II. Overview D. Gray-Felder

What is this work and why is it important? Where is the Rockefeller Foundation taking this interest? Update the group on progress to date since the spring of 1997. How can others get involved?

- III. Communications and Social Change: terms and activities James Deane

- IV. Where can this approach work? A panel discussion with communicators from various organizations moderated by Karen Polk. They will discuss making connections to existing opportunities, including:
 - in the policy arena
 - cultural connections
 - NGO connections
 - the development "industry"

- V. Critical Issues and Other Challenges: Includes training and skills development, identifying human resources, etc.

- VI. Delivery systems Sushmita Ghosh

- VII. Evaluating effectiveness Warren Feek

- VIII. Reactions to day's discussions, questions, expressions of interest.
Where do we go from here? Group

**AGENDA and Logistical Details
COMMUNICATIONS FOR SOCIAL CHANGE
EKAPA TEAM PLANNING MEETING
THURSDAY, JANUARY 28, 1999
1:30 – 4:45 p.m.**

Logistics: Please come to the 22nd floor and check-in with our receptionist. We will meet in the RF boardroom on both days.

We will have cocktails following the meeting on the 27th at the foundation from 5:00 to 5:30 p.m. Then we will have an informal dinner at a local restaurant from 6:00 to 7:30 for all those who are interested.

LOCATION: Rockefeller Foundation, 420 Fifth Avenue (between 37th and 38th), New York, NY. Phone number for messages: 212-852-8451 (Karen McAndrew).

Participants from RF: Denise Gray-Felder, Brian Byrd, Karen Polk, George Soule, Karen McAndrew, Susan Muir, Dayna Cunningham.

Other Ekapas and Bellagio 899s: Alfonso Gumucio, Adelaida Trujillo, Sushmita Ghosh, Victoria Vrana, James Deane, George Gerbner, Warren Feek, Sophie Ly. (Marcia Sharp to join us later.)

- I. Updates on activities since Cape Town
Follow up on specific group assignments

Adelaida: skills development
Sushmita: delivery systems
James: definitions and report
K. Polk: engaging others
Warren: evaluation and measurements
- II. Brainstorming ideas for moving the skills development work forward.
Report from Victoria and Adelaida on their next steps.
- III. Status of individual commitments
- IV. Who is best equipped to carry this work forward and how?
- V. Brainstorming on ways to improve communications among the network

To Participants: Please be prepared to discuss, in an informal setting on Thursday, where you see your group's work heading, any issues we need to tackle, and progress made.

We'll specifically address the questions: where do we go from here, what do we want from the bigger group of funders and NGOs, how can we test these concepts with real organizations in developing nations?

It would be very helpful if you bring written copies of your reports so that we can distribute them to the entire group on Friday. We can make copies when you arrive, but I would suggest bringing at least two copies.

We will devote much of this discussion time to skills development and evaluation and measures, as these are the two groups that are most eager for feedback.

Weather: The weather this winter has been a bit unpredictable so we suggest you be prepared with hats, gloves and scarves – at the minimum. Boots or very warm shoes will be needed if it snows.

COMMUNICATIONS FOR SOCIAL CHANGE FOLLOW-UP

Please note that this form will also be sent to you via email in case it is more convenient for you to respond electronically.

Name: _____

Affiliation: _____

1. After participating in our gathering January 29th to discuss Communications for Social Change, do you feel that this is a valid inquiry with potential for the future?

____ YES ____ NO ____ STILL PONDERING

2. If yes, could you briefly explain what you found most cogent about the work. If no, could you explain why? If still pondering, are there additional questions you have that we might answer?

3. If your answer above was yes, could you make a commitment in action and/or resources to move forward on one or more of the following general areas of work by checking the activity of your choice:

Content, skills and learning resources

- Create a toolbox or manual/learning package
- Develop and distribute a fuller body of case studies

Resource and exchange mechanisms

- Creation of mechanism to make CSC information available (newsletter, journal, website)
- Dissemination of information

Means of building support

- Funding
- Expansion of CSC group

Measuring and evaluating this work

- Field testing
- Review and analysis of methodology

Please use the back of this form for any additional comments you may have.

37 Total

1/21/99

Attendees
Communication & Social Change
January 29, 1999 Conference

Ms. Marlene Arnold
Director
The Leadership Institute
Millersville University
Millersville, PA 17551
(717) 871-5273
marnold@marauder.millersv.edu

Mr. Brian Byrd
The Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018-2702
bbyrd@rockfound.org

Ms. Dayna Cunningham
The Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018-2702
(212) 852-8490
dcunningham@rockfound.org

Mr. James Deane
Director, Programmes
Panos Institute
9 White Lion Street
London N1 9PD
United Kingdom
T: 44171.278.1111
jamesd@panoslondon.org.uk

Ms. Joanne Edgar
Director of Communications
Edna McConnell Clark Foundation
250 Park Avenue #900
New York, NY 10177
(212) 551-9125
jedgar@emcf.org

Mr. Warren Feek
The Communications Initiative
5148 Polson Terrace
Victoria B.C.
Canada V8Y 2C4
(250) 658-6372
wfeek@coastnet.com

Ms. Virginia Davis Floyd
The Ford Foundation
320 East 43rd Street
New York, NY 10017
(212) 573-5277
v.floyd@fordfound.org

Mr. George Gerbner
Bell Atlantic Professor of Telecommunication
Temple University
234 Golf View Road
Ardmore, PA 19003
(610) 642-3061
GGERBNER@NIMBUS.TEMPLE.EDU

Ms. Sushmita Ghosh
Ashoka: Innovators for the Public
188/3/1A Prince Anwar Shah Rd.
Calcutta – 700 065
(9133) 417-2587
sushmita@giasdl01.vsnl.net.in
chmakers@giasdl01.vsnl.net.in

Ms. Denise Gray-Felder
Director of Communications
The Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018-2702
(212) 852-8450
dgray-felder@rockfound.org

Mr. Alfonso Gumucio
5a Avenida 19-06, Zona 14
Ciudad de Guatemala
Guatemala
502-368-34-15
agumucio@guate.net

Ms. Anne Harrison-Clark
The Delta Project
7200 Denton Rd.
Bethesda, MD 20814
(301) 913-9540
ahc@ari.net

Ms. Birgitte Jallo
Chief Technical Adviser
Unesco – Maputo
P.O. Box 1397
Maputo, Mozambique
(258) 1 498.752
bjallov@tropical.co.mz

Mr. Larry Kirkman
Benton Foundation
1634 Eye Street NW
Washington, D.C. 20006
(202) 638-5770
larryk@benton.org

Ms. Karen E. Lake
W.K. Kellogg Foundation
One Michigan Avenue East
Battle Creek, MI 49017-4058
(616) 969-2212
KEL@WKKE.ORG

Ms. Sophie K. Ly
AMARC
3575 blvd. St. Laurent, #611
Montreal, Quebec
Canada H2X 2T7
(514) 982-0351
secgen@amarc.org

Ms. Susan Mach
Laurence & Susan Mach Creative Services
122 Seeley Avenue
Kearney, N.J. 07032
(201) 991-0511
lsmach@aol.com

Ms. Erma Manoncourt
Gender & Participation Section
UNICEF
UNICEF House
3 UN Plaza
New York, NY 10017
Emanoncourt@unicef.org

Mr. Dick Manoff
Manoff International
322 East 57th Street
New York, NY 10022
(212) 355-4766
manoffintl@aol.com

Ms. Julia Moffett
The Markle Foundation
75 Rockefeller Plaza
Suite 1800
New York, NY 10019-6908
(212) 489-6655
julia_moffett@markle.org

Mr. David Morse
Director of Public Affairs
Pew Charitable Trusts
1 Commerce Square
2005 Market Street
Philadelphia, PA 19103
dmorse@pewtrusts.com

Mr. Kumi Naidoo
Secretary General and CEO
Civicus: World Alliance for Citizen Participation
919 18th Street NW, 3rd Floor
Washington, D.C. 20006
(202) 331-8518
kumi@civicus.org

Ms. Sunshine Janda Overkamp
Council on Foundations
1828 L. Street NW, Suite 300
Washington, D.C. 20036
(202) 467-0403
overs@cof.org

Ms. Phyllis T. Piotrow, Ph D.
Professor and Director
Center for Communication Programs
Johns Hopkins University
111 Market Place – Suite 310
Baltimore, MD 21202-4012
(410) 659-6304
ppiotrow@jhuccp.org

Ms. Karen Polk
The Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018-2702
(212) 852-8415
kpolk@rockfound.org

Ms. Marlene Sanders
Program Consultant
Newseum NY (Freedom Forum)
580 Madison Avenue
New York, NY 10022
(212) 317-6506
Sanders110@aol.com

Ms. Ruth Shack
Dade Community Foundation
200 South Biscayne Boulevard, Suite 2780
Miami, FL 33131
(305) 371-2711
DadeComFnd@aol.com

Ms. Marcia Sharp
Principal & CEO
Millenium Communications Group, Inc.
1150 18th Street NW
8th Floor
Washington, D.C. 20036
(202) 778-1450
sharp@millencom.com

Mr. George Soule
The Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018-2702
(212) 852-8456
gsoule@rockfound.org

Ms. Adelaida Trujillo-Caicedo
Citurna Film and Video Productions
Calle 25C #3-92 Piso Dos
Bogota, Colombia
(571) 334-1677
citurnas@openway.com.co

Mr. Bruce Trachtenberg
De Witt Wallace-Reader's Digest Fund
Two Park Avenue, 23rd Floor
New York, NY 10016
(212) 251-9780
btrachtenberg@wallacefunds.org

Ms. Elvira Truglia
Editor, InteRadio
Amarc
3575 blvd. St. Laurent, #611
Montreal, Quebec
Canada H2X 2T7
(514) 982-0351
interad@amarc.org

Ms. Galina Venediktova
Program Coordinator
Women, Law & Development International
1414 N. Patrick Henry Drive #128
Arlington, VA 22205-2844
(703) 237-3890
pave@dgs.dgsys.com

Mr. Ted Voss
Creative Marketing Inc.
15 W. 53rd Street
New York, NY 10019
(212) 713-0552
TVT@aol.com

Ms. Victoria Vrana
Millenium Communications Group, Inc.
1150 18th Street NW
8th Floor
Washington, D.C. 20036
(202) 778-1464
vrana@millencom.com

Mr. Woodward A. Wickham
The John D. and Catherine T. MacArthur Foundation
140 S. Dearborn, Suite 1100
Chicago, IL 60603
(312) 917-0445
wwickham@macfdn.org

Ms. Jill Wilkins
External Affairs Counsellor
World Bank
1818 H. Street NW, Room U-11-195
Washington, D.C. 20433
(202) 473-1792
jwilkins@worldbank.org

Ms. Ruth Wooden
President
The Advertising Council
261 Madison Avenue
New York, NY 10016
(212) 984-1910
Rwooden@adcouncil.org