Orbicom
Minutes of the Board of Directors' Meeting
21– 28 May 2007

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Quorum

Thirteen (13) of the fifteen (15) Orbicom Directors participated:

The 6 members of the Executive Committee:

Alain Modoux, President,
Tenku Azzman Shariffadeen, Vice-president,
Gabriela Warkentin de la Mora, Treasurer

…including the 3 Ex-officio members:

Aldul Waheed Khan, ADG/CI- UNESCO,
Danielle Laberge Rector a.i. of UQÀM
Claude-Yves Charron, Secretary General of Orbicom,

Other Directors of the Board:
Minka Zlateva, Charlotte Masiello-Riome,Rosental Calmon Alves, Jamal Eddine Naji, Charles Okigbo, Eugénie AW-Ndiaye, Chin Saik Yoon

Absent: Ruth Teer-Tomaselli, Jürgen Horlbek

NOTA BENE: *The introductory texts to several sections of this Board Meeting can be consulted in the Forum section (Board 2007) of Orbicom Website. They are not reproduced or appended to this report.*

Report:

I. Word of Welcome

In his introduction to the Board's Meeting, the President of Orbicom, Alain Modoux, offered his sincere thanks to the new Board Members who have gracefully accepted to serve on our Board.

He noted that the timing of the 2007 Board meeting is right as Orbicom is actively preparing itself for the important international gatherings, in Kuala Lumpur for the 3rd Global Knowledge Conference and the meeting of the Global Alliance for ICT Development, and in Rio de Janeiro, for the second meeting of the Internet Governance Forum where the Network will present its newest common initiatives and research publications. He expressed his confidence that the Orbicom publications will contribute, again, and very positively, to the information society implementation.

He also invited the membership to pay special attention to the reports submitted by three of Executive Officers (President, Secretary General and Treasurer) a much is happening not only within the Network but also at UNESCO. He added that UNESCO's new orientations will certainly affect the way Orbicom is moving. He requested views to help steer the Network in the right direction.

Comments

Several members expressed their gratitude to the President, their honor to serve as Board members and their satisfaction with regard to the easy access to this forum through Internet.

II. Approval of the Agenda

Resolution BD07-1
Approval of the Agenda:
adopted by consensus.

III. Reports of the Board of Directors

3.1 The President's Report and Statement of UNESCO ADG/CI

The President's Report

Alain Modoux warmly welcomed the new colleagues of the Board:
Danielle Laberge, UQAM Rector a.i, Ex-officio Member, Eugénie R. AW-Ndiaye of Senegal (A), Chin Saik Yoon of Malaysia (A), Jürgen Horlbek of Colombia (C), Charlotte Masiello-Riome of Italy (A) and Minka Zlateva of Bulgaria (C).

He also paid tribute to the other friends who have left the Board in October 2006 after having devoted more than four years to Orbicom as Directors: Roch Denis, Former UQAM Rector, Jan Annerstedt of Denmark (C), Reinhart Helmke of USA (A), Subhash Joshi of India (A), Elena Vartanova of Russia (C), Stefaan Verhulst of USA (A).

He informed that new chairs have joined the Network since the AGM of October 2006: the UNESCO Chair in International Journalism Education, University of Colorado – USA, with Prof. Marguerite Moritz as Chairholder, and the UNESCO Chair in Media and Gender of the Communication University of China, with Prof. Liu Liqun as Chairholder. He also announced the creation in June 2007 of a third UNESCO Chair: the UNESCO-Europe Chair in Journalistic and Media Practices at the Strasbourg Robert Schuman University, with Prof. Michel Mathien as Chairholder. He welcomed these additions and wished them good.

He briefly review the Network's outstanding accomplishments over the last months, and outlined the adoption by the ITU of the Digital Divide/ICT Opportunity Index (methodology and model) developed and published by Orbicom for WSIS 2003 and

2005. He explained that the most recent ITU publication entitled "Measuring the Information Society 2007: ICT Opportunity Index and World Telecommunication/ICT Indicators" incorporates the index. He explained that this is a good example of a research that constitutes a real contribution to knowledge development in the area of the information society.

He added that Orbicom is committed to launch its new research publications at major international ICT 4D conferences scheduled in the fall: 1) "Emerging Knowledge Opportunities: Monitoring Infostates for Development" under the scientific direction of George Sciadas; 2) The 2007-2008 edition of "Digital Review of Asia Pacific" with Felix Librero as Chief Editor. He is of yhe opinion that several windows of opportunity are opened to Orbicom for launchings and presentations of its publications: 1) The second Internet Governance Forum, 12-15 November in Rio; 2) The third Global Knowledge Conference, 11-13 December in KL; 3) The meeting of the Global Alliance for ICT and Development also in KL and on the same dates.

He brought to the attention of the Board members that two important UNESCO documents must be read in order to make the meeting more focused: one is the "UNITWIN Programme Strategic Orientations", the other is the "C5 C/I Sector programme and Budget 2008-2009".

With regard to the first document, he noted that much attention must be paid to the new orientations for the UNITWIN/UNESCO Chairs Programme: the closure of inactive chairs, the imbalance in number between North and South, the new dynamic for the creation of chairs and the reinforced role of the national commissions.

Concerning the second document, he attracted the attention to the fact that the UNESCO decentralised budget to regions constitutes a real challenge for Orbicom (a global network) while indicators and benchmarks contained in "Programme and Budget 2008-2009" provide useful information on the type of Chairs and Network activities that could be funded by UNESCO.

He invited the participants to post comments in this section of the forum

Statement of Mr. Khan, UNESCO ADG/CI

Abdul Waheed Khan reported that the UNITWIN/UNESCO Chairs Programme is 15-years old and that it has proven its relevance and importance throughout the years. He added that during the last Executive Board session, the Director-General of UNESCO presented a new strategic approach to the UNITWIN/UNESCO Chairs Programme which seeks to align the Programme with UNESCO's priorities and to strengthen further international cooperation in the field of higher education. He explained that the ultimate objective is to optimize the full potential of the UNITWIN/UNESCO Chairs Programme in all UNESCO's fields of competence by regrouping the Chairs into dynamic networks which will help to increase North-South and South-South cooperation and form regional poles of excellence.

He invited Board members to have a thorough look at the proposed main lines of Regular Programme of UNESCO for 2008-2009. In particular, he invited to investigate the potential of including media and information literacy into the formal education system. He also emphasized the need for individual ORBICOM Chairs to work closely with the respective UNESCO field offices in building synergies for the

implementation of the next biannual programme and he suggested to contact the field offices well in advance and discuss with them as to how Chairs can partner to produce the expected results under each main line of action.

He highlighted some aspects of the International Programme for Development of Communication (IPDC) which occupies a strategic position in international cooperation for media development. He recalled that UNESCO's key responsibility in this field was reaffirmed when UNESCO was designated sole facilitator for Action Line 9 "Media" of the Action Plan of the World Summit on the Information Society, in October last year.

He added that the growing recognition of the impact of the media in addressing development challenges was highlighted also during the recent 10th UN Inter-Agency Round Table on Communication for Development, which UNESCO hosted in Addis Ababa in February, and invited the participants to read the UNESCO background paper.

He also highlighted a recent UNESCO initiative, developed within the framework of the Organization's media capacity building strategy. This new initiative, he explained, is aimed at establishing criteria and indicators for quality media/journalism training institutions and identifying potential centres of excellence in journalism training in Africa. He mentioned the collaboration with UNESCO, Rhodes University, South Africa, and the École Supérieure de Journalisme de Lille, France, which carried out a comprehensive assessment of 96 African media training institutions. He explained that after international consultation, the authors of the assessment came up with a selection of 15 institutions which could be developed into centres of excellence in media training within the next 4-5 years. As you know, Africa is one of UNESCO's priorities.

He also brought to the attention of members the important initiative launched by the IPDC at the 25th session of its Intergovernmental Council last year. He explained that IPDC decided to initiate a broad consultation aimed at defining indicators of media development, in line with the priorities of the UNESCO Regular Programme, the final objective being to reach an agreement on a common set of indicators, which could be used by development agencies, decision makers, project proponents, as well as the IPDC, to measure the level of media development in a given country and determine the areas in which assistance is most urgently required.

He called on Orbicom to help explore these and other new areas of activity in order to draw synergy between Orbicom and UNESCO's efforts in implementing the next biannual programme.

Discussion

Following Alain Modoux' suggestion to read the two UNESCO documents highlighted in his message, **Chin Saik Yoon** made notes on Major Programmes V and IV of UNESCO Programme and Budget 2008-2009 and shared these with the Board in order help orienting Orbicom within UNESCO's strategic directions.

<u>With regard to Major Programme V Communication and Information</u>, Chin believes that Orbicom members have the expertise to address the following issues:

Biennial sectoral priority 1: Fostering free, independent and pluralistic communication and universal access to information

(i) promoting an enabling environment for freedom of expression and freedom of information,

(ii) fostering universal access to information,

(iii) promoting the development of free, independent and pluralistic media,

(iv) strengthening the role of communication and information in fostering mutual understanding, peace and reconciliation, particularly in open and post-conflict areas,

Biennial sectoral priority 2: Promoting innovative applications of ICTs for sustainable development

(v) fostering the development of infostructures,

(vi) promoting people's participation in sustainable development though communication media.

<u>With regard to Major Programme IV Culture</u>, he highlighted the following points:

Biennial sectoral priority 1: promoting cultural diversity through the safeguarding of heritage and enhancement of cultural expressions

(iv) ensuring the protection and promotion of the diversity of cultural expressions and the development of creative industries by developing cultural industries by strengthening partnerships with the private and public sector

Biennial sectoral priority 2: Promoting social cohesion, by fostering pluralism and dialogue of cultures

(v) developing conceptual and operational frameworks fostering intercultural dialogue in all its dimensions, including interfaith dimensions, using an interdisciplinary and intersectoral approach.

Although the Major Programme on Culture is not within Orbicom's sector of focus most of its members in Communications have long considered it a critical area of study and work. The recommendation within the "Report by The Director-General on new strategic orientations for the UNITWIN/UNESCO Chairs Programme" calling for reinforcement of intersectoral cooperation and coordination of field offices, institutes and centres through the Intersectoral Committee for UNITWIN now makes work within Culture particularly relevant.

Chin Saik Yoon also thinks it useful to note the following section of the Programme and Budget on "Field Management and Coordination" published on page 93 which refers to the decentralisation intent of UNESCO and perhaps representing one of the important new orientations highlighted to us by Alain:

" *To pursue the implementation and refinement of the decentralization strategy in order to increase decentralization accountability; engage in One United Nations approach and adapt accordingly UNESCO's decentralized system; ensure appropriate information exchange on the One United Nations approach and related networking, resource-sharing and technical back-stopping between Headquarters and field offices".*

He concluded his intervention referring to the UNESCO decentralised direction responding, in part, to the proposed "One United Nations Approach". He contributed a separate posting on this document for Orbicom's reference. Readers are invited to consult the 2007 Board's Forum for this intervention.

The other comment posted in this section was made by **Charlotte Masiello-Riome** who, in response to Alain Modoux, informed that there will be a web2forDev Conference http//www.web2fordev.net/index.html24-27 in September in Rome and that she would be happy to arrange to have any publication distributed for Orbicom if found relevant.

3.2 The Treasurer's Report
(all figures in Canadian dollars)

In her report, **Gabriela Warkentin de la Mora** informed that the Secretariat has registered a deficit of $ 3 344 caused by the expenses related to the creation of Orbicom's new Website. She added that Orbicom has designed an experimental Website under GNU/GPL Open Source licence with unprecedented interaction facilitiesand that it has been tested successfully during the October 2006 AGM and the recent Communication and Governance Forum. She noted that the second phase, to make the Website totally functional, will be done during budget year 2007-2008.

Despite the fact that UNESCO and Montréal International have ceased to contribute to the Secretariat's infrastructure costs, she stated that it is almost a miracle that such a modest deficit is reported. She explained that it is UQAM's subsidy of $ 50 000 in cash over all the other services provided in kind by the University that has allowed for such positive result. She emphasised that much of the travel and hospitality costs were covered either from the specific projects/events, or by other UQAM sources. She added that the Secretariat's expenses were kept to an absolute minimum. With regard to the joint initiative projects funded by the International Development Research Centre (IDRC), she informed that there is no problem of cash flow for time being. The research publications will be presented and launched at different international venues late in the fall of 2007.

She concluded stating that *"although we can all rejoice that Orbicom has, once again, been able to operate in a responsible way, the lack of sufficient infrastructure funding constitutes a straight jacket that handicaps further programming or implementation of a good number of worthwhile initiatives proposed by the membership. I invite my colleagues of the Orbicom Board to continue to look for funding opportunities".*

Discussion

Chin Saik Yoon introduced the discussion congratulating the Treasurer for managing so well Orbicom' budget. He also thanked the colleagues of UQAM for their continued support adding that their generosity has gone a long way all these past years in sustaining the network.

Danielle Laberge joined Chin Saik Yoon in his congratulations to Orbicom's Treasurer, Gabriela Warkentin de la Mora. She wanted to make everyone realise that to UQAM's subtantial and continued support towards Orbicom and UNESCO's mission must be added what is invested by each chair and their university, and by dedicated associate members. She concluded that UNESCO is well served by networks like Orbicom.

3.3 Approval of the Preliminary Financial Statements of 2006-2007

Resolution BD07-2
Approval of Financial Statements 2006-2007:
Adopted by consensus.

IV. The Secretary General's Report

Claude-Yves Charron joined Alain Modoux in welcoming the new colleagues of the Board adding that he was certain that their insight will be a great help in this very busy time of Orbicom's life.

He also referred to the President's report in 3.1 to inform that as much is happening within the Network and at UNESCO it is important to take time to apprise of the current issues at stake. He explained that in order to help focus the discussions, he has posted short comments on a number of these issues in six specific discussions halls for easy reference when intervening:

4.1 Emerging Knowledge Opportunities (DD Phase 4)

4.2 The 2007-2008 edition of the Digital Review of Asia Pacific (DirAP)

4.3 Communication and Governance Forum's Conclusions/Proposal

4.4 ComDev Project Status Report

4.5 UNESCO CI / 34 C5 Programme and Budget 2008-2009

4.6 UNESCO's New UNITWIN Chairs Programme

Additional Information

Charles Okigbo reported in this section on the activities he has conducted in association with Orbicom.

In the last one year, ORBICOM was associated with these three activities with NDSU in Fargo, ABU in Zaria, Nigeria, and NTA in Abuja, Nigeria, as well as a fourth area of satellite leadership development training:

1. Working with the Department of Communication at North Dakota State University, ORBICOM was a co-sponsor of the four-day Fundraising and Capital Campaign Training Workshop, which was held in Fargo< North Dakota from October 16 to 20, 2006. This attracted about 40 participants from all over the United States. Among the speakers were Frank White from Harvard University, Dr. Jack Oldham from MIT, Chris Spooner from the University of Wyoming, and Robert Giere from Mayo Clinic Foundation. North Dakota State University is now considering a proposal to develop this into an annual workshop with emphasis on international participants, and also grow it into a post-graduate certificate program in fundraising. In all such future developments, ORBICOM will be recognized as a foundation partner.

2. Fundraising Workshop at Ahmadu Bello University, Zaria, Kaduna State, Nigeria. In March 2006, Professor Charles Okigbo, representing ORBICOM, delivered a special one-day workshop on fundraising strategies for universities in developing countries at the instance of the Development Office of Ahmadu Bello University. This went very well and was highly acknowledge by the university administration. Other Nigerian universities are willing to host such workshops on their campuses in future.

3. Leadership Training. Working with Nigerian Television Authority Headquarters in Abuja, ORBICOM proposed to hold a special training program for leadership in election coverage, on the eve of the just concluded national elections in Nigeria. Unfortunately, there was too much confusion within Nigeria for this program to hold this year, as proposed. Both the Independent National Election Commission and the Nigerian Television Authority are eager to associate with ORBICOM to reschedule the training later in the year, even though the 2007 elections have come and gone.

4. Satellite Leadership Training: For next year and beyond, ORBICOM will be involved in taking satellite leadership training to Nigeria and other African countries. The arrangements for this have started with Executive Learning Networks in Atlanta, Georgia, USA. African countries need well organized training in leadership and organizational management. ORBICOM will play a key role in this area of human capital development and capacity building not only in the communication field, but in all other areas of public, private, and nonprofit sector development.

The introductory texts can be consulted in the Forum section (Board 2007) of Orbicom Website.

4.1 Emerging Knowledge Opportunities

Comments

Tengku Azzman Shariffadeen wrote to support this study, in particular if it will help developing countries understand better their policy options and the relative merits of these options. In this context he suggested that Dr Sciadas engages with Professor Mahendhiran of Monash University Malaysia, who has developed a "7Is" model to rank countries according to their competitiveness in the information economy and society. He added that he has previously worked with Orbicom on the DIRAP and that his model may help point the way forward for this new study.

Charlotte Masiello-Riome informed that the FAO has just conducted a survey on the role of ICT in agriculture with input from participants in 135 Countries- but the results cross over all areas of development (and three questions were open ended, which made the multi lingual survey even more challenging!). She added that FAO has also placed a fellow in Ghana for one year analyzing the role of ICT in development in relationship to the "connectivenss"" between government and rural population. She wrote that she would be happy to offer any assistance through sharing this information and getting Orbicom in touch with those who can assist in providing other relevant information for this study.

4.2 Digital Review of Asia Pacific (DirAP)

Tengku Azzman Shariffadeen commented that this series of studies has proven its worth and should be continued. He added that the questions posed are very relevant. He suggested to add the following questions to the list : What kind of knowledge assets are likely to be most useful in enhancing the state of development in a particular country or community? How can this knowledge be acquired and shared? I believe we can develop a hypothesis from the earlier study.

4.3 Communication and Governance Forum

No comment posted

4.4 Communication for Development Research Initiative

Comment

Eugénie R. AW-Ndiaye wrote that the basis of this systematic integration of DevCom should be also an opportunity to make a critical analysis of the concept and practices, particularly in Africa. She mentioned that she has participated in such exercice with Codesria (a well known African research institution) to assess PRSPs

and the very old DevCom conceptions were put on the table: vertical approaches, silent and recipient communities, for instance.

4.5 UNESCO CI / 34 C5 Programme and Budget 2008-2009

Comment

The following comment should be read in conjunction with section 3.1 (The President's Report and Mr Khan's statement)

Eugénie R. AW-Ndiaye informed that she read with interest the major programme V - Communication and information and that she was particularly pleased to discover concrete performance indicators.She wanted to emphasise two issues related to Africa and which should be taken into consideration by the Board and Orbicom:

1- The crucial role of training institutions to promote scientific knowledge and sustainable development, to promote ethics and a culture of pace and security. She stressed that training institutions are also keys for on-the-job training to ensure that community medias get their right place in the information and communication space (they are often seen as second hand medias);

2- She asked if it possible to invite Orbicom to support an African training network of institutions to help getting better ICT culture, to share our practices, to discuss certain issues like the notion of communication for development, to establish a distance learning system with common programmes which we could call "pole of excellence" like medias, conflicts and security in Africa, medias, communication and sustainable development.

4.6 UNESCO's New UNITWIN Chairs Programme

Minka Zlateva proposed to reinforce the regional work of UNESCO chairs. She suggested to pay attention to some regions without ORBICOM representation
and to focus Orbicom's initiatives to stimulate the creation of chairs in communication as future ORBICOM's members.

V. The Network's expansion: New Chairs and New Associates

The following Chairs have joined the Orbicom Network since the October 2006 AGM:

The UNESCO Chair in International Journalism Education, University of Colorado – USA, with Prof. Marguerite Moritz as Chairholder,

The UNESCO Chair in Media and Gender of the Communication University of China, with Prof. Liu Liqun as Chairholder,

The UNESCO-Europe Chair in Journalistic and Media Practices at the Strasbourg Robert   Schuman University, with Prof. Michel Mathien as Chairholder. (effective June 2007)

Associate Members

In addition, five prominent communication professionals joined Orbicom early this year:

Mme Francesca Gemnetti,
Ambassador Daniel Stauffacher,
Mr. Jérôme Koechlin,
Mme. Irina Bibina,
Mr. Vassili Klokov.

Comments

Claude-Yves Charron joined Alain Modoux in extending a word of welcome to the new chairs and associate members.

He mentioned that Prof. Mathien visited the Secretariat, while in the process of establishing his new Chair for Europe, and that he had the pleasure of welcoming the two new colleagues from Russia, Irina Bibina and Vassili Klokov a few days ago, at the Secretariat, where they came to submit their candidatures.

He added that it is important to also take note that Ambassador Stauffacher has played a key role in the hosting by the Swiss Government of the first phase of the World Summit on the Information Society in Geneva, and that Madame Gemnetti is concluding her mandate as President of the Swiss National Commission for UNESCO.

He concluded that complementarities of Orbicom's different stakeholders, between academic, professional and policy people, was at the very core of the creation of the Network when Thérèse Paquet-Sévigny assumed the role of SG just after coming back from New-York, in 1994, where she was UN Under Secretary General, and they remain today a crucial component of the network's sustainable development.

Charlotte Masiello-Riome expressed a warm welcome to the new chairs and associate members – She mentioned that she was joining the discussion from Geneva in the heat of the action line meetings and follow-up to WSIS. She indicated that Orbicom has a key role in implementing these WSIS action lines and that she is looking forward to building on the experiences of our newest members and those of current members.

Gabriela Warkentin de la Mora joined her colleagues in welcoming the new members. She added that ORBICOM is becoming a very interesting network.

Eugénie R. AW-Ndiaye offered her congratulations and commented that some of the new chairs are an inspiration. She stated that they will allow more exchanges even across regions and that she is particularly interested in the chair on media and gender.

Rosental Calmon Alves intervened to welcome Marguerite Moritz (Chair at Boulder, Colorado, USA) and mentioned that she came to Austin to participate in the International Symposium on Online Journalism. He also informed that he had the honour to have Gabriela Warkentin in Austin for the same event. He expressed the hope that to have more colleagues from the Orbicom network for his symposium next year.

VI Chairs' Programmes of Activities

The following Chairs provided updates of their activities:

- Strasbourg : Chair's update + new publication + upcoming event
- Sofia : New publication + upcoming event
- Boulder : Chair's update

Comment

Minka Zlateva informed that her UNESCO Chair "Communication and Public Relations" organised, on 18 of May 2007, the first working meeting for the creation of a regional net "BALKANCOM of Chairs in Communication" with participants from Albania, Bulgaria, Croatia, Greece , Rumania and Turkey. Theses Chairs plan to work together .

VII. Board of Directors

 (C) for Chairholder
(A) for Associate

Members whose mandate will be ending in the fall of 2007:

Charles Okigbo (A) Professor, North Dakota State University, USA
Gabriela Warkentin de la Mora (C) Mexican Chair
Mohd Tengku Shariffadeen (A) Vice-president of Orbicom, Malaysia
Rosental Calmon Alves (C) USA Chair
Jamal Eddine Naji (C) Moroccan Chair
Ruth Teer-Tomasselli (C) South African Chair (Durban)

Members whose mandate will be ending in the fall of 2008:
Jürgen Horlbeck (C) Colombia Chair
Minka Zlateva (C) Bulgaria Chair
Eugénie AW (A) Director, School of Journalism, Cheikh Anta Diop University, Senegal
Chin Saik Yoon (A) Publisher Southbound, Malaysia
Charlotte Masiello-Riome (A) FAO Communication/Promotion Officer, Italy

The 3 Ex-officio institutional members:

Koïchiro Matsuura, Director-General, UNESCO
Danièle Laberge, Rector a.i., UQAM
Claude-Yves Charron, Orbicom Secretary General, UQAM

VIII. Varia

Charlotte Masiello-Riome wanted to alert the Board of the recent meetings held in Geneva during the WSIS follow up. The Global Alliance for ICT and Development (GAID) was requested by the Chairman of the United Nations Commission on Science and Technology (CSTD) to organize a panel discussion on ICT for Development, as a follow up to the World Summit on the Information Society (WSIS). She informed that these discussions were quite stimulating, as for herself, she brought the "C" back into ICT - reminding the international community the important role of communications in development through the use of new technologies.
More information at http://www.un-gaid.org/node/577. She will pass around any relevant presentations made when posted.

Claude-Yves Charron thanked Charlotte Masiello-Riome for her comment and concurred that its is indeed very important to bring the Communication processes back within the ICT debates, and to have an integrative cluster of ICT4D which goes beyond rhetoric.

Minka Zlateva proposed to organize an ORBICOM SCIENTIFIC FORUMS of UNESCO Chairs - once a year on a different continent - as an instrument of exchange of experience and realizations of common scientific projects in the field of public communication.

The Board meeting was closed on 30 May 2007