



Minutes of Orbicom's Online
Annual General Meeting of Members
(AGM)
18 November 2011

Tables of content :

Quorum/Participants.....	3
Words of welcome.....	4
AGM 2011 Agenda	9
AGM 2010 Minutes' Approval.....	9
The President's Report.....	10
The Treasurer's Report.....	16
Approval of the Financial Statements 2010-2011.....	17
Digital Transformations/Seeking Applied Frameworks and Indicators.....	18
Communication and Governance.....	20
Communication and development.....	21
The Network's Expansion.....	24
The Chairs' Programmes and Activities.....	25
Board Configuration and mandate extention.....	28
Board of directors.....	29
Varia.....	30

Quorum/Participants

Orbicom Annual General Meeting (18 November 2011)

- Alain Modoux
- Bernard Miège
- Bertrand Cabedoche
- Carmen Rico de Sotelo
- Carmen Puentener
- Claude-Yves Charron
- Claude Corbo
- Claudia Padovani
- Charles Okigbo
- Charlotte Masiello-Riome
- Concepción Medrano
- Emmanuel C. Lallana
- George Petrakos
- George Sciadas
- Giancarlo Leonardo Carbone
- Janis Karklins
- Jan Servaes
- Jean-François Tétu
- Jean-Paul Lafrance
- Jian Yan Wang
- Karim Lasfra
- Magda Fusaro
- Maria Isabel Soldevila
- Marguerite Moritz
- Metasebia Woldemariam
- Michel Mathien
- Óscar Alfredo Quezada Macchiav
- Pierre Giguère
- Rosental Calmon Alves
- Saik Yoon Chin
- Yves Théorêt

Words of welcome

Dear Members of the Orbicom Network,

I have the pleasure to open the 2011 virtual meeting of Orbicom's Annual General Meeting. We are once again meeting through Internet to carry out the task assigned to us by Orbicom's statutes and to contribute to the network's evolution.

I invite you all to take part in it in order to help me steer the network in the next years. In this regard, my report to this assembly (in 3.1), provides information following the visit I made to UNESCO with our Secretary General in May and outlines several issues for the future that should be addressed after you have gone through the usual housekeeping parts of this AGM's agenda.

I look forward to fruitful exchanges with you,

Rosental C. Alves
President

You may also wish to read the reports of the ADG/CI of UNESCO J. Karlins and of Rector Corbo of UQAM following mine in section 3.1

Comments :

Merci !

written by Yves Théorêt

Merci de votre participation à cette assemblée.
Comme l'a exprimé le président du Réseau, le secrétariat mettra tout en œuvre pour organiser, à Paris, en 2012, une rencontre des titulaires et des membres du réseau.
Au plaisir de faire votre connaissance.

Yves Théorêt
Secrétaire général

Thank you note and AGM closing

written by Rosental Calmon Alves

Before we formally end our virtual Assembly General Meeting of 2011, I would like to thank all of you who participated. My special thanks to UNESCO's Assistant Director General and UQAM's Rector Claude Corbo for their participation in this AGM, and for their continued support of the Orbicom network. It became very clear during the discussions here that Orbicom needs to find ways to be reenergized and to attract more funding and support.

I am glad to see that there is a consensus on the priority we should give to a meeting of chair holders and some key Orbicom associate members at UNESCO headquarters in Paris next year. We have been working hard to make this meeting possible, given the dramatic financial situation of UNESCO due to the recent suspension of United States payments. I want also to send my gratitude to Secretary General Yves Théorêt, Ambassador Pierre Guiguère and their small team at the Secretariat in Montreal.

Thank you all again for your participation and let's keep in touch. My email is Rosental.Alves@austin.utexas.edu, in case you want to contact me directly.

Sincerely,
Rosental C. Alves
President

President's report and AGM 2011

written by [Claudia Padovani](#)

Mr. President, dear colleagues and friends,

I am glad to contribute my comments to this discussion and I sincerely apologize for late writing (this was due to technical matters).

As a new member of the ORBICOM (associate member since 2010 and expecting to be appointed Chair in Global Communications and Governance at the University of Padova, Italy) I would definitely be in favour of a meeting in Paris.

On a personal level this would allow me to get to know ORBICOM in its operations and to meet many of you in person. I also share the confidence that meeting in person, within a formal UNESCO setting, could contribute to strengthen linkages and open new spaces for cooperation. I therefore express my appreciation for the kind words and wishes expressed by Mr. Karklins and I share the conviction that it is crucial that we, as members of scholarly communities, support UNESCO's activities in this time of difficulty.

Having been active in WSIS in the past, I remain of course very interested in joining forces and share perspectives, as well as critical views, from our respective areas of interest and work. In my case this is currently oriented towards a Mapping Global Media Policy exercise (conducted with colleagues from McGill University within the IAMCR) and on a project titled 'Networks and Power in Gender-oriented communication governance'.

I join those of you who have suggested that our meeting at UNESCO could benefit from appropriate preparation, including possibly other virtual meetings where we could share materials and ideas to be then finalized in Paris.

I once again take this opportunity to congratulate Prof Charron on his new high-level posting to Tokyo, Japan, and wish him all the best.

I send you my best wishes
Claudia Padovani
DSPGI - University of Padova
Italy

Merci Professeur Mathien

written by [Pierre Giguère](#)

Cher ami,

Grand merci pour votre offre d'appui à la réunion d'Oricom à Paris.

Pierre

frique

written by [Michel Mathien](#)

Avec mes vœux de succès à l'équipe ORBICOM de Montréal pour son engagement et la cohésion qu'elle cherche à développer entre nos actions, et cela dans la convergence des projets de l'Unesco.

La Chaire de Strasbourg - "Pratiques journalistiques et médiatiques. Entre mondialisation et diversité culturelle" - est évidemment favorable à une réunion à Paris des chaires du réseau ORBICOM. A préparer et à organiser dans leur ensemble mais aussi en fonction des spécialisations des unes et des autres afin d'approfondir nos connaissances et accélérer les échanges d'informations dans nos domaines de recherches et de savoirs.

Nos récents colloques, sur "les médias de l'expression de la diversité culturelle" en Europe du Sud, en Afrique et en Europe centrale et orientale, ont montré l'importance du dialogue in situ et de visu. Celui-ci permet de mieux échanger dans le cadre d'une approche fondée sur la multiperspectivité nous conduisant à sortir de nos cultures propres, avec leurs stéréotypes et clichés sur les uns et les autres, qu'ils soient conscients ou inconscients.

La réunion de Paris devrait se faire à la mi-juin car, selon nos usages et nos expériences de disponibilité, il y aura ensuite les "vacances universitaires" à compter du 1er juillet !

Voilà ma proposition. En tant que membre du pays d'accueil, je suis prêt à aider nos organisateurs d'ORBICOM, en lien avec l'Unesco.

Cátedra Unesco de Comunicación, Democracia y Gobernabilidad con sede en PUCMM, República Dominicana

written by [Maria Isabel Soldevila](#)

Apreciado Rosental, amigos y amigas,

Es un placer, aunque algo tardíamente, conectarme con ustedes. Definitivamente, la situación financiera que atraviesa la UNESCO nos obliga a ser creativos y crear alianzas y colaboración interinstitucional.

Me pregunto si un foro más informal -vía Facebook, por ejemplo- podría contribuir a un intercambio más frecuente y fluido para el día a día.

En Santo Domingo hemos iniciado el más ambicioso proyecto de la Cátedra, con auspicios de la Unión Europea, para trabajar el tema de cobertura de migración, frontera, multiculturalidad, que se hace desde un enfoque de derechos humanos y ética profesional y que persigue resultados concretos de investigaciones periodísticas, talleres de capacitación, tres revistas académicas, documentos generados de forma colaborativa por medio de redes sociales y una plataforma web para todo el proyecto.

Para impartir uno de los talleres hemos invitado a la profesora Gabriela Warketin, a quien conocen, y estamos aún armando el "muñeco" de esta experiencia que promete ser retardora, pero beneficiosa.
Es un gusto saludarles

María Isabel Soldevila

sobre américa latina y españa

written by [Carmen Rico de Sotelo](#)

Je reprends les paroles de Oscar Quezada, titulaire de la chaire au Pérou, En efecto, para el 2012 en la universidad de Lima, en el marco de la reunión de Felafacs, nos han propuesto acoger la reunión de las cátedras de las Américas y de España. En dicho encuentro, aprovecharemos a realizar una sincera evaluación de los planes que nos dimos en ocasión de la reunión de Cuba y haremos el lanzamiento de la publicación, Comunicación, Gobernanza y Ciudadanía que hemos coordinado con Antonio Roveda de la Univ. Javeriana, y en la que participaron autores de diversos países asociados a las cátedras. Serán todos bienvenidos en Lima, octubre de 2012
saludos a todos

carmen rico desde montreal

AGM 2011

written by [Magda Fusaro](#)

Bonjour,

C'est avec plaisir que je me joins à vous pour discuter de nos projets de collaboration. Cette année, à la Chaire UNESCO du Canada, nous avons lancé un projet ambitieux "Le cellulaire, nouvel instrument de lutte contre la pauvreté en Afrique ? ". Nous travaillons avec nos collègues de la Chaire de Grenoble, de l'Université Bordeaux 3, de l'Université du Québec en Outaouais, de l'université de Lomé, également avec nos collègues de l'Université de Cocody à Abidjan et de l'École Supérieure Polytechnique au Sénégal.

Si nous recevons les subventions ce vaste projet débutera en juin prochain.

Par ailleurs, cette année, nous accueillerons à l'UQAM la rencontre des chaires UNESCO (pan canadienne). Cette rencontre sera organisée conjointement par la Commission canadienne pour l'UNESCO et par notre Université. Nous déposerons les informations utiles en temps et lieu sur le site Web d'Orbicom.

Au plaisir de vous lire sur ces projets. Magda Fusaro

Thank you

written by [Metasebia Woldemariam](#)

Mr. President and esteemed colleagues,

Thank you for all the instructive comments. It would be exciting to get as many of us as possible to meet, as discussed in these pages. Like you, I look forward to such an occasion.

Metasebia

Thanks

written by Rosental Calmon Alves

My esteemed colleagues,

Thanks for all the comments here and for your participation in this virtual Assembly. It is very nice to see your interest in the revitalization of Orbicom network, and your support to the idea of a meeting of chair holders and some associate members next year at UNESCO headquarters. Yes, this is a critical time for our organization and we must find better ways to know each other and develop more collaboration among us, in formal or informal ways. As I said before, the new leadership at UNESCO has already shown interest in more dialogue and cooperation with us, so we have now a fresh and concrete opportunity. Thanks again.

Rosental C. Alves

Welcome and next steps

written by Charlotte Masiello-Riome

Thank you so much for your kind words, Mr. President.

I believe it is imperative a meeting be held in Paris to establish next steps and energy for Orbicom.

Best,

Charlotte Masiello-Riome

Orbicom Treasurer

London

Bienvenida

written by Concepción Medrano

Agradezco al Sr. Presidente sus palabras de bienvenida a esta Asamblea General de Orbicom. Es un placer formar parte de la familia de Cátedras UNESCO de Comunicación.

Je voudrais aussi remercier au M. Cabedoche ses paroles de bienvenue et je suis d'accord sur les possibilités de collaboration entre Chaires UNESCO. Nos activités de recherche sont ouverts à la participation des institutions intéressés. Nous avons inclus un résumé du projet dans le point 6 de cette Asssemblée.

Concepcion Medrano

Bonjour à tous

written by Bertrand Cabedoche

Je me réjouis à nouveau de ce lien entre toutes les chaires que nous offre l'AG. Les situations de restriction budgétaire que nous vivons tous et qui devraient se resserrer davantage encore doivent nous inciter plus que jamais à jouer la carte des synergies entre chaires. Les proximités géographiques peuvent être exploitées avec intérêt, comme le travail collaboratif via internet quand ce sont d'abord les thématiques et sensibilités communes qui nous rapprochent au-delà des distances. À titre d'exemple, l'habitude de travail que nous avons commencé à mettre en place entre la chaire UNESCO Mémoires, Cultures et Interculturalité de Lyon et notre chaire UNESCO de communication internationale de Grenoble est payante (partage de nos invités, participation croisée à nos manifestations respectives, implication réciproque dans nos conseils d'orientation...). Notre proximité théorique avec la chaire UNESCO-Bell de l'UQAM à Montréal nous ouvre aujourd'hui à un projet commun de recherche impliquant le Sénégal, la Côte d'Ivoire et le Togo. Nous sommes heureux d'avoir humblement contribué à la reconnaissance de la toute jeune chaire UNESCO Communication et valeurs éducatives de l'Université du Pays Basque à San Sebastian. Nous espérons élargir ces synergies au niveau régional entre chaires. Tous ces liens, présents et à venir, sont l'un des résultats indirects à mettre au crédit premier des rencontres suscitées par le réseau Orbicom et les rencontres des Commissions nationales pour l'UNESCO.

Bonne AG pour ces bénéfices attendus, entre autres

Bertrand Cabedoche

Chaire Unesco de communication internationale de Grenoble/France

Bienvenida

written by Óscar Alfredo Quezada Macchiav

Tengo el gusto de dirigirme a usted, Sr. Presidente, para agradecer sus palabras de bienvenida y para ponernos a su disposición para colaborar con una fructífera dinámica de interacción entre las Cátedras UNESCO integrantes de Orbicom. Cuento, pues, con nuestra participación en la Asamblea y con nuestro compromiso con el crecimiento de la red.

Aquí, en la Universidad de Lima, Perú, desarrollamos varias actividades en el marco de la Cátedra UNESCO como el Foro Cine y valores humanos. El proyecto más importante para el próximo año es el XIV Encuentro Latinoamericano de Facultades de Comunicación Social que organizamos con la federación Latinoamericana de Facultades de Comunicación Social (FELAFACS); en el marco de ese gran evento, estamos planificando una reunión de Cátedras UNESCO de Comunicación de Iberoamérica dándole continuidad y mayor amplitud a aquella que tuvimos en La Habana en el año 2009

Mayor información pueden hallar en la dirección: www.felafacs2012.pe.

En los próximos días estaremos remitiendo las invitaciones a la mencionada reunión.

Continuaré atento a las deliberaciones de la Asamblea,
Cordiales saludos,

Óscar Quezada
Chairman
Cátedra UNESCO en Comunicación y Cultura de Paz
Universidad de Lima

Bonjour à tous !

written by Yves Théorêt

Ici, au Canada, et plus particulièrement au Québec, nous attendons nos premiers flocons de neige.

As the Assistant Director-General for Communication and Information at UNESCO, Mr. Janis Karklins, I would like to recognize the leadership of our friend Dr. Claude-Yves Charron. As the new Secretary General, I am honored to follow his foot steps, Thanks to President Alves for his help, leadership and Friendship.

Je tiens également à remercier M. Karklins pour son accueil chaleureux et son appui indéfectible à Orbicom. Nos échanges ont été plus que stimulants et je suis heureux d'envisager la rencontre des membres à Paris en 2012.

Yves Théorêt
Secretary General
Orbicom

Words of Welcome

written by Charles Okigbo

Thank you Mr. President for your kind words of welcome. I am joining only today because the web site did not accept my user name and password until the web master corrected the situation.

We hope that ORBICOM chairs and associate members will agree to plan a face-to-face meeting in 2012 so that we can meet once again and encourage each other to re-dedicate ourselves to the ideals of the founding members.

I look forward to fruitful deliberations.

Charles Okigbo
ORBICOM Vice President
Nigeria/USA

AGM 2011 Agenda

1. Word of Welcome
2. Approval of the Agenda and Minutes of the 2010 AGM
 - 2.1 AGM 2011 Agenda
 - 2.2 AGM 2010 Minutes' Approval
3. Board of Directors' Reports
 - 3.1 The President's Report
 - 3.2 The Treasurer's Report
 - 3.3 Approval of the Preliminary Financial Statements of 2010-2011
4. The Secretary General's Report
 - 4.1 Digital Transformations/ Seeking Applied Frameworks and Indicators
 - 4.2 The Open Crowd-Sourced, Online Digital Review of Asia Pacific (e-dirap) :The Remaking of DIRAP
 - 4.3 Communication and Governance
 - 4.4 Communication and development
 - 4.5 Emerging Initiatives
5. The Network's Expansion
6. The Chairs' Programmes and Activities
7. Board of Directors
 - 7.1 Board Configuration and mandate extension
8. Varia

Approval :

Resolution #1 to approve the agenda.

[Resolution Approved](#)

AGM 2010 Minutes' Approval

You can download the 2010 AGM Minutes by clicking the following link:

DOWNLOAD THE FILE

(PDF Format)

Approval :

Resolution #2 to approve the minutes of AGM 2010.

[Resolution Approved](#)

The President's Report

Strengthening the network, an urgent task for Orbicom

Dear colleagues and friends,

Welcome to our virtual Assembly General Meeting, celebrating the 17th Anniversary of Orbicom. Our network spreads all over the world, with 30 UNESCO Chairs in Communication and 250 associate members from 75 countries. It encompasses a great variety of expertise and research foci. It offers an immense potential for collaboration among its members and for concrete results. It is clear to me that due to extremely limited financial resources, this potential has not been used enough. It is urgent that we move ahead to strengthening our network by increasing communication among us and creating more opportunities for participation.

As president of the board for the last three years, I have worked with our Secretariat, trying to find ways to turn the network more dynamic and productive. I must confess that I have not achieved all the goals I had in mind, but we made some progress despite the lack of resources available. The perspectives are positive because of you all, chair holders and associate members, spread all over the world. My main priority in the last couple of years was to create the conditions for a fresh, new start of our relationship with UNESCO. After several meetings with UNESCO officials, I believe we succeeded in starting a productive dialogue that allowed the Secretariat and me to explore a few initiatives that are still a work in progress.

As I told you in my AGM opening message last year, I am still "absolutely convinced that a chairs' meeting at UNESCO would be an important milestone for Orbicom. It would have very concrete benefits for us, internally, and would improve our efforts to collaborate with UNESCO and its regional offices." I wish I could have been able to announce at the beginning of this AGM that the meeting had already been scheduled. But at least, I can say that we have been working for that to happen. As things stand now, there is a good chance that we will be able to announce soon a meeting of UNESCO Chairs in Communication and associate members at UNESCO headquarters in Paris sometime around the end of May or early June 2012. UNESCO may give us limited financial support to help chair holders from less developed countries to travel to Paris and we, the others, would have to travel on our own expenses for the meeting that would last no more than a couple of days.

Besides our internal strategic goal of opening a new phase of communication and collaboration between the network members, the Orbicom meeting at UNESCO could focus on the discussion of issues related to the World Summit on the Information Society process. Orbicom has been involved with WSIS in the past, including the successful conference in Marrakesh in 2004 (thanks again to our colleague Jamal Eddine Naji for his leading role in making that event possible). So it is natural that we get involved again, when WSIS is in its implementation phase and looking towards achievements before the 2015 deadline. The UNESCO Chairs meeting in Paris will be a very productive way for us to learn more about the WSIS process and how we may be able to contribute from our own areas of interest and work.

There are other conversations going on with UNESCO and we are grateful for the support that has been given to us by Assistant Director General Jānis Kārklīņš and his team, including former Orbicom associate member Indrajit Banerjee, director of the Information Society Division; and our former colleague UNESCO Chair holder Fackson Banda, Program Specialist in Civic Participation at UNESCO. This month, another former Orbicom associate member, Guy Berger, has just become the director of a newly created UNESCO's division for Freedom of Expression and Media Development (the fusion of two previous divisions). It is really helpful to have at UNESCO so many people that are familiar with Orbicom's mission, work and immense potential.

In our own house, we saw with sadness early this year the departure of longtime leader and enthusiast contributor of Orbicom Claude-Yves Charron, who had to leave the position of General Secretary of our network to become the representative of the Québec government in Japan. We have already thanked profusely Claude-Yves for his invaluable contributions to Orbicom and are happy to have him now as an associate member. But, as you all know, we were lucky to find another highly qualified Secretary General for Orbicom among the faculty of the Université du Québec à Montréal (UQAM). I have been delighted to work with Orbicom's Secretary General Yves Théorêt so far and am thankful for his support and dedication. Orbicom is also grateful to Ambassador Pierre Guiguère and their small team at the Secretariat in Montreal, where the generous support of UQAM's Rector Claude Corbo makes possible the existence of this network.

On my side, I was expecting to leave the presidency of the board now, as my regular time expires. I was informed, however, that the call for candidates issued by the Secretariat a few months ago resulted in no candidates. In face of this situation, that also happened before with my predecessor, I was asked to stay for another year as president of the board. I firmly believe that it is important for any organization to follow its own rules, especially regarding the renewal of its leaders. I would prefer that this situation not happen and I could leave the presidency behind, but, due to the circumstances, I decided to accept the request for me to stay for another year, if elected again by the board. Again, I see this as an exception, so next year I expect to pass this responsibility to another president.

I sincerely hope that our plan to have a meeting in Paris next year comes through and expect to see all the chair holders and some associate members there to discuss the future of our network, the fascinating process of WSIS and better ways for mutual collaboration between UNESCO and Orbicom.

Welcome again to Orbicom's 2011 AGM and let's talk. I look forward to hearing from you.

Cheers

Rosental C. Alves

Comments :

Message from UNESCO

written by [Janis Karklins](#)

Dear Members of Orbicom

It gives me pleasure to address you on the occasion of the 2011 virtual Annual General Meeting of Orbicom which also marks the network's 17th Anniversary. In my last address to you, I was tentative about what we could do together, largely because I was only just beginning my tenure as Assistant Director-General for the sector. Several important things have happened since then, including the well-deserved appointment of Dr. Yves Théoret as the new Secretary-General of Orbicom.

At the same time, it would be remiss if I did not recognize the immense intellectual leadership that Prof. Claude-Yves Charron exercised during his tenure as Secretary-General. Indeed, I was not at all surprised that the Quebec Government honoured him as its representative in Tokyo. I wish him well.

Let me highlight the fact that UNESCO is delighted to continue its long-standing partnership with and support of Orbicom. The global network of 30 UNESCO Chairs in communication and its 250 associate members from 75 countries makes Orbicom an extremely useful extension of UNESCO in the field of communication and information.

As you may know, at its recently concluded General Conference, UNESCO's Member States voted to admit Palestine as a Member State and consequently the US ceased to honour its statutory obligations to the organization. These developments herald difficult and challenging times for UNESCO as an organization which is only amplified by the global financial and economic crisis. However, I believe that it is in these difficult times that networks become even more critical as they help build partnerships and maximise the leveraging of scarce resources.

I had the pleasure of meeting with President Rosental Alves and Secretary-General Yves Theoret during their visit to Paris a few months ago. Our discussions were very productive and we agreed to work together to organize a UNESCO Chairs in Communication meeting in Paris sometime in May or June 2012. This would be, in my opinion, not only an excellent occasion to share information and exchange ideas for joint projects and initiatives but also for the respective Chairs in Communication to meet and interact with each other.

In spite of the many challenges it faces, UNESCO will continue to focus its activities in two distinct areas:

- Promoting freedom of expression and media development (through its IPDC programme and its Media Development Indicators), expanding its work in media and information literacy and supporting the development of community media;
- Enhancing universal access to and preservation of information and knowledge, through its numerous platforms and initiatives including the Open Educational Resources, Open Access and Memory of the World programmes.

I am convinced that Orbicom could support and partner with UNESCO in several of these initiatives and this would be of great mutual benefit to all of us.

UNESCO is also in the process of preparing itself for the culmination of the WSIS process and we are planning a major WSIS review meeting in Paris in 2013. Against this background, our joint meeting next year could possibly help define how both organisations can advance the broad goals of the WSIS, and establish how UNESCO can further support Orbicom's work to ensure that it contributes to the specific goals of the process.

I wish you fruitful and successful deliberations during Orbicom's 2011 AGM and look forward to continuing our partnership and collaboration.

Janis Karklins
Assistant Director-General for Communication and Information, UNESCO

Word of the Rector of UQAM

Dear Orbicom Members,

Following Vice-rector Charron's appointment, last Spring, as "Délégué général du Québec au Japon", I launched the process to select his successor among the members of my University. The choice of the selection committee I presided was endorsed by the ADG/CI of UNESCO, Ambassador Karklins, in accordance with the Orbicom statutes.

Allow me to outline a few distinctive attributes of Professor Yves Théorêt who has won the section competition. Professor Théorêt has worked during his career in the public and private sectors, and within my University. The accumulated experiences in the three sectors allow him to understand the organizational cultures and the challenges they are facing. And as his career profile coincides with all of the Orbicom membership categories, I am certain that he will be able to exchange and work with you. I am convinced that, as his predecessors did, he will do well to achieve the Network's objectives with members in 75 countries.

I have taken note that Orbicom is preparing a meeting of the UNESCO chairs in Communication and its associate members at the UNESCO headquarters in Paris in May or June 2012. I am convinced that with the financial support of UNESCO and the participation of the interested members, the meeting will be a success and an unique occasion to give momentum to the Network.

I wish you all a successful AGM.

Claude Corbo

Rector

President's Report and AGM 2011

written by [Claudia Padovani](#)

Mr. President, dear colleagues and friends,

I am glad to contribute my comments to this discussion and I sincerely apologize for late writing (this was due to technical matters).

As a new member of the ORBICOM (associate member since 2010 and expecting to be appointed Chair in Global Communications and Governance at the University of Padova, Italy) I would definitely be in favour of a meeting in Paris. On a personal level this would allow me to get to know ORBICOM in its operations and to meet many of you in person. I also share the confidence that meeting in person, within a formal UNESCO setting, could contribute to strengthen linkages and open new spaces for cooperation. I therefore express my appreciation for the kind words and wishes expressed by Mr. Karklins and I share the conviction that it is crucial that we, as members of scholarly communities, support UNESCO's activities in this time of difficulty.

Having been active in WSIS in the past, I remain of course very interested in joining forces and share perspectives, as well as critical views, from our respective areas of interest and work. In my case this is currently oriented towards a Mapping Global Media Policy exercise (conducted with colleagues from McGill University within the IAMCR) and on a project titled 'Networks and Power in Gender-oriented communication governance'.

I join those of you who have suggested that our meeting at UNESCO could benefit from appropriate preparation, including possibly other virtual meetings where we could share materials and ideas to be then finalized in Paris.

I once again take this opportunity to congratulate Prof Charron on his new high-level posting to Tokyo, Japan, and wish him all the best.

I send you my best wishes
Claudia Padovani
DSPGI - University of Padova
Italy

se réunir proactivement

written by [Carmen Rico de Sotelo](#)

je suis bien d'accord pour une rencontre à Paris, présentielle,
Depuis 1999, lors de la grande rencontre à Montréal, je crois qu'on n'a pas eu l'occasion, toutes les chaires, de retisser les liens du réseau de façon proactive.. Il faudrait par contre faire un travail de préparation de chaque chaire et ses associés pour arriver avec des propositions déjà échangées au préalable
carmen rico

rapport du Président

written by [Bernard Miège](#)

Merci à C Y Charron pour son apport à Orbicom . Une réunion des Chaires devient urgente.

Thanks

written by [Rosental Calmon Alves](#)

Dear Colleagues,

Thank you for your reaction to my report, especially for the good ideas and or your kind words.

The Orbicom Secretariat and I will work with UNESCO to see if we can confirm as soon as possible the meeting in Paris for late May or early June. I agree that we need to schedule it as soon as possible if we want to secure a good level of participation.

I want to join my colleague Orbicom/UNESCO Chair holder in the United States, Marguerite Moritz, to deeply regret the U.S. action against UNESCO's support to Palestine. We are all very concerned about the financial impact this is causing to UNESCO.

I believe the revitalization of Orbicom network is a way to show our support to UNESCO's work and its importance in the world today.

Thank you again for your kind words, and for your participation in this Assembly General.

Rosental C. Alves

thank you and future work of Orbicom

written by [Marguerite Moritz](#)

Greetings to all,

I would like to thank you, Rosenthal, for accepting another year in the Presidency and for your continuing efforts on behalf of Orbicom. I agree this seems to be a critical year for the organization and I do indeed hope that a meeting will be scheduled in 2012 so that discussions can be held face-to-face and that an action plan can emerge from that meeting. As noted, the dates need to be set rather soon for maximum participation. I wish to add that I deeply regret the US action against UNESCO's support of Palestine. Thank you to Dr. Calude-Yves Charron for his excellent work as Secretary General and best wishes for much success in his new post in Japan.

Welcome to Professor Yves Theoret and I look forward to meeting you in Paris.

I also note with great pleasure my work this year with Professor LIU Liqun, UNESCO Chair in Gender and Media at Communication University of China. We were fortunate enough to have meetings (including 11 of my students from University of Colorado) in Beijing and later in Boulder focused on recent development in Chinese and US journalism. These kinds of collaborations are also part of Orbicom's great potential which I hope we can more fully realize in the years ahead.

Marguerite Moritz, PhD
Professor & UNESCO Chair
University of Colorado, Boulder

AGM 2011

written by [Charlotte Masiello-Riome](#)

I agree that a meeting in Paris be held to further strengthen Orbicom.
Please advise as soon as possible to dates so arrangements can be made.

Best,
Charlotte Masiello-Riome

Rapport du président

written by [Bertrand Cabedoche](#)

Merci au président Alves d'assurer la continuité en acceptant de prolonger son mandat. Le challenge se présente avec des perspectives moins enthousiasmantes. Je fais moi aussi pleinement confiance à toute l'équipe qui garde le cap, ADG M. Janis Karklins et ses directeurs MM. Banerjee Indrajit et Guy Berger et les nouveaux responsables, président et secrétaire général de notre Commission nationale pour l'UNESCO. Je ne doute pas du choix de notre collègue Pr Yves Théorêt, qui, déjà, nous a immédiatement bien appuyé pour un projet ponctuel. Je tiens tout particulièrement à saluer l'implication de son prédécesseur Claude-Yves Charron dont j'ai su apprécier la disponibilité, la compétence, la convivialité à chacune de nos rencontres et dont je peux me prévaloir, j'ose le dire, de liens d'amitiés que son relatif éloignement du réseau ne saurait distendre.
Bertrand Cabedoche

Rapport du président

written by [Alain Modoux](#)

Je remercie notre président Rosental C. Alves d'avoir accepté une prolongation de son mandat. Sa décision est d'autant plus opportune et appréciée qu'ORBICOM est en phase de transition, avec le départ à Tokyo de Claude-Yves auquel j'exprime une nouvelle fois ma vive gratitude pour son formidable engagement tout au long de son mandat de secrétaire général. Je suis aussi reconnaissant au recteur Claude Corbo d'avoir conduit de manière rapide et efficace la mise en place du successeur de Claude-Yves. Je suis convaincu que le choix d'Yves Théorêt était la solution idéale et j'adresse à ce dernier tous mes vœux de succès. Une fois de plus, l'UQAM, à travers son recteur, a pris les devants pour éviter que notre réseau soit en difficulté et a contribué ainsi de façon décisive à la poursuite de ses activités à partir de Montréal. Enfin, je suis heureux de constater que l'UNESCO, bien que lourdement pénalisée financièrement, continuera à faire tout son possible pour soutenir ORBICOM. Je fais confiance à Janis Karklins et à ses deux directeurs, Indrajit Banerjee et Guy Berger, pour que le secteur de la communication et de l'information soit un partenaire fidèle et attentif d'ORBICOM.

Alain Modoux

Informe del Presidente

written by [Giancarlo Leonardo Carbone](#)

Estimados amigos de ORBICOM,

En primer lugar, quiero agradecer al Sr. Rosental C. Alves por su gestión y felicitarlo por aceptar continuar en el cargo un tiempo más. Su informe es muy claro y puntual respecto a la situación, perspectivas y compromisos de ORBICOM. Creo que la reunión de Catedras Unesco en París 2012 será muy importante, ya que allí podremos ver con más claridad cuál será el impacto del retiro del aporte económico de EE.UU a UNESCO y sus proyectos, entre ellos el nuestro de ORBICOM. De igual forma, tenemos mucha expectativa con la Cumbre Mundial de la sociedad de la Información (CMSI) para el 2015. En nuestro caso, desde la Universidad de Lima, estamos organizando para Octubre del 2012 el 14° Encuentro Latinoamericano de Facultades de Comunicación Social y dentro del mismo estamos programando una reunión de Catedras Unesco de Latinoamérica. En anteriores oportunidades las gestiones las hicimos con Pierre Giguere y Carmen Rico. Las actuales coordinaciones son entre Walter Neira (nuevo miembro de Orbicom), Carmen Rico y todo el equipo de Catedra Unesco de la Universidad de Lima. Por último, quiero agradecer también a Claude Yves Charron, por todo lo logrado en su gestión y el apoyo prestado durante su gestión a los eventos que hemos organizado a nivel Latinoamericano.

Un abrazo,

Giancarlo Carbone de Mora C.

Transition

written by [Saik Yoon Chin](#)

Greetings Mr President: Thank you for the continuation of your critical leadership to guide us through this important transition. A warm welcome to Prof Yves Théorêt as our Secretary General.

My grateful thanks to Prof Claude-Yves Charron for his many fruitful years directing our International Secretariat that saw a number of innovative and important initiatives launched and brought to successful fruition; this in turn saw the presence and contributions of Orbicom recognized at several major international forums. I take this opportunity to congratulate Prof Charron on his new high-level posting to Tokyo, Japan.

President's report

written by [Charles Okigbo](#)

These are challenging times for many international organizations but the situation with ORBICOM is really really bad. It is not surprising that there were no candidates for the presidency this year. If we fail to have a face-to-face meeting in 2012, we can all kiss the organization good bye. There is need for a recreation of the enthusiasm that many of us (founding members) felt at the founding of our network.

Next year 2012 is the make or break year for our organization. I hope we can make it stronger through our individual efforts.

AGM 2011

written by [Yves Théorêt](#)

Bonjour à tous,

Ici, au Canada, et plus particulièrement au Québec, nous attendons ce matin nos premiers flocons de neige !

As the Assistant Director-General for Communication and Information, Mr. Janis Karklins, I would also like to recognize the leadership of our friend Dr. Claude-Yves Charron. As the new secretary-general, I am honored to follow his foot steps. Thanks to President Alves for his help, leadership and friendship.

Je tiens également à remercier M. Karklins pour son accueil chaleureux et son appui indéfectible à ORBICOM. Nos échanges ont été plus que stimulants et je suis heureux d'envisager la rencontre des membres à Paris en 2012.

Yves Théorêt

Secretary General

Orbicom

The Treasurer's Report

Dear Colleagues,

In late September 2011, our new Secretary General, Yves Théorêt, consulted the Board of Directors about changing our accounting firm from Samson Bélair / Deloitte & Touche to a less expensive one. Board members came to consensus and Claude Carrier C. A. was appointed as external examiner for Orbicom's fiscal year 2010-2011.

In view of reducing costs, financial statements are presented in English only. Also, as the government of Canada and Québec do not request audited financial statements from Orbicom, the review performed by Claude Carrier C. A., in accordance with Canadian generally accepted standards for review engagement, consists primarily of inquiry and analytical procedures.

Apart from compiling and reviewing the balance sheet and the statements of revenues and expenses and changes in net assets, Claude Carrier C. A. has also filed the non-profit organization information return and income tax return and provided advices for the future.

As in previous years, the report shows revenues and expenses related to Orbicom's two major projects conducted by the Secretariat and the Secretariat's expenses. The UQAM contribution to Orbicom (\$ 181,469) consists of office space, part of the salary of the Secretary General and a cash contribution of \$50,000. All figures are in Canadian dollars.

Again, we apologize for not being able to present you these reviewed financial statements at the beginning of our AGM. The difficulties were prompted by UQAM's newly deployed finance management system that would need time and experience in order to consolidate.

Many thanks for your patience and understanding.

Charlotte Masiello-Riome

Treasurer

Comments :

Treasurer Report

written by [Charlotte Masiello-Riome](#)

Dear all,

The international accounting firm we used to hire each year is requesting a fee that can no longer be accommodated with the current resources of Orbicom.

The new Secretary General, Yves Théorêt, has looked for a replacement and after a long search, has found a local chartered accounting firm that was willing to do the job for less. Due to the introduction of a new accounting system within the university (UQAM), we are experiencing a delay in receiving the report. We are certain the report will be in shortly after the AGM, and we will circulate appropriately.

Sorry for any inconvenience,

Charlotte Masiello-Riome

Treasurer

États financiers

written by [Yves Théorêt](#)

My apology for that situation.

This year, we worked with a new firm to lower our costs. Financial statements should be available very soon. Again, sorry for the delays.

Apology for late reporting

written by [Charles Okigbo](#)

This is the first time that we are having an AGM without an audited report. We need to renew the spirit of the old ORBICOM or wind up the organization.

Financial Report and Treasurer's Report

written by [Pierre Giguère](#)

Dear Colleagues and Friends,

The Secretariat is expecting the audit report shortly. The Treasurer's Report will be posted soon after.

Approval of the Financial Statements 2010-2011

DOWNLOAD THE FINANCIAL STATEMENTS 2011

(format PDF)

Approval :

Resolution #3 to approve the financial statement of 2010-2011.

[Resolution Approved](#)

Digital Transformations/Seeking Applied Frameworks and Indicators

An IDRC-ORBICOM project, 2011

Project outline

The research focuses on the area of digital transformations, with emphasis on notions of openness and is related to development. It starts with a review of known new efforts in this general area, including sectoral approaches on the creative economy, the fair-use economy and the Internet or digital economy. It then proceeds with a critical assessment of what works well and for what purpose. Moreover, it explores and defines the outlines of alternatives based on dimensions other than sectoral, e.g. commodities, occupations etcetera. This is being done both from a methodological point of view, as well as from a specific angle aiming at indicators through the production of think-pieces.

Consistent with the sponsoring agency's, (the International Development Research Centre – IDRC -) new focus, there is a need to investigate how the poor are benefiting from approaches focusing on digital transformations, the ways in which they might be harmed by them, as well as examine whether these new models result in new forms of economic and social opportunities or exclusion. It is also fundamental to understand how to balance the global and national governance of creators, distributors, and consumers' intellectual property rights so that new forms of online income generation can be enabled in emerging networked societies.

One of the key goals of the research is to explore ways in which an increasingly networked society enables or inhibits actions to address development goals. Examples of research questions include: What is the right balance between the intellectual property rights of creators, distributors, and consumers in networked societies? What could be a good relation between national approaches and international practices?

Actors, processes, deliverables and timelines

Two think-pieces are being produced by qualified individual researchers independently. Each researcher relies on his own expertise stemming from long exposure in these areas over the years, with a view to filter through existing methodologies, new attempts to study emerging phenomena and ultimately distil viable new proposals. Unlike more stylized projects with well-defined steps, this involves free thinking and the need for syntheses across different domains. ***A key objective of the research is to arrive at one or more approaches that can lead to specific new projects in the economic and/or social domains that will monitor and illuminate digital transformations.*** While the researchers know of each other and can exchange views, ideas and material, the design is that they will arrive unfettered through their own creativity at a final think-piece independently - even if some messages may end up being contradictory.

The timeline of the project runs from September until the end of December 2011, at which time the final reports will be submitted. A short interim report is expected soon, which will describe the direction the researcher is taking at this time, with emphasis on contemplated methodologies and indicators.

Throughout the research period, the scientific director, George Sciadras, is in contact with the researchers for any exchanges necessary and constructive for their work. These include brainstorming on specific issues raised by the researchers, particularly pertaining to the desired scope of the work, critical assessments of existing research that may be consulted, including pros, cons and novelty, and generally everything else useful in assisting the researchers. As well, the researchers can count on related research assistance.

The two think-pieces, and any relevant material that may be compiled by the project's scientific director, will form the pillars for a more extended brainstorming among a few selected experts during a specialized workshop. There, the outcome is envisaged to be a synthesis of all proposed work. Moreover, it is expected to culminate to one or more methodological approaches, complete with specific indicators, which would be suggestive of future research. (The exact timing and place of the workshop is not decided at present but it is safely expected to follow shortly the completion of the two think-pieces).

Resources

In addition to established work on methods and indicators that the researchers are expected to be familiar with, resources are being compiled as part of this research project in the form of recently published work presenting new attempts and alternative approaches to explore different manifestations of the underlying transformations. The idea is not to influence the researchers or point to a particular favourite methodology or way of thinking but rather to take stock of what others are doing, how they approach issues and for what purpose. It is hoped, though, that such work, critically examined, can stimulate thinking and collectively contribute and serve as the springboard that will provide the intellectual momentum for building new approaches that will go beyond all of them. It is expected that researchers will complement such shared resources with others of their own, and exercise their discretion in sharing among themselves and the scientific director.

1. The Open Crowd-Sourced, Online Digital Review of Asia Pacific (e-DIRAP): The remaking of DIRAP

Almost a decade of publishing as a paper-cum-CDROM-cum online work, the Digital Review of Asia Pacific (DIRAP) is remaking itself into a crowd-sourced online publishing endeavor. The new e-DIRAP is seeking the collaboration of netizens in an open, participatory manner, to sustain its mission of reviewing, analyzing, forecasting and reporting on ICT and development issues.

DIRAP has been a biennial comprehensive review of the state of diffusion, adoption and application of ICTs in 30 economies of the Asia Pacific region. The print publication model has been expensive and time-consuming to produce, and providing current ICT data such as country statistics has been a characteristic weakness, given the lengthy print preparation cycle causing the timeliness to fall behind.

The Editorial Board of DIRAP has felt the need to develop a more viable mode of producing and publishing and will test the open access, crowd-sourced model. This model is defined by the concepts of shared ownership, collaborative methods, transparency, lower cost, and essentially – a distributed “do-it-ourselves” approach. It reflects the Board’s attempt to engage the public to contribute many voices to the making of DIRAP rather than identifying and commissioning known ICT academics and practitioners. Theoretically, crowd-sourced DIRAP should be inexpensive to maintain. A crowd-sourced e-DIRAP would foster an online community of those interested in ICT and Society issues. E-DIRAP is envisaged as an on-going public work and the development of a network is a goal of the project.

An iterative approach of testing and experimentation will be applied in the transformation of DIRAP from a print to an on-going online publication. It will be a case study that provides operational principles for similar online, crowd-sourced publishing “public good” contexts. If successful, this open, collaborative, crowd-sourced model of online production and publication could be expanded to cover Latin America and Africa.

The e-DIRAP Board members met in Shanghai in the first week of August this year. Their discussions were focused on the design for adopting a people-centric approach and having a social platform that incorporates co-creation of content. The collaborative platform will tag and cross-link existing valuable content, and the Board will be addressing issues of creative commons rights with its more than current 100 authors. Evaluation is underway for the most suitable platform and platform development will soon commence with an expected launch date of November, 2011.

The current DIRAP is at www.digital-review.org

Comments :

e-DIRAP

written by Emmanuel C. Lallana

from somebody who was involved in the early years of DIRAP, i believe that this is an interesting new direction!
BRAVO!

Communication and Governance

The work "Communication, Citizenship and Governance" under the directorship of Antonio Roveda (UNESCO Chair in Communication, Javeriana University of Bogota) and Carmen Rico (Orbicom/UQAM), is with the printer.

The book is the product of several authors connected to chairs and faculties of several Latin American countries among them :

Dr. Damian Loretti and Luis Lorenzo of Buenos Aires University, Mr. Matias Ponce of the Catholic University of Uruguay, Dr. Javier Protzel of University of Lima, Dr. Sebastian Valenzuela from Chile, Dr. Mireya Ramirez of Mexico's Iberoamericana University, Drs. Catalina Montoya, Eduardo Guyérrez, Luis Fernando Marin, Federico Garcia Naranjo, Daniel Guillermo Valencia, Antonio Roveda, and José Vicente Arismendi from the University of Bogota, Camen Rico de Sotelo of UQAM, and Alain Modoux , former Assistant Director-General of UNESCO

Part of the book is dedicated to theoretical debates concerning communication, governance and "governmentality". Another part relates to case studies in several countries including socio-numerical networks, citizen's radios, television, and the new audio-visual rules, technological issues, corruption, armed conflicts...

Comments :

Comunicacion y gobernanza"

written by [Giancarlo Leonardo Carbone](#)

Estimada Carmen , si deseas podriamos organizar una presentcion del libro "Comunicacion, ciudadania y gobernanza" dentro del marco del Encuentro de FELAFACS de octubre del 2012 en Lima. Calculamos aproximadamente entre 1,500 y 2,000 personas de toda latinoamerica que vendran al evento. Ojala puedas coordinar una reunion de Orbicom para esa fecha en Lima. Con Walter Neira y Oscar Quezada estamos viendo ese asunto. Avisanos para cuando estara el libro ya publicado.

Un abrazo,
Giancarlo

communication and governance

written by [Emmanuel C. Lallana](#)

looking forward to reading the book.
will there be an e-book version?

Communication et gouvernance

written by [Alain Modoux](#)

J'ai eu beaucoup de plaisir à participer à ce travail collectif et me réjouis de recevoir mon exemplaire du livre pour prendre connaissance de l'ensemble des contributions. Encore merci à Carmen pour sa précieuse assistance au niveau de la traduction français/espagnol!

A new book

written by [Yves Théorêt](#)

Thank you to all of you.

Communication and development

Future Imperatives of Development Communication and Information.

An Orbicom-UNESCO global initiative

A brief status report (12 November 2011)

The practice of communication for development has evolved and undergone changes and adaptations during the five decades that followed its inception. Radio and expert-led instruction of the early years have evolved today into Internet-based interactive wireless facilities aimed at promoting community participation.

Our understanding of what should drive development has also been in constant flux.

Development imperatives have always decided the aims and methods of development communication. Early priorities focused on increasing crop yields on farms. This soon broadened to redress the inequalities inherent in the world economic system that favoured the rich developed countries while curbing the full potential of developing nations. Presently, the excessive depletion of natural resources to satisfy the expansive activities of industries and governments have caused communities to fight for the conservation of the commons and their cultures via people's movements mustered by vibrant participatory processes. This fight has now increased in its urgency due to the current financial meltdown and the on-going wars in various regions of the world, which are shattering the fundamentals of our capitalist system (driving the endless growth axiom) and undermining human nature and peace.

The launch of this global initiative was approved by the members of ORBICOM during their General Assembly of November 2008. ORBICOM Board members, Mr. Chin Saik Yoon and Dr. Jan Servaes were invited to coordinate this project.

The overall aim of this project is a global review of the field of Communication for Development to debate its future directions and planning for the retooling of its practice and research.

The following **results** are anticipated from this initiative:

- A *policy document* outlining the future imperatives of development communication.
- A discussion paper and a small *portfolio of references* on the future requirements of academic and training programmes on development communication and information with suggestions on how curricula may be updated and adapted to meet future needs.
- A small *resource kit* for practitioners containing succinct case-studies highlighting methodologies and best practices that may be applied in the field to respond to actual development imperatives of the near future.
- *Journal articles* that will discuss the theory building already achieved in the field of development communication and information, as well as identify future directions of theory building.
- A *handbook* which presents an historical overview and a state-of-the-art assessment of the field.
- The organization of an *international conference*.

Given the limited resources currently available for the delivery of the above 'outputs', the coordinators have opted for an incremental and strategic approach, partnering with regional and national organizations in the field.

- So far three *regional conferences* have been held: in Brussels (25 May 2010; http://www.signis.net/article.php3?id_article=4033), Bangkok (20-22 December 2010, <http://203.131.210.100/conference/> or <http://www.jcconference.co.cc/>)
- and Nairobi (27-29 June 2011, <http://www.communicationafrica.org/>).

A fourth will take place from 13 to 15 December 2011 in Cairo, Egypt (<http://masscomm.cu.edu.eg/>) . More are being prepared for South and North America.

- Some of the *papers* presented at the above conferences have already been published in a number of journals (*Telematics and Informatics*, *Public Relations review*, *Media Development*, *Signis*, *Communication for Development and Social Change*, and *Development in Practice*) and there are more to come. Also a book with papers presented at the Bangkok conference is being prepared for publication by *Sage-India* (editor: Jan Servaes).

- Drafts of policy statements have been circulated among a select group of experts in preparation of the *policy document*.

- Dr. Rico Lie (University of Wageningen, The Netherlands) and Jan Servaes are coordinating the production of a *handbook* aimed at both undergraduate and graduate audiences.

- The so-called CSSC Encounters series, hosted by Amherstmedia.org (www.Amherstmedia.org/series/CSSC), is an attempt to start an *oral history* of the field of Communication for Development by way of interviews of scholars and 'founding fathers' of the field.

- A related project, endorsed by the former ADG of UNESCO's Communication and Information Section, Dr. Abdul Waheed Khan (currently President of the Talal Abu Ghazaleh University of Business in Bahrain), is currently being worked out by Dr. Sundeep Moppidi (Secretary General of the Asian Mass Communication and Information Center AMIC) and Jan Servaes for the Asia-Pacific region.

Among the **preliminary conclusions and recommendations** for follow-up and action can be mentioned:

- *Develop an identity of communication* — link communicators and de-fragment the field. A general framework is needed that has some universal acceptance for Communication for Sustainable Social Change (CSSC).

- *More conceptual work* is needed to develop specific frameworks for different kinds of communication for development. This highlights the importance of a contextual analysis (and the time to do it). How to integrate other disciplines (such as education and visual literacy) and corporate cultures in CSSC?

- Provide a platform/*repository of case studies* (with failures or challenges and success stories).

- The *role of communication professionals* in development has to be clarified. Which are their core competencies and skills, and how do they relate to the context/community?

The two **top-priorities** for the coming year will be:

- The further development of a web-based and properly refereed *Clearinghouse on Communication and Information for Development and Social Change*. Existing projects need to be scrutinized and assessed on strict academic quality criteria.
- The drafting of a *position paper* outlining a framework for CSSC, which would incorporate an overview of theoretical perspectives, focusing on the field rather than discipline(s), and with an elaborate comparative assessment of case studies (both success stories and failures).

Check for regular updates on www.csschange.org

Comments :

Thanks and invitation to partner

written by Jan Servaes

Sincere thanks, Chin, for your -- as always -- kind and supportive words. You are one of us who are making it happen! As we are still looking for partners to co-host regional meetings, I herewith invite interested partners to join this project.

Looking forward to your expressions of interest.

Best regards,
Jan Servaes

Congratulations

written by Saik Yoon Chin

I had the pleasure of taking part in the Bangkok roudtable last December.

I congratulate Prof Servaes warmly on that very impressive and productive gathering. It was attended by senior colleagues from our field in the main conference hall of the United Nations for the Asia Pacific Region.

The gathering was officiated by The Prime Minister of Thailand who took the opportunity to announce an important media policy for Thailand. The presentations made at the event were of a high quality.

We also enjoyed one of the increasingly rare opportunities to network with our colleagues from across the region face-to-face at the sidelines and over meals and coffee.

Many thanks to Prof Servaes' CSSC Center at UMASS Amherst for your generous contributions; as well as to our dear collages and hosts from Thammasat University, Thailand who made this gathering possible without other sources of funding.

The Network's Expansion

New Chairs:

Spain, San Sebastian (Chairholder: Maria Concepción Merdrano)

New Associate Members:

Orbicom is pleased to welcome many new members this year:

- Kimberly Anne Sawchuk , Montréal
Associate Professor, Department of Communication Studies, Concordia University
- Walter Luis Neira Bronttis , Lima
Director, Imagen Institucional, Universidad de Lima
- Damian Miguel Loreti , Buenos Aires
- Isaac Nahon-Serfaty , Ottawa
Assistant Professor, Department of Communication, University of Ottawa

Comments :

Welcome to Orbicom

written by [Rosental Calmon Alves](#)

Dear Kimberly, Walter, Damian and Isaac,
Here is my belated but warmest welcome to all of you, new members of Orbicom. I am at your disposal. Cheers.
Rosental Alves

welcome y bienvenidos

written by [Carmen Rico de Sotelo](#)

a la profesora Concepción, to Kim,
a Walter Neira, Damiàn Loretti e Isaac Nahòn
les agradecemos el trabajo y la colaboración que ya han desarrollado previo al ingreso a la red.
bienvenidos

Merci par votre bienvenue

written by [Concepción Medrano](#)

Merci beaucoup par vos message de bienvenue et vous accueille sur le réseau ORBICOM. Nous sommes impatients de travailler à renforcer le réseau des chaires UNESCO en communication, et de partager nos activités que nous avons mentionné au point 6 de cette Assemblée «Activités des Chaires UNESCO».
Juan Ignacio Martínez de Morentin

Bienvenue

written by [Bertrand Cabedoche](#)

Je salue tout particulièrement cette création d'une nouvelle chaire de communication et valeurs éducatives, en l'accompagnant de tous mes vœux de réussite, notamment dans l'organisation et l'animation des XXXIe Cours d'Été de l'Université du Pays Basque et XXIVe Cours Européens en juillet-août prochain.

Bertrand Cabedoche

Welcome !

written by [Yves Théorêt](#)

I hope to meet all of you soon.

Welcome !

written by [Pierre Giguère](#)

One word to warmly welcome the new members.

The Chairs' Programmes and Activities

[see UNESCO Chairs](#)

Comments :

“Nuevas miradas para la realidad dominico-haitiana: más y mejor periodismo”,

written by [Maria Isabel Soldevila](#)

Este nuevo programa de comunicación, formación e investigación periodística que desarrolla la Cátedra UNESCO de Comunicación, Democracia y Gobernabilidad con sede en la Pontificia Universidad Católica Madre y Maestra tiene entre sus objetivos promover una prensa independiente, plural y profesional, y contribuir a una mejor cobertura de los temas relacionados con la realidad dominico-haitiana desde el corazón de un oficio tan importante para la democracia: investigar para mostrar a todos y todas la realidad, para con ello permitir a la ciudadanía tomar decisiones informadas sobre su vida.

La acción “Nuevas miradas para la realidad dominico-haitiana: más y mejor periodismo”, se ejecuta desde la Cátedra con auspicios de la Unión Europea y contempla actividades de capacitación a periodistas, estudiantes y actores de organizaciones civiles de República Dominicana y Haití en la cobertura de frontera, de minorías y grupos vulnerables y de multiculturalidad mediante la discusión y facilitación de herramientas de investigación y ética periodística.

Además, se generarán insumos de trabajo para periodistas y estudiosos de la comunicación, a través de nuestra revista académica Cuadernos de Comunicación, y por la web (portal, acciones en las redes sociales).

El programa cuenta con un fondo para financiar investigaciones periodísticas con un seguimiento por talleristas locales e internacionales.

Próximamente podremos dar más detalles y les pondremos al día por medio de la web.

Projet de la Chaire UNESCO en communication de l'UQAM

written by Magda Fusaro

Résumé du projet

La lutte contre la pauvreté est, depuis plusieurs années, considérée à la fois par les gouvernements africains que par les agences onusiennes comme un impératif. La réduction de l'extrême pauvreté et de la faim à défaut de pouvoir l'éradiquer est d'ailleurs l'objectif numéro un que 189 États membres de l'ONU ont convenu d'atteindre d'ici 2015 au cours du sommet du millénaire de septembre 2000. Cependant pour un certain nombre d'observateurs malgré l'urgence, ce thème est plus un slogan qu'une vraie stratégie du développement. Les technologies de l'information et de la communication (TIC) ont toujours été associées à la réduction de la pauvreté. Bien avant Internet, on a misé sur la photographie, la boîte à image, la radio rurale, la vidéo communautaire, la télévision éducative pour augmenter la productivité agricole, développer les marchés, augmenter les revenus. Ces technologies ont été souvent associées à des techniques d'animation rurale comme le paysan pilote, la culture de rente, le supermarché, etc. Les « nouvelles » technologies de l'information et de la communication et plus précisément la téléphonie mobile et Internet ont fait leur apparition au début des années 1990 dans la plupart des pays africains. Si le téléphone mobile constitue le vecteur de transformations sociales et économiques que de nombreux observateurs se plaisent à décrire, il demeure néanmoins de nombreuses interrogations auxquelles ce projet de recherche tentera de répondre. En effet, il ne suffit pas de décrire les évolutions technologiques potentielles de l'artefact et de s'enthousiasmer sur les utilisations en cours pour en faire un objet de « révolution ». Chaque technologie engage un discours positif qui présente pourtant des limites inhérentes à l'insertion sociale de l'outil technologique. C'est à la compréhension de ces discours et à l'utilisation du mobile dans trois pays d'Afrique, le Sénégal, la Côte d'Ivoire et le Togo, que nous procéderons afin d'identifier les évolutions commerciales et économiques d'une part, et les transformations des liens sociaux d'autre part. La finalité de la recherche est l'étude du développement des potentialités de la téléphonie mobile dans la perspective d'un développement humain en Afrique. Son but est de proposer diverses modalités afin que les usagers africains du mobile tirent profit des opportunités qu'offre cet outil pour lutter contre la pauvreté et assurer le bien-être de la majorité de la population. En d'autres mots, il devient pertinent de considérer dans quelle mesure et à quelles conditions, le téléphone mobile constitue un instrument de lutte contre la pauvreté et, par conséquent, d'évaluer l'impact de la téléphonie mobile sur le développement humain en Afrique. Les objectifs du projet sont : a) l'étude des transformations économiques, commerciales et sociales liées aux applications transactionnelles mobiles (m-commerce) ; b) l'analyse de nouvelles formes de socialisation auprès de jeunes entrepreneurs, et c) l'étude des stratégies de lutte contre la pauvreté, il s'agira de développer un plan d'action et des moyens pouvant être mobilisés pour lutter contre la pauvreté. La réussite de ce projet de recherche repose sur la mise en place d'une équipe composée de professeurs, chercheurs, d'étudiants et d'experts multidisciplinaires provenant des sciences humaines et sociales comme les sciences de l'information et de la communication, la sociologie, l'anthropologie et la gestion. La diversité géographique des équipes de recherche du réseau (Amérique du Nord, Europe et Afrique) a pour objectif de favoriser la coopération scientifique Nord/Sud en intégrant les perspectives des cinq équipes de recherche, ce qui constitue un important enrichissement des savoirs et contribue à une plus grande diffusion.

Projets de la Chaire UNESCO de Communication et Valeurs Educatives de l'Université du Pays Basque à Saint Sébastien

written by [Concepción Medrano](#)

C'est un vrai plaisir partager avec nos amis d'ORBICOM quelques activités de notre Chaire UNESCO. La recherche est un point focal de nos activités. Nous avons conçu un projet d'intervention pour le 2012-2015 sur l'alphabétisation médiatique que nous invitons à participer aux Chaires UNESCO intéressés. Le résumé du projet est le suivant:

MEDIA LITERACY: DESIGN, EXECUTION AND ASSESSMENT OF AN INTERVENTION PROGRAM WITH ADOLESCENTS.

This project is a continuation of our cross-cultural studies with adolescents, which have revealed the importance of the media, and specifically television, as a force for socialization during this developmental stage. In the proposal presented here, our general aim is to design, execute and assess an intervention program aimed at developing adolescents' media skills and helping them decode values. Media competence is conceptualized as the ability to analyze, assess and communicate with the media. Our proposed intervention would be implemented by teachers in the classroom, and would involve adolescent students from the 1st and 4th years of secondary school (experimental and control groups; equivalent as regards social, economic and cultural level) from different cultural contexts: Andalusia, Aragón, the Basque Country and Guadalajara (Mexico). The intervention would be carried out over the course of eight months, with two sessions per month (i.e. a total of 16 sessions). The sample group would be selected on the basis of convenience and would consist of eight different groups (four control groups and four experimental groups). The intervention aims to facilitate media literacy and the construction of teaching material. The project would be divided into three phases. The first phase would focus on awareness raising, and would consist of teacher training, the development and design of the program and the validation of the instruments. The instruments to be validated would be the Val-TV 02 questionnaire, which measures the values perceived in media content, and the CAC, which measures media literacy levels. During the second phase, the instruments would be administered and the intervention program implemented in accordance with the teaching material developed. And finally, during the third phase, the instruments would be administered once again (post-test) and the intervention process assessed using qualitative techniques. These two approaches, which are located within the framework of a mixed assessment research project, result in important synergies which provide evidence in three dimensions: a. effectiveness of the intervention (internal validity), b. variability of the intervention in different contexts (ecological validity), and c. critical factors of the interventional process in different contexts. These elements provide the guarantees necessary for making a significant contribution to the field of media literacy and value decoding theories. Furthermore, a practical application of this project would be to provide an effective, efficient, feasible and relevant interventional model for secondary school students, which can be generalized to other groups.

Board Configuration and mandate extension

Orbicom's Board includes 15 members:

- * 6 Chairholders
- * 6 Associate members
- * 3 Ex-Officio members.

Within the Board, the Executive Committee includes 6 members:

The 3 Executive Officers:

- the President
- the Vice-President
- the Treasurer

And the 3 Ex-Officio members:

- UNESCO's Director General (or the ADG /communications)
- UQAM's Rector
- Orbicom's Secretary General

2. Nomination Process

Since Orbicom's creation, the nomination process is the following:

* the 3 Ex-Officio members serve and rotate according to their function within UNESCO (DG or ADG) UQAM (Rector) and UQAM (Orbicom's Secretary General);

* the 12 members serving on the Board of Directors (6 Chair holders and 6 Associate members) are nominated by the two founding and Institutional Ex-Officio members of Orbicom (UNESCO and UQAM), and their nomination is ratified by the Assembly General of Members

* once their nomination is ratified, the Board members elect among themselves the 3 Executive Officers: the President, the Vice-President and the Treasurer.

According to an amendment adopted at the 1999 AGM, each incoming Board member serves a 2 year mandate renewable only once.

Board of directors

Board members' mandates are extended for one year :

First mandate ending in the fall of 2013.

Victoria Uranga Harboe, (C) UNESCO Chair in Communication and Culture of Peace, Universidad Diego Portales, Chile

Yasuhiko Kawasumi, (A) Special Advisor to the ITU Association of Japan

Claudia Padovani, (A) Senior Lecturer, Department of Historical and Political Studies, University of Padova, Italy

Second mandate ending in the fall of 2013

- Jan Servaes (A) USA
- Elena Vartanova (C) Russia
- Charles Okigbo (A) Kenya

Members with second mandate ending in the fall of 2012 are;

- Rosental Calmon Alves (C) USA
- Jamal Eddine Naji (C) Morocco
- Matasebia Woldemariam (A) Ethiopia
- Fackson Banda (C) South Africa

Members with first mandate ending in the fall of 2012 are;

- Michel Mathien (C) Strasbourg /Europe, France
- Emmanuel C. Lallana (A) Philippines

The 3 intitutional ex-officio members are:

- Irina Bokova, Director-General of UNESCO
- Claude Corbo, Rector of UQAM
- Professor Yves Théorêt, Secretary General Of Orbicom

Comments :

Board Meetiings

written by [Charlotte Masiello-Riome](#)

I agree that we should utilize online communications to create regular, quarterly Board meetings. Additionally, and open forum twice a year to talk about progress of activities.

I agree

written by Jan Servaes

That shouldn't be too costly and might be a way to create a community.

board meetings

written by Emmanuel C. Lallana

at the very least we should conduct realtime online meetings (using skype).

Board meetings

written by Charles Okigbo

It is imperative that board members (especially members of the executive committee) meet face-to-face at least once every year. The travel costs should be the responsibility of the board members until the organization can afford to pay for these in full or in part.

Varia

Comments :

Enquête Programme UNITWIN/Chaires UNESCO

written by Bertrand Cabedoche

L'UNESCO a lancé cet été une enquête rapide visant à améliorer sa connaissance de la situation actuelle des Chaires UNESCO et des Réseaux UNITWIN existants. Les résultats de cette enquête nous ont été présentés comme devant guider la préparation de la feuille de route pour l'amélioration de la qualité du Programme, en particulier les mesures à mettre en place pour assurer la stricte application des critères pour l'approbation de la création de nouvelles Chaires UNESCO et de nouveaux Réseaux UNITWIN ; un meilleur suivi et évaluation de leur activités ; une coopération renforcée entre les Chaires et les Réseaux et l'UNESCO ; enfin, un suivi plus minutieux de l'utilisation du nom et du logo de l'UNESCO.

Je me permets humblement de faire état des commentaires et suggestions que j'ai adressés il y a quelques mois dans le cadre de cette enquête, pour que l'échange soit étendu via notre 2011 AGM. Tout ceci appelle bien évidemment débat, à partir d'une information personnelle parfois incomplète, et d'une représentation certainement naïve et malheureusement déjà datée eu égard à l'évolution de nos contextes locaux et mondiaux, particulièrement en termes de ressources!

Informations pour renforcer la coherence avec l'UNESCO:

1. Des relais efficaces

- Les rencontres (AG Orbicom, rencontres annuelles organisées par la Commission Nationale française pour l'UNESCO), ainsi que les bulletins (Orbicom) assurent déjà une certaine visibilité des priorités de l'UNESCO
- Les demandes de rendez-vous et d'implication (dans le conseil d'orientation de la chaire par exemple) ont toutes été honorées de réponses positives et concrétisées, sans exception aucune jusqu'à cet été.
- La Commission Nationale Française pour l'UNESCO joue à nouveau son rôle d'appui, un temps conjonctuellement effacé auprès des chaires.

2. Des évolutions à étudier

- Un suivi des suggestions émises en AG pourrait être développé une fois par semestre.
- Des rencontres régulières au siège de l'UNESCO (avec idéalement, rêvons un peu : prise en charge des frais de déplacement) permettraient de mieux connaître les services, les personnes, les opportunités d'investissement et de renforcer le sentiment d'appropriation.
- Un entretien direct (en face-à-face) avec le responsable de chaire devrait être ritualisé (en début et à mi-parcours de chaque mandat) avec des représentants relevant de l'UNESCO (et de ses instances déléguées) pour qu'à partir des projets envisagés ou déjà engagés par la chaire, des synergies puissent être proposées (les responsables de chaire sont trop souvent surinvestis et sans doute trop "le nez dans le guidon" des projets propres qu'ils portent)
- La création d'un journal en ligne que chacun (responsable de chaire, instance de l'UNESCO, voire partenaires...) alimenterait pourrait jouer ce même rôle et nourrir les encouragements de responsables souvent bien isolés et parfois peu reconnus.

Communication avec l'UNESCO

- Les offres d'expertise devraient déboucher sur davantage de propositions de mission de la part de l'UNESCO, adressées directement aux responsables de chaires par les responsables de la Direction générale de l'UNESCO et des départements et services concernés (exemple en matière d'évaluation des Pôles d'excellence pour la formation des journalistes en Afrique). Les responsables de l'UNESCO pourraient dresser un catalogue des expertises traduites au sein des chaires et les proposer à des partenaires éventuels, pour renforcer les synergies et augmenter la puissance de l'offre déjà manifestée par les chaires.

Sans pour autant contraindre l'autonomie de chaires, les services de l'UNESCO pourraient aussi alerter davantage quant aux opportunités de travaux groupés entre régions, entre chaires, entre partenaires, voire quant aux manques où investir en priorité.

- Les supports de communication pourraient faire la présentation de certaines opérations considérées comme pilotes, menées par les chaires, avec synthèse sous forme de conseils de la part des acteurs eux-mêmes des projets présentés : méthodes, erreurs à éviter, appels à synergies, savoir-faire en termes de financements...
- Le travail d'enquête présentement engagé devrait être renouvelé rituellement. Éviter par contre les demandes d'information en été (comme cela a été le cas pour la présente enquête) : période en principe bloquée en France pour ce que l'année universitaire ne nous permet pas de faire, ...ou trop peu (vacances familiales, réponses aux invitations de séjour significatif chez les partenaires pour des opérations communes de travail, soutenances et rédaction de bilans, préparation de la rentrée de l'année universitaire suivante, rédaction des travaux scientifiques...).

Utilisation du logo et du nom de l'UNESCO

1. Un atout indéniable

- Si la référence à l'UNESCO ne permet pas, sauf exception, l'attribution de fonds pour soutenir financièrement les chaires, le label reste porteur, s'agissant de débloquer certaines demandes de rendez-vous, certaines instructions de dossiers, certaines attentions.
- La mention du réseau Orbicom et de la CNFU en terme de signature renforce la visibilité et le caractère officiel des chaires, voire pourquoi pas, une certaine "fierté d'appartenance".

2. Une politique d'utilisation méconnue

- Une information devrait être effectuée auprès des responsables de chaires, pour préciser les conditions, modalités et opportunités d'utilisation publique des nom et logo de l'UNESCO.

Soutien de l'UNESCO aux chaires

1. Des engagements déjà importants

- Les différentes chartes témoignant des offres d'appui des différentes instances encadrantes de l'UNESCO sont déjà en soi encourageantes pour le travail des chaires (cf. par exemple, le courrier adressé par le Président Audouze au nom de la Commission Nationale française pour l'UNESCO après la réunion de mars 2011 des chaires françaises).
- Ces engagements peuvent être complétés à partir de l'ensemble des suggestions dégagées de la présente enquête.

2. Une présence officielle et solennelle sur le terrain des opérations des chaires

- La visibilité des chaires sera d'autant plus assurée et la responsabilité des responsables d'autant plus reconnue que les représentants de l'UNESCO, aux plus hauts niveaux, pourront honorer de leur présence et expressions certaines manifestations organisées par les chaires : discours d'ouverture à colloque, participation physique aux rendez-vous des conseils d'orientation, messages personnalisés mis en copie des instances hiérarchiques des responsables de chaire, citation des chaires auprès des médias et distinction des chaires auprès des responsables politiques et institutionnels...

Suggestion

1. Mettre les responsables de chaires et les présidents d'Université qui les désignent en destinataire systématique des résultats des différentes enquêtes comme l'enquête du programme UNITWIN/Chaires UNESCO de cet été et de projets impulsés par l'UNESCO sollicitant les expertises des chaires

- Les conclusions de ces enquêtes devraient permettre d'afficher des tendances fortes (plus que des résultats nominatifs), tant en termes d'actions conduites que de besoins exprimés de la part des chaires.
- Cette diffusion devrait être assortie d'un engagement de suivi et de retour des décisions ouvertes par ces enquêtes, avec là encore une communication officielle auprès des responsables de chaire et des Présidents des universités concernées.

2. Suggérer directement auprès des responsables de chaire les opportunités de synergie entre chaires

- L'idée d'un parrainage pour les nouvelles chaires pourrait peut-être prévenir le responsable néophyte de certaines erreurs, comme nous les avons tous faites, ou au contraire, insuffler un sang neuf dans certaines structures "vieilles sous le harnais"...
- La visibilité générale des chaires que ce type d'enquêtes et d'autres dispositifs d'information peuvent fournir aux services de l'UNESCO devrait être régulièrement partagée pour accélérer les synergies entre chaires.

Ainsi, faute sans doute d'attention de ma part, je viens seulement de prendre conscience de deux informations importantes, en relisant à l'occasion de l'enquête de cet été un courrier du président Jean Audouze en date du 14 mars 2011 :

- d'une part le regroupement des chaires françaises en deux pôles (dont l'un Dialogue interculturel rejoint particulièrement la sensibilité de notre chaire où elle devrait être accueillie), alors que, de ce fait, trois chaires (dont la nôtre) figurent isolément ;
- d'autre part l'existence depuis 2007 d'une chaire Pratiques journalistiques et médiatiques entre mondialisation et diversité culturelle, à ...Grenoble ??? (ville de localisation de notre propre chaire UNESCO), ce que j'ignorais totalement jusqu'à cette découverte en août 2011 et qui ne manque pas de m'intriguer.

En espérant que ces pistes nourriront la réflexion collective,
Bertrand Cabedoche

Les commentaires du professeur Cabedoche

written by Yves Théorêt

Merci professeur pour vos précieux commentaires. Je prends bonne note et compte mener certaines initiatives visant à renforcer notre réseau. Je vous annonce, par exemple, que la professeure Magda Fusaro, titulaire de la Chaire UNESCO-Bell à Montréal, et moi, avons invité la Commission canadienne de l'UNESCO à tenir sa réunion annuelle à Montréal. Il ne fait nul doute dans mon esprit qu'une telle invitation renforce la position d'ORBICOM au Canada. En outre, votre visite au Canada en janvier prochain, de même que les miennes à Strasbourg et à San Sebastian en février et en juillet devraient nous permettre de coordonner nos actions encore davantage.

Yves
Secrétaire général

2012 Meeting

written by Charles Okigbo

We should all resolve to work towards the proposed 2012 meeting at UNESCO Paris. That may be the last chance for us to save this potentially important organization.

Thank you note and AGM closing

written by Rosental Calmon Alves

Before we formally end our virtual Assembly General Meeting of 2011, I would like to thank all of you who participated. My special thanks to UNESCO's Assistant Director General, and UQAM's Rector Claude Corbo for their participation in this AGM, and for their continued support of the Orbicom network. It became very clear during the discussions here that Orbicom needs to find ways to be reenergized and to attract more funding and support. I am glad to see that there is a consensus on the priority we should give to a meeting of chair holders and some key Orbicom associate members at UNESCO headquarters in Paris next year. We have been working hard to make this meeting possible, given the dramatic financial situation of UNESCO due to the recent suspension of United States payments. I want also to send my gratitude to Secretary General Yves Théorêt, Ambassador Pierre Guiguère and their small team at the Secretariat in Montreal.

Thank you all again for your participation and let's keep in touch. My email is Rosental.Alves@austin.utexas.edu, in case you want to contact me directly.

Sincerely,
Rosental C. Alves
President