

## Networking y sentido de pertenencia



Carmen Rico de Sotelo

El año 2000 se nos aparece como particularmente apto para reflexionar sobre el trabajo en red, sus implicancias, desafíos y alcances. Para Orbicom no es un tema menor: hace ya seis años que fuimos invitados/as a través de una reunión de Cátedras UNESCO de Comunicación a participar en un visionario proyecto entonces en ciernes.

Al regresar de la primera reunión de Montreal, con otros dos colegas impulsamos las primeras experiencias de correo electrónico en la Universidad Católica del Uruguay, a la que pertenezco. Corría el año 1994: en el primer mundo el e.mail, un pequeñísimo instrumento del que conocíamos sólo la punta del iceberg, ya era moneda corriente en ciertos sectores académicos y empresariales de algunos países. Así, aprendí a utilizar el courriel en el Canadá francófono, pero sobre todo experimenté, además de sus posibilidades de diálogo, el potencial de trabajo conjunto, simultáneo y compartido cuando se dispone de visión, infraestructura y voluntad de mejorar las condiciones de acceso a la situación de productores-emisores.

Orbicom nos proponía dejar de trabajar entre los académicos y acudir también a los tomadores de decisiones del sector público y privado, nos proponía realizar el intento de pensar las políticas comunicativas como responsabilidad de todos en concierto con las demás situaciones que hacen a la dignidad y calidad de vida de los seres humanos, y sobre todo nos proponía/mos “hacer” y no sólo “diagnosticar”.

La propuesta se fue cimentando: se constituyeron polos, se trabajó en interfase, se avizoraron posibilidades reales. No se trataba sólo de pensar en un futuro promisorio, sino de ir construyendo el “sense of communities and the sense of contents”, intercambiando información y oportunidades. A través del correo electrónico aprendimos a trabajar con el sentido y el ritmo de un tejido (mezcla de artesanal e industrial), que acrecía su potencial casi ad infinitum. Basta ver en este mismo Newsletter lo que señalan los miembros de Orbicom en cuanto a las potencialidades de dicho instrumento.

Y frente a la inmensa oferta, cuasi invasora, de trabajo en diversas redes electrónicas, de foros permanentes en el mundo del networking, creímos que ésta valía la pena. Sobre todo porque desde este paisito del sur de América Latina, en el que se habla español como en buena parte del universo, pero donde se entiende también otros idiomas, encontré que en Orbicom coincidíamos con muchos de mis compañeros de ruta con el pensamiento del abbé Pierre: *Il n’y a qu’un seul but: le partage.*

— Dra. Carmen Rico de Sotelo  
 Vice-presidente de Orbicom  
 Universidad Católica del Uruguay

English & French versions are posted at  
[www.orbicom.uqam.ca/en/news](http://www.orbicom.uqam.ca/en/news) &  
[www.orbicom.uqam.ca/fr/actualités](http://www.orbicom.uqam.ca/fr/actualités)

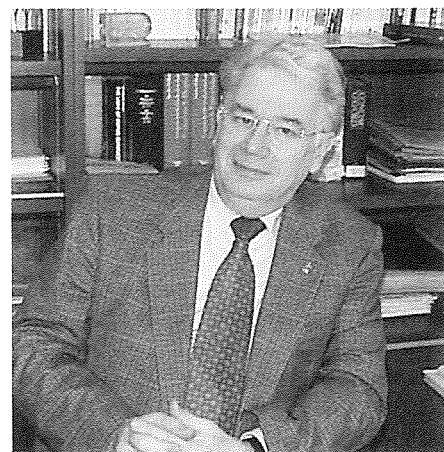
## Nominations at UNESCO

As of February 24th 2000, Mr. Alain Modoux has been serving as acting Assistant-Director General (ADG/CII, a.i.) for UNESCO’s Communication, Information and Informatics Sector and continues to assume the direction of the Program for Freedom of Expression and Democracy (ADG/FED).

This nomination follows the new mandate given to Mr. Henrikas Yushkiavitshus, as Chargé de mission to the Director General and official in charge of the Work Group on UNESCO’s administrative reforms (ADM/CDM). Orbicom thanks Mr. Yushkiavitshus for his support in the development of the Network.

The collaboration of Mr. Yushkiavitshus and Mr. Modoux, along with that of the Rector of the Université du Québec à Montréal and Ms. Paquet-Sévigny, has allowed Orbicom to develop itself in partnership with communications experts from academia, industry and other agencies and professional associations while promoting UNESCO’s leadership in this field.

— Claude-Yves Charron



Alain Modoux

## Un regard sur les activités des membres d'Orbicom

### Pacific Online 1999

**P**acific Online was produced by the Creative Media Department at RMIT specifically for UNESCO. It is a training package which includes a CD that functions as a stand-alone Website, a trainers' guide, and a student handbook. UNESCO will use the program throughout its twelve Pacific Island member nations.

The CD contains a comprehensive introduction to the Internet training program, with tailor-made learning outcomes for Pacific Island users. The package can be used for flexible delivery of anything from a half-day training session to a three-day short course. It is intended for youth leaders and education specialists within the Pacific Islands who have limited access to computers and other technologies, and is aimed at beginners who used English as a second or third language.

The manuals provide step-by-step installation instructions, lesson delivery plans, sections on how to develop basic computer skills and how to get started on using a Website.

— Robin Williams

### Sources of News and Current Affairs

**T**he Australian Broadcasting Authority (ABA) has invited submissions from selected consultants for a project exploring sources of news and current affairs, in regard to their relative level of influence in shaping community attitudes. The intention is to explore a concept in the Broadcasting Services Act which suggests that different levels of regulation should be applied to broadcast media in relation to their level of influence on community attitudes. The project entails an industry analysis to 'map' the structure of the news and current affairs production industry. The second stage is a national survey of community attitudes. The project is expected to run from April to November 2000.

— Catherine Griff

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Canada

### Le projet GPB

**C**e projet est une expérience pédagogique qui vise à offrir une activité régulière du programme de doctorat conjoint en communication à sa clientèle montréalaise et aux étudiants de DEA de l'Université Stendhal de Grenoble et de Paris XIII de Villetaneuse, en utilisant la communication en face en face, la vidéo-conférence et l'Internet. Le projet implique la collaboration des professeurs Bernard Miège (Grenoble), Pierre Mœglin (Paris) et Gaëtan Tremblay (Montréal), le recours à des personnes ressources-externes, une mise en commun du matériel documentaire, le travail en équipe et des échanges réguliers entre étudiants ainsi qu'entre étudiants et professeurs des trois universités.

Le contenu du séminaire portera sur l'analyse comparée des politiques de communication, en France dans le contexte de l'Union Européenne, et au Canada, dans le cadre de l'Amérique du Nord et des accords de libre échange auxquels il adhère.

— Gaëtan Tremblay

### Reseña del proceso de Alineación de la organización de Asuntos Públicos

**S**e narra el proceso de alineación de la organización de Asuntos Públicos de PDVSA, en un contexto de transformación profunda de la nación venezolana y de la propia empresa. La presentación de la experiencia contempla: los retos de la función, los focos y las etapas del proyecto de cambio, los resultados, las fuentes de resistencia y el trabajo con la gerencia.

Se verán los retos que se planteó la organización y su vinculación con los desafíos corporativos de posicionamiento, permanencia y responsabilidad social. Los cambios y ajustes en los subsistemas de Asuntos Públicos, a saber, estrategia, procesos, estructura, relaciones con otras organizaciones, tecnología y gente, los cuales se desplegaron con un enfoque participativo y siguiendo el modelo siempre vigente de investigación-acción.

Así mismo se describirán los mecanismos implantados para crear una cultura caracterizada por: el trabajo en equipo, la perspectiva de procesos y roles, el valor del conocimiento y del desarrollo de competencias, el manejo de la diversidad y de la anticipación.

— Janet Cesar

### JAMCO Library

**J**AMCO is building up a library of foreign versions of excellent Japanese TV programs. The library now holds 800 programs (650 in English, 150 in Spanish). These programs include documentaries, dramas, children's programs, educational series and some animations.

The programs are provided to TV stations in developing countries free of charge. During the past 8 years, we have supplied over 2500 programs to TV stations in 52 countries.

JAMCO has a video library home page. When you access our Website, you can easily find the contents of 800 programs provided free of charge, your eligibility and how to obtain them. Our URL is : <http://www.jamco.or.jp>

— Yoshikuni Ono

### The International Emmy Awards

**F**ormed in 1969, The International Council (IC) is the organization that awards International Emmys to the best television programs produced outside the U.S. Every November, the International Council holds the International Emmy Awards Gala in New York City. This is a black-tie event that attracts a thousand major figures in television from around the world. The International Council is part of the National Academy of Television Arts and Sciences but with its own Board of Directors. Its outlook is international.

The IC has one major Mission : to promote excellence in television programs through The International Emmy Awards. Its strength is to reunify a cross borders membership and events where all the top television executives are happy to meet and discuss the topics of everyone's concern. For more information : <http://www.intlemmyawards.com>

— Georges Leclere

## In this Issue

A Word from our Vice-President

UNESCO's Nominations

Un regard sur les activités des membres d'Orbicom

The Membership Survey Results.

People & Events

## Synthesis of the "Orbicom Forum on Networking" Survey

### Introduction

Following the focus group led by Martha Stone in November-December 1999, participants recommended that Orbicom's secretariat carry out a survey of the Network members to identify:

1. The research / project interests of the Chair holders and Associate members
  2. The responsibilities and functions of the Orbicom Network
  3. The tools used and the limitations of a networking environment
- Co-written by Martha Stone and the Secretariat team, the questionnaire gave priority to open-ended questions in order to gather the most qualitative information possible. The 18 questions organized according to three themes (personal profile, the Orbicom Network and networking) received two types of answers: either quantitative and concise or qualitative and detailed.

### Personal Profile

When it came to describing research / project interests, Members answered clearly and with tangible enthusiasm. From this, we can make the following observations:

1. Research / project interests in the area of communication and international development are the focus of 24.6% of the Membership. It must nonetheless be noted that, of the possible choices for this question, the response "Others" dominated (32.3%).
2. International organizations are Members' primary collaborators and partners with a proportion of 26.2%. Next came contacts with academia and individual contacts. Partnerships with the private sector came in eighth place.
3. 63.1% of Members have experience as part of a research/work network at the local and/or national level. Specifically, this percentage is 53.6% for the regional level and 50.8% for the international level. Responses to this question show that Members either gave numerous details on their experiences by outlining the nature of the projects they are working on or simply stated their level of intervention.

### The Orbicom Network

The main feature of the Network is without a doubt the sharing of knowledge and experiences with other professionals and academics, both belonging to and outside the same sector (Question 2.1). One third of Members identified sharing knowledge as the main advantage of the Orbicom Network.

The feedback received for Question #1 was confirmed by the opinions of Question #2, which covered the contributions that Members wish to make to strengthen the Network. 40% of Members wish to participate in research projects, discussions and seminars in order to share their points of view and work experiences in general.

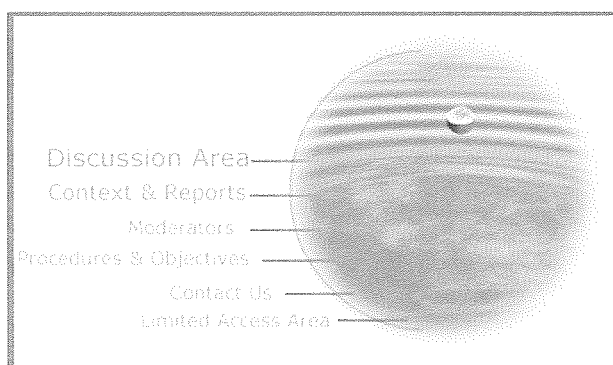
On the other hand, Questions regarding the responsibilities of Chair holders and Associate members, as well as the role of the Orbicom secretariat appear to have been problematic. Members seem to have difficulty detailing the nature of these responsibilities. In fact, the choice "Did not answer question" received the highest response rate almost systematically.

Similarly, it appears that the respondents are unaware of the role and purpose of the committees because approximately 40% of Members believe that the current structure of the committees does not allow Orbicom to develop a research program that corresponds to the Members' projects.

### Networking

With regards to the tools used and the limitations of a network environment, Members consider that:

1. For the vast majority of Members (61.5%), e-mail discussion groups allow the highest level of interactivity between Members. Using this tool encourages sharing experiences with individuals located far away from one another and entails savings in both time and money. Next came electronic forums via Websites, with collective publications drawing up the rear.
2. Members unequivocally identified e-mail (70% of respondents) as the method of choice for participating in electronic discussion groups. However, simply because 60% of Members indicate that they prefer electronic mail, it



does not mean that they use it on a regular basis. Members maintain that they still prefer direct, real contact with humans.

3. As far as the information on the Orbicom Website is concerned, approximately 40% of Members responded that they are most interested in reading the current news items. This being said, many respondents indicated that they did not have the time to consult the site. Implementing a distribution list of key information points is an avenue worth investigating.

4. Participant responses to this survey reveal that Members are interested in learning about the research projects and work of other Network members. From this point of view, Orbicom's Website has the potential to play an instrumental role in such a venture.

### About the Respondents

The majority of respondents were male (73.8%). The areas represented are Europe (35.4%), North America (23.1%), Pacific Asia (21.5%), Africa (10.8%) and Latin America (9.2%). Of the 65 respondents, 11 were Chair holders.

### Conclusion "An invitation"

The Orbicom Forum on Networking informal survey was conducted from January 17 to February 12, 2000. A summary of the entire results is available at the following address: [www.orbicom.uqam.ca/en/forum](http://www.orbicom.uqam.ca/en/forum). Reading this information will allow us to identify the issues and difficulties brought to our attention by Network Members and begin the third phase of follow-up activities to the April 1999 General Assembly, The Electronic Forum, which will take place March 13-31, 2000.

You are invited to take part in the Electronic Forum on Networking, which will take another look at the main topics of discussion identified while processing the respondents' feedback.

— Magda Fusaro

# People & Events

## Nominations

- Orbicom souhaite la bienvenue à monsieur Claude Ondobo comme membre associé et le félicite pour sa nomination à titre de Directeur de la Division de la communication de l'UNESCO.
- Depuis décembre 1999, Jean-François Tétu a été nommé président du Conseil National des Universités (71ème section des Sciences de l'information et de la communication).
- Orbicom would like to acknowledge the nomination of Jac Stienen as Managing Director of IICD. Mister Stienen succeeded Mr Mart van der Guchte, who was promoted Vice-president and appointed as a member of the board of trustees. More information : <http://www.iicd.org>

## Le Task Force de l'UNESCO

- Le président de la Commission canadienne de l'UNESCO, monsieur Agnaieff dirige le *Task Force* sur les orientations futures de l'UNESCO. Ce programme établira la mission de l'UNESCO pour le XXIe siècle. La préparation du rapport intérimaire est attendue pour le 27 septembre 2000 à la veille du Conseil Exécutif. De plus amples informations sont disponibles à l'adresse suivante: <http://www.unesco.org/webworld/taskforce21/index.shtml>

## The Wide Initiative

- The United Nations Development Programs Special Unit for Technical Cooperation Among Developing Countries (SU/TCDC) is pleased to announce the launch of the WIDE Initiative (Web of Information for Development). SU/TCDC, established within UNDP by the United Nations General Assembly in 1974, is launching the WIDE Initiative in support of, and to further, technical cooperation among developing countries (TCDC). Details can be found at <http://www.undp.org/tcdc/wide>

## ISEA2000

- Le 10ème Symposium International des Arts Electroniques aura lieu à Paris en France du 7 au 10 décembre 2000. ISEA2000 est organisé par l'ART3000, en collaboration avec ISEA - l'Inter-Société des Arts Electroniques, avec le soutien et la collaboration du Ministère de la Culture et de la Communication, et en partenariat avec le Forum des images, le CICV Centre Pierre Schaeffer, le Centre culturel canadien, l'ACROE et la Délégation générale du Québec. <http://www.isea.qc.ca>

## JAMCO Symposium

- JAMCO has held the International Symposium on media every year since 1991. This year, we are holding the 9th JAMCO International Symposium under the title of "Broadcasting and the IT Revolution - It's Impact on Television Content" on February 15 in Tokyo.

We are planning to hold JAMCO's 10th anniversary symposium in Kuala-Lumpur at the end of February 2001. The title of this symposium is "Asian Broadcasting in the 21st century". We hope that many people will participate in this symposium to discuss the future of broadcasting in the Asia-Pacific region.

## International Forum of Researchers

- Young People and the Media Sydney, Australia on 27-29 November 2000.

This event follows on from the meeting of international researchers on young people and the media held in Paris in April 1997, and will be hosted by the Australian National Commission for UNESCO with organisational support from the Australian Broadcasting Authority.

Further information will be included in the next edition of the Forum Chronicle scheduled for April release. A Forum Website is currently under development and notice of its launch scheduled for March, will be posted on the ABA's Website at <http://www.aba.gov.au>

## Manuel de déontologie

- Monsieur Ignacy Rutkiewicz annonce l'élaboration d'un manuel de déontologie des journalistes à l'usage des étudiants en journalisme et des journalistes (de la presse écrite, audiovisuel, internet). Il s'appuiera sur des standards recommandés par différents codes déontologiques, allemands, américains, britanniques, canadiens, français, suédois. Il se référera également aux cas concrets auxquels ont été confrontés des journalistes et des médias polonais dans la dernière décennie.

## Publications

- Keval Kumar, *Mass Communication in India*, Third Revised Edition, Bombay: Jaico Paperbacks, Publication in April, 2000.
- Jean-François Tétu, Introduction, *Les stratégies de l'information* de Cl. Jamet et A-M. Jannet, Paris, L'Harmattan, 1999.

# Conferences

## Second Global Knowledge Conference (GKII) Building Knowledge Societies: Access - Empowerment - Governance

Kuala Lumpur, Malaysia,  
3/7/2000 - 3/10/2000  
[www.globalknowledge.org.my/about\\_gkii.htm](http://www.globalknowledge.org.my/about_gkii.htm)

## Les relations publiques et les communications

Montréal, Canada  
3/22/2000 - 3/23/2000  
<http://www.canadianinstitute.com>

## IBERCOM 2000 : VI Encuentro iberoamericano de ciencias de la comunicación

Santiago de Chile, Chile  
4/24/2000 - 4/26/2000  
Información: [paulina.marin@com.udp.cl](mailto:paulina.marin@com.udp.cl)

## 8th Session of the Commission on Sustainable Development

New York, United States  
4/24/2000 - 5/5/2000  
<http://www.un.org/esa/sustdev/>

## ALAIC 2000: V Congreso de la asociación latinoamericana de investigadores de la comunicación

Santiago de Chile, Chile  
4/26/2000 - 4/29/2000  
Información: [paulina.marin@com.udp.cl](mailto:paulina.marin@com.udp.cl)

## International Conference Rabat: Challenges for Public Broadcasting in Africa

Rabat, Morocco  
5/28/2000 - 5/31/2000  
For more information: [cmrtv@courriel.qc.ca](mailto:cmrtv@courriel.qc.ca)

## Singapore 2000

Singapore, Singapore  
7/17/2000 - 7/20/2000  
<http://www.IAMCR2000.org>

## Opening the Way to a Civil Society Creating a Culture of Community and Dialogue

Albuquerque, United States  
9/14/2000 - 9/16/2000  
<http://www.spidr.org/cyi.htm>

## El conocimiento y el desarrollo en el siglo XXI

I congreso iberoamericano de filosofía de la ciencia y de la tecnología  
Morelia, México  
9/25/2000 - 9/29/2000  
<http://www.geocities.com/CollegePark/Campus/6639/mexico.html>