Exposing injustice:
ICTS & Social Change
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From the Secretary

Communication for social change (CSC) explores the different ways information, communication processes and media can be leveraged to bring about change in attitudes, behaviour and knowledge in individuals and communities. Each project included in this booklet reflects, in one way or the other, the key role played by information, communication and the media in change processes.

The Communication for Social Change Award was established in 2006 and is the only Award of its kind in the world to recognise outstanding contributions made by individuals and organisations to the theory and practice of CSC.

Since its inception, the Award has attracted nominations from some of the world’s most creative and innovative individuals and projects that use information, communication processes and media to facilitate sustainable development.

In 2013, the Award received 65 nominations from 27 countries, including Papua New Guinea, Indonesia, Senegal, Vanuatu, New Delhi, Mozambique and Brazil. Each of the organisations and individuals that were nominated are involved in transformational communication projects. The Award jury was faced with the challenging task of choosing a winner in the individual and organisational categories.

This booklet profiles the winners along with those who were commended, and is an attempt, in some small way, to acknowledge and promote their exceptional work and commitment to social change.

The Centre for Communication and Social Change extends its sincerest thanks to the Award jury for their commitment, to The University of Queensland and the School of Journalism and Communication for their support, and congratulates all those who are working in communication for social change.

Secretary, Communication for Social Change Award,
Associate Professor Pradip Thomas.

To learn more about the awards, visit www.uq.edu.au/ccsc/csc-award
About the Awards

The Communication for Social Change Award recognises organisations and individuals who have demonstrated extraordinary commitment to using communication to transform and empower marginalised communities.

Each year two Awards are presented: one to an individual and one to an organisation or institution. Those awarded can be either practitioners/activists working the field, or theorists.

The Award consists of a $AUD 2,500 prize and a travel package to participate in the Award Ceremony in Australia. The visit is used to promote the impact that communication projects can have in development efforts.

The information in this booklet has been provided by the Award nominees and referees chosen by them. The CICSC understands this is correct at time of publication. Booklet compiled by Rhian Deutrom.
About the Centre

The Centre for Communication and Social Change (CfCSC) is involved in researching, developing and facilitating communication in social change.

It is the only centre in Australia that specialises in research in the theory and practice of communication for social change. It is involved in collaborative research projects, engages in development initiatives through consultancies, builds capacity by supporting higher research degree and master’s program, and fosters engagement with CSC at international, national and local levels.

The CfCSC is staffed by experienced researchers with expertise in a wide range of fields related to communication and social change and global work experience with UN organisations, NGOs and government institutions.
Contents
INDIVIDUALS
Harry Surjadi

2013 Communication for Social Change Award Winner - Individual
RuaiTV & RuaiSMS
WEST KALIMANTAN, INDONESIA
→ harrysurjadi.wordpress.com

Harry Surjadi’s work focuses on using mobile phones to empower indigenous communities in Indonesia. Through his partnership with local television station RuaiTV, Harry developed RuaiSMS, which combined mobile phones with the Frontline SMS gateway programme, to allow indigenous communities to report on illegal logging and land acquisitions by palm oil companies.

The program Harry has created allows rural communities to send their stories directly to RuaiTV from their mobile phones, expanding the scope of citizen journalism in Indonesia.

The work of these citizen journalists have forced plantation companies that are regularly involved in illegal logging activities to recognise the rights of indigenous people in many areas of Indonesia.

Harry has trained over 150 citizen journalists in rural communities, encouraging them to hold public servants accountable and fight for land rights.
Martin Potter

Finalist

AUSTRALIA

Martin is a local cross-media practitioner with a passion for social justice and equity access. He utilises the power of the Internet to create large scale, innovative and sustainable community media programs which engage disenfranchised regional, Indigenous, youth and elderly communities.

Martin’s work has taking him on projects in Australia, East Africa and South East Asia to empower marginalised communities to share their stories and experiences.

Martin has produced an online participatory documentary about a Cambodian social housing development that is home to nearly 3000 people, all of whom are facing forced eviction. A group of 30 people were trained in media production to tell their stories. The project enhanced the media literacy of the trainees while producing content to foster democratic and participatory ends.

Martin is also working on a local project, “Stereopublic: Crowdsourcing the quiet”, an urban-based initiative that maps quiet spaces within cities. The project will be rolled out internationally and has already won the TED City 2.0 prize and has the support of the Australia Council, Arts SA and the Adelaide City Council.
Amelia Shaw is the Multi-Platform Content Advisor of the Media for Development Initiative partnered with Papua New Guinea’s National Broadcasting Corporation (NBC).

As part of a project with the Australian Broadcasting Corporation’s International Development division, Amelia played a pivotal role in the launch of PNG’s first national media campaign to address gender-based violence.

Gender-based violence is considered a national health crisis in PNG. Studies indicate that nation-wide, two out of three women live with violence in the home. Brutality, rape and murder of women are not uncommon, but go largely unreported. Through the Use Your Voice Campaign, women were able to use the radio for the first time to talk openly about violence, connect with other survivors, and find ways to get help from police, women’s advocates and health workers.

Amelia designed the initiative in collaboration with dozens of NGOs, and trained more than 100 broadcasters to reporting on gender-based violence. She also assisted the NBC to produce hundreds of hours of live talk-back programming, documentaries and radio spots educating the public on the laws protecting women, and encouraging bystanders to intervene when violence occurs – when they can.

Image: Amelia Shaw with NBC’s Use Your Voice radio hosts Charlie Tongia and Dorah Kinavai.
Anne Pakoa

Commended Nominee

VANUATU

Anne Pakoa works as Mentoring and Advocacy Support Officer at the Vanuatu Education Policy Advocacy Coalition (VEPAC) in Port Vila, Vanuatu. She currently produces and presents a national radio show dealing with health and education issues. She is also an advocate for social change, using her radio programme to address the government on policy decisions.

Anne Pakoa’s work is guided by the conviction that people have the right to free knowledge on basic health issues. She uses local newspapers and talkback radio to reach a large and varied audience scattered over the 80 islands of Vanuatu. Many people on remote islands do not have the resources to be able to visit a health professional and Anne’s radio program attempts to fill this gap through education on prevention and treatments to common medical problems.

Anne also raises awareness on better implementation of national education policies through community engagement. She works towards ensuring equitable access to schooling is given to vulnerable youth and minority groups.
Judi Aubel

Commended Nominee

SENEGAL

Judi Aubel is the Founder and Executive Director of the Grandmother Project: Change through Culture (GMP), a US and Senegalese not-for-profit organization working to improve the health, education and well-being of children, girls and women in developing countries.

The Grandmother Project aims to build cultural and social capital at a grassroots level by encouraging dialogue and community-driven change through awareness. GMP views culture as a resource, not a constraint, for community empowerment and change.

GMP’s assets-based and community capacity-building approach has been used mainly in West Africa to address issues related to maternal and child health, early/forced marriage, female genital mutilation, teen pregnancy, education and protection of children, girls, women and families.

In all cases results have been positive in terms of increasing the community’s capacity to take action and promote change. In all GMP programs, grandmothers are explicitly involved, given their experience and seniority on issues concerning children and women. As such positive cultural roles and traditions are promoted and communication activities increase intergenerational communication.

Judi Aubel was awarded the 2012 Trust Women Hero Award, granted by the Thomson Reuters Foundation and the International Herald Tribune.
There is a common misconception among Pakistani youth that people from other cultures and nations are hostile towards them. Many feel that Western societies reject their moral values and encourage anti-Islamic attitudes. This misunderstanding divides youth into extremes and makes them easy targets for messages of hate and violence.

Understanding this, Momal Mushtaq founded The Voice of Youth, an award-winning online platform spread across 151 countries worldwide. The Voice of Youth encourages young people to post their thoughts on a number of topics, ranging from gender discrimination and child marriage to youth activism and living in a conflict zone.

The Voice of Youth lends youth an outlet and helps to shape their perspectives by presenting different views on popular social issues and developing values of acceptance, tolerance and broadmindedness.

The website’s contributors have expressed extreme gratitude for the opportunity to express their thoughts—in photos, poetry, stories and opinion pieces—and engage in meaningful conversations with others around the globe.
Moreira Chonguiça

Commended Nominee

MOZAMBIQUE

Moreira Chonguiça is a composer, ethnomusicologist, songwriter, saxophonist and social activist. He has leveraged his status as a renowned Mozambican musician to work with schools and raise awareness about issues such as gender-based violence (GBV) and HIV/AIDS.

Moreira engages young adults in discussions about modern lifestyles, peer pressure, and the risks associated with violence/sex abuse – including the risk of HIV. Through these interactions he also promotes his recent initiative, the “SensaSons Youth Lyrics Contest and Music Festival” which aims to increase awareness about HIV and AIDS through the creativity of music. SensaSons also provides opportunities for young people to access health services such as HIV counselling and testing and free condoms.

SensaSons is an ‘edutainment’ project which engaged a wide variety of stakeholders—from young people, schools and teachers, universities to private sector sponsors and national TV and radio broadcasters. Through this work, Moreira is removing the stigma of talking about HIV/AIDS and therefore facilitating dialogue on effective methods of prevention.
Naseem Ahmed Shah Ansari

Commended Nominee

INDIA

Naseem Ahmed Shah Ansari is a media activist involved in a range of different community media initiatives in India, including Radio Namaskar, the Namaskar community newspaper and a local SMS channel which provides daily news alerts to 3,700 mobile phone users.

Naseem is also the President of Young India, a civil society organisation based in Konark, India which runs its own youth festival. He is National Vice President, Community Radio Association of India. In these leadership positions, more than 5000 community members have been trained in citizen rights and community media practices.

Naseem’s work in the community media sector has encouraged community members to stay informed and raise their voice against citizen rights violations.
Srinivas Melkote

Commended Nominee

UNITED STATES OF AMERICA

Dr. Srinivas Melkote has been a teacher in the field of telecommunications, journalism, and mass communication for more than 30 years. He has taught at universities in India, US, and Jamaica and is currently a Professor in the Department of Telecommunications in the School of Media and Communication Studies at Bowling Green State University.

Professor Melkote has researched and published extensively on a range of issues ranging from the role of communication in directed social change, participatory communication, diffusion of innovations, international communication, health communication, communication strategies for HIV/AIDS prevention, mass communication theory, media effects and communication pedagogy.

His book Communication for Development in the Third World: Theory and Practice for Empowerment (co-authored with Dr. Leslie Steeves) is a core text for courses on media and communication in directed social change around the world.

Professor Melkote’s current interests are examining the roles of globalization, economics, politics, and hegemonic discourse in sustaining and widening the inequality gaps between people in societies around the world.
Usha Bhasin

Commended Nominee
INDIA

Usha Bhasin is Additional Director General at Doordarshan, Prasar Bharati, Broadcasting Corporation of India. In her role Usha has taken part in many development communication initiatives with government partners, which has provided a strong business model, providing 46% of income to the station. As a result, more air time is being utilised for development communication and a higher number of programme series are being produced and broadcast.

Usha has also designed and conducted over 70 educational development programs including some in collaborations with agencies like BBC, UNICEF, National AIDS Control Department, Films and Television Institute PUNE, Kaiser Family Foundation, Heroes Project, Ford Foundation, AIBD, and ABU. She has also conducted and contributed to scholarly research into community radio and behavioural change communication in India.
ORGANISATIONS
The Cambodian Center for Human Rights (CCHR) is a leading non-government organisation that works to promote and protect democracy and respect for human rights – primarily civil and political rights - in Cambodia.

CCHR began work on a human rights database in 2008, which evolved into a web-portal, www.sithi.org. The purpose of the Sithi Portal thus far has been to encourage civil society organisations and others working on human rights in Cambodia to develop collaborative and decentralized approaches to monitoring, documentation and information-sharing. This has formed the basis for more detailed research and analysis and more sophisticated evidence-based dialogue and advocacy.

The Sithi Portal – and wider Sithi Project – aim to capitalise on the growth and increasing availability of the internet in Cambodia to develop new tools to promote human rights advocacy work.
Lubombo Community Radio

Finalist
SWAZILAND

→ lubombocommunityradio.wordpress.com

Lubombo Community Radio (LCR) has transformed the media landscape in Swaziland as the country’s first community radio initiative. The radio station is a unique community media operative that fights for improved communication rights and a strengthened public voice in Swaziland.

Through its participation in volunteer training programs, live broadcasts, international workshops, conferences and advocacy tours, LCR has played a critical role in shaping Swaziland’s community media scene, which has no legal framework in the country.

LCR has also been the steering force behind the production and publication of “Lubombo Voice”, Swaziland’s first community newspaper which, due to funding constraints, could only publish for one year.

Lubombo Community Radio has established important alliances and partnerships with key stakeholders and continues to fight for freedom of expression and access to information, despite the harsh resistance and boycott of the government to make community radio legal.
The Bangladesh Rehabilitation Assistance Committee (BRAC) is a development organisation dedicated to alleviate poverty by empowering the poor, and helping them to bring about positive changes in their lives.

The BRAC Community Empowerment Programme (CEP) mobilises local community groups to raise awareness about socio-economic issues and human rights. With a strong focus on community theatre, BRAC operates 368 popular theatre groups around the country, hosting showcases that are run by the community, for the community.

After each showcase, a community meeting takes place where people gather and discuss the issues which were featured in the theatre performance. The discussion assists in establishing a commitment from the community to be actively pursue the issues discussed.

BRAC also encourages a high level of participation among marginalised groups such as women and the rural poor in Bangladesh. Most of their theatrical shows focus on improving Indigenous knowledge, violence against women, health and local governance.
The Centre for Communication, Media & Society

Commended Nominee

SOUTH AFRICA

⇒ ccms.ukzn.ac.za

The Centre for Communication, Media and Society (CCMS), located at the University of KwaZulu-Natal in South Africa, has been operating for 20 years, specialising in participatory development communication research and postgraduate studies.

The Centre offers students a comprehensive study program which incorporates research, design, implementation, monitoring and evaluation of public indigenous health communication and development strategies.

The Centre engages with rural and urban communities through research and public dialogue on issues of sexual reproductive health, medical male circumcision, poverty alleviation, issues of participation, family planning and HIV related issues.
The Drik Picture Library is a Bangladesh-based multimedia organisation that engages in community media training and advocacy campaigns.

The library has developed a grassroots Rural Visual Journalism Network (RVJN) to provide training opportunities to rural journalists in producing multimedia stories around the country. The project gives voice to marginalised communities and training community members contributes to the region’s sustained development.

In the first year of operation, the RVJN produced 386 stories which have become valuable social commentary in a fast changing Bangladesh.

The project has trained thirty correspondents and provided them with the resources to tell the stories from their villages, stories which are rarely reported in the mainstream media.
Fem’LINK Pacific

Commended Nominee
FIJI

→ www.tolc.com.au

Fem’LINK Pacific is a Fiji-based not-for-profit community media organisation that exists to empower women through community media initiatives.

These include the ‘Suitcase Radio’ program, a portable radio station that allows women living in rural areas to plan and broadcast their own radio shows as well as the Generation Next program, that trains young women as content producers and broadcasters.

Fem’LINK aims to ensure that there are spaces in the broadcasting sector and media industry more broadly to encourage greater public participation of women on important national issues.

Through their involvement with Fem’LINK, women deepen their understanding of key policy issues relating to women, peace, security and human rights and ultimately develop the confidence and skills to take action.
Her Zimbabwe

Commended Nominee

ZIMBABWE

→ www.herzimbabwe.co.zw

Her Zimbabwe is a digital space for young Zimbabwean women to engage with technology and generate content through digital storytelling, blogging, information sharing and cyber activism.

In a country where only 16% of media practitioners are female, Her Zimbabwe is a unique initiative as 100% run and coordinated by women. The Her Zimbabwe site encourages discussions around themes considered ‘culturally sensitive’ within Zimbabwe, namely LGBTI rights, tribalism and reproductive health rights.

Five months after the organisation’s launch, Her Zimbabwe was selected by The Guardian to join its network of African blogs, providing fresh perspectives about the continent in a new Guardian Africa Network partnership.
Instituto Alana

Commended Nominee

BRAZIL

→ www.alana.org.br

The Alana Institute is a not-for-profit organisation which works towards the development and protection of children.

The Institute has developed the ‘Children and Consumerism’ project to educate citizens and education professionals about the effects of childhood consumerism and the impact of advertising on children.

The Institute engages the community through a variety of communications processes such as opinion polls, academic research, media monitoring, advocacy, documentary video production and public lectures. As a result, articulate, independent groups of parents are now working to ensure that their children are protected from harmful advertising and that politicians give importance to the problem.
IT for Change is a non-government organisation located in Bengaluru, India, utilising ICTs to promote gender equality in the global South. The organisation is involved in grassroots field projects, research and advocacy work that support women’s empowerment in India.

The project ‘Mahiti Manthana’ has developed a regular community radio broadcast, a community video school and a community information centre to educate and empower women across India. The project enabled marginalised women to articulate their views and strengthen their voice, often for the first time.

The organisation’s research and advocacy work has had global recognition, especially in the area of gender, governance, internet education. It conducts both theoretical research, proposing new paradigms of policy and practice in the information society, as well as more practice-oriented research.

IT for Change enables small scale social change through their training workshops and information sharing which effectively contributes to sustainable development.
Machizo

Commended Nominee

BANGLADESH

→ www.machizo.com

Machizo is a multimedia production service provider in Bangladesh that offers services including web design, videography, photography, multimedia local content production and media training for local community members.

The organisations work includes social ventures such as Climate Radio, Unnayan Online TV and Unnayan Online News. Machizo’s work focuses on exposing human rights violations, climate change issues and discussing development and education in Bangladesh.

Machizo’s vision is to contribute to a peaceful information society by producing and publishing quality multimedia local content to strengthen local voices, access, participation and ownership, to ultimately close the country’s digital divide.
As PNG’s national broadcaster, NBC has a clear role in promoting community development, particularly in the areas of health, gender and education. NBC is seen by the population as a trusted source for news and information in Papua New Guinea. It is the only broadcaster with the capacity to reach the entire population whether in cities or villages, in the highlands or the islands. This makes NBC radio a particularly powerful tool for reaching the population on pressing health and social issues such as gender-based violence.

Two NBC campaigns have focused on reducing the incidence of gender-based violence (GBV) and assist living conditions for women in Papua New Guinea. NBC hosted weekly talk back shows addressing specific topics around GBV, hosted focus groups and conducted audience surveys.

The *Use Your Voice* campaign and *Yumi Halivim Mama* initiative enabled women to use NBC radio to talk about issues related to GBV anonymously and connect with other survivors. These campaigns also encouraged men to take a stand against the perpetuation of GBV.

The two campaigns engaged effectively with marginalised groups in rural and remote communities.
The PhilRice project ‘Read, Surf, and Text for your parents’ campaign encourages youth to participate in traditional farming practices and engages older generations in the information society.

The PhilRice Farmers’ Text Centre is a texting platform that answers all queries about rice production from students interested in what varieties to plant, ways to properly apply fertilizers, and strategies to manage pests on their rice farms. Students were also introduced to information hubs relating to Philippine agriculture such as the website of the Philippine Rice Research Institute.

Access to accurate information about rice farming is a growing problem in the Philippines. Through the work of PhilRice, farmers will have a better chance at improving their harvests and engaging their children in a future of rice farming.
The Society for Development Alternatives

Commended Nominee

INDIA

→ www.devalt.org

The Society for Development Alternatives in New Delhi has launched a competition called ‘Kaun Banega Shubh Kal Leader’ (Who will become a leader for a better tomorrow) in 100 villages in rural India. Development Alternatives have used a reality based infotainment format which was broadcast on community radio to spread information about climate change adaptation. 186 teams were trained by scientists in resource conservation and environmental regeneration. Internet based resource centres educated community members on climate change issues.

Development Alternatives organised street plays, music, lyric and art competitions as well as art exhibitions to improve climate change awareness to 100,000 rural community members.

As a result, 500 families started embracing and practicing household based climate friendly practices in their daily lives. It also created 25 climate change community agents who are continuing to spread awareness on climate change issues among the community.
Studio 12
Commended Nominee
SLOVENIA

→ www.studio12.si

Studio 12 is an independent non-governmental Internet and TV medium, aiming to enrich the Slovenian and European media landscape with innovative education and active citizenship.

The community media organisation produces video content to a wide range of audiences to raise public awareness about topical social issues. Studio 12 also promotes the practice of Video eParticipation which expands the reach of the Studio 12 message and includes the public in various decision processes.

Studio 12 hosts educational workshops in media training and support, recording, editing, public speaking and video production skills.

Since Studio 12’s inception in 2007, the organisation has created its own video portal with a yield of approximately 250 educational short videos and full-length shows per year as well as a live web TV channel ‘Studio12.tv’.
Transparency Vanuatu

Commended Nominee

VANUATU

→ transparencyvanuatu.blogspot.de

Transparency Vanuatu is a non-government organisation established in 2001. The program works to bring an end to corruption within Vanuatu and promote civic awareness, good governance and administrative accountability.

Transparency Vanuatu has contributed to a variety of projects aimed at improving civic participation and education in Vanuatu. The organisation lobbied for the ratification of the United Nations Convention Against Corruption which was eventually ratified by the Government in 2011. The NGO also established the Advocacy & Legal Advice Centre in 2009 to receive complaints from citizens on corruption issues.

Since its inception, Transparency Vanuatu has developed from a fledgling organisation to a strong network, producing bi-weekly radio programmes, newspaper articles and quarterly newsletters to highlight the devastating impact of corruption on society.
The Zambia Centre for Communication Programmes (ZCCP) is a not-for-profit organisation that specialises in ‘edutainment’ and behaviour change communications. The program runs in English and local languages across print, radio, television and online platforms.

The ZCCP utilises media to address issues that are hard to speak about in the community such as adolescent sexual and reproductive health, maternal neonatal and child health, HIV and AIDS, male circumcision, gender and multiple concurrent partners and alcohol abuse.

The organisation is known throughout the community for their successful edutainment multimedia campaign, One Love Kwasila.

HIV prevalence in Zambia remains unacceptably high at 14.3% among 15-49 year olds. The national campaign aimed at preventing HIV transmission through multiple and concurrent (sexual) partnerships (MCP) in Zambia by providing basic information about the risks posed by MCP and generated discussions about social issues that make people decide to have more than one sexual partner.
The Centre wishes to sincerely thank our jury:

- Jury Chair, Annmarie O’Keefe (Lowy Institute)
- Jury Secretary, Associate Professor Pradip Thomas (Centre for Communication & Social Change)
- Sylvia Cadena (APNIC)
- Peter Cave (Former ABC)
- Dr Fiona Crockford (AusAID)
- Associate Professor Martin Hadlow
- Hugh Leonard (Former ABU Secretary-General)
- Marcus Khan (AusAID)
- Dr Zala Volcic (UQ)
- Associate Professor Elske van de Fliert (Centre for Communication & Social Change)
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