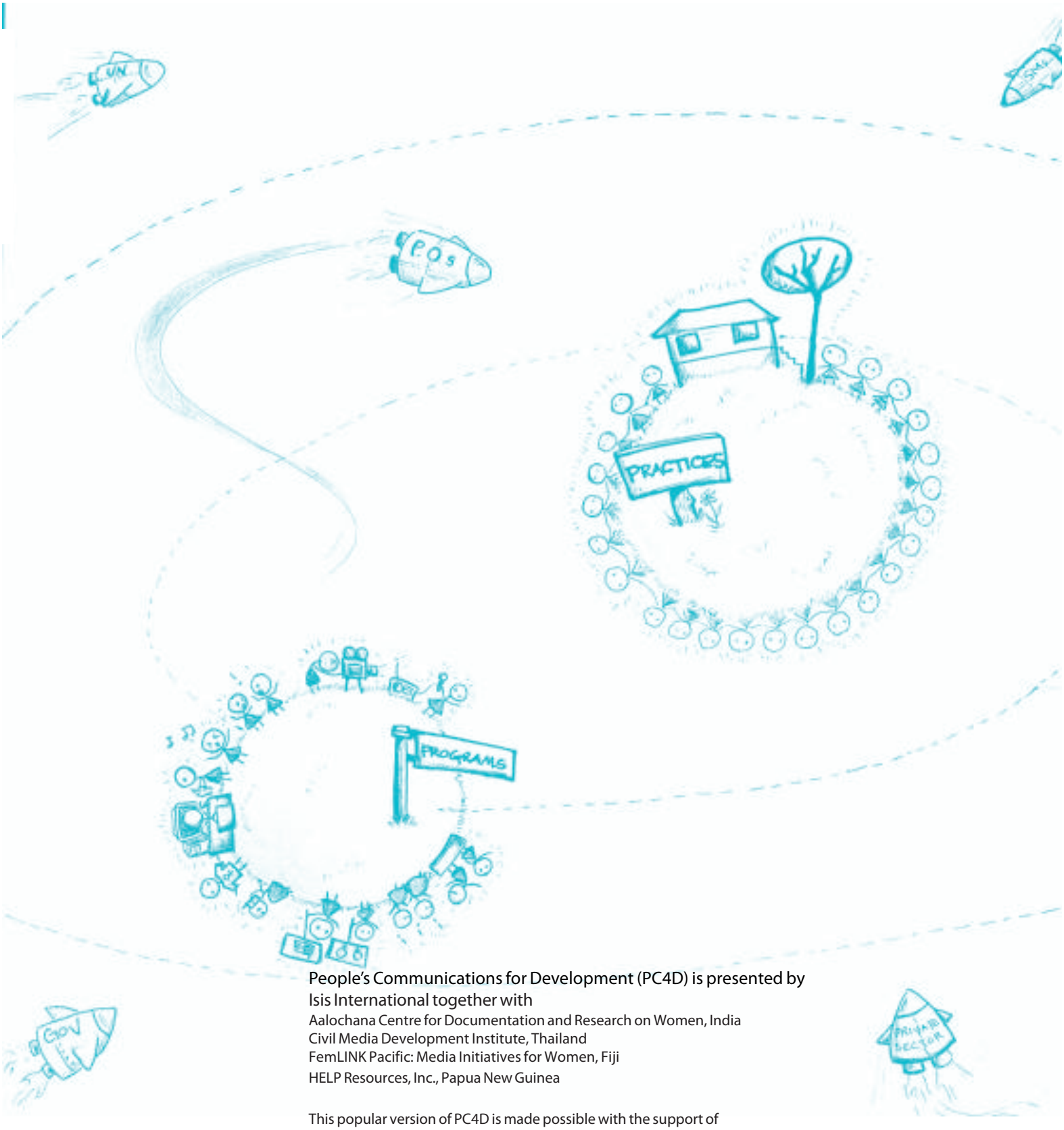
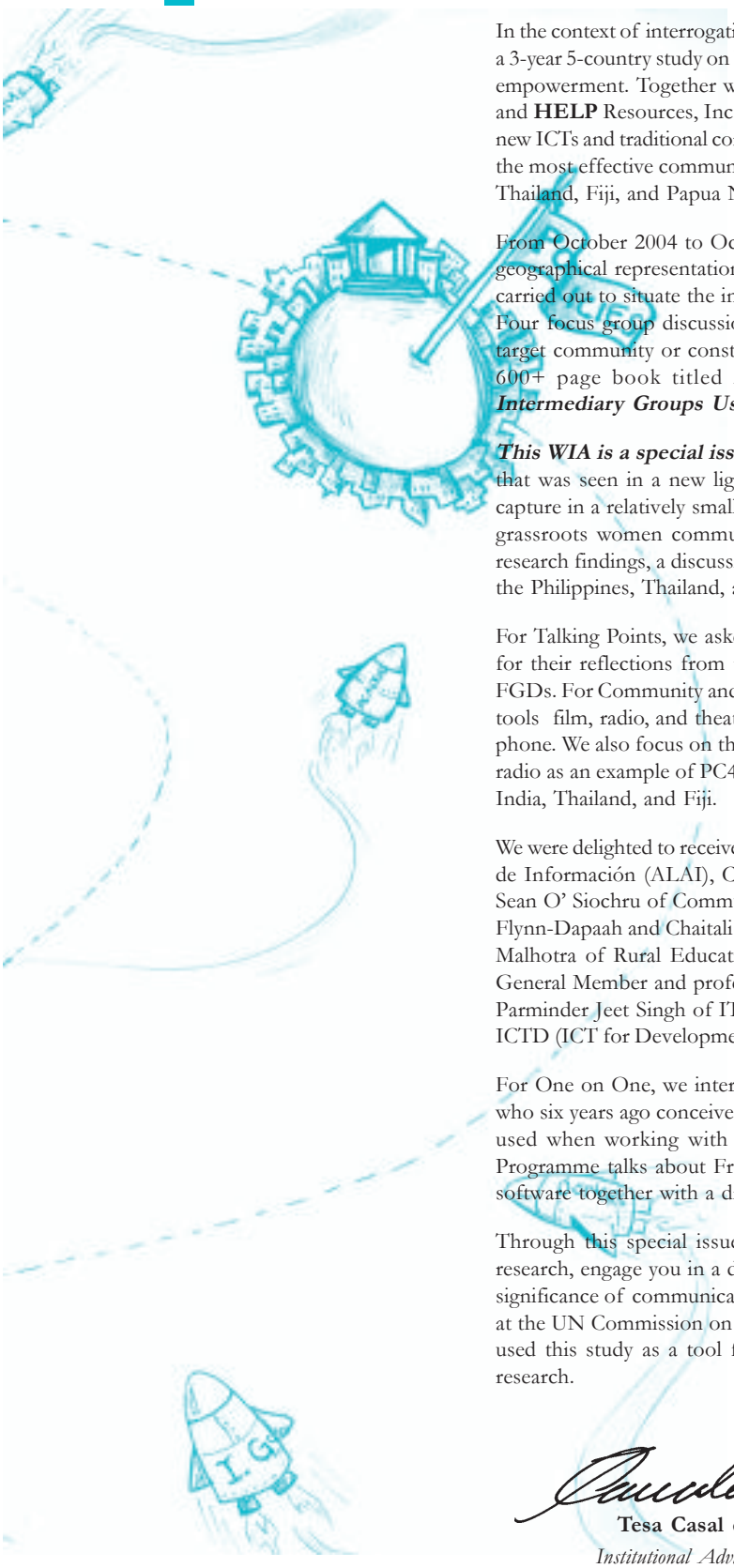


People's Communications for Development (PC4D) is presented by Isis International together with

Aalochana Centre for Documentation and Research on Women, India
Civil Media Development Institute, Thailand
FemLINK Pacific: Media Initiatives for Women, Fiji
HELP Resources, Inc., Papua New Guinea

This popular version of PC4D is made possible with the support of
the International Development Research Centre (IDRC),
the Global Ministries - General Board of Global Ministries (GBGM) and
the Swedish International Development Cooperation Agency (SIDA)

editorial



In the context of interrogating the ICT-centric development framework, **Isis International** conducted a 3-year 5-country study on how intermediary groups use communication tools for grassroots women's empowerment. Together with **Aalochana** in India, **CMDI** in Thailand, **FemLINKPacific** in Fiji, and **HELP** Resources, Inc. in Papua New Guinea, Isis aimed to know how intermediary groups use new ICTs and traditional communication tools in interacting with grassroots women; and, to determine the most effective communication tools for grassroots women's empowerment in India, Philippines, Thailand, Fiji, and Papua New Guinea.

From October 2004 to October 2007, 81 intermediary groups or NGOs, purposively selected for geographical representation, were interviewed in-depth. A country review of related literature was carried out to situate the interview results within the macro economic, political, and social context. Four focus group discussions were conducted with grassroots women who were members of the target community or constituency of selected intermediary groups. The output of the study was a 600+ page book titled ***PC4D or People's Communications for Development: How Intermediary Groups Use Communication Tools for Grassroots Women's Empowerment.***

This WIA is a special issue on PC4D, an old idea in feminist development communication work that was seen in a new light given the research findings. Our purpose for this special issue is to capture in a relatively small space the large amount of data from intermediary groups working with grassroots women communities. Hence, the main Features of this issue are a synthesis of the research findings, a discussion of the PC4D model, and the stories of grassroots women from India, the Philippines, Thailand, and Fiji.

For Talking Points, we asked three country partners – Aalochana, CMDI, and FemLINKPacific -- for their reflections from the ground, particularly their experience with grassroots women in the FGDs. For Community and Independent Media, we highlight insights on the top three most effective tools film, radio, and theatre as well as the most utilised new ICTs: the computer and the cellular phone. We also focus on the results on when information is empowering and the use of community radio as an example of PC4D in action. A photo essay captures the PC4D launch in the Philippines, India, Thailand, and Fiji.

We were delighted to receive reviews of the PC4D book from Sally Burch of Agencia Latinoamericana de Información (ALAI), Chat Garcia of the Association for Progressive Communications (APC), Sean O' Siochru of Communication Rights in the Information Society (CRIS) Campaign, Kathleen Flynn-Dapaah and Chaitali Sinha of the International Development Research Centre (IDRC), Geeta Malhotra of Rural Education and Development (READ)-India, and Elizabeth Enriquez, an Isis General Member and professor at the University of the Philippines. For We've Got Male, we have Parminder Jeet Singh of IT for Change, Bangalore, India, examining the PC4D approach vis-à-vis ICTD (ICT for Development).

For One on One, we interviewed Susanna George, former executive director of Isis International who six years ago conceived of this research project to look at the diversity of communication tools used when working with grassroots women. Finally, Isis Community and Independent Media Programme talks about Free and Open Source Software (FOSS). CIM produced a suite of FOSS software together with a digital copy of the book in CD format.

Through this special issue of WIA, we hope to communicate the outcomes of three years of research, engage you in a discussion on the implications of PC4D, and invite you to reflect on the significance of communication in our development work. We conclude the issue with our statement at the UN Commission on the Status of Women last February 2008 as an example of how we have used this study as a tool for advocacy and how we can learn to invigorate our politics through research.

Tesa Casal de Vela
Institutional Advisor, PC4D
Editor-In-Chief

Mira Alexis P. Ofreneo
Lead Researcher, PC4D
Guest Editor

ISSUE No. 2, **2008**

WiA

Production Team
Editor-in-Chief: **Tesa C. de Vela**
Guest Editor: **Mira Alexis P. Ofreneo**
Managing Editor: **Nina Somera**
Copy Editor: **Niel Steve M. Kintanar**

Editorial Staff:
Aileen Familara, Bianca Miglioretto, Precy Obja-an, Mayang Wenceslao Taldo and Daniel Vandervoort
Graphics and Layout Artist: **Jim Marpa**

Contributors
Mira Alexis P. Ofreneo, Tesa C. de Vela, Niel Steve M. Kintanar, Jasmine Nadua Trice, Nina Somera, Sharon Bhagwan Rolls, Bianca Miglioretto, Elizabeth L. Enriquez, Sally Burch, Chat Garcia, Sean O' Siochru, Kathleen Flynn-Dapaah, Chaitali Singha, Geeta Malhotra, Parminder Jeet Singh, and Precy Obja-an

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ISIS INTERNATIONAL

Write to:
Women in Action (WIA)
Isis International
P.O. Box 1837, Quezon City Main
Quezon CIty 1100, Philippines
communications@isiswomen.org

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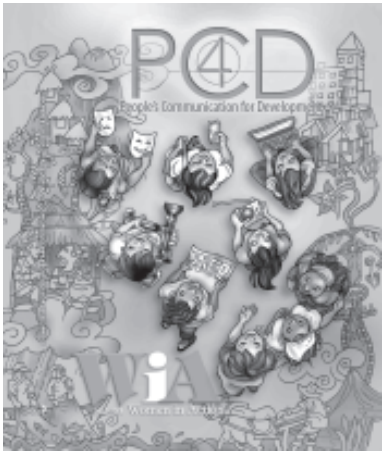

on the cover
Cover illustration by Jim Marpa

Editor's Note:

The **PC4D** book is downloadable for free at the Isis website, http://www.isiswomen.org.

The book and the final narrative report will be available for free at the IDRC website, http://www.idrc.ca

Print copies of the book are for sale.