

Curriculum Vitae – January 2005

Name Mark Jeffery

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Date of Birth December 3, 1955

Nationality British

Civil Status Married, two children

Education Norwich School of Art and Design, Anglia Polytechnic University 2004/5
MA (Distinction): Photographic Studies

Croydon School of Art and Design, UK, 1980 - 81
Post-Graduate Certificate: Intermedia (Film and TV)

St. Edmund Hall, University of Oxford, UK, 1975 - 78
BA Hons: Politics, Philosophy and Economics

Skills

Consultancy: media strategy and management
Video and Radio: production, courses, equipment specification/installation
Public relations: press, TV and radio promotion
Training: materials, course development, teaching
Print: desktop publishing, graphics, web site design
Photography: exhibitions, live events, documentation

Experience Currently working on short-term assignments as a media and communication specialist for rural development projects. This has involved consultancies in West and East Africa, Pakistan, Ukraine, Sudan, Syria, Turkey Yemen, Bhutan and Brazil.

- team leader to Plan for Modernisation of Agriculture information campaign, Uganda
- technical advisor to agricultural reform information campaign, Turkey
- communications consultant to Socotra Conservation Programme, Yemen
- communications strategy development, Demobilisation Commission, Eritrea
- radio production consultant (social marketing) to HAMSET health project, Eritrea
- video production consultant to RNR-ESP natural resources project, Bhutan
- communication specialist to IFPREB participatory agriculture project, Nigeria
- media consultant to AEFSP agricultural project, Nigeria
- training Southern Highlands extension staff in video production, radio programme production and print design; Tanzania
- training in video production management and script development for the National Institute for Amazon Research (INPA), Brazil
- production of TV programmes to promote agricultural reform in Ukraine
- editing of videos to promote a community irrigation scheme in Balochistan
- training programmes in desk-top publishing, design and photography and video for staff from the Coffee Improvement Project, Ethiopia,
- research, design and photography for a permanent exhibition for the Nigerian National Park Headquarters, Abuja, Nigeria

Formerly Chief Information Officer and Senior Publications Officer to the Department of Agriculture and Livestock, Papua New Guinea. Before this, 8 years experience of business and education communications focusing particularly on video production. Formal training in Film and Television production.

International Experience

Date July 2003, September 2003, November 2003, January 2004
Location Kampala, Uganda
Company Plan for Modernisation of Agriculture Secretariat
Position Team Leader, Dissemination and Sensitisation Programme

A series of assignments to implement the communication strategy for the GoUs main initiative to eradicate rural poverty. This ambitious framework reformulates the role of government and the private sector in developing a thriving commercially orientated agricultural sector. The Dissemination Programme has the task of changing attitudes towards subsistence agriculture within government and the farmers themselves. This involves managing a team of six journalists and trainers in the implementation of a carefully formulated communications strategy. The strategy includes a national training and sensitisation programme, weekly press articles and radio programmes and a range of public relations and lobbying activities.

Date May - June 2003
Location Sana'a Yemen
Company UNDP
Position Video Director

Researched, wrote, directed and edited a 35 minute video on UNDP programmes in Yemen. The video is intended to raise the profile of the UNDP within Yemen and to mobilise more financial and technical support from the donor community. The video shows how UNDP works through a combination of projects and policy support and advocacy to deal with the major challenges facing Yemen. It also focuses on progress towards the Millennium Development Goals.

Date March 2003
Location Ankara, Turkey
Company World Bank/Ortak
Position Technical advisory committee member

The first in a series of short assignments to give technical advice on the planning and implementation of a public information campaign (PIC) to introduce far reaching reforms to the agricultural sector. The GoT is moving from crop subsidies to direct income support to farmers. The PIC proceeds from initial market research to a broad based cross media campaign targeted at farmers, policy makers and consumers.

Date January – February 2003, September – November 2002, April – June 2002
Location Socotra Island, Yemen
Company UNOPS
Position Mass Media Specialist for Environmental Education

Three missions to develop and implement a communications strategy for the Socotra Conservation and Development Programme, this included an integrated range of print and audio-visual materials for local extension use plus videos, print and a visitors information centre for promoting eco-tourism on the island. Socotra is an internationally important site for endemic plants and animals. The projects aim to sensitively develop the island and to help improve the living standards of local bedouin and fishermen.

Date November – December 2002, April 2003, October 2003
Location Commission on Demobilisation and Reintegration, Asmara, Eritrea
Company UNDP/USAID/MASDAR
Position Communications Specialist

Researched and planned a communications strategy for gaining public support for the demobilisation strategy of Commission Mitias. The Commission will oversee the demobilisation of around 200,000 soldiers after the Eritrea-Ethiopia conflict. The communication strategy comprises an integrated programme of radio, print and TV messages carefully targeted at key audience groups at key contact points. The strategy included sample messages, key messages and guidelines for media producers. The strategy was agreed at a workshop of stakeholders in April 2003. A training programme in the development of audio visual materials and design for print was run in October 2003.

Date January – March 2002
Location Ministry of Education, Asmara, Eritrea
Company World Bank/MASDAR
Position Mass Media Specialist

Conducted an eight week training programme on the production of behavioural change communications materials for the HAMSET (HIV/AIDS, malaria, STIs and TB) health control project. Worked with a large team of radio producers to develop quality broadcasts on a variety of health topics. The programmes were all based on the results of formative assessments conducted through the Ministry of Health and were designed to be complimentary to their communications strategy. Over 20 programmes were produced for broadcast on national educational radio.

Date October – November 2001, April – May 2001, July – November 2000, August – Sept 1999
Location University of Agriculture, Makurdi, Benue State, Nigeria
Company DFID/NR International/Overseas Development Group/
Position Communications Specialist

A series of visits to develop the use of mass media to enhance participatory agricultural extension in Benue State through the outreach programme of the University of Agriculture. Devised a state-wide listeners' survey and analysed the results. Devised a communications strategy for the unit using radio, video and print. This included setting up a radio production studio and publication design facility. Trained staff from the university and its partner organisations and began production of a weekly radio programme in three languages. Developed drama and documentary magazine programme and pre-tested the first results. Followed by M&E visits and further training.

Date November – December 1999
Location Thimphu, Bhutan
Company EC/NR International
Position Video Production Consultant

Worked closely with the Communication Support Unit in the Ministry of Agriculture to produce a short documentary on artificial insemination. The production process included extensive on the job training and liaison with the national extension service. Made recommendations for further training and the establishment of non-linear editing facilities.

Date September – October 1999 (and June - July 1997)
Location Accra, Ghana
Company Ghana Cocoa Board
Position Communications Specialist

Part of a team strengthening the cocoa extension service in Ghana. Examined the quality of extension materials produced for Ghana's cocoa farmers and made detailed recommendations for improvements including the design of an integrated communication system. The communications system featured video production and desktop publishing equipment, and an improved strategy for getting messages to farmers and field extension staff. A follow –up visit trained Ministry of Agriculture staff in the production of video and print for extension use.

Date February – May 1999
Location throughout Nigeria
Company Petroleum Trust Fund/APC/MASDAR
Position Media Consultant

Media Consultant to the Agricultural Extension and Farmer Support Programme, Nigeria. Assessed the use of radio, television and print at state and zonal levels in support of the agricultural extension service in Nigeria; focusing in particular in on the major institutions concerned with media and extension: the ADPs and the National Agricultural Extension and Research Liaison Service (NAERLS). Led two participatory training workshops for selected media producers from across the country. Subsequently recorded video and radio materials on the formulation of village action plans using PRA tools. Devised an improved communications strategy for the production and dissemination of broadcast information in support of the Participatory Agricultural Development proposals formulated in the study. Made detailed recommendations for the upgrading of facilities at ADP and NAERLS level and proposed the phased introduction of the new production procedures in pilot project areas.

Date June 1998
Location Khartoum, Sudan
Company SOLO/IEC/DFID
Position Media Consultant

Lead a two-week workshop in the use and production of audio materials for distance learning for the Sudan Open Learning Organisation (SOLO). The workshop was one of a series funded by UK's Department for International Development. The workshop included participants from Sudanese radio and TV, Sudanese government organisations and SOLO itself. Radio programmes were produced for primary health and teacher training courses.

Date February – April 1998
Location Mbeya, Tanzania
Company SHERFSP/IFAD
Position Course tutor

Designed and taught a six weeks training course in the production of videotapes, radio programmes and print design for staff from the Southern Highlands Extension and Rural Financial Services Project, Tanzania.

Date October 1997
Location throughout Nigeria
Company FORMECU/ADB
Position Documentary video producer

Researched, scripted, directed and edited a series of four environmental awareness videos on the changes in land use in Nigeria as revealed by satellite imagery. The videos show how over the last twenty years desertification, deforestation and erosion have all greatly increased and how natural habitats are rapidly being destroyed. The videos are intended to place the problems of environmental degradation higher on the Nigerian political agenda.

Date March - April 1997
Location Manaus, Brazil
Company ODA/National Institute for Amazon Research (INPA)
Position Video Production Consultant

Helped strengthen institutional capacity to commission communications materials. Formed a video team from within INPA scientific research staff capable of successfully managing the production of broadcast quality videos about aspects of their research projects. The team learned how to ensure media producers make materials that address the interests of INPAs "partners". The team then worked with a local producer to write and produce a detailed shooting script about INPA and Biodiversity.

Date June-July 1996
Location Aleppo, Syria
Company ICARDA
Position Video Production Consultant

Scripted and edited four videos describing the work of the Pasture Forage and Livestock Project of the International Centre for Agricultural Research in the Dry Areas. The videos consisted of three instructional videos aimed at farmers about the harvesting of vetch, the harvesting of medic seeds and the management of ewes and lambs on improved pasture. A final video promoted the activities of the Project to an international audience. Material was also shot during the visit for an international promotional video on this and other CGIAR centres.

Date January 1993 - present
Location Ghana, Nigeria, Tanzania, UK, Zambia
Company Agri-Visual UK
Position Audio-visual Consultant

Commissioned and trained staff in the use of audio-visual presentation vehicles; Institute of Journalism and 31st December Women's Movement both in Accra, Ghana. Assessed Tanzania Ministry of Agriculture Publicity Section staff and made training recommendations for communication courses. Design of exhibitions for World Bank/ADB funded FORMECU and APCU forestry improvement projects, Nigeria. UK training of staff from various development projects on aspects of communications for rural development. Editing of videos on community irrigation schemes for the Balochistan Community Irrigation and Agriculture Project (BCIAP), Pakistan, including vernacular versions. Trained staff of the Zambian Information Service on the use of video in rural areas. Short-term consultancies 1-3 weeks each.

Date November 1995. February 1996, May-June 1996
Location Kiev, Ukraine
Company EC/Countrywise Communication
Position Video Production Advisor

A series of visits to produce public information videos about agrarian reform in Ukraine. The videos were broadcast on national TV to show positive examples of how farmers can organise themselves to face the challenges of an emerging market economy. The videos were produced using local facilities and crews for the EC funded Tacis Policy Formulation Advisory and Support Service.

Date January - March 1995
Location Islamabad, Pakistan
Company ODA/International Extension College/British Council
Position Audio-visual Design Consultant

Audio-visual design consultancy to the Allama Iqbal Open University. Helped identify ways in which video could be introduced as part of a well-established distance learning programme run by the Bureau for University Extension and Special Programmes. Trained Bureau staff in video script development and presentation skills.

Date September - October 1994
Location Entebbe, Uganda
Company AgriSystems UK Ltd
Position Communications Consultant

Communications advisor to the Agricultural Communications Centre, Ministry of Agriculture, Animal Industry and Fisheries. Looked in detail at the management of the unit and its relation to its clients in the Ministry. Made recommendations for improving video, radio and printed materials, ACC's equipment and work practices.

Date July - August 1993 and June - July 1994
Location Addis Ababa, Ethiopia
Company International Agricultural Training Programme
Position Trainer

Trainer and team leader for an initial six-week course in video, radio, tape-slide and design (desk-top publishing) for the EC-funded Coffee Improvement Programme, Ministry of Coffee and Tea, Addis Ababa, Ethiopia. Designed course structure and wrote course handbook. Wrote and taught follow-up course in DTP, video and radio. Selected and commissioned the equipment for these courses.

Date November - December 1993 and January - February 1994
Location Nigeria and UK
Company Agri-Visual UK
Position Graphic designer

Location photography, research and design for a permanent exhibition for Nigeria National Parks' headquarters Abuja, Nigeria. This required extensive travel within Nigeria, visiting the six national parks spread across sahel, savanna and rainforest zones. The exhibition is designed to raise awareness of conservation issues in the Nigerian public.

Date September 1989 - September 1992
Location Port Moresby, Papua New Guinea
Company Department of Agriculture and Livestock
Position Chief Information Officer/Senior Publications Officer/Audio-Visual Designer

In charge of Information Branch of the Department, responsible for a team of over 20 staff, dealing with all aspects of information provision and promotion of the Department's activities through the media. Management of research and central libraries, national CARIS centre, extension advisory unit, publications, radio and PR units. Organised campaigns encouraging tree planting and eradication of water hyacinth. The former included radio items, posters, leaflets and press releases and features. It was designed to reach both rural and urban audiences. The later was conducted using information leaflets, posters, national TV and the press. It was aimed specifically at residents of the capital, Port Moresby, where infestation was a particular problem. Co-ordinated Department of Agriculture exhibitions at the Port Moresby Show. Conducted a base-line survey into the use of Department of Agriculture publications.

Trained regional staff in the effective use of basic video equipment and in script development for simple extension videos. Established a central video library of relevant agricultural and management training tapes and published a catalogue of tapes available for distribution. Close liaison with EMTV (national TV station) on inclusion of agricultural items for broadcast. Close liaison with NBC (National Broadcasting Commission) on the weekly "Man on the Land" radio programme.

Sub-edited and co-ordinated the production of research bulletins and technical reports produced by the Department's scientific staff, a research and extension magazine and a scientific journal. Managed the printshop and publication section, trained editors and graphic designers in desktop publishing and word processing. Edited and designed the departmental newsletter distributed to all government agricultural staff throughout PNG. Advised departmental staff on the appropriate use of print and audio-visual media for awareness campaigns and research extension.

Date July 1987 - September 1989
Location Basingstoke, UK
Company Documentary Video Associates
Position Video and Conference Producer

Video director/editor for an independent production company working with broadcast and business clients on a range of film, video, print, graphic design and PR projects. Co-ordinated in-house production staff or hired facilities and skills as required. Broadcast quality editor on a series of three tapes for Further and Higher Education Colleges. The series combined dramatic and documentary techniques and featured well-known TV comic actors. Director/editor of monthly staff training tapes for Super-Drive (national garage services). Conference organiser for business clients (organised venues, technical support, printing) including co-ordinating technical support for over 300 seminars throughout the UK for Time Manager International management consultants.

Date July 1984 - July 1987
Location Bracknell, UK
Company South Hill Park Arts Centre
Position Studio Manager/Training Co-ordinator

Studio production manager for the UK's foremost educational video facility and training centre. Post-production on numerous productions including *Video On* about UK independent video, *Whose Running Water* for the water unions and *Arts About* for the Southern Arts Association. Taught and designed national level training courses on behalf of the Gulbenkian Foundation and specialist video courses for business and education. Organised all aspects of the 5th, 6th and 7th National Video Festivals which attracted over 3000 people each year to a programme of screenings, seminars and live events. Contributed to the monthly Independent Media magazine (Channel 4 and Arts Council funded). The Media Centre team won the British Film Institute's Paddy Whannel Education Award in 1986.

Date June 1983 - June 1984
Location Haringey, UK
Company London Borough of Haringey, Education Department
Position Video Workshop Manager

Managed public access video facilities, designed and taught training courses in videotape production.

Date October 1981 - May 1983
Location Ipswich, UK
Company Ipswich Film and Video Workshop
Position Co-ordinator

Organised a local arts workshop on behalf of the Eastern Arts Association. In charge of budgeting, proposals, publicity and screenings. 16mm film editor for *Atomic Power - Where Next* for Concord Films.