

Family Name:Rocha

First Name:Adonai.

Experience Summary

Studied ICTs, Radio, TV and Cinema in Brazil and Photography and Film in the UK.

Worked as news, editorial and advertising photographer and produced audiovisual and videos for training from 1977 to 1995.

Studied gemology and produced photos and videos for the Gemological Institute of America, from 1988 to 1991.

Coordinated educational projects and produced audiovisual materials such as videos, teleconferences, books and websites for AJA a non-profit educational NGO in Brazil (see www.aja.org.br) from 1995 to 2002.

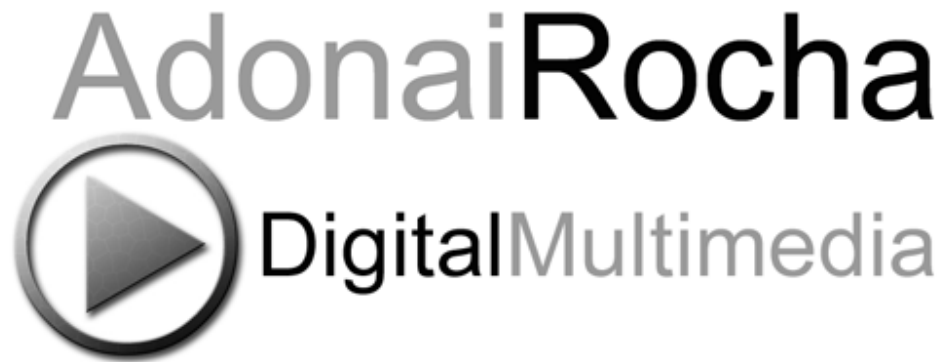
Studied Computer Science and worked on web accessibility and as webdesigner for social development projects for Brazilian and international NGOs from 1997 to 2002.

Worked as researcher for the International Campaign to Ban Landmines/Human Right Watch from 1997 to 2002.

From 2002 to 2004 worked for the United Nations Development Programme - UNDP in Botswana, Africa, as TV Director-Producer of Talk Back - an interactive TV programme on HIV/Aids prevention and Teacher Capacity Building Project. (see www.tcbtalkback.net).

From 2005 to 2006 worked as Information and Communication Technology Director for ACHAP - African Comprehensive HIV/Aids Partnerships which is a collaboration between the Government of Botswana (GOB), the Bill & Melinda Gates Foundation, and The Merck Company Foundation/Merck & Co., Inc., to prevent and treat HIV/AIDS in Botswana.

www.adonairocha.com
email@adonairocha.com



Professional Affiliation

Professional journalist affiliated of the International Federation of Journalists.
Member of the FENAJ - National Federation of Journalists (Brazil) and Brasilia`s Professional Journalists Syndicate.
Member of Brasilia Advertisers' Syndicate
Founder Member of the Photographers Union of Brasilia.

ICT and Educational Awards

- *Innovative Use of New Media Awards* - Highway Africa 2004, corporate category, ICT developed for Talk Back TV programme, website and SMS integration. Rhodes University, Grahamstown, South Africa.
- *Paulo Freire Award 1998*, Information Technology as a Method of Learning category, given by the Brazilian Ministry of Labor, the Roberto Marinho Foundation, and the Social Service of Brazilian Industry (SESI).

Education

Universidade do Sul de Santa Catarina- UNISUL


City, Country: Florianópolis, SC, Brazil

From – To: Jun-2006 - Jun-2008

Main Course of Study: Digital Multimedia

Field of Study: ICTs, computer, webdesign, TV, video

Degree or Equivalent: Graduate degree

Tecnólogo Multimídia Digital 

Universidade Centro de Ensino Unificado de Brasília - UniCEUB

City, Country: Brasilia Brazil

From – To: Jan-2002 - Jun-2002

Main Course of Study: Computing

Field of Study: System Design

Degree or Equivalent: Undergraduate degree

Análise de Sistemas



Gemological Institute of America - GIA

City, Country: Santa Monica, CA United States of America
From – To: Jan-1988 - Dec-1991
Main Course of Study: Manufacturing & Processing
Field of Study: Gemology
Degree or Equivalent: Graduate Gemologist

University of London and British Film Institute

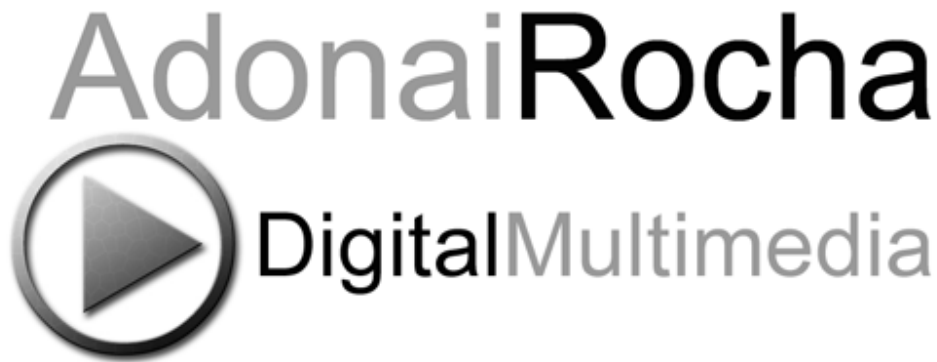
City, Country: London United Kingdom
From – To: Oct 1978- Nov-1979
Main Course of Study: Cinema
Field of Study: Film Study, Arts
Degree or Equivalent: Certificates
Certificate in Film Study (Course R 0102 and R 0301)
Realism and Anti-Realism and Cultural Production
Fiction and Non-Fiction in the Cinema
Authorship, Genre, Movement and National Cinema
Realism, Cinema and Cultural Production, Summer Course, University of Stirling,
Scotland, 1979.

Polytechnic of Central London

City, Country: London United Kingdom
From – To: Oct-1978 - Sep-1979
Main Course of Study: Arts
Field of Study: Fine Arts
Degree or Equivalent: Certificates
Photographic Visual Studies
Photographic Colour Reproduction

Universidade de Brasilia - UnB

City, Country: Brasilia Brazil
From – To: Feb-1977 - Sep-1978
Main Course of Study: Journalism & Information
Field of Study: Journalism
Degree or Equivalent: Undergraduate degree
BA Radio, TV, Cinema



Other formal training or education

Name of School: Colegio Objetivo

City , Country: Brasilia Brazil

From – To: Feb-1974 - Dec-1976

Main Course of Study: Advertisement and Propaganda

Certificates or Diploma: Secondary Technical Course

Employment and Professional Experiences

Job Title: Information and Communication Technology Director

Type of Business: Public and Private Partnership/TV Broadcasting

From – To: Apr 2005 - Apr 2006

Name of Employer:

ACHAP - African Comprehensive HIV/Aids Partnerships which is a collaboration between the Government of Botswana (GOB), the Bill & Melinda Gates Foundation, and The Merck Company Foundation/Merck & Co., Inc., to prevent and treat HIV/AIDS in Botswana.

Number of Employees Supervised: 3

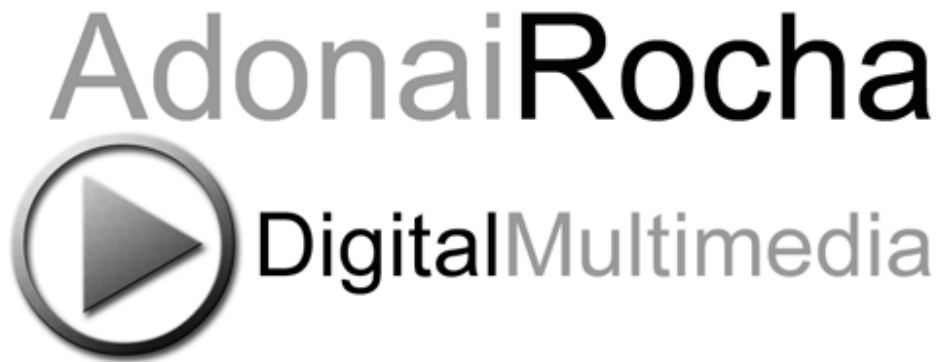
Description of Duties:

ICT Director of Talk Back - an interactive TV programme on HIV/Aids prevention and Teacher Capacity Building Project

- Developing and implementing a comprehensive ICT plan for TCB;
- Redesign and regularly update Talk Back interactive web site;
- Implementing interfaces for receiving and distributing SMS;
- Maintaining databases and mailing lists;
- Creating and distributing e-newsletters;
- Producing multimedia presentations, materials, classes, tutorials;
- Researching ICT hardware and software;
- Managing ICT department/section, staff, for Talk Back/TCB;
- Training staff in required and appropriate ICT skills;
- Using ICT to monitor and evaluate the impact of Talk Back/TCB.

Summary of Achievements:

Created website, multimedia CD-Roms and implemented SMS text messaging system to support TV programmes.



Job Title: TV Director / Producer

Type of Business: UN Agency/TV Broadcasting

From – To: Oct 2002 - Oct 2004

Name of Employer: United Nations Development Program

Number of Employees Supervised: 11

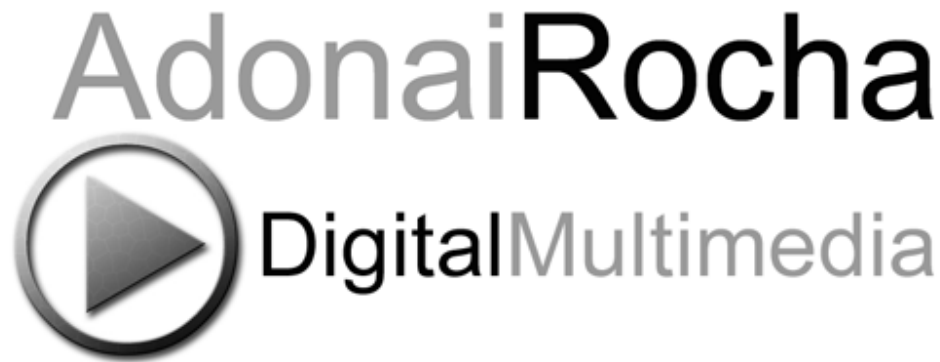
Kind of Employees Supervised: Producers, cameraman, image editor, script writer, presenter, gallery crew

Description of Duties:

- Give editorial and visual direction and leadership in the design and production of a series (60X60 min) of live television programmes aimed at informing and educating viewers on HIV/AIDS related issues.
- Responsible for ensuring the availability of the studio, crew and all equipment necessary for the production
- Provide leadership in preparing the floor plan ahead of studio time; arranging camera and set positions as well as the seating plan.
- Plan and execute the creative outlook of the production, providing clear instructions on what needs to be done to get the desired picture composition, design background settings, etc.
- Produce 60 short documentaries on HIV/Aids in Botswana
- Design and maintain the website, produce graphic images for web
- Develop and manage databases of video tapes archive.
- Manage Teacher Capacity Building audiovisual project, equipments, production and staff development and assignments.

Summary of Achievements:

Training of staff on television production to ensure sustainability of the programme. Provided audiovisual equipment, cameras, sound, non-linear editing suite for TV production. Produced 60 educational TV, live and interactive, programmes. Created website, multimedia CD-Roms and implemented SMS text messaging system to support TV programmes. Received the Innovative Use of New Media Awards - Highway Africa 2004, corporate category, ICT developed for Talk Back TV programme, website and SMS integration.



Job Title: President and Web Accessibility Coordinator

Type of Business: NGO

From – To: Nov 2001- Sep-2002

Name of Employer: ABRA - Associacao Brasileira de Acessibilidade

Description of Duties:

Coordinate development of education and outreach materials promoting Web accessibility for people with disabilities. Research and write outreach and reference materials and news items. Produce images, graphics and design accessible websites.

Summary of Achievements:

ABRA was the first NGO to present a Project of Law to the Brazilian National Congress. Was invited by ABNT Associacao Brasileira de Normas Tecnicas to join ABNT's web acessibility working group.

Job Title: President and Project Coordinator

Type of Business: NGO

From – To: Sep-1995 - Sep-2002

Name of Employer

AJA - Associacao do Jovem Aprendiz

Number of Employees Supervised: 9


Kind of Employees Supervised: Educators, producers, facilitators, trainees

Description of Duties:

Major accomplishments: Proposal writing, planning and implementation of projects. Produced educational material, such as books, educational and documentary videos and websites in the areas of job training for youth, HIV Aids prevention, social development, human rights, etc. Prepared proposals and budgets, network with funders, government, U.N. development agencies and local NGOs.

Coordinated professional training and special education programs for public schools students and teachers. Planned, managed and co-ordinated a program of HIV-Aids prevention for deaf persons, in partnership with the Ministry of Health and UNESCO. Designed and implemented projects of distance learning for teachers of SENAI Departamento Nacional.

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Summary of Achievements:

In 1998, because of its outstanding work, was selected nationally to receive the Paulo Freire award in the category of Information Technology as a Method of Learning, given by the Brazilian Labor Ministry, the Roberto Marinho Foundation, and the Social Service of Brazilian Industry (SESI). Was invited by the Brazilian Ministry of Education to collaborate in writing disciplines on professional education for special needs students. Developed new social technologies, such as a job bank for disabled persons in the Internet, certified by the Fundação Banco do Brasil in 2001 and selected as finalist among more than 2,600 worldwide projects by the World Bank presented at the Development Marketplace, Washington, DC in 2002.

Job Title: Manager, Director and Producer

Type of Business: Multimedia production

From – To: Sep-1989 - Sep-2002

Name of Employer: Digital Midia (A Rocha Ltda)

Number of Employees Supervised : 3

Kind of Employees Supervised: Secretary, Producer assistants.

Description of Duties

Director, producer and general manager of Digital Midia, worked for advertising agencies and educational institutions producing graphics, photos, trade show material, multimedia presentations, videos and radio spots. Assisted art directors, graphic artist, photographers with creative design, graphic and photo production and art preparation.

Job Title: Owner- Manager and Photographer

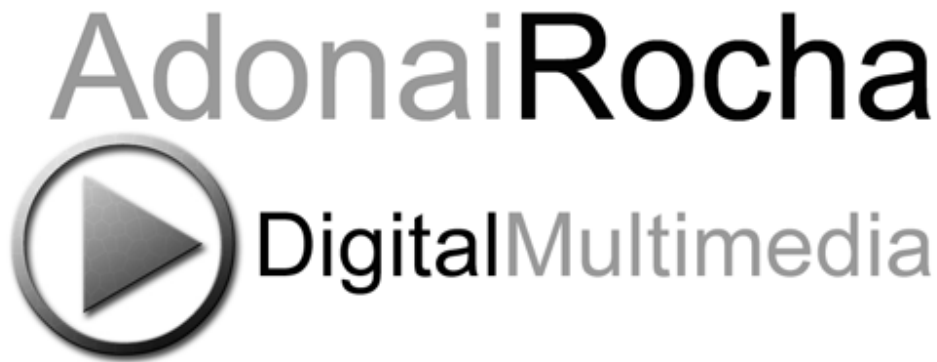
Type of Business: Photographic studio, B&W film processing and printing

From – To: May 1985- Aug 1989

Name of Employer: Fotomarket Ltda.

Description of Duties:

Produce photos in studio and location for advertisement agencies, black and white film processing and printing for professional photographers, gemology and mining documentation photos and videos for educational material and books.



Job Title: Audiovisual Producer

Type of Business: Brazil - Ministry of Communications Training Centre

From – To: Jan-1983 - Feb-1984

Name of Employer: Centro Nacional de Treinamento TELEBRAS, Brazil

Number of Employees Supervised : None

Description of Duties:

Worked for Telebrás - the Brazilian Telecommunication Company - at the National Training Center in Brasília, DF, Brazil, producing, duplicating, filing audiovisuals materials and videos for technical education and training. Responsible for the Photographic Department attached to TV and Video Production Department.

Job Title: Freelance News and Editorial Photographer

Type of Business: National magazines and newspapers

From – To: Jan-1980 - Dec-1983

Name of Employers:

Manchete, Isto E, Correio Braziliense, Jornal de Brasilia

Press offices and reps in Brasilia, DF, Brazil

Description of Duties:

Produced images for editorial use, documented events and illustrated news, articles, reports.

Job Title: Photographer and Audiovisual Producer

Type of Business:

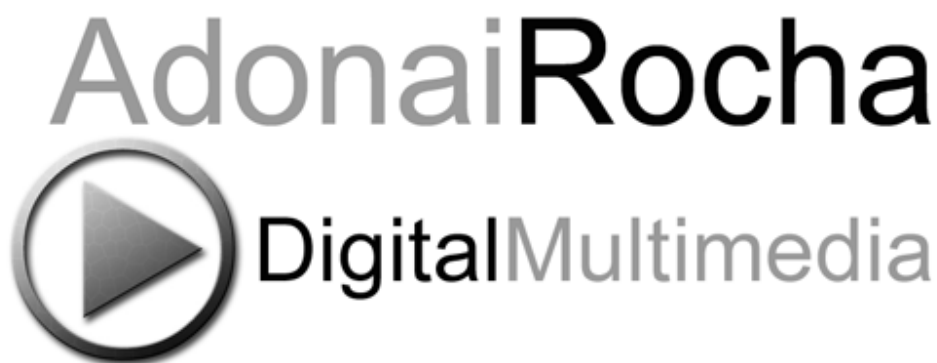
Audiovisual and editorial production

From – To: Jan - Nov 1979

Name of Employer: DSDM Communications, London, UK

Description of Duties:

Image research and reproduction of printed material and books in libraries and museums for audiovisual and editorial use.



Photographic Exhibitions

- Abstrata Brasilia Concreta, Centro Cultural Banco do Brasil, 2003, Brasilia, DF.
- XVI Bienal de São Paulo, São Paulo, SP
- V Documento da Arte Contemporanea do Centro-Oeste, Brasília, 1983
- BSB Infrared, Photographica, 1981, Brasília, DF
- Adonai Rocha, The British Council and Cultura Inglesa, 1980, Brasília, DF
- I Mostra de Fotorjornalismo, União dos Fotógrafos de Brasília, DF
- That Image of Brazil, Community Art Centre, 1979, Luton-Beds, England.
- Stichting World Press International, 1979, Amsterdam, Holland
- Brasilia Vista por Seus Fotógrafos, Kodak, Fundação Cultural do DF, 1978, Brasília, DF.

Publications and Projects

ROCHA, A.

XV International Aids Conference, 2004, Bangkok, Thailand.

Interactive TV Program for HIV/Aids Education in Botswana.

Bangkok, Thailand: Conference Abstracts, Panel Exhibition.

Palavras-chave: Aids, Saúde

Áreas do conhecimento : Saúde Coletiva

Setores de atividade : Políticas, planejamento e gestão em saúde

Referências adicionais : Thailand/English. Meio de divulgação: Vários, Promover educação, desenvolver material didático e de campanha para prevenção de HIV Aids.

ROCHA, A.

Talk Back TV Programme: HIV/Aids Prevention in Botswana, Botswana Abstract

Book, National Aids Coordinating Agency - NACA, Section III: Epidemiology and Prevention, page 36 and 47, July 2004, Gaborone, Botswana.

Palavras-chave: Aids, Saúde

Áreas do conhecimento : Saúde Coletiva

Setores de atividade : Políticas, planejamento e gestão em saúde

Referências adicionais : Thailand/English. Meio de divulgação: Vários, Promover educação, desenvolver material didático e de campanha para prevenção de HIV Aids.

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ROCHA, A.

Photographic Essay, Book: Abstrata Brasilia Concreta

Abstrata Brasilia Concreta.

Brasília, DF: Medialecom, Centro Cultural Banco do Brasil, Unesco, 2003. v.2003.

Palavras-chave: fotografia, arte fotográfica, arquitetura, Brasília

Áreas do conhecimento : Serviço Social do Trabalho, Sistemas de Computação

Referências adicionais : Brasil/Portugues. Meio de divulgação: Impresso, Home

page: <http://www.medialecom.com/abstrata>

ROCHA, A.

Development Marketplace - The World Bank In: Development Marketplace -

Innovations, Networking, Partnerships, 2001, Washington, DC.

Summary of Finalist Proposals - DM - The World Bank. Washington, DC:

Corporate Strategy Group - The World Bank, 2002. v.2001. p.40 - 40

Palavras-chave: Trabalho e geração de renda, Pessoas com deficiência

Áreas do conhecimento : Serviço Social do Trabalho, Sistemas de Computação

Setores de atividade : Informática, Atividades de banco de dados, Outras

atividades de prestação de serviços em informática

Referências adicionais : Estados Unidos/Inglês. Meio de divulgação: Impresso,

Home page: <http://www.developmentmarketplace.org>

Project Number: 140 Job Placement for Disabled Persons through the Internet

Category: Social Development

ROCHA, A.

Encontro Regional das Américas - Campanha Banimento de Minas Terrestres In:

Encontro Campanha Internacional Banimento de Minas e Landmine Monitor, 2001,

Brasília.

Mine Action Network - Encontro ICBL LM das Américas. , 2001.

Palavras-chave: Direitos Humanos, Saúde, minas terrestres

Áreas do conhecimento : Política Internacional, Estado e Governo, Políticas

Públicas

Setores de atividade : Serviços coletivos prestados pela administração pública na

esfera da defesa, Serviços coletivos prestados pela administração pública na


esfera da justiça, Serviços coletivos prestados pela administração pública na

esfera da segurança e ordem pública, inclusive defesa civil

Referências adicionais : Brasil/Inglês. Meio de divulgação: Hipertexto, Home page:

<http://www.mineaction.net>

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ROCHA, A.

Educação profissional de pessoas com deficiência. Revista Integração do MEC. Brasília: , v.22, n.Ano 10, p.8 - 15, 2000.

Palavras-chave: Pessoas com deficiência

Áreas do conhecimento : Educação Especial

Setores de atividade : Educação média de formação técnica ou profissional

Referências adicionais : Brasil/Português. Meio de divulgação: Impresso, Home page: <http://www.mec.gov.br>

Críticas e reflexões sobre a educação profissional de pessoa com deficiência no Brasil Publicação da Secretaria de Educação Especial Ministério da Educação

ROCHA, A.

Brazil - The New Minamata: Mercury Pollution from River Gold Mining. Spirit of Enterprise - The 1990 Rolex Awards. Suíça: , v.1990, p.326 - 328, 1990.

Palavras-chave: poluição mercúrio

Áreas do conhecimento : Geologia Ambiental

Setores de atividade : Indústrias extrativas

Referências adicionais : Suíça/Inglês. Meio de divulgação: Impresso, Home page: <http://www.rolexawards.com/>

Publicação de resumo de projeto sobre poluição por mercúrio, causada pela atividade garimpeira nos rios brasileiros.

ROCHA, A.

Trabalho Especial. Correio Braziliense. , 2000.

Referências adicionais : Brasil/Português. Meio de divulgação: Impresso Mercado de trabalho para pessoas com deficiência

ROCHA, A.

D-eficientes. Internet.Br. São Paulo, p.68 - 69, 2000.

Referências adicionais : Brasil/Português. Meio de divulgação: Impresso, Home page: <http://www.internetbr.com.br>

Tecnologia de informação para pessoas com deficiência

ROCHA, A.

Landmine Report 2000 - Brazil. Relatório de Pesquisa. Washington: Human Rights Watch, 2000. (Outra produção bibliográfica, Outra produção bibliográfica)

Palavras-chave: Direitos Humanos, minas terrestres

Áreas do conhecimento : Integração Internacional, Conflito, Guerra e Paz

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Setores de atividade : Saúde humana

Referências adicionais : Estados Unidos/Inglês. Meio de divulgação: Vários, Home page: <http://www.icbl.org.br>

Relatório do Brasil para o Landmine Monitor, pesquisa sobre atividades, produção, implementação do Tratado de Ottawa. Campanha Internacional para o Banimento de Minas Terrestres.

ROCHA, A.

AJA Trabalho Especial - Portal de empregos para pessoas com deficiência na Internet, 2000

Palavras-chave: Pessoas com deficiência, Trabalho e geração de renda

Áreas do conhecimento : Serviço Social do Trabalho

Setores de atividade : Mercado de trabalho e mão-de-obra

Referências adicionais : Brasil/Português. Meio de divulgação: Meio digital, Home page: <http://www.aja.org.br>

AJA Trabalho Especial, possui um script CGI que permite a visualização, consulta e colocação de anúncios classificados gratuitos para a promoção de trabalho, emprego e geração de renda para pessoas portadoras de deficiência

ROCHA, A.

Formação de Agentes Públicos em Direitos Humanos e Defesa das Pessoas Surdas, 2001

Palavras-chave: Direitos Humanos, Surdos

Áreas do conhecimento : Ciência Política, Políticas Públicas

Setores de atividade : Serviços coletivos prestados pela administração pública na esfera da justiça

Referências adicionais : Brasil/Português. Meio de divulgação: Vários, Home page: <http://www.aja.org.br/surdos>

Capacitar pessoas surdas para atuarem com agentes públicos em direitos humanos com ênfase na atenção e defesa dos direitos dos surdos. Oferecer cursos para policiais e bombeiros, de Língua Brasileira de Sinais. Produzir material de didático e de campanha: livros, apostilas, cartazes, banners, vídeo educativo.

ROCHA, A.

Formação de Multiplicadores Surdos Para prevenção de HIV Aids DST, 2001

Palavras-chave: Aids, Saúde, Surdos

Áreas do conhecimento : Saúde Coletiva

Setores de atividade : Políticas, planejamento e gestão em saúde

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Referências adicionais : Brasil/Português. Meio de divulgação: Vários, Home page:
<http://www.aja.org.br/aids>

Promover educação, desenvolver material didático e de campanha para prevenção de HIV Aids DST para pessoas surdas, formar grupo de multiplicadores surdos, produzir vídeo educativo em Língua Brasileira de Sinais.

ROCHA, A.

Educação Profissional de Pessoas com Deficiência, 1998

Palavras-chave: Educação profissional, Pessoas com deficiência

Áreas do conhecimento : Ensino Profissionalizante, Educação Especial

Setores de atividade : Política econômica e administração pública em geral

Referências adicionais : Brasil/Português. Meio de divulgação: Vários, Home page:
<http://www.aja.org.br>

Capacitação de jovens e adultos portadores de deficiência, na rede pública de ensino.

ROCHA, A.

Agentes Públicos em Direitos Humanos e em Defesa das Pessoas Surdas, 2001.

Referências adicionais : Brasil/Português. Meio de divulgação: Filme, Home page:
<http://www.aja.org.br/surdos>

Digital, documentário, duração 15', VHS NTSC

ROCHA, A.

Multiplicadores Surdos Para Prevenção de HIV Aids DST, 2001.

Referências adicionais : Brasil/Português. Meio de divulgação: Filme, Home page:
<http://www.aja.org.br/aids>

Digital, duração 27', VHS NTSC

ROCHA, A.

Língua Brasileira de Sinais - Nível 1, 2001.

Palavras-chave: Vídeo digital DVD, Surdos

Áreas do conhecimento : Tecnologia Educacional

Setores de atividade : Formação permanente e outras atividades de ensino, inclusive educação à distância e educação especial

Referências adicionais : Brasil/Português. Meio de divulgação: Filme, Home page:
<http://www.aja.org.br/surdos>