

James Ainsworth

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PROFESSIONAL SUMMARY:

I am a freelance copywriter, web designer and journalist. I provide communications consulting services for marketing, advertising, web design and television, film, video, digital, multimedia and print production. I create content for Internet web sites, blogs, podcasts and social media, as well as ghostwriting for books, newspaper and magazine articles and special writing projects. I also provide grant writing and project consulting services for educational organizations, foundations, non-profit and community-based organizations.

WORK EXPERIENCE:

Freelance Journalist/Writer January, 1988 – present South Africa & USA

Writing for newspapers and magazines, including *Black Enterprise*, *The Denver Post*, *Boulder Daily Camera*, *Urban Spectrum*, *Denver Weekly News*, *New Odyssey* and *Africa Today*. My features have covered many well-known media personalities such as the late Peter Jennings, presidential candidate Ralph Nader, Black Panther co-founder Bobby Seale, filmmakers Spike Lee (*Do the Right Thing*, *Inside Man*, *Miracle at St. Anna*), Reginald Hudlin (*House Party*, *Boomerang*, *The Ladies Man*), actor David Allen Grier, (*Boomerang*, *A Soldier's Story*, *In Living Color*), *Essence Magazine* former editor Susan Taylor, former Colorado Governor Bill Ritter, comedian Michael Winslow (*Police Academy*, *Space Balls*) and musicians Carlos Santana, Jimmy Cliff, Mary J. Blige, the Neville Brothers, Hugh Masekela, Black Uhuru, De la Soul, Digable Planets, Roy Hargrove, Ice Cube, Ice T, Shabba Ranks, Marie Daulne, Joan Armatrading, Cyndi Lauper, Jonathon Butler, Dave Koz, Lucky Dube, Johnny Clegg, Denise Williams, Vusi Mahlasela, the Refugee All-Stars and others.

My freelance work also includes writing television scripts for the South African Broadcasting Corporation (SABC)* and eTV*, as well as scriptwriting, advertising copy, music video production, graphic design and publicity work for the South African Commission on Gender Equality*, Concept Specialists*, Khulile Sports*, EMI Records South Africa*, M.E.L.T. 2000 Records* and musicians Vusi Khumalo, Abdullah Ibrahim, African Jazz Pioneers, Jonas Gwangwa, Kolozi Lebona, Tandie Klaasen, Vusi Khumalo, Zim Ngqawana, George Lee, Lulu Gontsana, the Lindwall Foundation, Deborah Walker Communications and others.

WORK EXPERIENCE (cont'd):

Consultant January, 1995 to December, 2001
Matshoba Associates, Aurora Associates, Johannesburg, South Africa
Island of Spice Media

Developed plans for the Eastern Cape Department of Education, Culture and Sport for the construction, program development and management of Community Arts Centers in East London, Port St. Johns and Queenstown, which were authorized for R3.6 million in state funding for the 1996-7 fiscal year. Also provided technical assistance in business plan development for program funding proposals to the United States Agency for International Development (USAID) and a variety of South African government and international donor agencies. Edited and provided graphic layout services for an Aurora Associates/Education Foundation publication, "Educate for Life," cataloging more than 300 early childhood primary, secondary and adult education curricula resources in South Africa. Designed marketing materials for Aurora Associates including a general brochure and a brochure for Aurora's training program in school governance for provincial education departments. Developed the Khanya Solar Electrification Program for the Department of Minerals and Energy, a national marketing strategy for promoting solar energy technology in rural communities. Created the Khanya program theme, logo, brochure, poster, video treatment and radio advertisements. Developed brochures, program funding proposals and promotional materials for Wild Coast Guards, a lifesaving and water education organization serving Black communities on the southern tip of Africa. Created "Four Faces of Africa," a multi-media presentation for New Partnership for Africa's Development (NEPAD). "Four Faces of Africa" was presented to South African President Thabo Mbeki and dignitaries from throughout Africa as well as representatives of the World Bank, the African Union and the United Nations as part of an international NEPAD conference.

Desktop Publishing & Printing Assistant January, 1992 - August, 1992
Grafiko Denver, Colorado

Responsible for overseeing Agfa 300-2400 dpi linotronic output and negative processing for Grafiko, a high-end Apple Macintosh computer design pre-printing service bureau. Produced computer scans, color laser prints, color separations, typesetting and final proofs of layout designs.

Foreign Language Instructor March, 1989 - January, 1990
Moran, Stahl & Boyer Boulder, Colorado

Taught two and three-week intensive Indonesian/Malay language courses to business executives and their families with assignments in Indonesia. Designed audio-visual curriculum and teaching materials for chapters on basic greetings and daily conversation, numbers and counting, asking and giving directions, ordering meals, catching taxis, etc. Also taught basic cross-cultural and social skills. Received high scores on student evaluations.

WORK EXPERIENCE (cont'd):

**Newspaper Reporter
Ithaca Journal**

**March, 1987 – December, 1987
Ithaca, New York**

Education and features reporter for the *Ithaca Journal*, a daily newspaper with a circulation of 22,000. Covered primary and secondary education issues for the Ithaca City School district and 7 rural school districts, as well as Wells College. In-depth reporting on issues related to redistricting, integration, racism and educational standards for the Ithaca City School District. Shared responsibilities with other reporters for general assignment, features, police, fire and crime reporting.

**Editorial Assistant
Africa Today Journal**

**January, 1983 – February, 1987
University of Denver**

Africa Today is a quarterly magazine/academic journal circulated to more than 70 countries around the world. Edited articles, book reviews and general submissions on political, social, economic, cultural and literary issues concerning Africa, especially South Africa and the front-line states of Zimbabwe, Namibia, Angola, Mozambique and Botswana. Compiled publications segment on new videos, films, books, journals and small publications on Africa; also edited bulletin of special events and announcements. Helped reorganize office for more efficient publication schedule.

**Legislative Correspondent
US Senator Donald W. Riegle, Jr.**

**September, 1981 – December, 1982
Washington, D.C.**

Responsible for monitoring legislation and Senator's correspondence on the economy, the federal budget, banking, taxes and education. Drafted newsletter articles, press releases and public policy statements. Served as Senator's representative for lobbyists, special interest groups and constituents and provided reports and analysis of constituent viewpoints. Trained college student interns.

*** TELEVISION, FILM, MULTI-MEDIA PRODUCTION AND PUBLICATIONS:**

1. Produced "Four Faces of Africa" a special multi-media presentation for the New Partnership for Africa's Development (NEPAD) Work In Progress Conference in Johannesburg, South Africa, January, 2002. NEPAD is a continent-wide initiative for the economic, social and cultural development of Africa in the context of globalization and modernization. As producer and creative director of the "Four Faces of Africa" project, I wrote the "I am Africa" poetic narrative script, coordinated the visual imagery and selected and edited background music. "Four Faces of Africa" was presented to South African President Thabo Mbeki, diplomats and dignitaries from throughout Africa as well as representatives of the World Bank, the International Monetary Fund, the African Union, the European Union and the United Nations.

2. Received Colorado Association of Black Journalist *Scribes in Excellence Award* for Best Feature for "Susan Taylor: Essence Icon," an article I wrote about former Editor-in Chief of *Essence Magazine* and founder of the *Essence Awards* and *Essence Music Festival* Susan Taylor. The article, published in the *Urban Spectrum* in June 2009, was a profile of Susan Taylor's retirement from *Essence* and her new vision for establishing a national mentoring movement through her National Cares Mentoring Program.
3. I wrote the essay "Love and Loathing in the United States of Eldos" which appears in the book, "I'm not Your Weekend Special: Portraits on the Life, Style, Music and Politics of Brenda Fassie" by Bongani Madondo. "I'm not Your Weekend Special" is the definitive official biography of Brenda Fassie, one of South Africa's most beloved and talented divas. Much like Whitney Houston and Michael Jackson, Brenda Fassie suffered from drug addictions and paparazzi-fueled personal problems and tragically died from a cocaine overdose. The essay was about my encounters with Brenda Fassie in the years after the '94 election and before her death in 2004.
4. Co-produced, with Gershwyn Kgamedi, of Ya Rona Productions, Vusi Khumalo's "Dusk to Dawn" music video, from Vusi's 1998 *Dusk to Dawn* album on M.E.L.T. 2000 Records. The "Dusk to Dawn" music video was hailed as an innovative music video with a creative use of South African urban aesthetics and dance, and was nominated for a prestigious all-Africa Kora Music Award. The "Dusk to Dawn" music video was produced on 16mm film, and shot on location in Kippie's nightclub, downtown Johannesburg and Soweto, and aired on the South African Broadcasting Corporation (SABC) as well as MTV Europe.
5. Co-produced, with Gershwyn Kgamedi, Abdullah Ibrahim's "Shosholoza" music video, from the *Township One More Time* album. The "Shosholoza" music video made use of creative black-and-white filming sequences, shot on a train platform during rush hour, with a playful scene between Abdullah Ibrahim and a tap dancer, who laughs and gesticulates, while dancing around the artist, who is in a contemplative mood, observing the commuters, who themselves are amused with the dancer.
6. Co-produced with Gershwyn Kgamedi, Jimmy "B"'s "Make 'm Bounce" music video, from Jimmy "B"'s 1999 *Make 'm Bounce* album on EMI Records. The Make 'm Bounce video was produced on 16 mm film and became one of the most popular music videos on SABC's Studio Mix and MNet's Channel O. Make 'm Bounce includes a unique blend of street funk and African traditional dancing styles, with fascinating Johannesburg night city scenes. I also produced Jimmy "B"'s press kit and wrote the narrative for the "Make 'm Bounce" publicity launch.
7. I co-wrote, along with Sello Maake ka Ncube, Themba Ndaba, Fana Mokeona and Pamela Mpumi Nomvete, the treatment and pilot script for "Flat 27," a television situation comedy aired by SABC in 1997-98. "Flat 27" is the story of

- a township boy, a South African returning exile and a college student who inadvertently wind up stuck together sharing an apartment in the Johannesburg ghetto of Hillbrow. The main characters go through many hilarious communication gaps as they try to cope with their background differences.
8. I wrote the script for Duma ka Ndlovu's special Reconciliation Day e-Files program on eTV, December 16, 1998. Formerly an Afrikaner commemoration of the Battle of Blood River, the holiday was transformed in 1994 into Reconciliation Day. The narrative script examined the history of the holiday and the extraordinary fear of oppression and domination among South African racial and ethnic groups.
 9. I designed the national posters commemorating the August 1999 Women's Month activities for the Commission on Gender Equality (CGE), the South African statutory body responsible for protecting women's rights. I designed the graphic art and layout for two full-color A1-sized versions. One version portrays Ms. Francis Bard, the late trade union and political activist, and the second version depicts different generations of women—young girls, middle-aged women and old women—with smiling, joyous expressions. I also designed a poster for CGE's November, 1999 "16 Days of Activism Against Violence Against Women" national campaign.
 10. I developed the business plan for the South African Blind Musicians Association (SABMA), a non-profit organization dedicated to providing professional music development and recording opportunities for blind musicians in South Africa. Under the direction of Kolozi Lebona (the blind South African producer of Paul Simon's Grammy Award winning "Graceland" album), Babsy Mlangeni (a blind multi-platinum hit singer) and others, SABMA productions highlight imaginative blind artists in collaboration with some of South Africa's most talented singers, session musicians and jazz artists. The SABMA business plan was funded by the South African National Arts Council for R136,000 in October, 1999, thus enabling SABMA to build its own in-house digital recording studio.
 11. I developed the logo, brochure and business cards for Mayenzeke Productions, a concert staging and event promotion company, and a program funding proposal for a Mayenzeke (meaning "it will happen" in Zulu) a series of performances of traditional African music.
 12. I developed the business plan and created the original concept for a Sophiatown Memorial project intended to promote healing and reconciliation of the Sophiatown historic apartheid forced removals while stimulating arts and culture activities. The project was developed in cooperation with the Gauteng Provincial Department of Sports, Recreation, Arts and Culture and was approved by the full Johannesburg Northern Metropolitan Council in November, 1998. The Memorial was designed by architect Ian Du Toit and featured a modern outdoor amphitheater, a Wall of Remembrance and a bird sanctuary situated on Council land adjoining Sophiatown and the Melville Koppies Nature Reserve, ecologically integrating the Reserve into a park to be enjoyed by the

- local community, historic Sophiatown residents and citizens, visitors and tourists. I initiated community forums concerning the Memorial and consulted with Sophiatown cultural figures including poet and activist Don Mattera, singers Tandie Klaasen and Dolly Rathebe, Dr. Aggrey Mbere, Dr. Gigi Mbere, photographer Peter Magubane, former Christ the King Church Minister (and current Anglican Archbishop for Southern Africa) Father Thabo Makgoba, journalist and photographer Joe Louw as well as current and former members of the Sophiatown community, the St. Joseph's Children's Home and the Triomf Ratepayers' Association. I helped form the Sophiatown Heritage Trust for the administration and financing of the project. The Sophiatown Memorial was not implemented due to land use conflicts, although the initial organizing activity later evolved into the current Sophiatown Museum and the Trevor Huddleston Memorial Centre.
13. I wrote the pilot program script for "Global Sports," an eTV program focusing on exciting global and local trends in sports. "Global Sports" exposes viewers to both innovative and popular sports activities, and highlights sports as a medium to fight alienation and crime at the community level through the physical, mental and emotional development of youth.
 14. I provided research for Mark Green and Gail McColl's book, "Ronald Reagan's Reign of Error." This comedy book is a collection of Ronald Reagan's well-known and not-so-well-known gaffes, misstatements, inaccuracies, hyperbole, etc. The book was researched in Washington, D.C. in 1982 and was first published just prior to the 1984 US presidential elections. "Ronald Reagan's Reign of Error" was designed to be informative and factual yet humorous, with a strong visual graphic appeal using photographs and political cartoons.
 15. I received the Finger Lakes Mental Health Association 1987 annual community service award for "Drugs and Mental Health," an in-depth *Ithaca Journal* newspaper feature on the use of psychotropic drugs to treat mental disorders. "Drugs and Mental Health" explored mind-brain issues, psychiatry, institutionalization and harmful yet poorly researched drug side effects such as tardive dyskinesia as well as alternative psychiatric models and treatments.
 16. I was the speaker for the New York State Board of Cooperative Education teachers and school administrators' conference for Tompkins, Tioga and Seneca counties in upstate New York. The presentation was entitled, "Public Education and the Media," and described the intricacies of reporting complex education issues such as racial integration in schools, academic achievement levels and urban and rural tax base funding issues.
 17. As a student at Cornell University, I made a presentation for the May, 1979 New York State Conference on the Rights of the Disabled, entitled "Advocacy for the Disabled in Ithaca, New York and Compliance with Section 504 of the Rehabilitation Act." The presentation discussed civil rights for the disabled in terms of equal access to public buildings and facilities, evaluating progress of government officials and various advocate organizations.

EDUCATION: Cornell University 9/77 to 8/81
 B.A. major: Social Work
 minor: Psychology/Human Development

University of Denver
 Graduate School of International Studies 9/84 to 12/85

Colorado Institute of Art 9/91 to 3/94
 Television/Video Production, Audio Engineering

Special training and coursework:

U.S. Congressional Research Service 1/11/82 to 1/22/82
 United States Congress, Washington, D.C.
 Congressional Research Service Legislative Institute

University of Denver 6/6/94 to 11/25/84
 MS DOS Computer Training; SPSS and Minitab Statistical and
 Research Analysis Programming

University of Michigan 6/10/85 to 8/16/85
 Southeast Asian Summer Studies Institute
 Indonesian/Malay language and culture intensive training

Computer Software Applications
 Corel Draw; Adobe Photoshop; Quark Xpress; Pagemaker;
 Microsoft Office (Word, Publisher, Outlook Express, PowerPoint);

SCHOLARSHIPS AND SCHOLASTIC ACHIEVEMENTS:

 Cornell University Academic Scholarship, 1977-81
 Sachs Foundation Scholarship Award, 1977-80
 Elected to and served on the College of Human Ecology,
 Department of Human Services Educational Policy
 Committee, Cornell University, 1977-78
 Kappa Alpha Psi commendation for outstanding scholarship among
 African American high school students in Colorado, 1977
 Student Speaker, Denver East High School 1977 Graduation,
 "The Future of Public Education"

REFERENCES: Available upon request.