

**Wendy L Knerr**

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**Summary of Experience**

- Full-time consultant providing writing, editing, research and communications services to NGOs and development agencies
- Prolific writer and editor on gender issues, development, sexual and reproductive health, HIV and AIDS, human rights, stigma and discrimination
- Abstract reviewer for the 2008 XVII International AIDS Conference (Mexico) and the 5<sup>th</sup> IAS Conference on HIV Pathogenesis, Treatment and Prevention (South Africa)
- Communications Director and Trustee for Taking Action for Sexual Health (The Pleasure Project), an international sexual health organization

**Employment Record**

**The Write Effect UK**

**Oct 2004 – present**

*Communications consultant for gender issues, sexual health and HIV and AIDS*

Professional writing, editing and research for international organizations, specializing in: policy briefs, guidebooks, websites, annual reports, meeting reports, case studies, and marketing materials. Recent clients/projects include:

- **International Planned Parenthood Federation European Network** (Brussels) – ‘Funding for Reproductive Health Supplies: An Analysis of Official Development Assistance from European Donors’, a report for Countdown 2015 Europe (<http://www.countdown2015europe.org>) (in press)
- **London School of Hygiene and Tropical Medicine** – Planning and writing Policy Briefs based on large-scale research into STIs among vulnerable groups in Pakistan, aimed at influencing Pakistani policymakers to support STI services and protect human rights of sex workers (<http://www.lshtm.ac.uk/dfid/aids/Pakistan.htm>).
- **UNAIDS** – Lead writer for 2006/2007 annual activities report to GTZ (<http://www.gtz.de/en/themen/soziale-entwicklung/hiv-aids/7939.htm>), 2008/2009 Interim activities report to GTZ, and feature articles for the UNAIDS website (e.g. [http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2008/20081121\\_Kenya\\_JAPR.asp](http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2008/20081121_Kenya_JAPR.asp)).
- **EuroNGOs** – Rapporteur and report writer for EuroNGO’s international conference on The Interface between Population, Environment and Poverty Alleviation: Possibilities and challenges for sexual and reproductive health advocacy against the background of climate change, October 2008, Lyon, France ([http://www.eurongos.org/Files/HTML/EuroNGOs/AGM/EuroNGOs\\_conference\\_Lyon\\_2008.pdf](http://www.eurongos.org/Files/HTML/EuroNGOs/AGM/EuroNGOs_conference_Lyon_2008.pdf))
- **German Foundation for World Population (DSW)**, Germany – Planning, researching and writing ‘What about reproductive health? Improving the success of

development cooperation' (<http://www.euroresources.org/index.php?id=186>), a guidebook for European Commission delegations in developing countries.

- **International HIV/AIDS Alliance, UK** – Compiling data and writing ‘Mainstreaming Towards Universal Access: What international policy-makers and donors can do to increase and improve AIDS mainstreaming’, a report based on research in Burkina Faso, Cambodia, India and Zambia ([http://www.thewriteeffect.co.uk/AIDS%20Mainstreaming\\_AIDSAlliance\\_UNAIDS.pdf](http://www.thewriteeffect.co.uk/AIDS%20Mainstreaming_AIDSAlliance_UNAIDS.pdf)) (June 2008)
- **International Planned Parenthood Federation, UK** – Rewriting and editing of *In a Life*, a project-based booklet about HIV and AIDS care, support, information, partnerships and prevention (<http://www.ippf.org/NR/rdonlyres/F7B283A3-8A5F-4C84-9B70-9A61277C5985/0/inlife06.pdf>) (2006)
- **International Planned Parenthood Federation European Network (Brussels)** – Rapporteur and report writer for meeting on opposition to SRHR in Europe (October 2004).

### **Taking Action for Sexual Health/The Pleasure Project Nov 2004 – Present**

*Communications Director and Board Member*

Writing, research, training, website management and public relations for this not-for-profit organization, which promotes safer sex in resource-poor settings through consultancy, trainings, educational materials and media work. Accomplishments include:

- **SHARE-NET (Netherlands Network on Sexual and Reproductive Health and AIDS) (Utrecht, Netherlands)** – Annual Meeting Guest Speaker/Workshop Facilitator: ‘Why and how to use a pleasure approach in SRHR programmes and how to talk to partners, donors and educators about pleasure’, April 2009 ([www.share-net.nl/sword\\_news/Members\\_Meeting\\_-\\_16\\_April\\_2009](http://www.share-net.nl/sword_news/Members_Meeting_-_16_April_2009))
- **NHS, Bristol (UK)** – Workshop co-facilitator with sexual health programmers and counselors, March 2009
- **2008 and 2006 International AIDS Conferences (Mexico City, Mexico and Toronto, Canada)** – Chair of satellite sessions, and oral and poster presentations based on original research on HIV prevention, sexual and reproductive health and gender empowerment in resource-poor settings (<http://www.aids2008.org/Pag/PSession.aspx?s=560>)
- **Terence Higgins Trust, CHAPS Conference on gay men’s sexual health (Nottingham, UK)** – Workshop facilitator, February 2008
- **CARE Cambodia (Phnom Penh, Cambodia)** – Workshop co-trainer and learning resources developer, training of sexual health trainers, December 2004

### **International Planned Parenthood Federation**

**European Network**

**Oct 2003 – Nov 2004**

*Communications Officer*

Management, creation and execution of all communications materials for the European Regional Office of this international non-profit organisation, including:

- Writing and research of all written publications and reports, such as fact sheets, annual reports, project reports and corporate communications packages
- Editorial management of annual magazine, *Choices*
- Website copy and content management
- Speechwriting and editing for Director, staff and European policymakers
- Liaison with organisation affiliates throughout Europe and Central Asia

**The Write Effect USA**

**Jul 2001 – Jul 2003**

*Communications Consultant*

Freelance marketing, writing and research for corporations in the technology, communications, publishing, advertising and financial industries.

- Founded and operated The Write Effect by delivering the targeted copywriting and creative content on tight deadlines
- Built a client base through telephone marketing and direct mail
- Wrote copy and concepts for radio, print, billboards, television and the Web

**Austin Community Development Corporation**

**Oct 2002 – Jul 2003**

*Marketing Mentor and Trainer for women- and minority-owned businesses*

- Supported women- and minority-owned businesses in low-income neighbourhoods to create effective marketing and advertising on limited budgets
- Conducted marketing workshops that emphasised advertising through inexpensive methods, such as the Web, post and branded give-aways

**Northlich advertising**

**Nov 2000 – Jul 2001**

*Direct Marketing Copywriter*

Wrote creative copy for national and international clients, such as Procter and Gamble.

**Writer's Digest Book Club, F&W Publications**

**Jun 1998 – Nov 2000**

*Editor, Direct Marketing*

Managed the publication of a 16-page catalogue fourteen times per year – from writing to storyboard creation to design and distribution. Also:

- Trained sales and marketing staff to write benefit-oriented sales copy
- Hired and managed freelance writers and designers
- Worked with book editors and sales and marketing staff to conceive, create and launch books for the Writer's Digest imprint.

**Personal Journaling, Writer's Digest and ID magazines** **Jan 1999 – Nov 2000**

*Contributing Editor and Writer*

Wrote feature articles and book reviews for these internationally circulated consumer magazines.

**Convergys Corporation**

**Aug 1993 – Apr 1996**

*Technical Marketing Representative*

Primary liaison between Convergys — a global supplier of integrated billing, employee care, and customer care services provided through outsourcing — and Pacific Bell Telephone.

- Organised all functions related to order fulfilment, customer service and collateral
- Provided comprehensive support for telemarketing sales staff.

## Publications and Research

Knerr, W, McEachran, J and Philpott, A (in press) 'Promoting Sexual Health and Rights Through Pleasure: A Literature Review', *Institute for Development Studies (IDS) Working Paper*, funded by the Pathways of Women's Empowerment Research Programme Consortium ([www.pathwaysofempowerment.org](http://www.pathwaysofempowerment.org))

Knerr, W and Philpott, A (2009) 'Promoting Safer Sex Through Pleasure: Lessons from 15 countries', *Development*, Winter 2009, 52(1), 95–100.

Knerr, W (2008) 'A pleasure appraisal of the 2008 International AIDS Conference, Mexico City', Institute for Development Studies (IDS) website, University of Sussex, Brighton (<http://www.ids.ac.uk/go/news/news-at-ids-sex-pleasure-and-hiv>)

Knerr, W (writer) and Philpott, A (technical adviser) (2008) *The Global Mapping of Pleasure: A directory of organizations, programmes, media and people who eroticize safer sex, 2<sup>nd</sup> Edition*, Taking Action for Sexual Health, funded by the Realising Rights Research Programme Consortium (<http://www.realising-rights.org/index.htm>).

Boydell, V, Knerr, W and Philpott, A (2006) 'Pleasure and Prevention: When Good Sex is Safer Sex', *Reproductive Health Matters*, 14(28):23–31 ([http://www.aidsportal.org/Article\\_Details.aspx?ID=3373](http://www.aidsportal.org/Article_Details.aspx?ID=3373))

Knerr, W, Maher, D and Philpott A (2006) 'Promoting protection and pleasure: Maximising the effectiveness of barriers against sexually transmitted pathogens and pregnancy', *Lancet*, 368: 2028–31 (<http://www.thepleasureproject.org/content/File/lancet%20article%20knerr%20philpott%20maherFINAL.pdf>)

Knerr, W (2004) 'Europe's Response to the AIDS Epidemic: An Interview with Dr. Lieve Fransen, European Commission', *Choices* magazine, December 2004, International Planned Parenthood Federation European Network ([http://www.thewriteeffect.co.uk/elements/Choices\\_article.pdf](http://www.thewriteeffect.co.uk/elements/Choices_article.pdf))

Knerr, W. (2001) "Conquer Your Writing Dragons", *Writer's Digest* magazine special issue (July).

Knerr, W. (2000) "A Joyful Voice", *Writer's Digest* magazine (August).

Knerr, W. (2000) "Behind the Scenes of a Book Proposal Meeting", *Writer's Digest e-Newsletter* and *Southwest Sage* (the publication of the Southwest Writer's Conference) (Summer).

## Education

BA, Sociology, Ohio University, Athens, Ohio, USA graduated June 1993  
Areas of study: rural issues, including food production and agriculture; gender studies; violence against women; statistics and research methods

**Languages** English mother-tongue  
Proficient in Spanish  
Basic knowledge of spoken and written French