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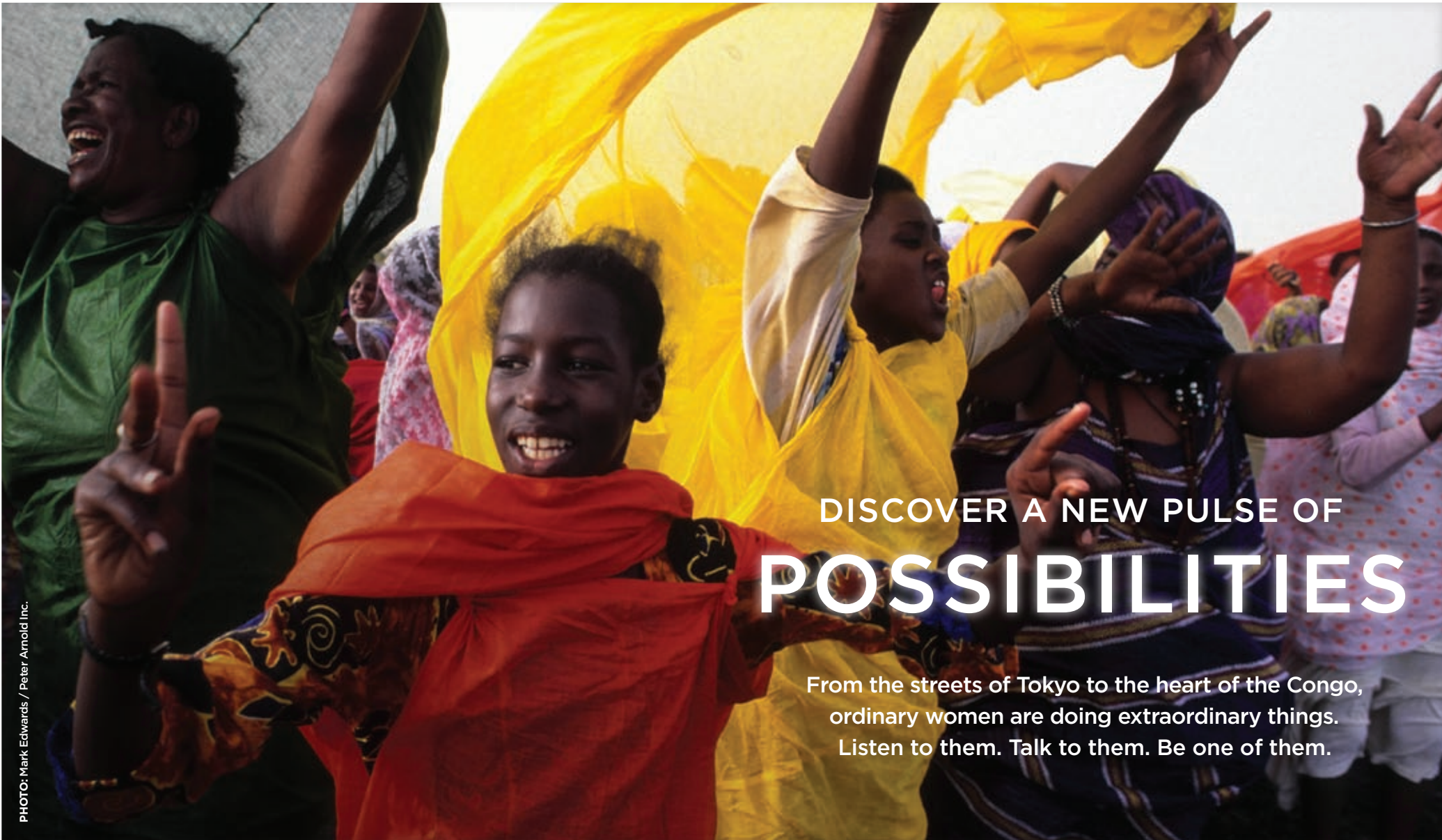
Global Issues Through the Eyes of Women

**WORLD PULSE™**

DESIGN: Cary Design Group

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PHOTO: Mirjam Letsch / Peter Arnold Inc.



DISCOVER A NEW PULSE OF  
**POSSIBILITIES**

From the streets of Tokyo to the heart of the Congo,  
ordinary women are doing extraordinary things.  
Listen to them. Talk to them. Be one of them.



WE ARE A NETWORK OF  
**VOICES**  
CREATING A NEW WORLD

Introducing World Pulse™

A NEW

# FREQUENCY

IN GLOBAL MEDIA

WORLD PULSE™

We're an interactive media enterprise where women's voices rise from the ground up. From web to print, we've created a forum where women and their communities can connect across oceans, continents, and cultural barriers to change the way we live.



OUR

# VALUES

Guided by seven values, World Pulse has created a network for women, a platform for change, and a sanctuary for those who have been silent.

**VOICE**

**COURAGE**

**POSSIBILITY**

**BEAUTY**

**INNOVATION**

**CONNECTION**

**TRANSFORMATION**

# IT STARTED WITH ONE VOICE

If we give women the tools to speak and be heard, they will tell their stories. They will start movements and reform laws. And like World Pulse founder—Jensine Larsen—they will make us stop and listen.

“I knew I had to speak. From small bookstores to major lecture halls, I began to tell the stories of Burmese women who had lost everything under a brutal dictatorship, except their passion for a better future. I carried messages from indigenous women leaders whose children and lands were dying from oil contamination.”


As a young journalist in Burma and the Amazon, Jensine Larsen discovered that some of the world’s most important stories are rarely

mentioned in the mass media. But through her determination and persistence to reach out and connect, she became a new voice in global media. Touring around the world, she appeared on NPR and Air America, presented keynotes at major corporations, universities, and world forums, and wrote articles in international publications. A visionary and pioneer, Jensine became the first voice of World Pulse—the first of many.



“Through new media we now have the power to connect and build a bold global community, supporting each other’s dreams, restoring our earth, healing society, and caring for our children.”

JENSINE LARSEN | FOUNDER, WORLD PULSE



“Never again will I whisper in  
the shadows of intimidation.”

MALALAI JOYA | AFGHAN LEADER

PHOTO: Tom Stoddart / Reportage by Getty Images

# WITH COURAGE WE CREATE POSSIBILITY

Malalai Joya was Afghanistan’s youngest and most outspoken parliamentarian. But she was silenced after she publicly condemned the presence of warlords. Through World Pulse, she speaks once again.

“When her time came to make her 3-minute statement, she tugged her black headscarf over her hair, stepped up to the microphone, and with emotional electricity made the speech that would alter her life.”

WORLD PULSE MAGAZINE (ISSUE 1, 2005)

After making world headlines with her daring accusation of her country’s criminal leaders, Malalai Joya became an international hero overnight. But her bravery was met with numerous assassination attempts.


She was banned from Parliament and continues to be silenced by her country’s leaders. And although her life remains in danger, she has connected with new audiences through World Pulse. “Because my voice has been silenced inside Afghanistan, now it is only through media like World Pulse that I can reach my message to the world.”

WITH  
**BEAUTY**  
WE  
**INNOVATE**  
THE WORLD

Baby bouncers, purses, and poetry: they are the product of artistry and creativity. And they have one thing in common—World Pulse.

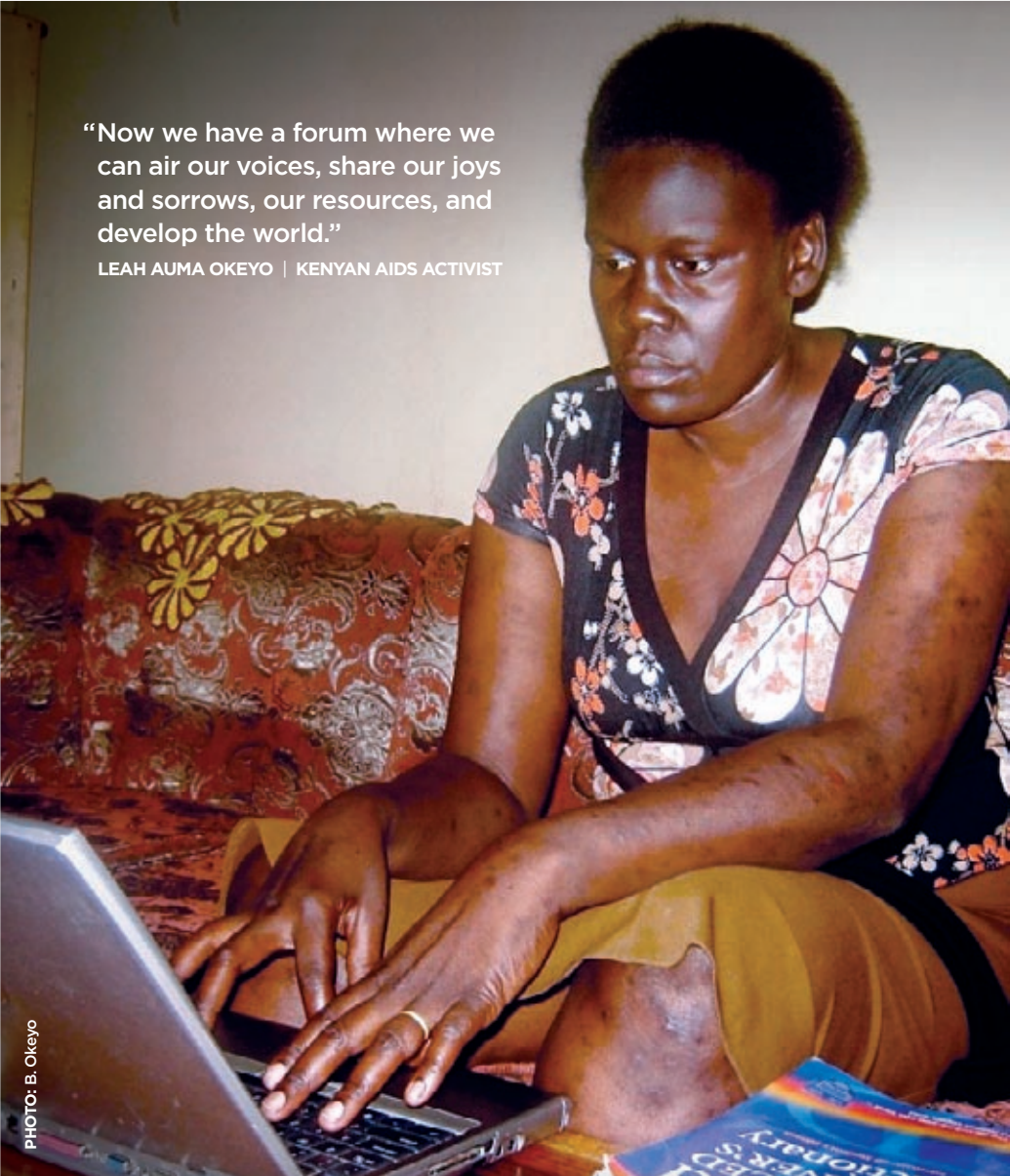
Ideas are emerging in the most unexpected places. Women are using their imagination and resourcefulness to create new products in places like Cambodia, India, and Brazil. From baby-bouncers made from old bicycle tires to high-fashion purses sewn from tin cans, women are inspiring their communities to create beauty out of nothing. And they are using World Pulse to promote their inventions and transform their lives.

Most recently, sex trafficking survivors in India founded a safe house and developed Project Kalam, a literary program for children. In this revolutionary program, children raised in the brothels use poetry, dance, and music to heal and develop their voices. World Pulse published their poetry, giving the children of Project Kalam confidence to dream bigger. Today, they sell their own magazine, *Open Box*, in magazine stalls and bookstores across India.



**“A few years back, we were attending workshops, learning how to express ourselves. Today, we are conducting workshops and teaching others how to write.”**

RESHMA KHATUN | PROJECT KALAM

A woman with short dark hair, wearing a black top with a colorful floral pattern, is sitting on a patterned sofa. She is looking intently at a laptop screen in front of her, with her hands on the keyboard. The background is a plain wall.

“Now we have a forum where we can air our voices, share our joys and sorrows, our resources, and develop the world.”

LEAH AUMA OKEYO | KENYAN AIDS ACTIVIST

# THROUGH CONNECTIONS WE TRANSFORM OUR WORLD

A year ago, Leah Auma Okeyo was dying from AIDS. Today, she uses World Pulse to help heal herself and the 16 HIV-infected women in her care.

In her impoverished Kenyan town, news travels through word of mouth. After Leah heard that PulseWire—World Pulse’s interactive community website—could help her mission of caring for women with HIV, she decided to make the long trek to the local internet café to share her story.

She immediately connected with AIDS leaders around the world and, with their help, was able to plan income-generating activities that expanded her AIDS work and

training to 16 other HIV+ women and nurses in her community. With a newly-gifted computer, she became a local correspondent and used PulseWire to report on the voices and needs of her community. “PulseWire has created hope that I cannot describe,” she exclaims. “I have so many dreams, and now, I’m going to do them all!”



PHOTO: Christian Lombardi

# OUR VISION

What began as a small independent magazine has transformed into a multimedia experience that enables women to connect across borders to create a new world.

**PRINT & ONLINE MAGAZINE**

**SOCIAL NETWORKING WEBSITE**

**GLOBAL MARKETPLACE**

**INTERNATIONAL TRIPS**

**MOBILE CONNECTION**

**VIDEO & PODCAST MAGAZINE**

# World Pulse Magazine™

Nominated for Best International Coverage by the Independent Press Awards, *World Pulse Magazine* allows us to see the world through women's eyes.

After our debut issue in 2004, *World Pulse Magazine* has been recognized for numerous awards including Best New Title by the Utne Independent Press Awards. Rich in photography, multimedia, and award-winning editorial, our magazine showcases global luminaries, mass movements, and the rising voices of our time. Renowned journalist Lisa Ling and

the Council of 13 Indigenous Grandmothers lead an editorial board of some of the world's top writers, speakers, and activists. From columns by visionaries such as Mariane Pearl and Caroline Myss to roundtables with leading Iraqi women, our magazine gives readers the opportunity to connect, take action, and make a difference.

"This is the most beautiful media source I have ever seen. Its wisdom is electric, its coverage amazing."  
JOANNA MACY | FUTURIST, AUTHOR



PHOTO: Maciek Dakowicz



# PulseWire

## No One Speaks for Me, I Speak For Myself: This is the mantra we bring to our community.

PulseWire is our social networking website which brings together a community of passionate women who want to empower each other across the globe. This supportive online sanctuary allows women to connect, discuss, and solve global issues. Whether it's through an internet café or a cell phone, anyone can connect to PulseWire to tell their stories, share local solutions,


collaborate in groups, or post offerings and needs on our global bulletin board. Every day of the week, our World Pulse editors are active on the site. When fresh stories break, our editors investigate and commission stories for our wider World Pulse publications.



The screenshot shows the PulseWire website interface. At the top, there is a navigation bar with links for Home, About Us, Programs, My Voice, Support Us, and Contact Us. The PulseWire logo is prominently displayed, along with the tagline "Connecting Women to Transform our World." A search bar and a "Translate Page" button are also visible. The main content area features a large red banner with the text "No one speaks for me. I speak for myself." and a "Add Your Voice" button. Below this, there are three featured sections: "VoicesRising" with the tagline "I want to tell my story", "ResourceExchange" with "I need support for my vision", and "SharingSolutions" with "I want space to collaborate." The footer contains links for Policies, Contact Us, Tech Support, and About the Site, along with a copyright notice for 2011 World Pulse, Inc.

“PulseWire is an exciting and visionary next leap in the women’s movement for global transformation. This is an idea whose time is NOW!”

ANNE FIRTH MURRAY | FOUNDER, THE GLOBAL FUND FOR WOMEN



“World Pulse is a world apart from other media. If we listen to women and children they will tell us what is required to heal this earth and all its people.”

PAUL HAWKEN | ENVIRONMENTALIST, ENTREPRENEUR  
AND BEST-SELLING AUTHOR OF *NATURAL CAPITALISM*

PHOTO: Euromed

# OUR FUTURE

As women move forward, so does World Pulse.

Over the next five years, we plan to expand our global reach to include multiple mediums. From podcasts to mobile phone alerts, we will provide the platforms for women to create the change.

## **International Trips**

Led by expert guides, our global delegations will travel to international cities to attend conferences, share ideas, and meet with leaders from around the world. Our inaugural trip to Cambodia will feature some of

the region's most influential women lawyers, journalists, and politicians.

## **Global Marketplace**

By creating an online marketplace, consumers can purchase unique goods and services from women entrepreneurs across the globe.

## **Podcast Magazine**

From award-winning journalists, speakers, and poets to activists, scientists, and political leaders, World Pulse will host a collection of educational lectures and inspiring speeches given by women.

## **Video Magazine**

We'll bring *World Pulse Magazine* to video with original international coverage on current issues.

## **Mobile Connection**

Women can connect across borders through a mobile web interface. World Pulse patrons will be able to donate minutes to women in need, and a percentage of their service fees will go toward global programs for women.



PHOTO: Geoffrey Hillier

We have a vision of a world where women aren't only free, but empowered so greatly as to be unstoppable. A world where a woman can transform her life as well as the lives of those around her, by simply raising her voice.

**It's not just a dream.  
It's a revolution that  
has already begun.**