LOCAL HEROES, GLOBAL CHANGE

BREAKING THROUGH ON HUNGER, POVERTY AND ENVIRONMENT

FINAL REPORT

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Television and Public Involvement Activities
BREAKTHROUGH ON HUNGER
AID Project OTR-0230-G-SS-7173-03

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CONTENTS

1. Project Summary

2. Introduction to Final Report

3. The Television Event and Ancillary Print Materials (pp.1-3)

4. Distribution Appendix: Institutions Receiving Mailings on the Availability of Final Products

5. Appendix B: Student Reactions to "Local Heroes"

6. Citizen Involvement Activities

   -- Overview (pp.4-5)

   -- Report from the Coordinator of the Citizen Involvement Network, Elise Storck (pp.6-13)

   -- Appendices to the Report of Elise Storck

7. Comprehensive List of Resources Produced by the Project

WGBH-TV, Boston
125 Western Avenue
Boston, Massachusetts 02134 Grant Period: 8/87-2/90

WGBH-TV, Boston's educational television station, in collaboration with scholars at the Harvard Institute for International Development and policy analysts around the U.S., developed for national broadcast broadcast a four-part public television series, entitled LOCAL HEROES, GLOBAL CHANGE. The series, formerly called "Breakthroughs on Hunger," was designed to help stimulate public thinking about the prospects for reducing world hunger, and the stakes for Americans. More specifically, the four programs explored a variety of questions about development such as: "Why are people hungry around the world? Why are there poor nations? Is development possible? What is development?"

Planners of the series sought to develop, and test, new models for extending the benefits of the broadcast beyond the usual PBS audience through a concept called the "Public Involvement Component" (PIC). The PIC had two parts:

(1) Concluding the four-part series with a program designed as a forum to help Americans think through what impact America's aid and trade policies have on economic growth in developing countries, and the implications for America's own economic prospects in the years ahead.

(2) Inviting PVOs to take advantage of the heightened public awareness generated by the TV broadcast to stage correlative workshops and educational activities of their own.

The AID grant enabled the PVO networking for the "Public Involvement Component" to proceed simultaneously with the production of the TV series. It also has supported research and development for the "choices for Americans" aspects of the concluding program, as well as discussion-guide print materials.

The TV series was successfully broadcast nationwide on PBS during May of 1990. Some 80 percent of the public television stations -- an extremely high percentage -- carried the program during the national feed. With the help of the PIC network groups, the "choices for Americans" program was also successfully completed. Discussion focusing print materials, including the Teachers Guide and a Show Four guide, were disseminated to 28,000 schools across the nation and to the participating PVOs. The companion book, entitled "Breakthroughs on Hunger," was published by Smithsonian Institution Press.

The PIC process also successfully developed models by which a TV-based development education effort could reach beyond the usual PBS audience. The extent to which these models could be tried on the ground by PVO organizations was impaired by various unanticipated factors, including unexpected variability in PBS broadcast scheduling. However, long after the first national broadcast, both the video and print materials were being purchased and used by PVOs and development educators in universities across the nation, showing that the educational concept is meeting real needs and will have a long shelf life.

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INTRODUCTION

The "Breakthrough on Hunger" television project was conceived as an experiment in narrowing the gap between popular understanding of the world hunger challenge and advances in understanding how to alleviate it. With better public understanding of "what works" and "what's needed," it was hoped, Americans would be in a better position to support improved public and private involvement in further reductions of hunger in the years ahead.

Two main vehicles were selected for achieving the experiment's goals: (1) production of a major public television event, with correlative study materials in print, and (2) establishment of a citizen involvement campaign, spearheaded by private voluntary organizations with a concern for reducing global hunger. The term "experiment" here is used advisedly, for from the outset, it was realized that no effort quite like this, or with quite this scope, had been tried before.

The following summarizes the final outcomes of the television event and the citizen involvement activities.

THE TELEVISION EVENT AND ANCILLARY PRINT MATERIALS

1. Production of the TV series

A major four-part public television series was successfully produced, entitled LOCAL HEROES, GLOBAL CHANGE (formerly "Breatkthrough on Hunger"). Production was undertaken by the Boston-based television company, World Development Productions, Inc., first in cooperation with public television station WGBH-TV in Boston and, in the final stages, South Carolina ETV. Research and development involved close collaboration with development experts around the world and educators associated with American PVOs involved in development. A summary of the extent of this partnership between producers and educators, along with an overview of the series, can be seen in the Teachers Guide, pages 15-17. Financial backing for series production came from an outstanding line-up of corporate and foundation sources, including Kraft General Foods and Nabisco Brands, Inc., the Rockefeller, Ford and MacArthur Foundations, the Charles Stewart Mott Foundation, the Netherlands Ministry of Foreign Affairs, and UNICEF.

2. Broadcast of the TV Series Nationwide in Prime Time

LOCAL HEROES, GLOBAL CHANGE was first broadcast nationally in May of 1990 on PBS. The national "feed" on four Monday nights of May was picked up for same-time broadcast by (what is considered) a very high percentage of the 318 public television stations nationwide -- about 80 percent. Nearly all the rest of the stations scheduled the series for an alternative time in May, some later in the summer. By the Fall of 1990, many stations were rebroadcasting the series a second time.

3. Production of High-Quality Companion Print Materials

With the help of grants from the US Agency for International Development, the W.K. Kellogg Foundation and USA for Africa, a Teachers Guide was produced (enclosed). Production was carried out by the Print Projects division of WGBH-TV in Boston, with the editorial supervision from the President of World Development Productions, Richard M. Harley. The guide was sent free to 28,000 teachers in schools and colleges across the nation in advance of the broadcast, thanks to a grant from the W.K. Kellogg Foundation.

Also released in conjunction with the series was a companion book, "Breakthroughs on Hunger: A Journalist's Encounter with Global Change" by Richard M. Harley. The book was published by Smithsonian Institution Press. While it included some subject matter that was not in the TV series, the book maintained a general correspondence with the structure and themes of the series. Together with the TV case studies, the Series-Guide-Book package provides teachers and students of development a fresh set of case studies in a user-friendly, non-technical form, though solidly grounded on contemporary scholarship. (The enclosed Series-Book Brochure was designed to aid teachers wanting to know the specific cases available.)

In addition to these print resources, participating religious organizations produced a guide for congregational study. The "Interreligious Coalition for Breakthrough on Hunger" was one of two citizen-involvement networks formed in the late 1980s to take advantage of the TV broadcast for educational purposes. Through ecumenical dialogue, and with its own resources, the Interreligious Coalition included in its study guide some religious perspectives of relevance to issues covered by the TV series.

4. Production of a Concluding TV Program Designed to Focus Public Discussion on Policy Choices for the Future, along with Discussion Guide and Feedback Postcards for Viewer Groups

Research for Show Four in the TV series -- "The Global Connection" -- was undertaken with the help of a research grant from the US Agency for International Development and the W.K. Kellogg Foundation. Filming takes viewers behind the scenes in international negotiations on trade, debt and protectionism, drawing the linkages between policies in the US and the ability of impoverished nations to progress. The feedback we have received on this program (and the others) by experts and viewer groups has been extremely positive, citing the handling of complex issues with skill and balance. The reaction of Robert Havener, President of Winrock International, is typical: "My heartiest congratulations to you and your colleagues for having mobilized and executed a very impressive and important product."

In the early stages of the series development it was hoped that the concluding program of the series would be followed by a live viewer-interactive discussion program, a fifth program in the series. However, insufficient funds were available to produce a fifth program. As a

fallback, plans for the fifth program were dropped and Program Four -- "The Global Connection" -- was adapted to serve as the sole policy choices centerpiece.

To complement the final "choices for the future" program, discussion guide materials were produced. These appear in the Teachers Guide and a separate print piece (enclosed). Through extensive research -- again, made possible partly by grants from US A.I.D. and the Kellogg Foundation -- these guides highlighted in non-technical language the stakes behind legislative initiatives and negotiations that would affect global efforts to reduce poverty and hunger. The guides were made available to all participating PVOs that requested them, in the numbers they wanted (see Report of Network Coordinator Elise Storck below). PVO viewer groups were also offered two postcards by which they could write their congresspersons and provide producers with feedback on their experience viewing the series. (See the attached discussion guide and postcard.)

5. Pre-broadcast Outreach in the Press

Large and smalltown newspapers across the nation carried news and reviews of the "Local Heroes" series. (See the "Report on Publicity" booklet) Perhaps it is a sign of the times that reviewers at a paper like the New York Times would decide to bypass the world's "Local Heroes" and devote their attention instead to a Connie Chung interview with talk show host Arsenio Hall. But dozens of major papers -- from Baltimore to Los Angeles, from Chicago to Dallas -- did give priority to "Local Heroes." Also of interest for grassroots participation in the series, many smalltown papers and religious news vehicles provided coverage.

6. Post-Broadcast Distribution for TV Video and Print Products

Arrangements were made for ongoing distribution of the TV series and its correlative print products. The TV series is being distributed by two organizations: (1) general institutional sales are being handled by the series' PBS "presenting station" South Carolina ETV; and (2) distribution to religious organizations is handled (at a discounted price) by Gateway Films in Philadelphia. The companion book is available through its publisher, Smithsonian Institution Press. The Teachers Guide, sent before broadcast to 28,000 teachers in schools and colleges nationwide, is still available through Alternatives, Inc. in Atlanta, GA. Finally, the series/book brochure was sent to some 200 college and university departments that have courses in development studies. (See at the end of this report the appendix "Publicity for Final Products," and on details for ordering, the TV/book brochure's panel on "Ordering Information.")

7. Broadcast in Japan

In the month of January 1990, the Japanese counterpart of America's Public Broadcasting Service (NHK) is broadcasting LOCAL HEROES, GLOBAL CHANGE. Japan is now the largest donor of foreign aid, and is anxious to help educate its people on the lessons of other donor countries.

PUBLICITY FOR FINAL PRODUCTS

List of Universities and Development Organizations Notified about Availability of the PBS Television Series "Local Heroes, Global Change" and the Companion Book, "Breakthroughs on Hunger: A Journalist's Encounter with Global Change"

Winter, 1990

Organizations Involved in Development

Adventist Devlopment and Relief Agency
Africare
Agricultural Cooperative Development International
African Development Foundation
African-American Institute
African Methodist Episcopal Church Service and Development
Agricultural Cooperative Developmnet International
American Association of School Administrators
American Baptist Church
American Development Foundation
American Field Service Intercultural Programs
American Friends of Action International
American Friends Service Committee
American Home Economics Association
American Institute for Free Labor Development
American Jewish World Service
American National Red Cross
Americares Foundation
Andean Children's Foundation
Asia Foundation
Asian-American Free Labor Institute
Assistance International
Asterisk Productions
Bread for the World
Brother to Brother International Inc.
Brother's Brother Foundation
CARE
CODEL
Catholic Relief Services
Center for Rural Affairs
Center to Prevent Childhood Malnutrition
Christian Children's Fund
Christian Outreach Appeal
Christian Reformed World Relief Committee
Church of the Brethren
Church World Service
Citizens' Network for Foreign Affairs
Community of Caring
Consortium for International Cooperation in Higher Educaton

Communications for Development
Compassion International
Consortium for Community Self-Help
Cooperative Projects in International Education
Cooperative for American Relief Everywhere (CARE)
Coordination in Development
Council for International Development
The Covenant House
Direct Relief International
Domestic /Foreign Missionary Society of the Protestant
Episcopal Church
Equity for Africa
Evangelical Lutheran Church in America
Experiment in International Living
Feed My People International
Feed the Children
Food Corps, Inc.
Food First
Food for the Hungry, Inc.
Food for the Poor, Inc.
Foundation for the People's of the South Pacific
Foundation for International Community Assistance, Inc.
Friends of Children, Inc.
Friends World Consultation Committee
Global Educators
Global Environment Project Institute
Global Learning
Global Tomorrow
Harvard Institute of International Development
Help International, Inc.
Holt International Children's Services
Hunger Project
Institute for International Education
InterAction
Interfaith Hunger Appeal
International Alliance for Children
International Child Care/ USA
Internatonal Institute for Rural Reconstruction
International Lifeline, Inc.
International Rescue Committee
IDC
IFAD
Lutheran Church, Missouri Synod
Lutheran World Relief
Manitou Foundation
Mennonite Central Committee
Mennonite Economic Development Association
Mercer
Mercy Corps International
Mershon Center
Missions for Africa Self-Help Rural Community Development
Myrin Institute
NCBA
National Committee for World Food Day

OEF International
Overseas Development Network
Pan American Development Foundation
People to People Foundation
People's Translation Service
Philippine Good Shepherd, Inc.
Population Institute
Population Reference Bureau
Presbyterian Church in the USA
Presbyterian Hunger Program
Project Concern International
Project Orbis
Project Mercy
Reformed Church in America
Results
Rotary International
SID-USA Chapters Center
Salvation Army World Service Office
Save the Children
Share and Care Foundation for India
Society for Nutrition Education
Trade and Development Program- Reeves
Trickle-up Program, Inc.
United Church of Christ World Ministries
United Methodist Commission on Relief
US Agency for International Development
Victoria International Development Education Association
VOCA
Winrock International
World Care, Inc.
World Concern Development Organization
World Neighbors, Inc.
World Rehabilitation Fund
World Relief Corporation
World Resources Institute
World Share, Inc.
World Vision Relief & Development Organization
WorldWise 2000
Young Men's Christian Association of the USA
Young Women's Christian Association of the USA

Colleges and Universities

Adelphi University
American Association of State Colleges and Universities
American Association of Community and Junior Colleges
American University
Auburn
Boston University
Brookings Institution
Brown
California State

Center for Multi-National and Comparative Education
Clark
Clemson
Colorado State
Columbia
Consortium for International Development
Cornell
Drexel
Duke
Eastern
Equity Policy Center
Florida A & M
Florida International University
George Mason University
Harvard Institute of International Development
Harvard School of Public Health
Hood
Hoover Institution
Immaculate Heart College
Indiana University
Institute for Development Anthropology
Institute for Contemporary Studies
Inter-American University Council for Economic and Social Development
International Food Policy Research
Iona College
Iowa State
John Hopkins
Lesley
Lincoln
Massachusetts Global Education Program
Massachusetts Institute of Technology
Michigan State
Midwest Universities Consortium for International Activities
National Bureau of Economic Research
New Hampshire College
Ohio University
Organization for Tropical Studies
Princeton
Research Triangle Institute
Saint Francis Xavier University
School for International Training
School for Global Education- Livonia, MI Public Schools
Sequoia Institute
Smith
Southern Illinois University
Stanford
Swarthmore
Syracuse
Tufts
University of Arizona
University of Arkansas
University of California at Berkeley
University of Connecticut

University of Denver
University of Florida
University of Georgia
University of Illinois
University of Maryland
University of Minnesota
University of North Carolina at Chapel Hill
University of North Carolina at Charlotte
University of Notre Dame
University of Oregon
University of Pennsylvania
University of Pittsburgh
University of Rhode Island
University of South Carolina
University of Toronto
University of Utah
University of Virginia
University of Washington
University of Wisconsin
University of York, GB
Virginia Polytechnical Institute
West Virginia University
World Center for Development Training
World College West
World Policy Institute
Yale

CITIZEN INVOLVEMENT ACTIVITIES

Overview

From the outset, a goal of the "Breakthrough on Hunger" experiment was to involve the non-expert public in educational activities. This was done through what is called the "Public Involvement Component" (or PIC). A detailed report on the results of PIC efforts was prepared by the Coordinator of the General Network, Elise Stork, and is included in what follows. First, however, an overview.

The PIC first involved production of the above-mentioned "choices for the future" program, concluding the TV series. But the PIC also required a collaborative network of the PVOs active in development education across the United States. Formation of a Citizen Involvement Network was made possible by grants from the US Agency for International Development, the W.K. Kellogg Foundation, and USA for Africa. A second network was formed of hunger education coordinators and communicators from over twenty national Christian and Jewish organizations, named the Interreligious Coalition for Breakthrough on Hunger. Here funding came from the participating religious agencies themselves. (For full listing, see the Teachers Guide, pages 15-16)

Both networks were given (unprecedented) opportunity to collaborate with producers, and furnish perspectives and advice that would help to shape the series' content. In hindsight, producers are convinced that this interactive process had great impact on bringing the TV presentations more in line with public needs and interests -- as the dev-ed educators perceive those needs. As a result, the design of the series received much praise among PVO partners. On seeing the final programs, many echoed the reaction of the representative of the Presbyterian Church in the U.S.A., Martha Campbell: "I joined this Interreligious Coalition thinking, Well, here's PBS doing a series on development, and I'm suspicious. That was my point of view. As I saw it, the idea behind [producing a guide for congregational use] was that it would allow us to bring the religious perspective to what was going to be questionable.... But when I saw the series, I was not at all displeased, just the opposite -- extremely impressed. The presentation turned out beautifully for discussion purposes, whatever someone's political opinions might happen to be."

In addition, PVO partners were asked if it were possible to find new ways to get a wider general public involved in watching the series, and in becoming more active in their support for efforts to reduce hunger and poverty. Here, while great efforts were made to equip the agencies with innovative organizing models and print materials, the on-the-ground task of mabilizing grassroots viewing activities proved more difficult than was anticipated. Various unanticipated developments presented problems. But the most significant involved delays in scheduling the national TV broadcast. And these delays had much to do with late-developing problems in fundraising for the TV production.

The problem of funding is illustrated by the situation in the Spring of 1989. As final series filming was about to begin, a major funder (UNDP) reversed its prior commitments of financial support and pulled out, leaving a $300,000 hole in the production budget. By the time other funding was secured and production complete, a national broadcast that was planned for early 1990 had to be rescheduled for May 1990. And this was not the first delay, caused by similar problems. The final broadcast date was not only later than the citizen-involvement networks had originally planned; it came late in the work/school year when various PVOs had more difficulty getting their members to be actively involved. The fundraising distractions and difficulties persisted right down to the final weeks before broadcast. Through this final period, the funds available for viewer group organizing also drew very low, making solid follow-through difficult.

For these and other reasons, the citizen-involvement networks were not able to mobilize as wide a scope of local viewing and discussion as was originally hoped. More details are elaborated in the report that follows by Network Coordinator Elise Storck, as well as the report of the independent evaluator, Ruth Perot of Professional Associates, Inc. However, various indicators show that the citizen-involvement activities did get some very substantial results, constraints notwithstanding. The Publicity Report, for instance, evidences widespread news coverage for the series in local newspapers and religious periodicals around the nation. The TV production team attribute such publicity results largely to the activity of PVO partners in the Citizen-Involvement Networks.

Meanwhile, long after the first broadcast, schools and churches are continuing to buy the TV video and print materials -- right up to the time of this writing in late 1990. Evidently, the outreach effort earlier in the months before broadcast had piqued widespread interest in using the programs for serious educational purposes. Some churches, such as Hyde Park Union Church in Chicago, were not at all discouraged by being unable to stage viewer events at the actual time of PBS's broadcast in May. Instead, the church planned and staged interfaith screening events and adult study groups in the Fall of 1990 -- months after the original broadcast. Such on-the-ground activity and publicity are indicators that do not show up in tabulations of direct viewer response. But they suggest that citizen involvement networking produced a very sizeable groundswell of local activity, apparently on a scale well beyond anything we have been able to measure.

REPORT FROM COORDINATOR OF THE CITIZEN INVOLVEMENT NETWORK, ELISE STORCK

This report summarizes the specific networking activities undertaken for LOCAL HEROES, GLOBAL CHANGE. It first traces the evolution of the "Citizen Involvement Network." It then recounts the role of Network organizations and test groups in a number of important areas: (1) advising the TV producers on content and approach, (2) promoting the TV series among their constituents and wider audiences, and (3) staging discussion events and other educational activities related to the broadcast. And since LOCAL HEROES, GLOBAL CHANGE may provide insights as a collaborative model for other television projects, each section of this report concludes with some observations and preliminary recommendations.

I. Evolution of the Citizen Involvement Network

In late 1987, planners of the series (at that time called "Breakthrough on Hunger") hired a development education consultant to coordinate the formation of an ad hoc network of organizations likely to have programmatic interest in the telecast. The majority of these agencies have programs to help educate the American public about food security, international development, and interdependence. The first phase of outreach was funded by a Biden-Pell development education grant from the US Agency for International Development (AID) and drew heavily on the Network Coordinator's professional contacts with additional organizations.

Agencies targeted for the Network included overseas private voluntary organizations and coalitions (e.g. InterAction); professional and service organizations seeking to increase their members' competence on international issues (e.g. the National Association of Social Workers); groups in the formal education community (e.g. the International Science and Education Council); and farm and cooperative groups concerned about agricultural trade (e.g. Agricultural Cooperative Development International).

Religious denominations with development education and/or overseas development programs were not recruited because of already started interfaith organizing (eventually called the Interreligious Coalition for Breakthrough on Hunger). However, some religious organizations opted to participate in the Network (e.g. American Jewish World Service).

The "Overview of the Citizen Involvement Network," included in the series press packet and attached as Appendix A, describes the collaborative philosophy and lists the main agencies in the Network. From its inception, the Network encouraged groups to consider the series and related print materials as resources to assist them in their own outreach/educational goals. Given many of the agencies' concern over the public's negative perceptions of development, there was palpable enthusiasm for the series approach focusing on the more positive lessons of experience.

The first vehicles for alerting the primary target group of the development educators about the TV event were the AID Development Education Program's announcement of a grant for networking, then the Network Coordinator's

promotion of the Network concept at the November 1987 AID Development Education Conference. Soon thereafter, staff mailed the original series/Network brochure (Appendix B) to some five dozen key organizations and coalitions, as well as to individuals who had attended the Conference. The Network mailing list eventually grew to 400 agencies, most of whom directly requested information about the project.

The first meeting to discuss the series occured in Washington in December, 1987 under the auspices of the Society for International Development. Six additional Network and Network Advisory Committee meetings were held in Washington from January 1988 to the national air dates in May 1990. (Sample copies of minutes and mailings are included as Appendix C.) An average of 15 agency representatives attended each Network meeting.

The President of World Development Productions, Richard Harley, attended all the meetings; television producers Michael Camerini and David Kuhn attended a total of three meetings; and Michael Camerini and assistant producer Jane Regan attended the 1988 AID Development Education Conference. The participation of production staff at Network meetings was crucial in drawing agency representation to attend, and assisted the Network Coordinator in acquainting agencies with the evolving content, funding status, and time-line of the series. As noted in Section IIB below, opportunities for questions and discussion among production staff and agency representatives helped establish the collaborative nature of the entire project.

In addition to Network meetings and mailings, the Network Coordinator promoted the series and Network concept through telephone outreach, presentations at agency meetings, conference workshops, placement of announcements in national newsletters, and preparation of materials for agency mailings and development education programs.

Having plenty of lead time was an advantage in establishing the Network. However, difficulties posed by the PBS television process in pinning down certain information well in advance (e.g. exact air dates, final title, exact content of the program around which activites would occur) until four months before the telecast was a disadvantage to sustaining the Network.

Participation of PVS groups fluctuated. Some groups that expressed early enthusiasm sent representatives to preliminary meetings, indicating they wanted to stage TV-based educational activities, lost interest after several changes in the projected air dates. Other agencies not involved in early planning became more active after repeated mailings, newsletter articles, etc. In some cases, staff changes affected involvement; in others, growing interest in development education drew attention to the series as a free resource.

Observations on Network Evolution

1) Organizations appreciated having advance notice of LOCAL HEROES, GLOBAL CHANGE, an opportunity to communicate with the series producers, and resources for outreach and planning -- all of which their participation in the Network provided.

2) Organizations not involved in television production need help in understanding how long it takes to bring a multi-part series to completion. As much as possible, changes in air dates, title, etc. need to be sensitive to the expectations and needs of Network organizers at the national and grassroots levels.

3) The ad hoc nature of the Network (no dues, no status as co-grantee, no direct accountability for participation) was an early incentive for involvement; but groups might have remained more active if they had "invested" more in the project.

4) Some organizatons (particularly those with overseas programs) were initially enthusiastic about participating in the Network and involving their domestic constituents in educational activites. However, once they realized the series would not focus on their projects, nor provide them with opportunites for self-promotion or fundraising, their participation dwindled.

II. Network Impact on the TV Series

A. Field Research at the Grassroots

In late 1988, USA for Africa provided funds to assess audience receptivity to, and understanding of, the series' main themes, and to test organizing strategies. This grant was subsequently supplemented by funds from the W.K. Kellogg Foundation. The research, conducted by the firm Martin & Glantz and their subcontractor Belden & Russonello, included the following elements:

1) Focus groups held in a suburban setting in Towson, MD and in a rural setting outside Fredericksburg, VA; and

2) Brainstorming sessions in Madison, WI and San Diego, CA.

Network groups assisted in planning the field research and provided valuable advice and contacts for implementation. The Network Coordinator's memorandum to the Advisory Committee (Appendix D) provides an overview of the research. Appendix E, a sample of the coordinator's notes on Network contacts (provided to Martin & Glantz) and correspondence from the National Association of Social Workers, illustrates Network involvement in helping to identify "activist brainstormers."

The approach and results of the field research are explained in some detail in the Coordinator's preliminary report to the series planners (Appendix F) and the Martin & Glantz summary report (Appendix G). However, some comment may be helpful here. As suggested above, the research had two complementary goals: (1) advising production staff on series content and its attractiveness to potential viewers, and (2) assisting the Network in its outreach by proposing models for local organizing. The research was successful in reaching both goals. One of the most important lessons gleaned from the tests was a realization of the need to narrow the universe of likely viewers and discussion participants. Early in the planning

process, it was hoped that a wide circle of people could be reached beyond the "choir" -- beyond those citizens already familiar with, and concerned about, series issues. Now, field research showed, planners would have to be more realistic about the size of the "non-choir" likely to watch and participate in educational events, and so scale back a bit.

Consultations between the Network Coordinator and the TV producers frequently referenced the test findings, with the producers incorporating various results into the way they approached editing and series narration. At the networking level, the Martin & Glantz report summary became an important organizing resource. After serving as the basis for discussion at the spring 1989 Network Meeting, the document became an enclosure in all responses to inquiries about the series and in the final spring 1990 resource mailing for Program Four. The Coordinator also gave a presentation on the field research to the Interreligious Coalition in April 1989.

Observations on Network Impact on Series/Field Research

1) Research contractors cannot automatically understand the issues of a TV series like LOCAL HEROES, GLOBAL CHANGE. Great care must be taken to review focus group "scripts" and determine leaders' ability to interpret evolving series content and themes to test subjects.

2) The networking goal of the research would have benefited from more brainstorming sessions, and a more targeted (rather than broadly defined) range of "activists" selected for participation. Also, ideally the test design should have allowed more time and resources for follow up, so that the participants in the brainstorming sessions would also form the nucleus of some local viewer groups.

3) Research of this sort, it was found, can benefit a wider community than the program planners themselves. Some of the findings from the LOCAL HEROES test groups (e.g. some negative connotations surrounding the term "interdependence," confusion about what works in development, etc.) were lessons of interest for most anyone in development education, and were widely shared with Network members.

B. Ongoing Consultations between the Network and TV Producers

The network mailings and meeting summaries included in Appendix C illustrate the dialogue between the Network and production team on content and approach. On occasions when Senior Producer Michael Camerini and Executive Producers David Kuhn and Richard Harley attended Network Meetings, agency representatives had the opportunity to articulate suggestions for program content, based on their own development education experience with many of the series' issues. This same collaboration occured in the development of the full series Teachers Guide, with significant editorial input provided by the Network Coordinator and three readers drawn from Network Groups.

In her role representing the Network and the development education community at large, the Network Coordinator was in frequent contact with the production team regarding program and print content. On occasion, the Coordinator was invited to comment on rough-cut footage and written treatments, and travelled to Boston in the summer of 1989 for this purpose. She also worked closely with Richard Harley in the design and drafting of print resources for Program Four.

The Coordinator attended and provided briefing papers on policy colloquia in Washington to the producers. She shared contacts, references, bibliographies and other pertinent materials. She also participated in meetings with Series Advisors. In the spring of 1989, the Coordinator arranged on-camera interviews with leaders of Third World non-governmental organizatons (NGOs) participating in the annual InterAction Forum, and with the assistance of selected Network groups, provided overseas contacts to series producers prior to filming.

Observations on Network-Producer Consultations

1) Meeting television producers and sharing ideas and concerns about media programming on development issues was both gratifying and galvinizing for Network participants. More frequent Network meetings to discuss the relationship between series content and Network outreach would have increased Network/producer collaboration and, perhaps, sponsorship of viewer activites.

2) Network and production staff should plan frequent "staff meetings" to provide mutual updates. The geographic distance between the Network and production company, budgetary constraints and under-staffing made frequent consultation difficult. On occasion, the Coordinator (in Washington) gave inaccurate information about the series because she had not been updated on changes going on in Boston. Similarly, production staff in Boston could not stay as closely in touch with the evolving status, scope, and purposes of Network planning as would have been ideal.

3) Consultation on series content should include ample opportunites for Network staff and member organizations to see final product -- the actual treatments and film. This would allow staff and member groups to respond more confidently to inquiries. During presentations at two national conferences as late as autumn 1989, for example, the Coordinator was unable to answer specific questions about series content. Again, this may partly be a matter of budget and staff, but also a matter of integrating the planning of production work with network development.

III. Network Promotion of LOCAL HEROES, GLOBAL CHANGE

Network organizations and other agencies provided an invaluable mechanism for promoting LOCAL HEROES, GLOBAL CHANGE and building national viewership for the series. Through the generosity and commitment of diverse organizations and government agencies, dozens of newsletter articles and mailings reached at least hundreds of thousands of North Americans.

Organizations that provided publicity and outreach for LOCAL HEROES, GLOBAL CHANGE over the life of the project were as varied as the YWCA, the Trade and Development Program, Credit Union National Association, the Grange, AID, American Jewish World Service, the Freedom From Hunger Foundation, the International Science and Education Council (ISEC), USDA Extension, and Global Learning. Appendix H provides samples of newsletter placements and mailings put together by selected groups.

When most of the details on the series (i.e. new title, air dates and number of programs) were firm at the beginning of 1990, intensive outreach began. There was preparation of an update letter and final event brochure (Appendix I), mailed to member organizations, grassroots activists, college faculty, etc. The update mailing explained that the enclosed brochure was now available and could be ordered free of charge. The Coordinator then began targeted calls to generate final newsletter placements and mailings by Network groups. Over 25 national and regional organizations ordered more than 4,500 brochures for outreach and promotion. In addition, the National Committee for World Food Day included a flyer on the series in a mailing to over 16,000 activists on hunger and development.

Observations on Promotion for the TV Series

1) Promotion of LOCAL HEROES, GLOBAL CHANGE through diverse outreach and publicity efforts was the most striking aspect of Network activity over the life of the project.

2) Many participating groups were able to operate "on faith" during the consultative and promotional process; others, though supportive of the project, couldn't actively endorse (or in some cases, promote) LOCAL HEROES, GLOBAL CHANGE without first seeing the final footage or print materials.

3) Given the scope of the Network's promotional efforts -- even with uncertainties about the series' final broadcast date and exact content -- one can assume that with more specific information earlier on, outreach could have been even more impressive and perhaps, generated more viewer groups.

IV. Educational Events

Compared to other aspects of Network involvement with LOCAL HEROES, GLOBAL CHANGE outlined above, agency participation in planning local educational activities was least successful. If fact, viewer groups and discussion events occured at the grassroots, activist level -- and generally without the direct sponsorship of Network organizations or other national agencies.

Throughout the planning process, the Network partners and producers agreed that local groups would be encouraged to plan educational events around the series' final program (Program Four). While events linked to the preceding

programs might also occur, the reasons for emphasizing the last show were as follows:

1) Organizers would be able to concentrate their efforts;

2) The themes of the program (U.S.-Third World linkages and the impact of policies) were of particular interest to targeted participants.

These assumptions were born out in the research described above, in which test participants indicated a need to know why agricultural development mattered to them as individuals and to the United States. Thus, the title and content of Program Four, "The Global Connection," and the program's discussion primer and postcard to Congress (Appendix J) were designed to help reify these linkages and the importance of U.S. trade, debt and aid policies.

PBS scheduling of the national feed of LOCAL HEROES, GLOBAL CHANGE to member stations was set for Mondays in May, beginning May 7. By happenstance, this meant that the citizen-involvement program -- Show Four -- would air on Memorial Day, and at 10 PM. The impact of this scheduling late on a holiday before a new workday -- a scheduling out of the hands of producers -- may have been quite negative, decreasing the ability of local organizers to plan activities related to the broadcast.

Based on information collected by the Coordinator through June, 1990, the greatest number of educational events were campus-based. College faculty who called or wrote for resource materials or information on videotapes, and those contacted by the Coordinator after the national feed, emphasized the value of LOCAL HEROES, GLOBAL CHANGE for courses in a variety of disciplines. Depending on the air dates in their community and the close of the academic year, most of these faculty indicated that they had either used, or would use in the future, the entire series and/or Program Four. Examples of correspondence from the college community are included as Appendix K.

Both college faculty and numerous local activists continued to call the Network Coordinator throughout the summer -- months after the national feed -- to inquire about the availability and cost of videotapes. This interest in having the series on video tape for future viewing and educational activities seems to indicate that LOCAL HEROES, GLOBAL CHANGE will continue to be a resource long after the life span of the project.

Observations about the Staging of Educational Events

1) Although the brochure, special Network press release (Appendix L), and all communication with organizers stressed the variability of broadcast times among PBS markets, some groups were confused about local air dates. All organizers need to be alerted to PBS "feed" dates and local carriage information as soon as possible.

2) To ensure maximum viewership and participation, staff should do their utmost to convince PBS to schedule the broadcast around which events are

slated to occur at a more convenient time. Airing Program Four, "The Global Connection" in most major markets late on Memorial Day severely affected group activities. In fact, the producers did make great efforts to sensitize PBS to these factors. Meetings were held with the appropriate contact persons at PBS offices in Washington, and requests were made by Network groups for earlier Spring dates. Apparently, it is extremely difficult -- given the way PBS is set up -- to expect real cooperation in scheduling.

3) Information about the series videotapes should be available to organizers as inexpensively and as early as possible, since enquiries are bound to arise even before a broadcast occurs.

CONCLUSION

As an experiment in media collaboration with development educators, LOCAL HEROES, GLOBAL CHANGE broke new ground. Diverse PVO groups with programmatic and educational interest in the series' issues communicated directly with producers, who likewise benefited from the dialogue. The collaborative arrangement provided an invaluable mechanism for series promotion and assisted in the staging of educational activities around the broadcast. Although the three components of the project succeeded at varying levels, each generated lessons that warrant serious attention by other educational projects. It remains to be determined if public TV is the best television vehicle for further refining cooperative relationships that enhance programming on critical policy issues about development. It is hoped that this report will help other planners groups adapt the LOCAL HEROES, GLOBAL CHANGE paradigm for collaboration, and its lessons of experience, to their own projects.

APPENDIX A

OVERVIEW OF THE CITIZEN INVOLVEMENT NETWORK FOR LOCAL HEROES, GLOBAL CHANGE

The producers of LOCAL HEROES, GLOBAL CHANGE (formerly entitled, "Breakthrough on Hunger") have forged a unique partnership with U.S. organizations whose members are a natural audience for the public television series, and who share a common goal of informing broader segments of the American public about Third World development and U.S. policies towards developing countries. For the past two years, representatives of U.S. development, education, farm and service organizations have been in dialogue with the producers of LOCAL HEROES, GLOBAL CHANGE to help ensure that the series will be a powerful educational resource. LOCAL HEROES, GLOBAL CHANGE will be fed to PBS stations nationwide at 10:00 pm EDT on May 7, May 14, May 21 and May 28, 1990.

Through their participation in the Citizen Involvement Network for LOCAL HEROES, GLOBAL CHANGE, these organizations have provided advice on program content; guidance on educational print materials; and widespread promotion and outreach on the series. In addition, members of the Network have helped design and coordinate local educational events related to the broadcast. These local events, ranging from informal viewer groups to campus-based discussions integrated with curricula, will focus particularly on Program Four, "The Global Connection."

Grassroots research conducted by the Network suggests that many Americans are unclear about the development process and about the U.S. stake in the prosperity of developing countries. The discussion activities convened around the series, and especially Program Four, will assist viewers in learning more about connections linking the United States with developing countries, and in understanding the foreign policy choices facing our nation in the 1990s. Special resource materials are available to groups planning educational events.

For more information on the Citizen Involvement Network for LOCAL HEROES, GLOBAL CHANGE, please contact Elise Storck, Network Coordinator, 1902 Lawrence Street, NE, Washington, DC 20018 or call 202-529-3210.

APPENDIX A

Citizen's Involvement Network for

LOCAL HEROES, GLOBAL CHANGE

African Development Foundation
Agricultural Cooperative Development International
American Association of School Administrators
American Dietetic Association
American Home Economics Association
CARE
General Federation of Women's Clubs
Global Learning
Global Tomorrow Coalition
InterAction
International Association of Lions Clubs
International Development Conference
International Science and Education Council
National Association of Extension Home Economists
National Association of Social Workers
National Committee for World Food Day
National Council of Returned Peace Corps Volunteers
National Council of World Affairs Organizations
OEF International
Pan American Development Foundation
Partners of the Americas
Results
Sister Cities International
Society for International Development
Society for Nutrition Education
Trade and Development Program
United Nations Association
USDA Extension Service
Volunteers in Overseas Cooperative Assistance
WorldWise 2000
YMCA of the USA
YWCA of the USA

APPENDIX C

BREAKTHROUGH ON · HUNGER

THE TELEVISION SERIES

Highlighting the potential, and proven, ability of the world's hungry to feed themselves, and the stakes for Americans in supporting such efforts in the years ahead.

THE NETWORK FOR EDUCATION AND ACTION

Inviting Americans to learn how changes in aid and trade can create a brighter economic future for poor and rich countries alike.

BREAKTHROUGH ON · HUNGER

". . . a unique collaborative process involving television professionals, private aid agencies, civic groups and religious organizations concerned about hunger education."

AN EXPERIMENT IN MEDIA AND CITIZEN INVOLVEMENT

Skilled film makers, scholars, and development experts are designing a major television series entitled BREAKTHROUGH ON HUNGER. The purpose of the series is to stimulate public thinking about the prospects for reducing world hunger, and the stakes for Americans, by describing:

- What forty years experience with foreign aid has taught us about the practicalities of reducing hunger, and
- What impact America's aid and trade policies can have on economic growth in both the developing countries and our own nation.

The television series is being developed for public television in consultation with professionals at WGBH-TV in Boston, and is expected to air early in 1989. A critical factor in the series' success will be the staging of citizen involvement events that engage viewers in discussion—and action—on issues raised by the series. These public involvement events are being planned through a unique collaborative process involving private aid agencies, civic groups and religious organizations concerned about hunger education.

This brochure explains the concept behind the television series and the companion citizen involvement activities, and invites your suggestions and participation.

THE NEED

Remarkable advances have occurred in understanding both the structural causes of world hunger and ways of alleviating them. Many of these advances are now time-tested in the field and provide valuable lessons. To some extent, these lessons are reaching the American public and being adopted by our overseas development agencies. But so far only a beginning has been made. A serious "information lag" remains. This lag not only obscures possibilities for much greater reductions of suffering abroad. It also prevents most Americans from realizing how important economic growth in the developing countries will be for economic growth here at home in the years ahead.

The public currently gets most of its information about world hunger from television news and the appeals of hunger relief groups. Some of this information has led to helpful citizen response. News media and rock stars, for instance, raised consciousness about emergency needs in Cambodia and Ethiopia, and the public generously responded with millions of dollars to meet those emergency needs. Unfortunately, however, the vast majority of today's news programs and aid appeals are not educating the public on the far more pervasive problems of *chronic* hunger and poverty abroad, or what we can do to invest in solving these longer term problems. BREAKTHROUGH ON HUNGER seeks to redress this "information lag." It will explain where we have come in the fight against hunger and the longer term challenges that still lay ahead.

But the BREAKTHROUGH ON HUNGER experiment will not stop there. It will help Americans understand how national choices about aid and trade will directly affect their own economic future here at home. Economists and business analysts alike increasingly warn that more rapid economic growth in the poor countries will be vitally important if the U.S. economy is to grow. Only with such advancement abroad can new markets open for American goods and services—a fact, experts say, that is little understood by the public at large. Again, BREAKTHROUGH ON HUNGER, and its citizen involvement activities, will redress this information lag. It will help viewers make connections between alleviating hunger and poverty abroad and promoting greater economic opportunity at home. In short, it will explain economic interests we share with the developing nations, and why.

OVERVIEW OF THE TELEVISION SERIES

The series includes six one-hour programs that highlight important advances in the reduction of world hunger and steps that need to be taken in the years ahead.

Program I: THE REDISCOVERY OF RURAL PRODUCTIVITY—*"There's human gold in those hills"*
How forgotten rural peoples around the world are gaining recognition for their right to earn a decent living and feed themselves—and their ability to do it.

Program II: INCENTIVES FOR SUCCESS—*"Teach a man to fish—and let him eat what he catches"*
Beyond attempts to increase food supplies, efforts are underway to improve the broader "climate of economic incentives," opening opportunities for the rural poor to increase their incomes and gain the ability to buy the food they need.

Program III: TECHNOLOGY TRANSFER AS A LEARNING PROCESS—*"Fast is not always beautiful"*
Rapid economic growth may indeed follow the "transfer" of new technologies, but who really benefits, and can this growth be sustained? Some experts now believe that a slower approach to technological change is more beneficial—one that allows for a learning process in which the needs of local farmers, and the conditions in which they produce, are better understood.

Program IV: THOSE TRICKY LOCAL ELITES—*"If you can't beat 'em, coopt 'em"*
Local elites have traditionally skimmed off the new cream of economic progress before the majority can get their fair share. But ingenious new ways have been found to coopt elites and broaden the impact of development.

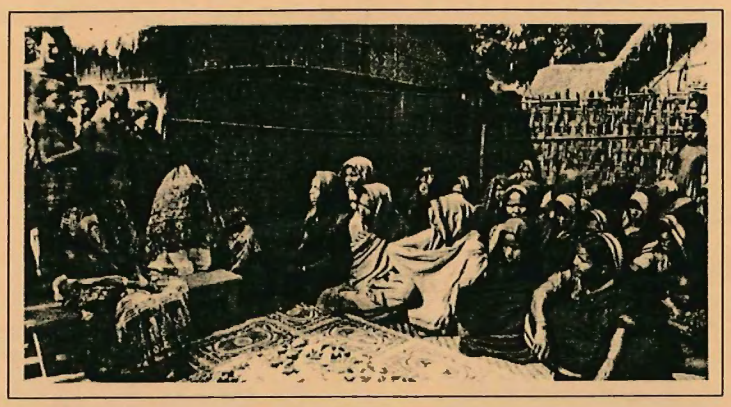
Program V: THE MYSTERIOUS HOUSEHOLD CONNECTION—*"When there's more, who gets it and how is it used?"*
Moving from the "macro" perspectives to the most "micro," we look at the importance of household patterns of distributing income and labor. Women in particular play a vital role in the reduction of hunger.

". . . helping Americans think through the future of their aid and trade."

Program VI: THEIR HUNGER, OUR ECONOMIC CHOICES—*"Short term interests or a common, sustainable future?"*
The ongoing search to find alternative policies in aid and trade to encourage Third World economic growth can also improve America's longterm economic prospects. How will program viewers contribute to this search?

THE NETWORK

In addition to planning a television series, producers are inviting aid agencies, civic groups, educational institutions and other interested organizations to collaborate in helping Americans think through the future of their aid and trade. Early in 1987 the hunger



education agencies of twenty American religious denominations—Protestant, Catholic, and Jewish—joined this effort. It is known as the Interreligious Coalition on Making Aid Work, and is based in New York. In September of 1987, a Biden-Pell Development Education Grant from the U.S. Agency for International Development made it possible for the series producers to begin contacting the wider community of agencies concerned about hunger, development education and Third World economic growth.

Preliminary discussions among network participants will occur over the autumn and winter of 1987. Contingent upon final fundraising for the television series, further collaboration will go forward in 1988 to plan for education/action events taking place during the projected 1989 series airing.

WIDE CIVIC INVOLVEMENT IS IMPORTANT TO THIS UNIQUE EDUCATIONAL PROGRAM.

By participating in this collaborative effort, agencies will:

1. Have an opportunity *to advise the series producers* on ways in which BREAKTHROUGH ON HUNGER can best serve the needs of American viewers;
2. Know in advance the nature of the TV series, and thus be able to take advantage of the heightened public interest to *stage complementary educational activities* among their own constituencies;
3. Explore, along with series producers, the possibility of *staging regional citizen-interactive meetings* in conjunction with airing the final TV program.

In such meetings, the public would be invited to discuss with local experts the choices confronting America in aid and trade, and how those choices would affect their own economic interests. These discussions could generate important citizen input for national leaders formulating U.S. aid and trade policies in the new administration in 1989. The meetings could also help citizens learn of new steps they can take to ensure a better "common future" for poor and rich countries alike.

FOR MORE INFORMATION, please write:

ELISE STORCK
Network Coordinator,
BREAKTHROUGH ON HUNGER
1921 Kalorama Road, NW
Suite 105
Washington, D.C. 20009

RICHARD M. HARLEY
Chief Editorial Consultant,
BREAKTHROUGH ON HUNGER
Harvard Institute for International Development
One Eliot Street
Cambridge, MA 02138

BREAKTHROUGH ON · HUNGER

ELISE STORCK
Network Coordinator,
BREAKTHROUGH ON HUNGER
1921 Kalorama Road, NW
Suite 105
Washington, D.C. 20009

BREAKTHROUGH ON · HUNGER

☐ Yes, I would like to participate in this exciting project, please send me more information.

My affiliation is:

- ☐ International Development
- ☐ Hunger Organization
- ☐ Education Organization
- ☐ Funding Source
- ☐ Other _____
- ☐ Youth Group
- ☐ Civic Group
- ☐ Farm Group
- ☐ Industry

☐ Please send more information on how I might participate.

Name _____

Organization/Affiliation _____

Street _____

City _____ State _____ Zip Code _____

Phone _____ Best time to call _____

COMMENTS OF STUDENTS
Brandeis University
Fall Term 1990
Food Policy Course
Political Science Department
Professor Ruth Morgenthau

People in this country tend not to be culturally sensitive. Perhaps a series like this will open the eyes of some of us, help us to realize how the majority of the world suffers, but most important, that something can be done.

-- **Jocelyn Croes**

For our class to view a series like this is a beginning in a much-needed reeducation of the West. We need to learn the positive sides of supporting locally sustainable agricultural systems, instead of merely transferring ideas from one country to another.

-- **Heidi Vincent**

The most inspiring piece for me was the segment on educational systems in rural Bolivia. To be "rural" or poor does not mean dirty, stupid, unmotivated or lazy.

-- **David Alpert**

The most eye-opening aspect was not so much the horrors of Third World conditions but the political and economic "biases" of American and Western governments, which slow down the whole process of improving food security.... [The series] leaves the viewer starving for more answers to those problems, for they're really "everybody's problem."

-- **Bindu Padmore**

It seems strange to realize the effects some men in Washington have on women's ability to feed their children in Ghana.... Getting a global perspective really enhanced my understanding of the connections between the lobbyists, government, markets and farmers.

-- **Sarah Selikowitz**

It's important to present stories and cases such as these in order to fight a national ignorance that can be as harmful to human existence as a great flood of drought.... One of the best quotes I've ever heard came in Show Three, dealing with the plight of the rural poor in developing nations -- that line about how not the people of the rural areas but the politicians are illiterate, for even when they see the plight of the rural poor, they don't understand that things need to be done to help the poor help themselves.

--Ilan Marcoschamer

I now understand better the frustrations of development experts who do not have clearly-defined, pat solutions to poverty -- not because there needs to be an easy way out but because it's so essential to do something soon.

-- Aarti Gupta

I feel as if I understand these people and their cultures because of seeing them "first-hand." Up to this point I heard or read about these people, but until you actually <u>see</u> them knee-deep in mud, tending to the crops, it is not so moving or real.... Prior to viewing the last program, sugar was simply a sweetner for my tea. Now, I realize where it comes from, the multitude of complexities involved in its production, the difficulties encountered by the farmer, whether American or Asian. I've gained a greater respect for those people and their professions.

-- Kimberly Gold

List of Resource Materials
BREAKTHROUGH ON HUNGER Education Project

1. **LOCAL HEROES, GLOBAL CHANGE** -- the PBS Television Series

2. **Teachers Guide: LOCAL HEROES, GLOBAL CHANGE**

3. **"Breakthroughs on Hunger: A Journalist's Encounter with Global Change"** by Richard M. Harley

   (Companion book to the PBS TV series)

4. **Discussion Primer, Guide and Feedback Postcards for Show Four**

5. **TV/Book Overview Brochure**

6. **Press Kit: LOCAL HEROES, GLOBAL CHANGE**

7. **Report on Publicity** (press clippings)

8. **Guide for Congregational Study**
   (produced by the Interreligious Coalition for Breakthrough on Hunger)

APPENDIX C

1988

Re: Ad Hoc Network Meeting on Tuesday, June 14th, from 2:00 to 4:00 pm

Dear Colleagues,

Progress on BREAKTHROUGH ON HUNGER has been extensive since our last meeting. Your suggestions on using the PBS series as an educational resource have been conveyed to the producers, who are now holding treatment consultations. Following a May 26th treatment session on U.S. policy choices towards the Third World, we will convene the Ad Hoc Network to discuss the evolving focus of Program Six and its implications for viewer group activities around the country.

We encourage you to attend the Network meeting on Tuesday, June 14th from 2:00 to 4:00 pm at the African Development Foundation, 1625 Massachusetts Ave., NW (convenient to the Dupont Circle Metro stop).

This meeting is planned as a dialogue, for you to participate in:

-- Setting goals for viewer groups, to complement the Program Six broadcast. What might groups seek to accomplish through the public involvement component of BREAKTHROUGH ON HUNGER? Is education enough, or should we also suggest advocacy and action on U.S. foreign aid and trade policies? What kinds of activities are appropriate for Network member organizations?

-- Diversifying viewer groups. While autonomous, how should local viewer groups encourage wide participation, e.g. by individuals from developing countries, the U.S. business sector, elected officials, etc.? How can Network members facilitate participation at the grassroots?

-- Sharing ideas for educational materials. What examples of successful development education or action-oriented materials can Network members contribute to our "literature search" as we begin to plan viewer guides, videotapes, etc.? Please bring resource materials with you on June 14th.

Many of you have already provided input on these issues through your response to the Network questionnaire. Others are new to the project and have important perspectives and expertise to contribute. We look forward to seeing all of you on June 14th. If you have questions or additional agenda items to suggest, please call us. Thank you.

Sincerely,

Elise Storck
Network Coordinator
202-332-8617

Brenda Higgins
Associate Coordinator
202-331-1658

APPENDIX C

MEMORANDUM

To: Advisory Committee, Breakthrough on Hunger Network

From: Elise Storck, Network Coordinator

Date: April 29, 1988

Subj: Advisory Committee Meeting, May 5th

Dear Friends,

The first meeting of the Advisory Committee for Breakthrough on Hunger's Ad Hoc Network will occur on Thursday, May 5th from 2:00 to 4:00 pm. The meeting will be hosted by the African Development Foundation at 1625 Massachusetts Avenue, NW, Suite 600 (convenient to the Dupont Circle stop on the Metro Red Line).

The meeting agenda will include the following presentations:

-- Richard Harley, Chief Editorial Consultant to Breakthrough on Hunger will describe progress to date on the series and explain the imminent "treatment" and production schedule for the coming months.

-- Bob Lee, Coordinator of the Interreligious Task Force for Break-Through on Hunger in New York, will discuss planning by our colleagues among the religious PVOs to use the series as an educational resource in church/synagogue settings.

-- Don Reeves, Bread For The World, will describe a new effort by Bread and U.S. church and farm groups to develop grassroots education models on development, and their interest in exploring collaboration with our Network.

-- Angie Martin, Martin & Glantz, will explain the work of her firm in focus group research and grassroots organizing to mobilize segments of the American public around policy issues.

If you have questions or wish to contact me before the meeting, I can be reached at 202-332-8617.

I look forward to seeing all of you on May 5th, and to a fruitful meeting.

APPENDIX C

BREAKTHROUGH ON · HUNGER

ELISE STORCK
Network Coordinator

1802 Lawrence Street, N.E.
Washington, D.C. 20018
(202) 529-3210

June 2, 1989

TO: BREAKTHROUGH ON HUNGER Network

FROM: Elise Storck
Elise Storck, Network Coordinator

RE: Summary of May 25, 1989 Network Meeting

Dear Friends,

Please find enclosed a summary of the BREAKTHROUGH ON HUNGER Network meeting held in Washington on May 25. Thanks to the more than 30 individuals who attended and to those of you who called or wrote me to provide suggestions for viewer group planning.

During the summer, I look forward to working with more Network organizations and with other groups interested in organizing educational events around BREAKTHROUGH in early 1990. Please keep me informed of your interest in promoting the series and please contact me if I may provide information for your:

-- newsletters and other mailings

-- regional workshops, national meetings or conferences

-- other development education and outreach needs

We are now moving from the national level to involve the grass-roots in our efforts to publicize the series and its collaborative design. In order to engage viewers in discussion groups and other educational activities, we will depend on your help in getting the word out and encouraging your local staff and members to participate. If the ideas discussed at the May 25 meeting generate suggestions or questions, please don't hesitate to contact me.

Thank you for your support of BREAKTHROUGH ON HUNGER.

APPENDIX C

SUMMARY: BREAKTHROUGH ON HUNGER NETWORK MEETING
May 25, 1989

Approximately 30 individuals attended, representing private voluntary, multilateral, formal education, service, professional and development education organizations, as well as the House Select Committee on Hunger and USDA. Gene Graham of the Kellog Foundation, which has recently provided a grant to the Network; Gretchen Hall of the Trade and Development Program of U.S. farm and church groups collaborating with BREAKTHROUGH; Gina Glantz of Martin and Glantz; and Richard Harley and Elise Storck were also in attendance.

The meeting began with a brief status report on the series by Richard Harley. Richard explained filming locations overseas and on Capitol Hill; the target air date in February 1990 (with the final "policy choices" program scheduled for production this fall to be as current as possible); and thanked the Kellog Foundation for its generous support for educational materials and networking.

Most of the meeting entailed review and discussion of grassroots research on BREAKTHROUGH issues and organizing strategies recently completed by the firm of Martin & Glantz. Gina Glantz indicated that there was little difference in attitudes between the focus group participants (drawn from the general public) and the activist brainstormers, and that in both cases, the series themes of greatest interest were: self-sufficiency, local solutions, replication of success and the importance of providing timely FACTS and substantive educational information (rather than "sad stories" preceding a fundraising pitch). Education was the great draw for the series: people would watch because they would learn. The theme of interdependence, on the other hand, was poorly understood by most research participants, who associated it with negative repurcussions in the U.S. Gina stressed the importance of these research results for series promotion and viewer group organizing.

In fact, she encouraged those at the meeting to scale down their understanding of the "non-choir," those in the general public who might be attracted to participate in viewer groups. The "choir" itself is very small and includes organization leadership and activists; for realistic organizing, Gina suggested that the "non-choir" target groups might more properly include supporters or members of Network and similar organizations who are not activists, who have some level of interest in the series issues, and whom Network organizations are already trying to engage in activities. Such a strategy would benefit both the organizations themselves and the BREAKTHROUGH events.

Gina then summarized potential organizing models (provided in an earlier mailing) that emanated from the research. Because of the educational value of the series, a prominent role for educational institutions and organizations in hosting or coordinating viewer groups was underscored. In addition, research determined that a local imprimatur would attract participants and help to link international issues to local concerns. A third important lesson was that viewer groups convened around the final "policy choices" program -- and the print materials and broadcast itself -- would need to make clear distinctions among policy options; most viewers and participants would not be ready to understand nuances and subtle differences.

During the discussion that followed, the following points were made: Viewer groups in a neighborhood setting should be accessible to participants. The research activity of "brainstorming" could be replicated in the early stages

APPENDIX D

BREAKTHROUGH ON · HUNGER

1802 Lawrence Street, NE
Washington, DC 20018
tel. 202-529-3210

To: Network Advisory Committee

From: Elise Storck, Network Coordinator

Date: January 13, 1989

Re: Field Research

Dear Friends,

Happy New Year! Thanks again to those who attended the December 15th meeting and to those of you who have suggested participants for the community brainstorming sessions. Here's a brief recap and update:

1. Part of our USA for Africa grant supports field research to assess response to, and organizing strategies for, the series at the grassroots level. This research, managed by the firm of Martin & Glantz, will culminate in a report to the producers and Network in April, and will provide recommendations on citizen participation models and program format for the series' final "policy choices" broadcast. The research will include two focus groups (involving members of the general public) and two brainstorming sessions (involving activists experienced in community education projects).

2. The focus groups will be led by Nancy Belden, whom some of you will recall conducted the research for "What Americans Think," the Inter-Action/Overseas Development Council survey of U.S. attitudes towards foreign assistance.

These focus groups will be held in Towson, MD on February 8th and in Wheeling, WV on February 23th. Members of the Advisory Committee who will observe are: Yvonne Bronner of Howard University and the American Dietetic Association and, hopefully, Don Reeves or Gretchen Hall of Bread For The World and the "Trade and Development Program" of major U.S. church and farm groups, with which we are collaborating.

3. The community brainstorming sessions will be managed by Gina Glantz. These will be held in San Diego, CA during the week of February 13th and in Madison, WI during the week of March 13th. Additional suggestions for activists in those cities whom you consider good "brainstormers" will be helpful. Please call me if you have other contacts to share.

4. I have moved. Please use the above address for future correspondence and stop by for coffee if your travels bring you to the Catholic University/Brookland area.

Thank you for your continuing support of BREAKTHROUGH ON HUNGER.

APPENDIX E

SUGGESTED NAMES FOR COMMUNITY BRAINSTORMING SESSIONS -- MADISON, WI

Source: Bob Lee, Director, Interregligious Coalition for BREAKTHROUGH ON HUNGER (516-223-2805)

Prospects: William Weineke, Religion Editor, Wisconsin State Journal
Bob doesn't have the phone number, but says it's a well-known paper and that Weineke is very plugged into Madison community.

Rev. Robert Borgwardt, Lutheran Pastor
608-257-3577

Gerhard Naeseth, Bob's brother-in law; has lots of contacts
608-271-8826

Rev. Cynthia Ganzkow-Wold and Rev. Steven Ganzkow-Wold
608-244-6181
Cynthia is a campus minister and is the daughter-in-law of good friends of Bob's. She would be a good "collegiate contact."

Rev. Tom Loftus, Regional Director of Lutheran Campus Ministry
608-231-3244

Carol Smith, now in Chicago; used to live in Madison and very active in Evangelical Lutheran Church. Would have lots of Madison contacts; also worked in P.R.
312-380-2960

Source: Joan Joshi, Executive Director, WORLDWISE 2000 (202-638-4946)

Prospect: (Ms.) Ayse Somersan
Dept. of Agricultural Economics and Ag. Extension
University of Wisconsin at Madison
(Joan doesn't have her number, but has heard her speak. Apparently, she is half-time on the faculty and half-time in Extension. Very lively and engaging; gives speeches similar to Ed Schuh's. Joan thinks she would be an excellent Madison "brain-stormer.")

Source: Kitty Thuermer, National Council of Returned Peace Corps Volunteers (202-393-5501)

Prospect: Meredith Green (on NCRPCV National Board)
608-271-0998
608-221-8786 (Kitty not sure which is work; which is home.)

Source: Yvonne Bronner, Howard University and local representative of American Dietetic Association (202-636-6238/9)

Prospects: Deborah Roussos, ADA State Representative
608-252-8663 (o)
608-249-5596 (h)

Laurel Meyer, ADA Designated "Ambassador" (spokesperson)
414-352-1895 in Bayside, WI

Evelyn Satter, nutritionist active in children's issues, who could give suggestions on other hunger activists
608-271-0173

APPENDIX E

NASW

National Association of Social Workers, Inc.
7981 Eastern Avenue
Silver Spring, Maryland 20910
(301) 565-0333
Fax (301) 587-1321

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January 6, 1989

Mr. Steve Webster
Executive Director
United Way of Wisconsin
2059 Atwood Avenue
Madison, WI 53704

Dear Steve:

I enjoyed talking with you today and I'm delighted that you're willing to participate in the brainstorming session on the Breakthrough on Hunger television series in February or March in Madison, if you aren't in Bangladesh. This meeting of approximately 30 Madisonians, plus whatever there will be from the series staff, will focus on the design of the local discussions which will follow the airing of the final segment in 1990'.

I enclose a Xerox of the original brochure which refers to an airing date of 1989 which has since been rescheduled for 1990. Also the series will now have four or five segments, rather than the six menioned in the brochure. However, the original focus and design of the project remain the same, as I understand it from Elise Storck, Network Coordinator (see reference to "The Network" on third page).

Last but anything but least, I enclose a copy of Eileen Kelly's November 28, 1988, memorandum on NASW's Child Survival and Family Well Being Development Education Project, funded by A.I.D.'s Biden-Pell grant program. This memo was included in the most recent "chapter packet." You will note that "Breakthrough" is also a "B-P" grantee. So far as I can tell, B-P grantees work with each other as much as they do on their individual projects which I not only like but actively support since I think "interdependece" is what it's all about.

As I mentioned, I will keep you posted with respect to developments on our project with the hope of enlisting your support of some form of development education event in Madison.

In the meantime, let me wish you a Happy New Year.

Sincerely,

Fannie Sedgwick

cc: Gerry Wolter
Elise Storck
Dave Dempsey

APPENDIX F

BREAKTHROUGH ON · HUNGER

ELISE STORCK
Network Coordinator

1802 Lawrence Street, N.E.
Washington, D.C. 20018
(202) 529-3210

MEMORANDUM

To: Richard Harley, David Kuhn, Michael Camerini, Jane Regan

From: Elise Storck

Date: March 22, 1989

Subj: Preliminary findings of grassroots research

Dear Colleagues,

Grassroots research on content and organizing strategies for BREAKTHROUGH ON HUNGER is now complete. A detailed final report from Martin & Glantz is now in preparation and will be forthcoming in April. In the interim, and mindful of important production decisions now being made in Boston, Richard has asked me to take a very brief first cut and sharing the major lessons learned in the research project.

Please find enclosed a 2-page overview of my "perceptions" of the research findings. These perceptions are based on my having observed the two focus groups (in Towson, MD and Fredericksburg, VA) and my having been briefed by Gina Glantz on the two activist brainstorming sessions in San Diego, CA and Madison, WI.

While Gina's report will describe the range of participants in these four sessions, it will be helpful for you to know that the focus groups were purposely composed of "non-choir" types of individuals who were not activists on any particular issues, but who all watched PBS at least several times a month. Participants in the brainstorming sessions, on the other hand, were activists, although not necessarily on hunger or international development issues. Instead, these people (some of whom were suggested by Network organizations) were chosen as "movers and shakers" in their communities who would be able to provide honest information on how organizing around the series might occur in communities such as their own.

If you have questions or comments on the enclosed, please call me.

Sincerely,

Elise Storck
Network Coordinator

APPENDIX F

EWS PERCEPTIONS: Grassroots Research Findings of February/March 1989

A. THEMES

Participants in both focus groups and brainstorming sessions had difficulty identifying the "message" of the series, and therefore, the "hook" for audience and viewer group participation. Is it hunger alleviation? Third World development? The lessons of foreign assistance? Interdependence? While nearly all participants characterized the series and viewer group concept as "interesting," and stated that they would probably watch (having been engaged in the research activity), they were uncertain about the overarching goal(s) of the project.

The following summary of their response to certain themes is intended to provide an overview of participant attitudes and, implicitly, implications for series content:

1. Education is a compelling theme, and is perceived as a prerequisite for problem solving in both Third World development and U.S. policies.

-- "stories" from the series discussed by focus groups were engaging because they showed people developing knowledge and the means to solve their own problems. Several discussants asked, however, "how is this knowledge being shared?" Dissemination of knowledge and replication of success were perceived as important components of education, and of development.

-- a single point of view is not educational. There was some scepticism in the focus groups that only the "good news" was being presented.

-- self reliance is a positive educational outcome and should be the goal of development. Focus groups repeatedly raised concerns about dependency on the U.S.

2. Environmental degradation is an issue of great concern, not necessarily because it inhibits agricultural production, but because it is a worldwide problem.

-- focus groups and brainstormers considered the environment to be an example of global connectedness.

-- focus group participants who watch PBS listed programs on environmental topics as shows that they watch and remember.

3. Interdependence is a concept that generates ambivalence. Although this term is now in the public lexicon, it is poorly understood and has little personal impact on the thinking of many Americans.

-- a history of isolationist sentiment in the U.S. makes interdependence a new and difficult concept to grasp.

-- benefits that accrue to the U.S. from interdependence were not readily cited by focus groups; most often, they listed negative repurcussions.

-- activist brainstormers asked how the production would reify the concept of interdependence -- how programs would provide concrete examples of "main-street local-global links" to make the U.S. stake in development matter to Americans.

4. Economic policies are confusing; understanding them, and their impact on both Americans and farmers in the developing world requires a level of knowledge that most "unitiated" people do not currently possess.

-- trade policies; the impact of exchange rates on mercantile relationships

APPENDIX F

and the balance of payments; the relationship between domestic policies (e.g. farm bill) and foreign policy; etc. are poorly understood, and elicit strong, but confused responses from the "non-choir."

-- participants sense that the U.S. may be losing its economic preeminence; rather than explore how and why, they had a greater propensity to blame others, to "Japan-bash," to view the rest of the world as competitors rather than as current or potential customers. A zero-sum perception prevails.

B. AUDIENCE DEVELOPMENT AND VIEWER GROUP PARTICIPATION

1. People would watch because they would learn; the goal of acquiring greater knowledge and "international competence" would move many viewers to tune in.

-- focus group and brainstorming participants emphasized the need to promote the educational value of the series and viewer group participation.

-- neither group felt that a national survey, opinion poll, report of "citizens' recommendations for policies in the 1990s" or specific plans for subsequent advocacy and/or action as a goal of viewer groups would be necessary, or particularly advisable. Again, the "message" should be clear and simple.

-- building participation in viewer groups would require a strong message for organizers to promote on <u>what</u> people would learn, and how.

-- as noted above, interdependence itself is not a sufficiently compelling or attractive draw, unless specific examples of linkages are provided that "hit people where they are."

2. Third World participation in viewer groups would be exciting, or if this is not possible, participation of individuals who have lived and worked in developing countries (Returned Peace Corps Volunteers, etc.)

3. Viewer groups should be engaging and fun, perhaps combined with other activities, such as resource fairs, ethnic festivals, etc.

4. In one focus group, participants were almost unanimously agreed that policiticians as speakers would not be compelling, that most people don't trust politicians....

5. Debates or dialogues between individuals or representatives of organizations with different points of view, and different positions on the issues, would be educational and permit participants to reach their own conclusions.

6. Both the final broadcast and the viewer groups might focus on a limited number, e.g. three, possible policy approaches, with exploration of winners and losers both at home and abroad, why, and at what cost.

Appendix 6

For more information on "LOCAL HEROES, GLOBAL CHANGE"
please contact: Elise Storck, Network Coordinator
"Local Heroes, Global Change"
1002 Lawrence Street, NE
Washington, DC 20018
tel. 202-529-3210

EXECUTIVE SUMMARY OF THE RESULTS OF GRASSROOTS RESEARCH FOR BREAKTHROUGH ON HUNGER

(Former working title of "LOCAL HEROES, GLOBAL CHANGE")

Methodology

The grassroots field research consisted of:

- Focus groups in Towson, Maryland and Fredricksburg, Virginia composed of individuals representing a broad demographic cross section of public television viewers, most of whom said they watched public television more than once a week.

- Brainstorming sessions in San Diego, California and Madison, Wisconsin composed of individuals representing business, government, advocacy groups, providers, educational institutions, students, rural and farm organizations, minority groups and the media.

General Observations

The following are general observations regarding thematic approaches to attracting viewers and viewer group participants:

1) There exists a general skepticism about the media's treatment of the issue. Assumptions were made that the series would emphasize "sad stories", provide no evidence that solutions other than massive U.S. aid existed and result in direct fundraising appeals.

2) The concept of "interdependence" requires explanation; the term alone does not convey the series' framework.

3) Examples of self sufficiency, local solutions and possible program replication hold special audience appeal.

4) There exists a sense that the public lacks good information on the series subject and that a program that educated people about the "real facts" would attract a broad based audience.

The following are general observations about viewer group organizing approaches:

1) Education should be the centerpiece of viewer group events. Two basic approaches hold the greatest potential for

attracting participants. The first would involve "experts" who could elaborate on the series information. The second would involve entertainment that would "make it fun" and attract people to an event where they would be exposed to information regarding the series' issues.

2) Invitations to viewer group events must carry a strong local imprimatur.

3) There exists a general skepticism about events involving advocacy. Some research participants tended to be suspicious of elected officials and therefore saw little value in advocacy as an event attraction. Others expressed a desire for advocacy as an outcome but felt that it would be difficult to achieve.

4) Given the diversity of interest levels, multiple viewer group events with differing attractions would be necessary to attract broad community response.

5) If policy options are to be discussed at viewer group events, clear distinctions, rather than sophisticated nuance differences, should be drawn.

Participation Models for Multiple Group Coordinated Activity

The best way to determine the most effective community model involving multiple groups would be to replicate the grassroots research brainstorming sessions across the country. Local organizations and individuals should be encouraged to put together a local brainstorming session. These sessions would not only provide an agreed upon community organizing framework, but would also serve to create a "sense of mission" among the participants. The local connections that would be made and the energy that would be generated by a group discussion three or four months prior to the series could be the catalyst for successful organizing.

Three generic community leadership models could be recommended to local groups and individuals:

1) A Community Steering Committee model which would provide for representation of a cross section of community leaders, some of whom would simply lend their names, others of whom would take on leadership roles.

2) An Existing Coalition Model which would rely on an existing community group to provide central coordination of the viewer group efforts.

3) An Education Leadership Model which would place emphasis on the educational aspects of the viewer groups by creating and

promoting the viewer groups through a committee comprised of all elements of the local education community.

Participation Models for Individual Events

Recommended participation models for individual events fall into two basic categories:

o substantive/educational where the clear purpose is to educate participants; and,

o entertaining/educational where the educational aspect is built into a "fun" event.

Substantive/educational models include:

1) Policy Options/Debate Events where "experts" would discuss/debate the merits of various policy options.

2) Panel Discussion/Forum Events where a diverse set of individuals speak about Breakthrough's issues from their specific perspectives.

3) Houseparty Discussion Groups would be small gatherings where hosts would lead a group discussion about the series.

4) Advocacy/Letter Writing Houseparties where small groups discuss the issues and how they are being addressed at the federal level. The discussion would be followed by personal letters being written to appropriate members of the U.S. House and Senate.

5) Interactive TV for those communities where the PBS affiliate has arranged a call-in show to follow the final program, individuals or small groups "participate" simply by watching.

6) Fast-Breaking Events would be attended by individuals who had fasted during the day of the final show and who would come together for a meal, watch the show and have a discussion of the issues afterward.

Entertaining/educational models include:

1) International Food Fairs/International Dinners featuring foods from various countries and information about the issues and how people can become involved locally.

2) Celebrity Events featuring local television or radio personalities and/or local politicians ("Watch Breakthrough on Hunger with....").

4) Storytelling Events featuring individuals who have lived in countries cited in the series.

Participation Models for Multiple Events

Two ways in which local organizations could plan multiple events are:

1) a "significant dates" program that would begin with World Food Day in October, go through the Breakthrough series dates and finish with the Spring CROP Walk and a final "volunteer reception" for everyone who participated.

2) coordinated "teach-ins" where educational institutions at all levels from kindergarten through college would participate in a one-day or one-week "teach-in" tied to the Breakthrough series.

Community Targeting

Breakthrough information and materials would be available to groups and individuals across the country. In addition, a set of target communities should be chosen for special attention. Targets should be selected for likelihood of success based on availability of existing resources. To determine sites, a grid representing the following criteria should be developed:

1) size of Network and Interreligious Coalition membership
2) leadership capability of local organizations
3) PBS local promotional plans; number of local PBS outlets
4) PBS market penetration
5) importance of elected and appointed officials in the market

The final list of target locations should also take into account:

1) the geographic diversity of the list
2) the demographic representation of the list
3) media markets that will have an impact on national policy makers

Conclusion

No research was necessary to understand that the Breakthrough on Hunger series and its citizen involvement "viewer group" component would present a unique opportunity to educate and to motivate Americans around a set of critical issues. The research results show that, for the most part, the subject matter is considered intriguing and viewer groups are considered an exciting, albeit complex, organizing idea. Undoubtedly, with a strong theme, an organizing program menu and a targeted field program, the efforts of Breakthrough's producers and the supportive national organizations will result in greater public awareness and involvement in Breakthrough issues.

BIFAD BRIEFS

APPENDIX H

Vol. XIV, No. 2 Newsletter for the Board for International Food and Agricultural Development Mar/Apr 1990

MEMBERS OF CONGRESS ADDRESS SEMINARS

For the first time in the fifteen-year history of Title XII, members of the congressional delegations of two states participated in the annual Title XII regional seminars.

Senator Christopher S. Bond (R, MO) and Terry Sanford (D, NC) and Representative Ike Skelton (R, MO) addressed the seminars in their respective states.

The seminars, held annually in two geographical locations to bring together A.I.D. and Title XII university officials to discuss matters of common concern, were convened this year in Jefferson City, MO, and Raleigh, NC. They were hosted jointly by Lincoln University and the University of Minnesota in Jefferson City and by North Carolina State University and Florida A&M University in Raleigh.

Legislators Stress Interdependence

In his luncheon address in Jefferson City on "Food Aid for the Future," Senator Bond emphasized the significant changes in U.S. agriculture. He added that American farmers and policy makers must adapt to the new situation. At the same time, he noted, governments must work together to eliminate trade barriers and encourage free competition.

> "Taking into account the experience of this and predecessor projects, AID should give early consideration to a new project design effort which more directly and clearly links university resources to LDC activities with verifiable output goals and measurable accomplishments . . . If it appears that such a follow-on project is feasible, then encourage use of a portion of the remaining funds in the present project by universities for proposal preparation for the subsequent program."
>
> —Excerpted from Clapp and Mayne's Evaluation of PSGs-JMOUs, December 1989.

Congressman Skelton stressed the importance of economic growth overseas to U.S. agriculture in his dinner address in Jefferson City. He underscored the principles of Title XII, assuring his audience that the principles were still valid. The job was not completed yet, he concluded.

Senator Sanford addressed the dinner meeting in Raleigh. He expressed his support for and frustration with foreign aid. Many projects overseas were not coordinated, he said, and the number of university projects was dwindling. A.I.D. and the Title XII community had to be more responsive to each other's concerns. Explaining his Congressional initiative for Latin America, he noted that one major feature was the participation of other donors and of Latin Americans with an emphasis on common market, trade and education.

Working in a Global Society

Dr. Frederick Humphries, President of Florida A&M University, reviewed the unprecedented growth in enrollment at the 1890 (historically black) land grant universities in a luncheon address in Raleigh. He pointed out that public school enrollment would be 50% black, Hispanic and female by the end of the decade. Marshalling the human potential in the emerging minorities by accentuating excellence in academic programs, especially in engineering, science and mathematics, would help prepare them to work in a global society, he said, and help the U.S. keep its technological edge.

Schuh Calls for Major Changes

The tone of the seminars was set in a major paper presented by Dr. G. Edward Schuh, Dean of the Hubert Humphrey Institute of Public Affairs at the University of Minnesota. The role of U.S. universities in international agricultural development needed to change in major ways, he challenged.

The imperative for the universities to modify their role came from the significant alterations in the international economy and society. Collaborative programs were needed, he stressed, programs designed to benefit the U.S., too, and on which the U.S. could capitalize.

A.I.D. Well Represented

Representing the Acting Administrator of A.I.D., Bradshaw Langmaid, Acting Assistant Administrator for Science and Technology, led a strong group of A.I.D. participants in the seminar. He described how events in Eastern Europe and in Latin America had increased dramatically the demand for U.S. economic assistance. However, budget priorities, both executive and legislative, left little room for growth in or flexibility in allocating foreign aid, he explained.

Assistant Administrator for Food for

continued on page 4

CONTENTS

JMOUs Evaluated	2
BIFAD Director Sought	2
PBS Series on Hunger	3
CRSP Council in Washington	5
Environment and Rural Poor	6

INTERIM EVALUATION OF JMOUS AND INTERNATIONALIZATION OF U.S. UNIVERSITIES FEATURED AT MARCH BIFAD MEETING

An interim evaluation report of the twelve Joint MOUs was presented to the March BIFAD meeting by Clapp and Mayne, the contracting firm that handled the assessment for A.I.D.

The Report concluded that "the PSG/-JMOU Project has made a significant, though hard to measure, contribution in both the quantity and quality of U.S. universities' participation in international development activities." It also stressed that the project has served to broaden and stimulate interest in international development issues in the universities and through the universities to public and private institutions within the states.

While the effect had been to improve the "quality of A.I.D. assistance activities," the Report pointed out that "it is increasingly clear that this project is not the most cost-effective mechanism for achieving that goal."

The results of their study on the internationalization of U.S. universities were presented by James Henson and Jan Noel from Washington State University. They highlighted the growing recognition of the importance of providing students with an education that gives them an appreciation for and an understanding of the interdependency of the world culturally, socially, and economically. Thus, there is increasing interest in the university community in broadening the program and curricula to include international dimensions.

One important finding was that some international program offices operate on the fringes of university activity rather than as integral parts of the total program. In those cases, international activity tended not to be seen as crucial and important to the universities' central mission.

A Report of the JCARD Subcommittee on Contracting and Procurement in A.I.D. was presented by J. Lawrence Apple, Chairman of the Subcommittee. Sixteen findings were outlined, and recommendations were made for each one.

Gary Hansen of the A.I.D./PPC Center for Development Information and Evaluation discussed his paper on agricultural higher education in the developing world. He pointed out the need for a close partnership between the agricultural university in the developing world and the Ministry of Agriculture, for more autonomy by the universities, for asserting accountability, and for a constant reevaluation of the mission of the university in the context of changes within the rural sector. Hansen proposes that a new concept of the agricultural universities is needed to transcend the considerable number of disadvantages they now face.

In other actions, the board heard and approved a report from JCARD Chairman William Furtick on the planning process for the development of a new sustainable agriculture CRSP. David Bathrick, Director of the Office of Agriculture, Bureau of Science and Technology, reported on the successful formation of a CRSP Council, joining together the eight CRSPs into a structure to enhance coordination on sustainable agricultural activity, and the outstanding effort of the newly-formed council in conducting a series of informational presentations in Washington. (See separate article.) ■

APPLICATIONS SOUGHT FOR BIFAD EXECUTIVE DIRECTOR

The BIFAD is seeking applicants for the position of Executive Director of the BIFAD support staff. Nominations or applications should be addressed to Dr. W.E. Lavery, Chairman, BIFAD, U.S. Agency for International Development, Washington, D.C. 20523-0219. A copy of the position announcement can be obtained from the same address.

The position is available for a minimum appointment of two years, beginning October 1, 1990. A longer term is possible by mutual agreement. Appointment may be by direct federal employment or by an Intergovernmental Personnel Act (IPA) agreement, according to the desires of the selected candidate. The closing date for applications is May 1, 1990, or until an acceptable appointment can be made.

The Board will review applications, select a suitable number of finalists, and interview them. The entire process should be completed by the end of June.

Potential applicants should have a doctorate in a related discipline, be an experienced administrator in the public or private sector, have international program experience, be familiar with university operations, and possess demonstrated interpersonal and communication capabilities. ■

WORKSHOP ON UTILIZING MICROCOMPUTER GENDER-SPECIFIC DATABASES

Producers and consumers of policy-relevant research are invited to attend a four-week workshop on "Women, Public Policy and Development: Utilizing Microcomputer Databases." The workshop will be held at the University of Illinois at Champaign-Urbana June 18–July 13.

For the first time in history, large, interactive data sets of comparative gender-specific information are available to the IBM-compatible microcomputer user. The United Nations Women's Indicators

continued on page 5

TRAINING COURSES

• The Food and Feed Grains Institute of **Kansas State University** at Manhattan, in cooperation with A.I.D., will offer two short courses next June and July.

A seven-week course in Grain Storage and Marketing, June 4–July 20, is intended for persons involved in the storage and marketing of cereal grains and legumes in developing countries.

There will be three weeks of basic instruction in storage and marketing, followed by three weeks of in-depth training either in marketing or storage, whichever the participant elects as his/her specialization. There also will be field trips and a six-day study tour.

The course will be conducted in English with simultaneous translation in French and Spanish. There will be written materials in all three languages.

Write or call: Dr. Rolando Flores, GSMSC Coordinator, Food and Feed Grains Institute, Kansas State University, 203 Shellenberger Hall, Manhattan, KS 66506-2201. Tel. no.: (913) 532-6161. FAX: 9135327010. Telex: 5106000752 KSU GRAINS.

A six-week course in Postharvest Information Management, June 4–July 13, is for librarians and information directors of postharvest research and extension institutions in developing countries.

Participants will receive instruction in research techniques and resources needed to develop appropriate local document collections, cataloguing and data entry methods and principles of database management, including data security and recovery on microcomputers. Participants will have extensive practice in locating relevant literature found in agricultural engineering and the biological and social sciences.

A bachelor's degree, demonstrated English proficiency and a background in postharvest agricultural research, extension or agriculture librarianship are required. A maximum of five participants will be accepted.

Write or call: Donna Schenck-Hamlin, PHDS Coordinator, at the address above.

• The International Development Management Center at the **University of Maryland** and the U.S. Department of Agriculture have scheduled a new four-week course, "Strategies and Tools for Effective Management," June 11–July 6 on the University of Maryland's College Park campus.

Designed for developing country senior and mid-level program managers with responsibility for ongoing agricultural and rural development programs, the course will be based on extensive research and field experience and will focus on the practical aspects of program management.

The content will include: assessing the program environment, designing and sustaining programs, strategic planning, organizational structure and systems, program leadership and skills and managing information and financial systems.

Write or call: Dr. Andrea Jones, International Development Management Center, University of Maryland, 2349 Computer and Space Sciences Building, College Park, MD 20742-2445. Tel. No.: (301) 454-7657. Fax no.: (301) 454-1869. Telex: 650-2768401 MCI UW; or Ms. Linda Spink, Program Leader, USDA/OICD/ITD, Room 240 McGregor Building, Washington, D.C. 20250-4300. Tel. no.: (202) 653-7668. ■

FOUR-PART PBS SERIES ON WORLD HUNGER SCHEDULED FOR MAY

PBS stations across the country will be fed a four-part series entitled "Local Heroes, Global Change," beginning at 10 p.m. EDT on May 7 and continuing on May 14, 21, and 28.

The series "traces the experience of farmers, policy makers and development experts from both North and South as they pursue development and economic policy goals in the context of growing interdependence." Each of the four programs lasts for one hour.

Among the questions to be considered are: What is development? What have we learned in forty years? and How do economic and political forces at the local, national and international levels affect the prospects for development and global prosperity?

The final broadcast on May 28 will focus on "the connections between industrialized countries and the Third World," and is designed to "stimulate local viewer discussion of crucial U.S. policy choices in the 1990s." Special resources, including, *inter alia*, the full series Viewer Guide and a discussion guide to the fourth segment, are available for groups planning educational activities.

For more information and materials on the series, write or call: Elise Storck, Network Coordinator, Breakthrough on Hunger, 1802 Lawrence Street, N.E., Washington, D.C. 2018. Tel. no. (202) 529-3210. ■

TASK FORCE HOLDS MEETING

BIFAD's task force to reassess the U.S. role in helping developing countries achieve sustainable agricultural development held its first meeting on April 16 and 17.

Composed of leading scholars and development experts, the Task Force consists of G. Edward Schuh, University of Minnesota; James Henson, Washington State University; John Mellor, IFPRI; and Donald Plucknett, World Bank. One more member is to be selected.

The task force is expected to recommend the key elements of a new strategy.

A Task Force Advisory Committee has been organized to provide support, and will meet with the task force from time to time. The committee, headed by BIFAD Chairman William E. Lavery, includes representatives from organizations and other individuals with a stake in agricultural development assistance and cooperation. ■

REGIONAL SEMINARS

continued from page 1

Peace and Voluntary Assistance Philip Christenson labeled the PL 480 program "a disaster area" in discussing the need for restructuring its administration. Tying food aid to long-term projects, increasing private sector sales and creating foundations to fund agricultural research programs were some ideas to be considered in the revamping exercise. He urged the Title XII universities to participate more in the analysis of food aid strategies and projects, including evaluation and impact studies.

Growing out of the continuing dialogue which BIFAD has had with A.I.D.'s Bureau for Africa, a new initiative was reviewed by Lance Jepson of the Bureau's Office of Technical Resources. The initiative, "U.S. university collaboration with Africa Bureau to build analytical capacity in Africa," was based on the Collaborative Research Support Program model, Jepson explained, and would finance grants to selected U.S. universities to facilitate their long-term involvement in activities supportive of the Development Fund for Africa. Funded initially from A.I.D./Washington projects, subsequent funding for this capacity-building program was expected to come from field missions.

Underscoring the imperative of addressing the need for capacity building in Africa were the presentations by Dunstan Wai and Lee Roberts of the World Bank. They cited the weaknesses in African higher educational institutions and described several components of a significant initiative by the World Bank, in collaboration with other donors, to address these shortcomings. They challenged American universities to offer innovative ideas to help in the needed major overhaul of the higher and technical educational infrastructure in Africa.

Three of the principal provisions of the Support for East European Democracy (SEED) Act of 1989 were summarized by James Snell of the Office of Technical Resources in the Bureau for Asia, Near East and Europe:

- Agricultural assistance in the form of commodities and products to alleviate shortages caused by the transition from state-directed to free-market economies;
- expansion of U.S. participation in educational and cultural exchanges with Poland and Hungary; and
- a $5.5 million science and technology program with Poland.

He noted that SEED offered unusual opportunities for Title XII universities.

Representing the Bureau for Latin America and the Cribbean, Gale Rozell of the Office of Technical Resources outlined A.I.D.'s stratgegy for the region. The components were: economic stabilization, basic economic policy reform, wider sharing in the benefits of growth and development and strengthening democratic institutions. Improving the countries' capacity to earn foreign exchange was an urgent need. Rozell asserted that the universities could play a significant role by helping with the production and marketing of nontraditional export crops. The universities also could contribute to the maintenance and conservation of natural resources in the region which, Rozell said, were important aspects of A.I.D.'s agricultural programs.

Procurement is a perennial topic of considerable interest at these seminars. The focus this year was on the findings of the JCARD Subcommittee on Contracting/Procurement. Jay Bergman of A.I.D.'s Office of Procurement in the Bureau for Management Services and North Carolina State University Professor Lawrence Apple, Chairman of the JCARD Subcommittee, led the lively discussion, during which major issues were put on the table.

Other Reports of Interest

The Chairman of BIFAD's Ad Hoc Committee on Participant Training, professor Donald Isleib of Michigan State University, was joined by BIFAD Executive Director Lynn Pesson in presenting a report on the committee's activities. Both praised the leadership and cooperation of A.I.D.'s Office of International Training in seeking a resolution to various administrative and other problems which constrain the effectiveness of participant training and of the involvement of the universities.

"Debt for development" is the accepted vernacular used to describe the use of conversion techniques to achieve people-to-people international development assistance objectives, especially by not-for-profit organizations. Gerald Wein of the Debt-for-Development foundation identified some of the opportunities and issues in these transactions. Organizations identified potential investors with interest in countries in which projects were to be implemented, and the debt-swap mechanism was used to finance the project. For example, A.I.D. undertook a debt-swap for a nature park in Madagascar and A.I.D.'s counterpart in the Netherlands used the mechanism to finance a tropical forest preservation in Costa Rica.

BIFAD Members Participate

Three BIFAD members participated in the seminars. Chairman William E. Lavery opened the seminar in Raleigh and stressed the importance of the Title XII partnership between A.I.D. and U.S. universities. In his opening remarks at the seminar in Jefferson City, Paul Findley challenged the participants to "recharge their batteries," noting that the population of Jefferson City equaled the number of people who would die from hunger. That frightening statistic, reminded Wendell Rayburn in his concluding remarks, should strengthen the participants' resolve to mobilize their resources to combat hunger and poverty at home and abroad. Dr. Rayburn is also President of Lincoln University, one of the host institutions.

The Mayor of Jefferson City and several Missouri state senators attended the seminar in Jefferson City, and Missouri Governor John Ashcroft issued a proclamation honoring the participants of the seminar and declaring his commitment to efforts to end malnutrition and hunger.

In addition to the foregoing, nearly 190 representatives from 65 universities and A.I.D. participated in this year's seminars, which were planned by Professors Ikbal Chowdhury of Lincoln University and J. Lawrence Apple of North Carolina State University and Lynn Pesson and Jiryis Oweis of the BIFAD Support Staff. ■

CRSP COUNCIL COMES TO WASHINGTON

Members of Congress and their staffs and officials of A.I.D. and the World Bank learned of the achievements and activities of the Collaborative Research Support Program (CRSP) during the visit to Washington, D.C., Feb. 6–9, of members of the new CRSP Council.

Formed last November, the council is composed of representatives of the eight CRSPs in small ruminant, sorghum and millet, bean and cowpea, tropical soil, nutrition, peanut, nutrition, pond dynamics (aquaculture) and fisheries stock assessment.

In keeping with one of its objectives—that is, to develop a joint program of communications and public relations—the Council made an impressive multimedia presentation, composed of video tapes, slides with commentary, exhibits and publications, which highlighted significant achievements in the 13-year history of CRSPs.

Among the achievements are:

• *Genetic research.* Germ plasm from newly identified wild plants and other sources in developing countries was integrated with U.S. germ plasm, resulting in breakthroughs in disease resistance and production yields in sorghum and millet, beans and cowpeas and peanuts.

• *New varieties.* The development of the first hybrid sorghum (Hagen Dura I) in Sudan increased production in both irrigated and dryland farming by 150 percent.

• *New breeds.* A composite breed of goat (for milk and meat) has been developed in Kenya which has potential for significant benefits in increased milk and meat to small farm families. A prolific strain of Javanese sheep has been developed in Indonesia that has nearly doubled lamb production.

• *Weed control.* Progress has been made in controlling striga, a parasitic weed which often destroys complete fields of grain.

• *Disease control.* A vaccine against pleuropneumonia in small ruminants has been developed, and methods were developed which have controlled and eradicated the spread of the deadly caprine (goat) arthritic encephalitis disease in Kenya. Such joint U.S.-developing country efforts are also developing a vaccine against caseous lymphadenitis, a disease in sheep that exists worldwide.

• *New products.* A number of new food products have been developed and are being marketed in Africa, Latin America and Southeast Asia: sorghum/wheat flour, doughnuts from cowpea flour, a glutinous, rice-like product from sorghum flour, and tortillas made with sorghum flour and corn meal.

• *Improved food quality.* Phenols in sorghum have been reduced, thereby increasing the percentage of digestible protein available to animal and man. A technique has been developed to eradicate aflatoxin (a deadly fungus that causes liver cancer) from peanut oil. Use of a higher-protein, drought-resistant U.S. variety of cowpea (black-eyed pea) in West Africa thwarted a threatened famine and increased yields and income for 100,000 people.

• *Child development.* Collaborative research in nutrition has documented evidence that marginal food consumption during the first year after birth (and especially during the first three months) has a permanent negative effect on the rate of growth and on the congnitive and physical performance abilities of children. This information is being used to influence policies on food imports, food aid, and food production and distribution.

• *Sustainable agriculture.* A method has been developed for a permanent sedentary type of farming—that is, 44 successive crops on the same land—that can replace traditional slash-and-burn, shifting cultivation in the Brazilian and Peruvian rainforests. The destruction of rainforests has global consequences.

• *Management techniques.* Utilizing worldwide data collected on a standardized basis, production has been increased and costs have been reduced in pond culture—for example, the development of fish feed from natural resources—and stock assessment contributed to the improved management of stock in small coastal fisheries operations.

• *Institution building.* The CRSPs have enhanced U.S. research institutions by providing international experience and have improved research institutions in developing countries through training programs. CRSP-sponsored training programs from 1980–1988 resulted in the awarding of 500 doctor's, 628 master's and 203 baccalaureate degrees. In addition, CRSP-sponsored workshops provided nondegree, specialized training for 5,600 people.

The CRSP Council is focussing on ways of integrating CRSP activities to address sustainability problems in food production and in the use of natural resources. ■

WORKSHOP

continued from page 2

and Statistics (WISTAT) data set contains extensive data on 134 countries. It is organized to permit national, regional and international analysis using widely available software, such as Lotus 1-2-3. Alone or in combination with the World Bank development indicators database and other data, WISTAT data provide a powerful tool for gender-sensitive analysis. The workshop is designed to give participants the ability to use such data effectively.

The application deadline is April 20.

The impetus for this workshop came from two previous international workshops on "Women, Households and Development" which were held in Illinois and India. Participants in those workshops called for improved research methodologies and the ability to present policy-relevant findings effectively. Such skills are increasingly important as the demand for gender analysis in sectoral programs expands.

Write or call: Dr. Sam Johnson, III, Department of Agricultural Economics, University of Illinois, 437 Mumford Hall, 1301 West Gregory Drive, Urbana, IL 61801. Tel. no.: (217) 333-4211. Telex no.: 206957 INTAG URBA. ■

THOUGHTS FROM THE EXECUTIVE DIRECTOR: ENVIRONMENT AND THE RURAL POOR

Most of the environmentally threatened areas of the world are inhabited by the poorest 20 percent of the population. As a result, the maintenance and/or the improvement of the environment in much of the world rests on the poor, especially the rural poor. It boils down to the fact that when choices hinge on the well-being or even survival of the family, the choices to be made are rather obvious. Survival or well-being will come out on top every time, and the effects of their actions upon the environment seem unimportant in the face of stark reality. Such is the nature of the dilemma in much of the developing world, and it is especially true in the fragile areas where the rural poor tend to live. It is a crucial problem that must be dealt with if improvement is to be made on such fundamental problems as the massive amounts of smoke being released into the atmosphere and the destruction of forests generated by slash and burn agriculture, with its resulting impact on global climate patterns.

In a new book published recently, Leonard[1] focuses extensively on this topic. Out of a total of 780 million people classified as poor, as he points out, "a total of some 470 million people, or 60 percent of the developing world's 780 million poorest people, live in rural or urban areas of high ecological vulnerability—areas where ecological destruction or severe environmental hazards threaten their well-being." These areas are the areas that most often would be described as fragile or vulnerable, the hillsides, the flood plains, the poorer soils, the forests, etc.

Broken down by the major regions of the world, the distribution ranges from 80 percent for Latin America, 60 percent for Asia, and 51 percent for sub-Saharan Africa, indicating that each of the world's major regions have a substantial rural problem. In absolute numbers, however, the picture is very different. half, or 390 million, reside in South Asia, and 156 million live in sub-Saharan Africa, accounting for 70 percent of the world's rural poor.

The pace of the "green revolution" of the 60s and 70s has slackened. Recent data indicate that crop production worldwide has leveled off after many years of increase in the range of 2–3 percent annually. There have been no recent major breakthroughs such as the so-called miracle rice of the 60s, IR-8, that revolutionized production in Asia. As a consequence of the green revolution, many rural people have experienced dramatic changes in their lives; the quality of life has improved demonstrably. As Leonard[1] points out, however, the poor are still with us, the 20 percent who are left behind, and they are a primary source for the environmental problems in the developing countries since they tend to inhabit the poorest areas. They are also the hardest to reach effectively with technological change for a whole host of reasons.

The situation in sub-Saharan Africa is a case in point. Because of an inherently poor natural resource base—an extremely old, weathered landscape—development in Africa is made even more difficult. A recent FAO report[2] has reported that only 36 percent of the harvested cropland in sub-Saharan Africa is classified as high potential. This is contrasted with 60 percent and 66 percent of similar land in Asia and Latin America, respectively. This helps to explain why the problems in Africa seem so intractable, but it also offers a challenge, one that is crucial if the continent is to feed itself and at the same time maintain and/or enhance its environment.

The poor, therefore, are inextricably linked to the environmental problem. To solve many of the pervasive problems in the environment requires that the economic problems of the poor be addressed head-on, the solution of which goes directly back to agriculture. The slash and burn agricultural systems practiced in West Africa, the Amazon, and in South Asia must be replaced by food production systems that are environmentally sustainable. Because of the complexity of the task—a totally new system is required—it presents a formidable challenge to the best and the brightest minds in the Title XII community.

References

[1] H. Jeffrey Leonard, et al Environment and the Poor: Development Strategies for a Common Agenda. U.S.-Third World Policy Perspectives, No. 11., Overseas Development Council. New Brunswick, N.J., 1989.

[2] FAO, "Sustainable Development and Natural Resources Management." An unpublished manuscript. Rome: 1989.

CONTRACT AWARDS

1. BURKINA FASO—Agricultural Research and Training Support (686-0270).
CONTRACTORS: Purdue University in collaboration with Winrock International Institute for Agricultural Development.

2. ZAIRE—Applied Agricultural Research and Outreach Project II (660-0124).
CONTRACTORS: Southeast Consortium for International Development (SECID), Southern University the lead university.

BIFAD

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GROWMARK

APPENDIX H

BULLETIN

May 4, 1990

MEMORANDUM TO: Member Company Managers

FROM: John Croft, Public Relations Manager

SUBJECT: PBS Series "LOCAL HEROES, GLOBAL CHANGE" - Shows Reasons For Helping Underdeveloped Countries

Almost every week we hear how something in another part of the world is affecting Midwest farmers. The PBS series "Local Heroes, Global Change" produced by the Agricultural Cooperative Development Authority (ACDI) is a good primer on the affects developing countries can have on the American farmer. The global economy and changing political systems we are experiencing today will affect the American farmer and our businesses more in the 1990's.

There are four parts to this PBS series and the fourth one to be aired May 28 or later would be of most interest because it covers U.S. policy choices in:

1. The GATT negotiations in Uruguay;
2. The U.S. farm bill; and
3. Foreign debt and the limits it places on purchases from Third World countries.

The series is designed to help increase understanding why the United States gives aid to underdeveloped countries and how it can result in these countries buying more from U.S. farmers.

For scheduling information in your area, call your local PBS station and ask for the "Local Heroes, Global Change" schedule, or look in your TV Guide. The four presentations will be satellite fed on a weekly basis to local stations beginning at 10:00 p.m. May 7.

The first three presentations look at the development process and the fourth one looks at policy choices for the United States. The four programs are:

With Our Own Eyes - Western ideas have greatly influenced attempts to overcome poverty and hunger for underdeveloped countries.
Against The Odds - Political barriers against change.
Power To Change - Successful development requires learning and empowerment at the grass roots.
The Global Connection - The well-being of all people depends on the common global economy. Farmers in the Midwest, trade negotiators in Geneva, Bolivians struggling with foreign debt, and others affect our common future.

This information may be of interest to some of your patrons, Farm Bureau Young Farmer committees, agriculture teachers and other school groups, etc. For more information, contact John Croft (309/557-6178) or ACDI Director of Information, Suzanne Rucker, at 202/638-4661.

JC/dm

WASHINGTON STATE UNIVERSITY

APPENDIX H

INTERNATIONAL PROGRAM DEVELOPMENT BULLETIN

INTERNATIONAL PROGRAM DEVELOPMENT OFFICE
French Administration Bldg., rm 328

JULY/AUGUST,1990

ON CAMPUS

Local Heroes,Global Change -- This excellent four part series on development and global interconnections, recently aired on PBS stations across the country, is being purchased by WSU's Instructional Media Services. The programs look at a broad range of development issues, examining the extent and causes of hunger and poverty in the world, the political and economic barriers to their elimination, and both successful and unsuccessful efforts at development assistance. Although designed as a series, each program stands alone well, and each would be a useful discussion starter in classes in many disciplines. For more information on borrowing these tapes, contact IMS, 335-2225.

WSU UNIVERSE -- The Summer 1990 issue of the WSU graduate school magazine of research and scholarship is devoted exclusively to the University's international activities and the expanding role of global awareness and involvement in higher education. Articles cover a broad range of topics, from the College of Veterinary Medicine's long term relationship with Kenya to a recent American-Soviet children's art exchange and exhibit. Complimentary copies of this issue of UNIVERSE are available from IPDO, French 328.

CONFERENCES

First International Conference on Integrated Approach to Sustainable Agriculture -- Both a Call for Papers and a preliminary brochure for this conference on the role of sustainable development, particularly in developing countries; and the question of the relationship between modern agriculture and environmental degradation, have been issued by conference organizers. The Conference will be held May 20-22, 1991, in Kathmandu, Nepal. Those interested in submitting a paper, or receiving more information, should contact Pravakar Bikram Shah, Department of Survey, Baneswar, Kathmandu, Nepal. Copies of the first circular for this conference are also available from Sally Burkhart at IPDO, French 328.

Farming Systems Symposium -- October 14-17, 1990 - Registration packets and preliminary programs for the 10th annual Farming Systems Symposium are now being distributed by the conference organizer, the Association for Farming Systems Research-Extension (AFSRE). Theme for the Symposium will be **The Role of Farmers in FSR-E and Sustainable Agriculture.** It will be held at Michigan State University in East Lansing. Both pre- and post symposium workshops and field trips are planned, including Africulture: A Simulation Game on October 18; a shortcourse on Design and Analysis of On-Farm Research-Extension for Sustainable Agriculture, October 11-13; a shortcourse on the uses and applications of the MSTAT-C software for agricultural research, October 12-13; a workshop and demonstration by Tillers International of innovations in animal-powered farming on October 18; and a choice of traveling seminars to dairies, research stations, food processors and marketers, and cooperatives in the surrounding Michigan countryside on October 18th. Information on the Society for International Development (SID) 1990 North American Perspectives Conference, which follows the Farming Systems Symposium on October 19-20 at the Michigan State campus, is also included in the FSR-E registration packet. Early registration fees, at a reduced rate, are available until August 31. For a copy of the 1990 Symposium packet, contact Sally Burkhart at IPDO, or write directly to 1990 AFSRE Symposium, Institute of International Agriculture, 324 Agriculture Hall, Michigan State University, East Lansing, MI 48824-1039.

APPENDIX H

ISEC INTERNATIONAL SCIENCE AND EDUCATION COUNCIL

March 22, 1990

Dear Colleague:

"Local Heroes, Global Change," a 4-part public television series, provides a unique educational resource on agricultural development and U.S. aid and trade policies.

This series will be fed to PBS stations at 10:00 p.m. EDT on May 7, 14, 21 and 28. Each program is one hour. Although local stations may choose to show this series at a different time, it is anticipated that most stations will run it at these times since this is a national feed.

Information on this series is enclosed. Resource materials and additional information can be obtained from Elise Storck, Breakthrough on Hunger, 1802 Lawrence Street, N.E., Washington, D.C. 20018 - Telephone (202) 529-3210.

Sincerely,

Peg Hively

Peg Hively
Program Development Liaison
Office of International Cooperation
and Development

Enclosures

National Association of State Universities and Land-Grant Colleges
American Association of State Colleges and Universities
One Dupont Circle, N.W., Washington, D.C. 20036

Office of International Cooperation and Development
U.S. Department of Agriculture
Washington, D.C. 20250

APPENDIX H

national grange

1616 H STREET, N.W. WASHINGTON, D.C. 20006 (202) 628-3507

April 24, 1990

Elise Storck
Network Coordinator
Break Through on Hunger
1802 Lawrence St., N.E.
Washington, D.C. 20018

Dear Elise:

Enclosed please find a copy of the April 13th issue of the View From The Hill. On Page 2 is a story about Local Heroes, Global Change.

The View From The Hill is published on a monthly basis by the National Grange's Legislative Department. Its primary readers are the 4,100 Grange chapters that are located around the United States and which meet once or twice a month. The National Grange's approximate membership is 325,000. The View From The Hill is also distributed to each member of Congress, the news media and our generic newsletter subscription list.

Thank you for providing me with the background material for our newsletter. I am glad the National Grange was able to support your cause.

Sincerely,

Leroy Watson
Legislative Representative

LAW/pkh
Enclosure

the cost of attaining agricultural benefits through using alcohol fuels should be identified and justified as agricultural improvement costs. In this fashion, the costs of an alcohol fuels subsidy would be spread much more evenly over the national population and should more closely reflect the costs and benefits that each segment of society can expect from efforts to address these vital national concerns.

The Grange generally supports the Highway Users Federation's position on gasohol and the federal motor fuels tax. Robert E. Barrow, Master of the National Grange, said, "It is a tough call for the agricultural sector, but how can we seek billions of dollars to improve the condition of rural roads and bridges and at the same time take billions of dollars out of the Highway Trust Fund through a federal tax exemption for a product that we transport on federally-funded highways? We must continue to promote using gasohol through tax credits and other incentives that fairly distribute the costs of promoting gasohol across-the-board to reflect the broad range of benefits that gasohol fuels provide to our nation."

PAUSE FOR THE PLEDGE OF ALLEGIANCE - The National Grange has joined other national and regional organizations in asking President Bush to participate in the 1990 Flag Day celebration, which is to be held on June 14th, by leading the nation in reciting the Pledge of Allegiance. In a letter to the President, Robert E. Barrow, Master of the National Grange, said the Grange has a long history of demonstrating fundamental beliefs in God and our country. The Grange leader told the President that a "Grange meeting is not legal unless it is opened with a prayer and the official presentation of the American flag followed by a recitation of the Pledge of Allegiance."

The National Master said the burning of the flag, as well as other acts of violence that have been committed against our flag, "have touched the hearts of all Grange members and leaves us troubled." The Master pointed out to the President that other attempts to control human behavior by law have failed. He said, "Even the Constitution and the amendments thereto have been violated time and time again." The Grange believes that only through education and demonstrating true respect for our flag and the other national symbols of our country's great love for liberty and freedom can we bring an end to the actions of disrespect. The National Master said, "The love of country and freedom cannot be burned from the hearts of a free people. That is what we must demonstrate on Flag Day, June 14, 1990."

LOCAL HEROES, GLOBAL CHANGE - Local Heroes, Global Change is a four part Public Broadcasting System television series on agricultural development and the United States' policies regarding developing nations. The series traces the experiences of farmers, government officials and development experts from both developed nations, such as the United States, and undeveloped nations. Throughout the series is an underlying context of the growing economic interdependence of developed and developing nations.

The four segments will be broadcast on or sometime shortly after May 7th, 14th, 21st and 28th. Broadcast times will vary on the different local stations. Interested viewers should check their local listings for the specific air times in their communities. The final segment, "The Global Connection", is designed to stimulate further discussion on agricultural trade and development issues. Special resource material for this purpose has been prepared by the program's producers. Grange members who would like to use this supplementary material to initiate discussions on these issues in their Grange should write to Elise Storck, Network Coordinator, 1802 Lawrence St., N.E., Washington, D.C. 20018, or call her at (202) 529-3210.

SENATE PASSES CLEAN AIR LEGISLATION - On April 2nd, by a vote of 89 to 11, the U. S. Senate passed far reaching legislation that will improve the quality of the nation's air. The broad, new, regulatory changes, in dozens of industries, that would be mandated under the Senate's legislation are expected to cost about $21.5 billion a year in addition to the estimated $30 billion a year that the United States spends to meet the

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APPENDIX H

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19 April 1990

Elise Storck
Network Coordinator
1802 Lawrence Street, NE
Washington, DC 20018

Dear Ms. Storck:

Enclosed is the most recent issue of our bi-weekly newsletter *Monday Developments*, which contains an article about *Local heroes, Global Change* on page 8.

Monday Developments is read by 4,000 individuals who are employed in international relief, development, disaster and refugee assistance. The chief executive officer of nearly every major international humanitarian agency is on our mailing list. It is also read by overseas staff of InterAction member organizations, key Congressional staffers, State Department personnel, private consultants, university faculty and graduate students with an interest in international humanitarian issues.

Thank you for your help putting the article together.

Sincerely,

Tracy L. Geoghegan
Editor
Monday Developments

InterAction is a membership association of U.S. private voluntary organizations engaged in international humanitarian efforts, including relief, development, refugee assistance, public policy, and development education

PBS Series to Highlight Positive Change In the Fight Against Poverty, Environmental Destruction

Local Heroes, Global Change, a four-part series which will begin airing May 7 on PBS, documents the struggle of real people pursuing economic development in the context of global interdependence. Filmed on location around the world, the series follows local heroes -- farmers, entrepreneurs and policymakers -- as they search for solutions to problems that, increasingly, affect us all.

Two coalitions which include many InterAction members have worked in close consultation with the producers of the series. These groups are organizing events in hundreds of US communities which will use the series as a focal point for dialogue on policy issues and grassroots organizing.

The programs are a project of World Development Productions, Inc., whose staff include award-winning filmmakers and journalists. The producers have designed each hour-long program to broaden viewers' understanding of what the development process entails, the knowledge and skill that third world people bring to it and economic connections linking the developing and industrialized countries.

The series of four one-hour programs travels to such diverse locations as South Asia, the Andean highlands, the Caribbean, western and southern Africa, the halls of the US Congress and the world trade talks in Geneva. Each episode examines from a different angle the question of why there persists such a gulf between countries of the North and the South, and how that gap might be narrowed in the years ahead.

The four programs are:

- ***With Our Own Eyes.*** Western ideas about development have greatly influenced attempts to overcome poverty and hunger around the world, although these assumptions have not always worked in third world cultures. Innovators in Bangladesh and Indonesia overcome the cultural dilemma by valuing local capacities to under stand and solve problems. (May 7)
- ***Against the Odds.*** Political barriers to change exist simultaneously at different levels. A Jamaican factory worker, the Ghanaian finance minister and a member of the US Congress strive to overcome complex obstacles to development at the local, national and international levels. (May 14)
- ***Power to Change.*** Successful development requires learning and empowerment at the grassroots. Women in rural India and Bolivia and members of the National Farmers' Association of Zimbabwe drive the process of transformation through new approaches to education and collective action. (May 21)
- ***The Global Connection.*** The well-being of people in developing and industrialized countries alike depends on a common global economy. Farmers in Colorado, trade negotiators in Geneva, Bolivians struggling with foreign debt, and a Jamaican entrepreneur learn how economic policies affect our common future. (May 28)

The Citizen Involvement Network for Local Heroes, Global Change is making assistance and resources available to organizations, community groups and educational institutions planning activities related to the series and, in particular, to the concluding program on *The Global Connection.* These resource materials include: a summary of grassroots research on organizing around the series to assist local groups in coalition-building and planning; a one-page reproducible discussion guide for Program Four and a postcard to request information from Congress on aid, trade and debt policies; a press kit including sample press release, reproducible poster for promoting local viewer activities, and a flyer on the series.

For help in planning educational events and to order resource materials, contact Elise Storck, Network Coordinator, 1802 Lawrence Street, NE Washington, DC 20018, 202/529-3210. InterAction members active in this coalition include: CARE, National Council of Returned Peace Corps Volunteers, OEF International, Partners of the Americas, Results, YMCA of the USA and YWCA of the USA.

The Interreligious Coalition is urging members of churches and synagogues to watch the series and discuss its implications. It has produced a study booklet, media kit and audio-visual cassette for use in faith-based discussions of the programs. To receive these items, send $10 to Alternatives/Coalition, P.O. Box 429, 5263 Bouldercrest Road, Ellenwood, GA 30049. For information, contact Robert E. A. Lee at 516/868-6730. InterAction members in this coalition include: Adventist Development and Relief Agency, American Friends Service Committee, American Jewish World Service, Church World Service and CODEL.

APPENDIX H

acdi

Agricultural Cooperative Development International

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Telex: 160923
Fax: (202) 626-8718

Ron Gollehon
President

Robert Flick
Sr. Vice President

Donald Crane
Sr. Vice President

PBS Series: "Local Heroes, Global Change"

For Immediate Release **Contact:** Suzanne Rucker or Alaina Gold (202) 638-4661

Washington DC, April 3 —"Local Heroes, Global Change," a four-part television series addressing agricultural development and U.S. policies in the Third World airs nationwide on PBS during May and June 1990. Broadcast dates and times will vary, so viewers should consult local television listings.

The series, two years production, has been completed with input from 32 U.S. development, religious and service organizations. Its purpose is to explain the reason for United States assistance to developing countries and how this policy benefits U.S. trade and the economy.

Funded by a Biden-Pell grant for agricultural development education and outreach, the series was filmed on location in developing countries and the U.S. One-on-one interviews with individual Third World and U.S. farmers, entrepreneurs and policy makers are featured to showcase efforts that have already been made to overcome barriers to agricultural development, and the outcome of these initiatives.

The programs present an opportunity medium for citizens debates. Interested groups are encouraged to meet after the fourth PBS show to discuss the series and ways in which to get involved in developing country issues.

Free resource material is available to groups including

- **A press kit with a sample press release, flyer and a reproducible poster.**
- **A discussion guide for the fourth program to encourage local dialogue.**
- **A postcard to request information from the Congress on aid, trade and debt policies.**
- **A summary of grassroots research to assist local groups in coalition building and planning.**

For help in planning activities or to order resource material, please contact Suzanne Rucker or Alaina Gold at (202)638-4661.

ACDI is a non-profit training, technical and management assistance organization. Its mission is to foster economic development and trade relationships by improving the income and well being of farmers worldwide through assisting in the organization and use of member-owned agricultural and credit institutions.

-30-

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APPENDIX I

LOCAL HEROES, GLOBAL CHANGE

BREAKING THROUGH ON HUNGER, POVERTY AND ENVIRONMENT

The Event

On four Monday evenings this May, public television viewers will meet extraordinary people overcoming poverty and hunger around the world.

PBS will feed its four-part TV series **LOCAL HEROES, GLOBAL CHANGE** to member stations nationwide at 10 pm on May 7, May 14, May 21 and May 28, 1990. Check local listings for the exact broadcast times in your area.

LOCAL HEROES, GLOBAL CHANGE documents the struggle of real people pursuing economic development in the context of global interdependence. Filmed on location around the world, the series follows local heroes—farmers, entrepreneurs, and policymakers—as they search for solutions to problems that, increasingly, affect us all.

LOCAL HEROES, GLOBAL CHANGE is a project of World Development Productions, Inc., whose staff include award-winning filmmakers and journalists. In consultation with development experts and educators, the producers have designed each hour-long program to broaden viewers' understanding of what the development process entails, the knowledge and skill that Third World people bring to it and economic connections linking the developing and industrialized countries.

The Four Programs

With Our Own Eyes Western ideas about development have greatly influenced attempts to overcome poverty and hunger around the world, although these assumptions have not always worked in Third World cultures. Innovators in Bangladesh and Indonesia overcome the cultural dilemma by valuing local capacities to understand and solve problems.

Against the Odds Political barriers to change exist simultaneously at different levels. A Jamaican factory worker, the Ghanaian finance minister and a member of the U.S. Congress strive to overcome complex obstacles to development at the local, national and international levels.

Power to Change Successful development requires learning and empowerment at the grassroots. Women in rural India and Bolivia and members of the National Farmers Association of Zimbabwe drive the process of transformation through new approaches to education and collective action.

The Global Connection The well-being of people in developing and industrialized countries alike depends on a common global economy. Farmers in Colorado, trade negotiators in Geneva, Bolivians struggling with foreign debt, and a Jamaican entrepreneur learn how economic policies affect our common future.

You Can Get Involved

LOCAL HEROES, GLOBAL CHANGE will be a valuable resource for learning about economic development and U.S. aid, trade and debt policies toward the Third World.

Please turn the page for information on planning educational activities related to the PBS series, and resources available to you.

Activities and Resources

Viewers are encouraged to use **LOCAL HEROES, GLOBAL CHANGE**—and especially Program Four—to help stimulate local discussion on economic development, interdependence and U.S. policies.

A wide range of educational activity is possible: informal viewer groups at home; discussion programs in your club, church or synagogue; community events involving local experts at your school, public library, or town hall; or campus-based programs drawing on the expertise of faculty and international scholars.

Assistance and resources will be available to organizations, community groups and educational institutions planning activities related to the series and, in particular, to the concluding program on *The Global Connection.* These resource materials include:

- a free summary of grassroots research on organizing around the series, to assist local groups in coalition-building and planning.
- a one-page reproducible discussion guide (free) for Program Four, *The Global Connection,* to encourage local dialogue on policy issues covered in the final broadcast; and a postcard to request information from the Congress on aid, trade and debt policies.
- a free press kit, including sample press release, reproducible poster for promoting local viewer activities, and flyer on the series.

LOCAL HEROES, GLOBAL CHANGE

BREAKING THROUGH ON HUNGER, POVERTY AND ENVIRONMENT

For help in planning educational events and to order resource materials, please contact Elise Storck, Network Coordinator, 1802 Lawrence Street, NE, Washington, DC 20018 *or call* 202-529-3210.

If you are a member or supporter of one of the Network organizations listed below, please contact your national office for help in coordinating local participation.

Citizen-Involvement Network for LOCAL HEROES, GLOBAL CHANGE

African Development Foundation
Agricultural Cooperative Development International
American Association of School Administrators
American Dietetic Association
American Home Economics Association
CARE
General Federation of Women's Clubs
Global Learning
Global Tomorrow Coalition
InterAction
International Association of Lions Clubs
International Development Conference
International Science and Education Council
National Association of Extension Home Economists
National Association of Social Workers
National Committee for World Food Day
National Council of Returned Peace Corps Volunteers
National Council of World Affairs Organizations
OEF International
Pan American Development Foundation
Partners of the Americas
Results
Sister Cities International
Society for International Development
Society for Nutrition Education
Trade and Development Program
United Nations Association
USDA Extension Service
Volunteers in Overseas Cooperative Assistance
WorldWise 2000
YMCA of the USA
YWCA of the USA

DISCUSSION GUIDE*

APPENDIX J

"The Global Connection"

LOCAL HEROES, GLOBAL CHANGE

BREAKING THROUGH ON HUNGER, POVERTY AND ENVIRONMENT

U. S. Policy Choices, Summer/Fall of 1990

The developing nations (sometimes called the South) and the industrialized nations (the North) are increasingly connected in ways few of us realize. The television series LOCAL HEROES, GLOBAL CHANGE—and especially its concluding program "The Global Connection"—explores these connections. Currently, many global connections constrict economic growth in developing countries, and this may jeopardize global security and the future of trade for the wealthier nations. **The trade connection:** Farm subsidies and protectionist trade policies in the North put the South at a disadvantage when competing in world markets, and may end up making developing nations so poor they cannot buy goods from the North. **The debt connection:** A large part of the income many developing nations earn must be used to pay interest on their massive foreign debt, inhibiting their development plans and ability to import.

Third World prosperity is connected to U.S. prosperity: about a third of all U.S. exports are now sold to the South. In the United States, policy changes have been proposed that could help to ease poverty in developing countries and promote their future growth. Some proponents argue these would ultimately benefit North as well as South. But the proposals have been controversial.

I. What Should the U. S. Do in International Trade Negotiations?

THE CHOICE:	Should world trade be made more free?
AT STAKE:	Farm subsidies in the North that promote exports to the South, and developing country access to markets in the U.S., Europe and Japan.

THE BACKGROUND: For decades leaders around the world have resisted bringing farm policy and agricultural trade under the free-trade discipline of GATT—the General Agreement on Tariffs and Trade in Geneva. Most governments (including developing nations) regulate trade in one way or another. But the wealthier nations give particularly large subsidies to their farmers and legislate to protect them from outside competition, often at considerable expense to taxpayers and consumers. The resulting tax burden on Americans each year is an estimated $30 to $40 billion; for Europeans it's even more.

In a reversal of its past policies and current practices, the U.S. has proposed bringing agriculture under rules of freer trade. The Bush administration wants both the U.S. and European nations to reduce farm subsidies, greatly reducing the tax burden.

*YOU ARE ENCOURAGED TO MAKE MULTIPLE COPIES OF THIS GUIDE FOR YOUR DISCUSSION GROUP.

PROPONENTS argue that developing countries, particularly those that export farm goods, could benefit, as farmers in the North would no longer have the "head start" of such extensive government assistance. There would also be benefits for the North, they say, as developing nations earn more income and begin to buy more from abroad.

OPPONENTS argue that efforts to bring agriculture under GATT rules would jeopardize the American farm position, certainly in crops like sugar in which Third World farmers can produce at a lower cost. Continued subsidies and protection, they say, are needed. **OTHER EXPERTS**—concerned to make poor nations more food-secure and self-reliant—say freer trade could harm the poor majority within a developing nation if it ends up benefitting only wealthy farmers, or encourages them to acquire land and displace the poor, or encourages a nation to get more dependent on food imports. These analysts want change in world trade to reward nations that promote broad-based economic, social and environmental development.

YOU DECIDE:

1) **In principle, do you favor** moves to create a freer global trading system?

2) **If U.S. farm subsidies and trade barriers were reduced,** producers of subsidized and protected crops like sugar, rice, dairy products and wheat would have to adjust. Some might become less competitive and go out of business. Would this change your view about question #1? What if threatened farm groups could be given government help to shift to a new livelihood?

3) **Some policies being debated** at GATT would give poorer countries "preferential treatment" to encourage local development and self-reliance. Which approach do you prefer: The **U.S. position**, which favors limited preferential treatment, and only for the very poorest nations; or the **European** position, which encourages broader preferential treatment, and for the full range of developing nations?

II. U.S. Farm Policies that Affect the World Trade System

THE CHOICE:	When making farm policy, should our legislators keep in mind the impact on developing countries?
AT STAKE:	Whether U.S. policies will promote or detract from economic development in the poor nations and their ability to buy U.S. exports.

THE BACKGROUND: America's current farm program was framed in 1985. The American farm community was then facing hardships, and the new bill gave relatively little attention to the impact the Program might have on development in poor nations. The bill was based on giving farmers help in the short run through income protection, while expanding exports for long term gains. To boost exports, subsidies were given farmers and the large trading companies.

The new program had some negative effects on developing nations. For instance, U.S. surplus rice was pushed onto the world market at a low price, radically reducing the income of small rice producers in Thailand. The U.S. farm program also continued protections against competition from abroad for most producer groups. The Reagan

administration argued that the export strategy would not only save American farmers, but put U.S. negotiators in a stronger position to bargain with Europe for the ultimate reduction of both their, and our, farm subsidies.

For the new 1990 Farm Bill, **THE BUSH ADMINISTRATION** has proposed continuing this strategy. The hope is to eventually reach an agreement with Europe on mutual reduction of farm subsidies, so reducing the U.S. budget deficit and promoting freer world trade. In a freer trading system, the Administration believes, most U.S. farmers would be quite competitive. **OPPONENTS** of reducing the export enhancements and protections of the 1985 bill, including some grain trading companies, say that the U.S. would lose a share of the world grain market, and so lose income. **STILL OTHERS** want lawmakers to write farm legislation with an eye to supporting development in poor nations. If U.S. policies interfere with such development, they say, poor nations cannot emerge from poverty, and U.S. export interests will be jeopardized in the long run.

YOU DECIDE:

1) In general, do you think the benefits of the export-promoting subsidies in the farm bill outweigh the costs at home and abroad?

2) Should lawmakers make U.S. farm legislation with an eye to its impact on reducing poverty in the developing countries?

III. Policies Affecting Third World Debt

THE CHOICE: Should U.S. policies be crafted with an eye to reducing the debt burden of impoverished nations?

THE STAKES: The ability of poor nations to invest in social and economic development, improve living standards and import goods from other countries, including the United States.

THE BACKGROUND: Developing countries have fallen into serious debt over the past two decades. In the early 1970s, Western banks (then flush with "petro-dollars") encouraged the developing nations to borrow; the developing nations, expecting a steady income from the sale of commodities on world markets, were eager to borrow. In many cases their loans were not spent on productive industry but on short-term consumption; some funds were skimmed off by corrupt governments. By the late 70s and early 80s, Third World nations' export income dried up as world commodity prices collapsed. Their "investments" at home failed to get good returns. Now they could not even pay the interest on their international debts, let alone the principal. The amount they owed rose even more as the U.S. Federal Reserve raised interest rates in the early 80s.

In the mid- and late-80s many developing nations have been trying to restructure their economies to live more within their means. Often this so-called "structural adjustment" has meant—as in the U.S.—cutting programs and services that have helped the more vulnerable groups in society. The problem, argue some, is that poor nations then cannot "develop," resolve their economic hardships,

or pay back their international debt—and the poverty cycle goes on.

Some policy changes have been proposed in the U.S. to help ease the situation of indebted nations. One—the Administration's "Brady Plan"—encourages commercial banks to reduce or forgive debts to Third World nations. Other possible actions are lodged in the U.S. foreign aid and farm bills:

(a) *Instructions (in the foreign aid bill) for U.S. representatives to the development banks:* Lawmakers could instruct America's representatives to the international development banks to ease the conditions for giving new loans and debt relief. In some cases, the banks have been criticized for demanding economic reforms that prove too tough on vulnerable groups in the poor nations, stifling their economies before they can get back on their feet.

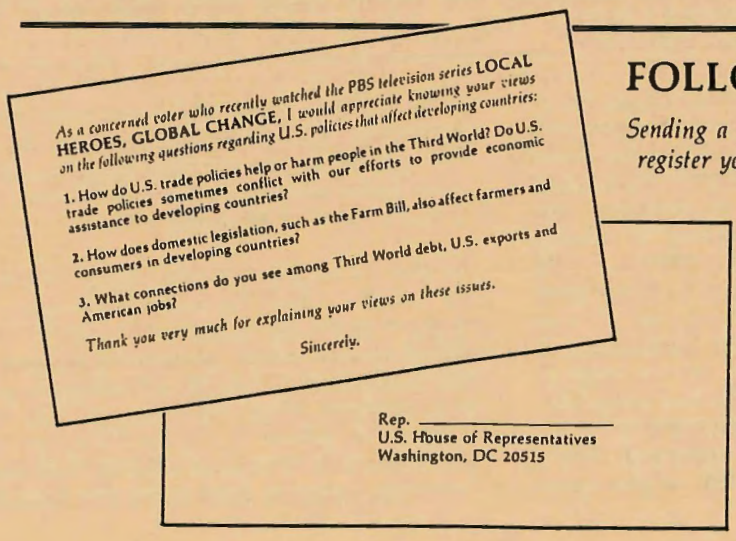
b) *"Food for Peace" debt forgiveness:* Lawmakers could also forgive repayment of loans that were incurred by poor nations through America's so-called Food for Peace program—loans received from the U.S. to buy American surplus grain. The Senate version of the Farm Bill, for instance, would forgive old Food for Peace debts to the very poor nations, in effect making those loans *grants*.

YOU DECIDE:

(1) In principle, would you like to see U.S. foreign aid policy and the Food for Peace program encourage debt relief for the poor nations? What would you do about "wealthier debtors" like Brazil, or about nations known for concentrating national resources in the hands of the better-off minority, at the expense of the needy majority?

(2) Is there a "middle way" between debt forgiveness and a strict demand for debt payment, one that would encourage needed reforms in debtor nations while protecting the needy?

(3) By raising its interest rates in the 1980s, the United States greatly compounded the overseas debt problem. The U.S. is also the biggest debtor in the world. Is it fair for us to demand that developing nations reduce their debt when our own deficit is so high?


As a concerned voter who recently watched the PBS television series LOCAL HEROES, GLOBAL CHANGE, I would appreciate knowing your views on the following questions regarding U.S. policies that affect developing countries:

1. How do U.S. trade policies help or harm people in the Third World? Do U.S. trade policies sometimes conflict with our efforts to provide economic assistance to developing countries?

2. How does domestic legislation, such as the Farm Bill, also affect farmers and consumers in developing countries?

3. What connections do you see among Third World debt, U.S. exports and American jobs?

Thank you very much for explaining your views on these issues.

Sincerely,

Rep. _____
U.S. House of Representatives
Washington, DC 20515

FOLLOW UP ACTIVITY:

Sending a postcard provides a means for you to register your interest in the issues of LOCAL HEROES, GLOBAL CHANGE *with the Congress.*

When mailing your postcard, please remember to affix 15 cents postage on each, provide your return address, and FILL IN THE NAME OF YOUR REPRESENTATIVE IN CONGRESS. *Thank you for participating in this unique project.*

APPENDIX J

As a concerned voter who recently watched the PBS television series **LOCAL HEROES, GLOBAL CHANGE,** *I would appreciate knowing your views on the following questions regarding U.S. policies that affect developing countries:*

1. How do U.S. trade policies help or harm people in the Third World? Do U.S. trade policies sometimes conflict with our efforts to provide economic assistance to developing countries?

2. How does domestic legislation, such as the Farm Bill, also affect farmers and consumers in developing countries?

3. What connections do you see among Third World debt, U.S. exports and American jobs?

Thank you very much for explaining your views on these issues.

Sincerely,

FOLLOW UP ACTIVITY:

These postcards provide a means for you to report on your discussion activities and register your interest in the issues of LOCAL HEROES, GLOBAL CHANGE *with the Congress.*

When mailing these postcards, please remember to affix 15 cents postage on each, provide your return address, and FILL IN THE NAME OF YOUR REPRESENTATIVE IN CONGRESS. *Thank you for participating in this unique project.*

---

1. Your name/affiliation _____
2. Discussion location _____
   place city state
3. Number of participants _____ 4. Your telephone number _____
5. Sponsoring organizations _____

_____

6. Did you decide to write Congress for more information? _____
7. Which programs in the TV series did you watch? ____ With Our Own Eyes
   ____ Against the Odds ____ Power to Change ____ The Global Connection
8. Regarding Program Four and your discussion, please answer the following:
   - Do you feel you learned much about the linkages between the U.S. and developing countries? ____ yes ____ no
   - Does watching the broadcast and discussion motivate you to take an active response to these issues? ____ yes ____ no

     If so, what? _____

     _____
   - If you were to participate in a future discussion event linked to a TV series, would you plan the activity differently? ____ yes ____ no

Comments or suggestions:

LOCAL HEROES, GLOBAL CHANGE

BREAKING THROUGH ON HUNGER, POVERTY AND ENVIRONMENT

name

return street address

city, state, zip code

Rep. _____
U.S. House of Representatives
Washington, DC 20515

name

return street address

city, state, zip code

Elise Storck
Coordinator, Citizen Involvement Activities
1802 Lawrence Street, NE
Washington, DC 20018

To list v 5/4

DEPARTMENT OF AGRICULTURAL EDUCATION
COLLEGE OF AGRICULTURE AND LIFE SCIENCES
TEXAS A&M UNIVERSITY
COLLEGE STATION, TX 77843-2116

APPENDIX K

409/845-2951 (Office)

409/845-6296 (Fax)

April 30, 1990

18 ✓ 5/8

Elise Storck
Network Coordinator
Breakthrough on Hunger
1802 Lawrence Street, N.E.
Washington, D.C. 20018

Dear Ms. Storck:

The PBS Series on Development to air in May, 1990 has just come to my attention. This is most fortuitous as I will be teaching a graduate course in international agricultural development starting in May. I will urge all my students to view this series as a basis for follow-up discussion in class.

The release I saw indicated that in addition to a full series Viewer Guide, resource materials for Program Four "Local Heroes, Global Change" were available from you.

I would be very pleased to receive both of these items, and if they would be available in quantity, could I obtain 18 copies for distribution to the members of my class?

Thank you for your consideration of the request.

Yours Very Truly

Daniel C. Pfannstiel

Daniel C. Pfannstiel
Professor

COOPERATIVE EXTENSION SERVICE
Michigan State University

Director's Office
(517) 355-2308

Agriculture Hall
East Lansing, Michigan 48824-1039
FAX 355-6473

April 3, 1990

APPENDIX K

Else Storck
Network Coordinator
Breakthrough on Hunger
1802 Lawrence Street, NE
Washington, DC 20018

Dear Ms. Storck:

I am writing to request a complete set of the free resource materials for the PBS series, Local Heroes, Global Change.

We recently placed an announcement about the series in our newsletter suggesting that interested Extension staff contact you directly for their resource packets.

I look forward to viewing the series. Good luck in the busy weeks ahead and thank you in advance for your response to my request.

Sincerely,

Kathryn Mintz

Kathryn Mintz
Extension Associate

KM:ls/storck

Cooperative Extension Service programs are open to all without regard to race, color, national origin, sex or handicap.
Michigan State University, U.S. Department of Agriculture and counties cooperating
MSU is an Affirmative Action/Equal Opportunity Institution

Luther College

APPENDIX K

March 22, 1990

Ms Elise Storck
Network Coordinator
Breakthrough on Hunger
1802 Lawrence Street NE
Washington, D. C. 20018

Dear Ms Storck:

Would you kindly send me information concerning the " Local Heroes, Global Change" set of videos that was announced in the Hunger Teachnet newsletter Number 4 March 1990?

I am interested in both the viewer guide and resources for educational activities as a follow up to the program.

I Thank you.

Sincerely yours,

James A. Rhodes

James A. Rhodes
Director of International Studies
Professor of Political Science
Luther College
Decorah, Iowa 52101

319-387-1250 office

list ~ 4/26

TEXAS A&I UNIVERSITY

College of Agriculture and Home Economics Campus Box 156 Kingsville, TX 78363 512/595-3711

APPENDIX K

April 16, 1990

Elise Storck
Breakthrough on Hunger
1802 Lawrence Street, N.E.
Washington, D.C. 20018

Dear Elise:

I recently learned of the upcoming PBS series, "Local Heroes, Global Change." I wish to receive the packet of resources for educational activities. I am very pleased with the relevance of the topics to be addressed but disappointed that the series airs after our semester ends. My intention is to record the programs for future classroom use.

I am involved on the local and national level with a group having a similar purpose--World Food Day. I have a personal and professional interest in food/environment issues. Perhaps opportunities will arise for further involvement in your organization. Let's keep in touch.

Sincerely,

Duane Gardiner

Duane T. Gardiner
Assistant Professor of Soil Science

current 4/23
b.o #4

to list ✓ 5/31

UNIVERSITY OF WYOMING

APPENDIX K

International Agricultural Programs
College of Agriculture

P.O. Box 3354
Laramie, WY 82071-3354 USA
Telephone: (307) 766-3576
Telex: 401154(IAT UD)
Facsimile: 307-766-3379

May 25, 1990

Elise Storck
Network Coordinator
1802 Lawrence St., N.E.
Washington, D.C. 20018

Dear Ms. Storck:

Upon review of your "Dear Colleagues" letter discussing the PBS showing of "Breakthrough on Hunger," our office has identified a desire within our institution for the videos. We plan on showing the material to various groups on campus and in the community.

Please send us a copy of the video and accompanying materials or identify how we may acquire these items. Thank you for your assistance.

Sincerely,

Peter J. Guernsey
Program Coordinator

PJG:jjl

info ✓ 5/31

The University of Wyoming is an equal opportunity/affirmative action institution.

Excellence UW

APPENDIX L

SAMPLE PRESS RELEASE [Note Inserts]

For Immediate Release

LOCAL HEROES, GLOBAL CHANGE Public Television Series Highlights Global Advances Against Poverty and Environmental Destruction Beginning [date of first program] at [time].

Four-Part Series to be Broadcast as Part of "Operation Earth," the PBS Campaign to Increase Awareness of Global Issues

LOCAL HEROES, GLOBAL CHANGE presents a new look at the developing world through the eyes of people overcoming poverty and creating positive change. In such diverse locations as South Asia, the Andean highlands, the Caribbean, Southern Africa, the U.S. Congress and the world trade talks at Geneva, the four one-hour programs examine the gulf between the industrialized "North" and the developing "South," and explore how the gap might be narrowed.

Produced by World Development Productions in Boston, LOCAL HEROES, GLOBAL CHANGE will air on [local PBS station call letters and channel number] on [four broadcast dates] at [time]. The series telecast is part of PBS' "Operation Earth," a year-long campaign to increase awareness and spur community action about issues affecting our planet.

Program One, "With Our Own Eyes" -- Successful approaches to development in the North have had mixed results in the South. The development process must be adapted to local experience and ecology and involve local people as full partners in the process of change. Indonesia faced environmental catastrophe and hunger because of the threat posed to its rice crop by a small insect. Through the work of Wachyu Sutrisna, a farmer's son and extension agent, a new generation of agriculturalists are helping the nation avoid devastation. In Bangladesh, long considered a country that could never overcome widespread poverty, certain assumptions of

hopelessness are being reversed. Hasina Begum, a young woman who works for the remarkable Grameen Bank, shows how the poorest of the poor, including women, can pull themselves out of despair.

Program Two, "Against the Odds" -- Viewers will have a rare glimpse of the economic and political forces affecting development through an intimate portrait a Third World finance minister. Spending a day with Ghanaian Kwesi Botchwey reveals global and local impediments to change in the South that are little understood by people in the North. Then, backstage in the halls of Congress, the machinations surrounding the allocation of the U.S. foreign aid program are revealed, and the process is not what one might expect. Both stories of power are put into vivid perspective by Hortense Smith, as she tries to improve prospects for herself and her children in a free trade zone in Jamaica.

Program Three, "Power to Change" -- For development to occur, policy changes are needed "at the top." But transformations and learning at a very personal level are equally crucial. In a village in northwest India, severe environmental degradation that could not be halted by technology alone is turned around by villagers working together. A Bolivian woman who once felt she was "born poor and would die poor" learns to see through her situation and teaches others in her community to embrace new possibilities for change. Emerging grassroots participation by members of a national farmers organization in Zimbabwe shows how the quest for democracy is not confined to the countries of Eastern Europe.

Program Four, "The Global Connection" -- The world economy is so closely interconnected that industrialized nations' policies directly affect the well-being of developing countries, and vice-versa. Colorado farmers do their best to survive in a world economy they did not create and which is changing all around them. They've never come into contact with poor communities in

Bolivia, Jamaica or Ghana, but their futures are deeply connected. In a global economy where it is difficult to be a "local hero," people in both North and South face many of the same challenges in attaining economic prosperity.

[Insert paragraph for local discussion activity:

On date at time, a discussion activity based on the issues of **LOCAL HEROES, GLOBAL CHANGE** will be held at name of institution, library, town hall, etc., located at address. Sponsored by name(s) of sponsoring organization(s), the forum will include presentations by list speakers and their affiliations and ample time for participant discussion on linkages between the U.S. and the developing countries. The public is invited to attend and may call contact person at phone number for more information.]

LOCAL HEROES, GLOBAL CHANGE, narrated by Academy Award nominee Lindsay Crouse, is presented to the PBS network by South Carolina Educational Television. The series is funded in part by Kraft General Foods, The Rockefeller Foundation, The Ford Foundation, the Netherlands Ministry of Foreign Affairs, Nabisco Brands and the Charles Stewart Mott Foundation. Support for educational activities has been provided by the USAID Biden-Pell program, the W.K. Kellog Foundation and USA for Africa.

# # #

May 1990

[LOCAL CONTACT:]

name
address
phone

NATIONAL EDUCATION CONTACT:

Elise Storck
Network Coordinator
1802 Lawrence Street, NE
Washington, DC 20018
tel. 202-529-3210

List of Resource Materials
BREAKTHROUGH ON HUNGER project
Grant No. OTR-0230-G-SS-7173-03

(copies of all materials enclosed)

I. LOCAL HEROES, GLOBAL CHANGE -- the PBS Television Series

(Partial AID support for R&D for Concluding Program)

II. Teachers Guide: LOCAL HEROES, GLOBAL CHANGE

(Helped indirectly through AID support for Citizen Involvement Activities)

III. "Breakthroughs on Hunger: A Journalist's Encountr with Global Change" by Richard M. Harley

(Companion book to the PBS TV series, produced with no direct AID funding, but a product that indirectly benefitted from AID grant)

IV. Associated Materials with No Direct AID Support

-- Overview brochure for TV series and book
-- Press Kit for LOCAL HEROES, GLOBAL CHANGE
-- Report on Publicity (press clippings)
-- Guide for Congregational Study (produced by the Interreligious Coalition for Breakthrough on Hunger)