

PD-AAH-264

931-1231

AGENCY FOR INTERNATIONAL DEVELOPMENT
PROJECT PAPER FACESHEET

1. TRANSACTION CODE
 A ADD
 C CHANGE
 D DELETE

2. DOCUMENT CODE
PP
3

3. COUNTRY ENTITY
DSB/Interregional

4. DOCUMENT REVISION NUMBER

5. PROJECT NUMBER (7 digits)
 931-1231

6. BUREAU/OFFICE
A. SYMBOL DSB B. CODE 10

7. PROJECT TITLE (Maximum 40 characters)
 Clearinghouse on Devel. Communications

8. ESTIMATED FY OF PROJECT COMPLETION
FY 8 2

9. ESTIMATED DATE OF OBLIGATION
A. INITIAL FY 7 9 B. QUARTER 4
C. FINAL FY 8 1 (Enter 1, 2, 3, or 4)

10. ESTIMATED COSTS (\$000 OF EQUIVALENT \$1 -)

A. FUNDING SOURCE	FIRST FY 1979			LIFE OF PROJECT		
	B. FX	C. L/C	D. TOTAL	E. FX	F. L/C	G. TOTAL
AND APPROPRIATED TOTAL						
(GRANT)	(590)	()	(590)	(1,260)	(-)	(1,260)
(LOAN)	()	()	()	()	()	()
OTHER U.S. 1.						
OTHER U.S. 2.						
HOST COUNTRY						
OTHER (GNORIS)						
TOTALS	590		590	1,260		1,260

11. PROPOSED BUDGET APPROPRIATED FUNDS (\$000)

A. APPROPRIATION	B. PRIMARY PURPOSE CODE	PRIMARY TECH. CODE		E. 1ST FY 79		H. 2ND FY 80		K. 3RD FY 81	
		C. GRANT	D. LOAN	F. GRANT	G. LOAN	I. GRANT	J. LOAN	L. GRANT	M. LOAN
1) EH	601 I	640	-	359		430		471	
2)									
3)									
4)									
TOTALS				359		430		471	

A. APPROPRIATION	N. 4TH FY		O. 5TH FY		LIFE OF PROJECT		12. IN-DEPTH EVALUATION SCHEDULE
	D. GRANT	P. LOAN	H. GRANT	S. LOAN	T. GRANT	U. LOAN	
1)					1260	-	MM YY <input type="checkbox"/> 0 <input type="checkbox"/> 2 <input type="checkbox"/> 8 <input type="checkbox"/> 1
2)							
3)							
4)							
TOTALS					1260	-	

13. DATA CHANGE INDICATOR. WERE CHANGES MADE IN THE PID FACESHEET DATA, BLOCKS 12, 13, 14, OR 15 OR IN PRP FACESHEET DATA, BLOCK 12? IF YES, ATTACH CHANGED PID FACESHEET.

1 = NO
 2 = YES

14. ORIGINATING OFFICE CLEARANCE

SIGNATURE: *R. W. Schmeding*

TITLE: R. W. Schmeding, Director, DS/ED

DATE SIGNED: 5/30/79

15. DATE DOCUMENT RECEIVED IN AID/W, OR FOR AID/W DOCUMENTS, DATE OF DISTRIBUTION

MM DD YY:

DS/PO OFFICIAL FILE

CLEARINGHOUSE ON DEVELOPMENT

COMMUNICATIONS

Project Paper

DS/PO OFFICIAL FILE

CLEARINGHOUSE ON DEVELOPMENT COMMUNICATIONS

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ANNEX

Logical Framework

CLEARINGHOUSE ON DEVELOPMENT COMMUNICATIONS

I. SUMMARY

This three-year, ^{1,260,000}~~900,000~~ project will furnish information and services related to the application of appropriate technologies in development communications (i.e., print and non-print media) to A.I.D. and LDC planners and practitioners. Emphasis will be placed on development communications applications in the fields of agriculture, health, education, family planning, and community development, especially for programs that reach large numbers of rural and urban poor people. A Clearinghouse on Development Communications will be operated through a contract with a U.S. university or private organization to provide the following services: (1) Maintenance of a library/reference center; (2) Publication of a quarterly newsletter; (3) Publication of Project Profiles and State-of-the-Art Reviews; (4) Provision of a reference service; and (5) Production of special materials for use in conferences, workshops, and seminars, and provision of technical advisory services to assist USAIDs in designing and conducting field workshops.

The project, which will operate from approximately August 1, 1979 to July 31, 1982, has an estimated budget of ^{1,260,000}~~900,000~~, distributed as follows: FY 1979 - ^{590,000}~~280,000~~; FY 1980 - ^{340,000}~~300,000~~; and FY 1981 - ^{330,000}~~320,000~~.

The new project will build upon experiences gained from an earlier project in educational technology information, begun in a limited way in 1971 under a contract with the Academy for Educational Development and expanded in 1973 to create an Information Center on Instructional Technology (ICIT). This project will terminate July 31, 1979.

II. PROJECT RATIONALE, BACKGROUND, AND DESCRIPTION

A. Rationale

The U.S. Congress has mandated A.I.D. to help bring the benefits of development on a more equitable basis to the poor majority in Less Developed Countries (LDCs). Areas singled out for emphasis are agriculture, health and nutrition, formal and nonformal education, population and family planning, and community development. The role of development communications in designing and delivering effective and efficient programs is commanding increasing attention by A.I.D. Over \$11.5 million have been obligated in FY 1978 alone for communications related activities. Important projects are underway or in advanced planning stages in Guatemala, Nicaragua, Caribbean, Guyana, Peru, Korea, Nepal, Egypt, Tunisia, Sri Lanka, Indonesia, Sudan, and the South Pacific. Each of these efforts benefits from receiving regular, analytic documentation on other applications of development communications, and -- conversely -- each of these projects needs a structure to share its progress with the wider community of involved communications professionals.

A wide array of development communications techniques and tools is now available, partly as a result of past A.I.D. projects in this area. A.I.D., USAID Missions, and LDC planners and practitioners, however, urgently and continually need help in determining how to use communications methods and technologies most appropriately for their particular development needs. Of special concern are ways to reach large numbers of people who are rural, isolated, and relatively uneducated, with systems that are cost effective. Development communications is ideally suited to serve this function as it can reach many people in a short time, can surmount difficult geographic obstacles, and can multiply the effects of individual teachers (e.g., agricultural extension workers). Also, it can draw upon existing communications infrastructures (e.g., radio) that are currently underutilized, resulting in cost-effective programs.

New and continued project planning in the area of development communications remains on the decision-making agenda of planners in a number of USAID Missions. The Clearinghouse activities, underway since 1973, make important contributions to this effort and must be continued for the foreseeable future. This is especially true for the Clearinghouse publications, the Development Communications Reports, the Project Profiles and the periodic State-of-the-Art Reviews. New A.I.D. initiatives in the area of satellite communications also will require

the availability of a proven information resource to assist Development Support Bureau and USAIDs to mount effective programs in this highly complex area. Continuing technological achievements in the area of battery-operated equipment, reduced transmission costs, and recording equipment are making more sophisticated forms of media practical and relatively inexpensive. There is a continued need, however, for extensive, reliable information on how these strategies can be applied to a wide variety of specific development needs, within the genuine constraints imposed by LDC conditions.

Annual evaluations of the previous project in this area (931-0925-73) have concluded that the project serves a continuing need for USAIDs and for the broader community of LDC program planners. A Team Evaluation Report prepared in June, 1978 recommended the continuation of these services and highlighted two concerns for future programming:

1. A greater and continuing effort should be made to define the target audiences for development communications information. "Audience definition is considered to be essential for appropriate selection and preparation of materials. Editorial work in this field requires familiarity with development programs and projects and the problems and resources of mission and developing country personnel working in such programs. Efforts to develop field oriented knowledge and insight should include correspondence, questionnaires, and participation in professional meetings and visits to field activities for discussions and observations. The objective should be an increased sensitivity

and responsiveness to field problems in which development communications experience may be helpful."

2. Emphasis in the analytic function in summarizing and synthesizing development communications experience relevant to field needs. "This responsibility should cover the entire field of development communications activities at a professional level above and in addition to library functions for facilitating access to relevant literature. Ideally the Clearinghouse on Development Communications should strive to provide a professionally recognized, general consulting reference service about development communications applications to AID/W, Mission, and LDC officials."

The project proposed here will address these two concerns on a priority basis.

An example of the impact of past development communications efforts through the Clearinghouse can be seen from the results of a Development Communications Report Evaluation Survey conducted in 1978. This survey, via a questionnaire sent out with the April 1978 issue of Development Communications Report, was constructed to provide information on the professional characteristics and interests of the readership, how the Development Communications Reports were used, and how they were rated by the readers. An analysis of the first 300 responses showed that over 50% of the readers were planners and

policy makers, were primarily interested in education or cross-sectoral problems, read the Development Communications Report selectively and shared it widely, read articles in other development sectors than their own, wanted a serious, no-frills publication that deals with major issues and applications of communications to specific sectors, and overwhelmingly believed that the Development Communications Reports are useful.

B. Background

This proposed new project is an outgrowth of pioneering experiences by A.I.D. over the past eight years in the area of development communications. In 1971, an information services in educational technology was begun under contract with the Academy for Educational Development. This was a part time, one person operation designed to respond to demands for copies of a film and a handbook on instructional technology and miscellaneous information requests that had been produced under a previous A.I.D. contract. In October, 1973 an Information Center on Instructional Technology (ICIT) was separately funded and staffed under AID/ta-C-1056 to meet the needs of development communicators and educators regarding relevant applications of media and technology. Between October, 1973 and December 31, 1976, ICIT grew to a full time staff of six people. A contract was started in January, 1977 and amended several times to provide services through July 31, 1979. As a result of periodic evaluations, the role of the CDC has come to emphasize meeting the information needs of A.I.D. officers and their

immediate counterparts through a "problem-solving" rather than a "media-and-methods" approach. Particularly stressed was the analytical and functional role of communications in integrating development efforts undertaken in particular sectors (e.g., food and nutrition, health and population, and education and human resources).

A brief review of the major accomplishments of past activities illustrates the continuing demand and nature of these development communications services:

- A network of over 6,000 development professionals has been established, and includes A.I.D. professionals in 50 missions and Washington, LDC counterparts, communications experts in other international development organizations, university professionals, and a small group of field practitioners. All major development sectors are represented (e.g., agriculture, education, health, population, and community development).
- 195 articles were published and disseminated.
- 9,000 books, journals, newsletters, fugitive documents and audio-visual materials were collected, cataloged, and circulated.
- 55 Project Profiles were produced to provide concise information to project planners on actual applications of communications technology to development; some are available in Spanish, French, and Arabic.
- Over 8,000 requests for information were individually answered.
- 11 Information Bulletins were published on the following topics:

Educational Technology and the Developing Countries:
A Handbook

Classroom Television: An Instrument for Educational
Change

Instructional Television in the Educational Reform
of El Salvador

Educational Reform and Instructional Television in
El Salvador

Radio's Role in Development: Five Strategies of Use

An Educator's Guide to Communications Satellite
Technology

Communication Media and Technology: A Look At Their
Role in Nonformal Education Programs

A Directory of Sources of Assistance on Educational
Technology for Development

A Sourcebook on Radio's Role in Development

Tele-Niger: Adapting an Electronic Medium to a Rural
African Context

Mtu Ni Afya: Tanzania's "Man Is Health" Campaign

- State-of-the Art reviews were prepared at the request of project planners on

- . Information packages and management for development communication seminars
- . AIDSAT Bulletins
- . Communications and Early Childhood Development
- . A slidetape presentation of the Radio/Math project in Nicaragua
- . Egyptian Development Priorities
- . Core Literature on Educational Technology
- . A review, by country, of A.I.D. Mission policy on communications as reflected in the Congressional Presentation.

- Over 500 names of institutions and individuals were listed by country and professional interest in the area of communications and development.
- 30 informal seminars were conducted on varied aspects of development communications.

C. Project Description

Two types of services will be provided under this project: (1) Maintaining a Clearinghouse on Development Communications Information in the United States, and (2) Preparing special materials for use in conferences, seminars and workshops. A description of the services under each category follows.

1. Clearinghouse on Development Communications. The major thrust of this project will be the continued operation of a U.S. based clearinghouse. Among its activities will be the following:

a) Library - Print and non-print entries in the Clearinghouse collection currently number about 14,000 items, including over 100 periodicals. A cross-referencing system must also be developed to facilitate a more rapid penetration and a more responsive retrieval of relevant literature. This information base serves an essential function in the preparation of quarterly newsletters, project profiles, state-of-the-art reviews, and materials for use in seminars, workshops, and conferences.

In addition to developing and/or maintaining a system for collecting, cataloging, and circulating present documents, a continuing survey of the literature must be conducted to insure that the informational resources are current, comprehensive, and relevant. Systematic dissemination of material, especially to A.I.D. and LDC field specialists, must be continued.

b) Production of a Quarterly Newsletter - The backbone publication of the Clearinghouse, Development Communication Report, stimulates general interest and awareness among members of a worldwide network of development professionals about relevant applications of communication technology. The Clearinghouse will continue the planning, writing, editing, production and distribution of this quarterly newsletter, which averages 10 pages and which was initiated under this contract and its predecessor (AID/ta-C-1056). While A.I.D. and other agencies have executed pioneering projects and funded centers of specialized expertise in the field of development communications, Development Communication Report is the only intensive effort, to date, to translate this valuable experience and knowledge into accessible language and to disseminate both to a broad international development community.

Development Communication Report's primary audience is comprised of A.I.D. officials and their counterparts and of educators and communicators in less developed countries. A secondary audience is

comprised of other American and international organizations involved in development work. Accordingly, 60 percent of the newsletter's readership resides in the developing world, while the remainder are developed-world professionals with an active interest in development communications. Readership response to an evaluation questionnaire demonstrated that the Report is generally kept by readers for future reference, passed along to colleagues, and is used by A.I.D. officials as a basis of information exchange in meetings. The Report has been increasingly successful in stimulating the readership to share commentary and documents and to contribute articles. It will continue to solicit and publish articles from its worldwide network, thus furnishing an unique arena for information exchange for the field. In addition, articles on the broad range of topics of development communications will continue to be researched and written by the Clearinghouse staff.

Included, as in past issues, will be reviews of books and documents that facilitate access by readers to information that supplements or goes beyond that printed in the Report. In each case, readers will continue to be given information for ordering the documents themselves. Innovative features, such as the column on communications technologies that can easily be adapted in LDCs, will be continued. They will continue to reflect the fact that vast sums of money or high technologies are not always necessary to the process of

communication. The newsletter will also continue to inform its readership of the services and publications of A.I.D. and its contractors in the development communications field. Finally, the Report will continue to call for documents and solicit feedback from its readers. Thus, the newsletter as a publication that reaches audiences regularly, will continue its valuable core service -- generating interaction among its broad audience and funneling worldwide reportage to A.I.D. officials.

c) Production of "Project Profiles" - "Project Profiles"

is a series of succinct comparative descriptions of projects using communications in various development sectors. Aimed specifically at broadening the information base of A.I.D. and LDC project planners, the series should contribute to improved field project design and implementation. Covering such areas as agriculture, nutrition, population/family planning, health, education, and community development, projects will be chosen, researched, and written up in a standard format to facilitate comparisons among projects analyzed. Each Profile will be presented on two sides of a single page and will cover standard attributes, such as target audience, objectives, media, duration, evaluation methods, results, and costs. Each will also feature a terse description of the project, be cross-referenced according to relevant variables, and be distributed in a loose-leaf binder to insure flexibility and utility.

The annual production rate is estimated at 25 profiles.

d) Reference Services - Approximately 30 percent of the effort of the Clearinghouse will go toward responding to information requests from A.I.D. officials, LDC representatives, and members of the broad development community. Responses range from furnishing appropriate Clearinghouse publications to designing, packaging, and shipping detailed compilations of literature and non-print information on development communications for workshops, seminars, and other uses. Thus, important attention by the Clearinghouse staff will be devoted to remaining current in the field in order to provide a credible reference resource.

During the past year, for example, the Clearinghouse service responded to an average of five information requests daily. Many of these requests are answered by mail, but a sizable number are personal interviews, with visiting development professionals, often referred to the Clearinghouse by A.I.D.

Several times during the past year, the Clearinghouse drew from its survey of the most current literature on development communication a core of publications and complementary non-print studies that formed the information base of A.I.D.-sponsored seminars. The Clearinghouse will continue this function in support of other projected A.I.D. seminars and meetings in the coming year.

In the past, the Clearinghouse has gone beyond the compilation of materials and has generated state-of-the-art reviews in response to its network's general and specific requests. During 1978, eight such reports were completed for DS/ED:

- . Review of the AIDSAT communications program as of January, 1977
- . Review of the state-of-the-art of health extension training methods
- . Review of projects using media for early childhood education
- . Creation of visuals on state-of-the-art of communications and development
- . Review of the AIDSAT communications program as of March, 1977
- . Editing and production of audio-visual materials on the Nicaragua Radio Mathematics Project
- . Review of the state-of-the-art of communications in the Central African Empire
- . Review of the state-of-the-art of communications in Egypt.

Under the new project proposed here, this important reference service will be continued.

2. Preparation of Special Materials for Use in Conferences, Seminars, and Workshops. Past project activities have included the preparation of films, video cassettes, tape recordings, slides, filmstrips, printed material to support the films and other audio-visual

materials, and discussion papers for the use of USAIDs and LDCs in matters related to development communications applications. These materials have been used in seminars in LDCs to give USAID mission personnel and their counterparts an opportunity to discuss the feasibility of communications applications with experts who have travelled out to the field for technical consultation. Under the previous contract, the Clearinghouse also assumed responsibility for the on-site management of two seminars in Sierra Leone and Liberia. Under the new proposed project, to the extent that funds permit, these activities will be continued. These materials will also be used to provide informal and formal seminars and meetings in the U.S. Clearinghouse headquarters to permit field experts to share project knowledge with U.S.-based professionals. The U.S. Clearinghouse professional staff will also be available to provide in-service training to USAID staffs, via workshops, on the uses of development communications in designing and using appropriate technology.

The objective in this phase of the project is to have available expertise to produce relevant information in various forms on a timely basis to meet the multiple information needs of development communications activities.

III. PROJECT SPECIFIC ANALYSES

A. Economic

The economic feasibility of this project rests upon the following considerations:

1. Creating and maintaining a central United States clearinghouse on development communications to collect, produce, and distribute worldwide appropriate information is economically more efficient than attempting to establish a similar center or centers elsewhere in the developing world. Since the principal source of media technology is here in the United States (including hardware, software, and professional expertise), attempting to duplicate similar resources elsewhere would be more costly and time consuming. United States institutions and private organizations have developed the necessary infrastructures and experience to perform these required information services efficiently and effectively. A non-United States sole source would encounter significant economic problems in collecting information, for example. (Their principal source would be institutions in the United States.) Also, developing the professional expertise to analyze existing knowledge or write and produce new knowledge and set up efficient delivery systems for this information would present major problems to a non-United States institution. The United States source can also benefit from more ready access to U.S. Government and public and private institutions owing to familiarity and prior experience with these institutions.

2. The provision of comprehensive, valid, relevant, and timely information on the applicability of appropriate technologies will lead to more cost-effective development programs in the LDCs. Since LDCs are constantly confronted with limited financial resources to meet multiple development goals, the necessity to consider alternative methods to deliver goods and services -- especially with respect to educational technologies -- dictates that these decisions be based upon the best available information. The appropriate "mix" of print and non-print media is a vital consideration in this regard, as is the planning of appropriate delivery systems to make maximum use of development communications resources.

3. Regardless of the state of development of the LDCs, some communications infrastructures already exist. The task confronting LDC planners and practitioners is to make maximum economic and technical use of these infrastructures. In the area of print media, a range of materials from simple, graphic displays for relatively uneducated rural persons to sophisticated instructional presentations for more educated planners, managers, and practitioners must be provided. Similarly, non-print media must be employed in a variety of ways. Experience in LDCs indicates that even remote areas sometimes have access to radio broadcasts and considerable evidence exists that this resource is currently being underutilized for the transmission of valuable information in agriculture, health, education, and

community development. The use of other communications techniques (e.g., field days in agriculture, community discussion groups, rural health clinic demonstrations) have important implications for development communications principles and practices. The use of newspaper supplements and more sophisticated technologies (e.g., television, films, slides, video tapes, and satellites) also may be appropriate in certain circumstances. The wise use of these technologies can contribute significantly to cost-effective development programs in the LDCs.

B. Social Soundness

The principal social soundness issue related to this project is the likelihood that the new practices or institutions introduced as a result of the provision of relevant information on development communications to the LDCs planners and practitioners will be diffused among other groups (i.e., the "spread effect"). Our judgment is that this likelihood is very high. The project has been designed in fact to respond to the growing demand on the part of LDCs for practical information which they can use to design and implement activities over a wide range of development concerns (e.g., agriculture, health, education, family planning, and community development). The intended ultimate beneficiaries of this information will be the majority of poor urban and rural persons who currently lack this information and are thus at a disadvantage in participating more fully in the development processes within their nations. Central assumptions of the

project are that the poor majority are motivated to improve their lives and that the provision of useful information on development communications technologies and practices can contribute significantly to helping them achieve their individual and economic social goals.

C. Technical Feasibility

Since this project deals with the provision of information on development communications to A.I.D., USAID, and LDC planners and practitioners, no major technical feasibility issues or problems are foreseen. The project will require the availability of a staff of professional development communications specialists to produce the required information, a mechanism and procedures for collecting, storing, reproducing, and distributing the information worldwide, and a mechanism for monitoring and reporting on project activities. A sufficient number of professionally qualified persons is available in the U.S. to serve on the U.S. based Clearinghouse staff, and the LDCs contain a growing number of field specialists to use this information. Creating and/or maintaining a U.S. based Clearinghouse with appropriate office, library, and reproduction facilities is technically feasible, as is a delivery system relying principally upon the use of international and U.S. Government mail facilities. The technical feasibility of using appropriate technologies in the LDCs for the dissemination of the information produced under this

project will, of course, be a matter of consideration on a case-by-case basis. The constraints imposed in some LDCs by lack of sophisticated delivery systems, advanced technologies (e.g., television and radio coverage in remote areas) and financial and human resources limitations will dictate which specific "appropriate" technology is actually employed. Since a wide range of print and non-print media is now available for use in the LDCs, no major technical difficulties are anticipated in maintaining project activities.

D. Administrative Feasibility

The Office of Education, Development Support Bureau (DS/ED) will be the principal A.I.D. coordinating and monitoring entity in this project. Besides close coordination with the U.S. contractor, the DS/ED will maintain close relationships with the A.I.D. Regional Bureaus, the DS/Development Information and Utilization Office, DS/Program Office, and SER/Office of Contract Management, on relevant project matters. As appropriate, contacts will be maintained with specific USAID Missions, with other international development organizations, and U.S. universities and organizations.

Administrative responsibility for providing the technical services required under the project will reside with the U.S. university or

organization contracted through competitive procurement procedures. The contractor will establish a U.S. based clearinghouse on development communications to continue providing the services described in Section II, C, Project Description, of this paper.

E. Environmental Analysis

DS/ED has made a threshold determination that there will be no discernible environmental impact as a result of this project, and that a formal statement is therefore unnecessary.

IV. FINANCIAL PLAN

The following tables represent the budgetary analysis of this project, showing the total amounts and timing of the financial resources required:

TABLE 1 - Summary Cost Estimate and Financial Plan

TABLE 2 - Projection of Expenditures by Fiscal Years

TABLE 3 - FY 1979 Budget, by components

TABLE 4 - FY 1980 Budget, by components

TABLE 5 - FY 1981 Budget, by components

Development Communications Clearinghouse
Summary Cost Estimate and Financial Plan (3 years)
 (US \$000)

Source:	A.I.D. Grant
<u>Use:</u>	
Personnel	\$ 562.5
Commodities	20.0
Direct Costs	521.0
(Printing and Materials Production, Communications (phone, cable, postage), Reproduction, Supplies and Materials, Translation)	
Indirect Costs	103.5
Contingency	23.0
Evaluation Study	30.0
Total	\$1,260.0

NOTE: Inflation has been built in to each FY budget, by project components.

TABLE 2

Development Communication Clearinghouse

Projection of Expenditures by Year

(US \$000)

Fiscal Year	First	Second	Third	Total
Personnel	166.0	193.0	203.5	562.5
Commodities	10.0	5.0	5.0	20.0
Direct Costs	148.0	163.0	210.0	521.0
Indirect Costs	29.0	32.0	42.5	103.5
Contingency	6.0	7.0	10.0	23.0
Evaluation Study		30.0		30.0
Total	\$ 359.0	430.0	471.0	1,260.0

DEVELOPMENT COMMUNICATIONS CLEARINGHOUSE

First Year Budget

(000's)

I. <u>PERSONNEL</u>			\$ 166.0
Director	12 p/m @ 2,100	\$	25.2
Asst. Director	12 p/m @ 1,900		22.8
Editor	12 p/m @ 1,500		18.0
Info. Specialist	12 p/m @ 1,300		15.6
Program Asst.	12 p/m @ 1,100		13.2
Secretary	12 p/m @ 1,000		12.0
Sec/Clerk	12 p/m @ 800		9.6
Consultants	3 p/m @ 2,000		6.0
	<u>87</u>		<u>\$ 122.4</u>
Employee Benefits (25%)			30.6
	Sub-Total		<u>\$ 153.0</u>
Travel - Domestic		\$	3.0
Travel - International			10.0
	Total		<u>\$ 166.0</u>
II. <u>COMMODITIES</u> (Audio-Visual Equipment			\$ 10.0
III. <u>DIRECT COSTS</u>			\$ 148.0
Printing, Translation, & Production		\$	118.0
Communications (telephone, telegraph postage)			15.0
Reproduction			9.0
Supplies & Materials			6.0
IV. <u>INDIRECT COSTS</u>			\$ 29.0
V. <u>CONTINGENCIES</u>			\$ 6.0
	TOTAL		<u>\$ 359.0</u>

NOTE: Inflation has been built in to each project category during the life of the project.

DEVELOPMENT COMMUNICATIONS CLEARINGHOUSE

Second Year Budget

(000's)

I. <u>PERSONNEL</u>			\$ 193.0
Director	12 p/m @ 2,300	\$ 27.6	
Asst. Director	12 p/m @ 2,000	24.0	
Editor	12 p/m @ 1,600	19.2	
Info. Specialist	12 p/m @ 1,400	16.8	
Program Asst.	12 p/m @ 1,200	14.4	
Secretary	12 p/m @ 1,100	13.2	
Sec/Clerk	12 p/m @ 900	10.8	
Consultants	6 p/m @ 3,000	18.0	
	90	\$ 144.0	
Employee Benefits (25%)		36.0	
	Sub Total	\$ 180.0	
Travel - Domestic		\$ 3.0	
Travel - International		10.0	
	Total	\$ 193.0	
II. <u>COMMODITIES</u> (Audio-Visual Equipment)			\$ 5.0
III. <u>DIRECT COSTS</u>			\$ 163.0
Printing, Translation, and Production		\$ 130.0	
Communications (telephone, telegraph, postage)		\$ 16.0	
Reproduction		10.0	
Supplies & Materials		7.0	
IV. <u>INDIRECT COSTS</u>			\$ 32.0
V. <u>CONTINGENCIES</u>			\$ 7.0
VI. <u>EVALUATION STUDY</u>			\$ 30.0
	Total		\$ 430.0

DEVELOPMENT COMMUNICATIONS CLEARINGHOUSE

Third Year Budget

I. <u>PERSONNEL</u>			\$ 203.5
Director	12 p/m @ 2,400	\$	28.8
Asst. Director	12 p/m @ 2,100		25.2
Editor	12 p/m @ 1,700		20.4
Info. Specialist	12 p/m @ 1,500		18.0
Program Asst.	12 p/m @ 1,300		15.6
Secretary	12 p/m @ 1,200		14.4
Sec/Clerk	12 p/m @ 1,000		12.0
Consultants	6 p/m @ 3,000		18.0
	<u>90</u>		<u>\$ 152.4</u>
Employee Benefits (25%)			38.1
	Sub Total	\$	<u>190.5</u>
	Travel-Domestic	\$	3.0
	Travel-International		10.0
			<u>\$ 203.5</u>
II. <u>COMMODITIES</u> (Audio-Visual Equipment)		\$	5.0
III. <u>DIRECT COSTS</u>		\$	210.0
	Printing, Translation, and Production	\$	178.0
	Communications (telephone, telegraph, postage)		16.0
	Reproduction		9.0
	Supplies & Materials		7.0
IV. <u>INDIRECT COSTS</u>		\$	42.5
V. <u>CONTINGENCIES</u>		\$	10.0
	Total	\$	<u>471.0</u>

V. IMPLEMENTATION PLAN1979

- April - Approval of Project Paper
- May - Processing of PAF and PIO/T
- May/June - Competitive bid procedures
- July - Selection of Contractor; award, negotiation, and signing of Contract
- August 1 - Establishment of U.S. Clearinghouse
- August 30 - Selection of staff, installation of library and reproduction facilities, development of specific CDC implementation plan by Contractor and review and approval by DS/ED
- October 1 - Provision of services:
- Dec. 31
 - 1) writing, printing, and distribution of quarterly Development Communications Report, Project Profiles, and State-of-the-Art Reviews;
 - 2) maintenance of library;
 - 3) responding to individual inquiries from CDC network affiliates for information; and
 - 4) preparation of special materials for use in conferences, seminars, and workshops.

1980

1. Continued operation of CDC
2. Annual Evaluation by DS/ED
3. Submission of Annual Report by Contractor

1981

1. Continued operation of CDC
2. Preparation of termination activities:
 - (a) Submission of Final Report
 - (b) Final Evaluation by DS/ED.

VI. EVALUATION PLAN

During the three year life of this project, semi-annual progress reports will be submitted by the contractor to DS/ED. Each report will contain a description of major activities and accomplishments during the reporting period, problems encountered and solutions applied by the contractor or recommendations for solutions by parties other than the contractor, and proposed activities for the subsequent six month period. In order to assure the availability of the data necessary to demonstrate progress toward project goals, the contractor will be required to furnish DS/ED within three months of the start of the project a plan for the periodic collection and reporting of this data. Items to be included are numbers and kinds of reference materials received, cataloged, and circulated from the CDC library, number and kinds of responses to network affiliates requesting development communications information, visitors to the CDC and their organizational affiliations, and information concerning the production and distribution of the quarterly newsletter, Project Profiles, and state-of-the-art reviews. The contractor will also be required to develop procedures for gathering information from network affiliates on the usefulness of information provided, uses to which the information has been put, and suggestions for further kinds of information the CDC should provide. This can take the

form of surveys and/or interviews with a sample of network affiliates.

At the end of the project, the contractor will submit a final report summarizing project activities and accomplishments, unresolved problems, and recommendations for further development communications activities by A.I.D.

The DS/ED office will also conduct annual evaluations of the project, through review of the contractor's semi-annual reports and meetings at the clearinghouse site. As appropriate, A.I.D. regional bureau and other A.I.D. offices (e.g., Program and Contract offices) will be requested to participate in these formal evaluations.

PROJECT DESIGN SUMMARY
LOGICAL FRAMEWORK

Life of Project:
From FY 79 to FY 81
Total U.S. Funding \$ 900,000
Date Prepared: February, 1979

Clearinghouse on Development Communications
Project Title & Number: Project No. 931-1231

NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS																																																						
<p>Program or Sector Goal: The broader objective to which this project contributes:</p> <p>To develop an integrated approach to on-going and new analysis and information services concerning the types, results, and costs of educational technologies for development applications.</p>	<p>Measures of Goal Achievement:</p> <p>Development Communications information services are part of an integrated approach to provide appropriate programs in LDCs.</p>	<p>Analysis of LDC development programs to verify the use of appropriate educational technologies</p> <p>a) Case studies b) Surveys and Questionnaires c) Correspondence and Reports</p>	<p>Assumptions for achieving goal targets:</p> <p>A.I.D. and LDC planners and practitioners accept the concept of educational technologies contributing to the development of relevant, cost-effective programs over a wide range of development activities.</p>																																																						
<p>Project Purpose:</p> <p>To provide comprehensive information resources covering educational technology applications, new developments, and policy guidance for A.I.D. and LDC administrators, officials, and researchers in education and extension work.</p>	<p>Conditions that will indicate purpose has been achieved: End of project status.</p> <p>A.I.D. and LDC planners and practitioners will have a comprehensive information resource system available on educational technologies to design, apply, and evaluate appropriate development activities.</p>	<p>1. Surveys of A.I.D. and LDC offices to determine availability and use of development communications information; 2. Official project files in AID/W and in the U.S. clearinghouse.</p>	<p>Assumptions for achieving purpose:</p> <p>1. A.I.D. and LDC planners and practitioners want and use development communications information services in providing appropriate development programs; 2. Development Clearinghouse information services are valid, relevant, and available.</p>																																																						
<p>Outputs:</p> <ol style="list-style-type: none"> Issues of <u>Communications Development Reports</u> Issues of <u>Project Profiles</u> State-of-the-Art Reviews Responses to requests for development communications information Special materials on development communications technologies (print and non-print) 	<p>Magnitude of Outputs:</p> <ol style="list-style-type: none"> 9 quarterly issues 36 profiles 10 reviews Approximately 4,000 individual responses 100 periodicals; 1,000 books and pamphlets; 300 films, videocassette, tape recordings, film strips & slides. 	<p>U.S. clearinghouse files and reports.</p>	<p>Assumptions for achieving outputs:</p> <p>Inputs are provided on a timely basis and in sufficient quantities and qualities to reach output targets.</p>																																																						
<p>Inputs:</p> <p>Personnel Commodities Other Costs (printing, translation and reproduction costs, supplies and materials, communications, overhead, contingencies, and inflation)</p> <p>TOTAL <i>Excluded</i></p>	<p>Implementation Target (Type and Quantity)</p> <table border="1"> <thead> <tr> <th colspan="2">Yr 1 FY 79</th> <th colspan="2">Yr 2 FY 80</th> <th colspan="2">Yr 3 FY 81</th> </tr> <tr> <th>P/M</th> <th>\$</th> <th>P/M</th> <th>\$</th> <th>P/M</th> <th>\$</th> </tr> </thead> <tbody> <tr> <td>87</td> <td>163</td> <td>90</td> <td>190</td> <td>90</td> <td>200.5</td> </tr> <tr> <td></td> <td>10</td> <td></td> <td>5</td> <td></td> <td>5.0</td> </tr> <tr> <td></td> <td>107</td> <td></td> <td>105</td> <td></td> <td>114.5</td> </tr> <tr> <td></td> <td><u>10</u></td> <td></td> <td><u>—</u></td> <td></td> <td><u>10</u></td> </tr> <tr> <td></td> <td>280</td> <td></td> <td>300</td> <td></td> <td>320</td> </tr> <tr> <td></td> <td>397</td> <td></td> <td></td> <td></td> <td>430</td> </tr> <tr> <td></td> <td>359</td> <td></td> <td>430</td> <td></td> <td>471</td> </tr> </tbody> </table> <p><i>Del Budget p 23-26</i></p>	Yr 1 FY 79		Yr 2 FY 80		Yr 3 FY 81		P/M	\$	P/M	\$	P/M	\$	87	163	90	190	90	200.5		10		5		5.0		107		105		114.5		<u>10</u>		<u>—</u>		<u>10</u>		280		300		320		397				430		359		430		471	<p>Official clearinghouse, DS/ED, and A.I.D. Contract Office files.</p>	<p>Assumptions for providing inputs:</p> <ol style="list-style-type: none"> Adequate levels of funding are available on a timely basis to provide necessary inputs. Properly qualified personnel are available to provide needed services.
Yr 1 FY 79		Yr 2 FY 80		Yr 3 FY 81																																																					
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