

AMERICAN PUBLIC HEALTH ASSOCIATION
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IE & C FOR FAMILY PLANNING
IN MOROCCO:
PROGRAM DEVELOPMENT IN THE
MOROCCAN FAMILY PLANNING ASSOCIATION

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INTRODUCTION

PURPOSE OF THE ASSIGNMENT

The purpose of this five-week assignment in Morocco (three weeks by Berndtson and two weeks by Echols) was: 1) to work with the AMPF (Association Marocain de Planification Familiale) and AID (Agency for International Development) in developing further capability in population IEC (Information, Education and Communication) at the Association, and, 2) to write a draft project agreement between the AMPF and AID.

In a document dated April 3, 1979, the AMPF outlined and defined broad lines of USAID assistance to the AMPF under Project 0155, Population and Family Planning Support. This document proposed a budget of approximately \$500,000 as AID support to the AMPF in mass media activities, printed materials, training of trainers, professional IEC staff positions, audio-visual equipment and miscellaneous costs such as replacement parts, transport, and furniture (Appendix A, AMPF Budget Summary).

To help develop this program it was proposed that two AID (APHA) consultants, specialists in IEC, come to Morocco for a short period of time in November, 1979.

Echols arrived on November 4 and worked through November 18, when he began a similar task for the UNFPA. Berndtson arrived on November 11 and, with a four-day interruption while he worked on a UNICEF population IEC project, worked with the AMPF and AID until November 30, 1979. The consultancies included two meetings with the Board of Trustees of the AMPF; daily work with the Director, Mr. El Mudjki and the Program Director, Mr. Mohamed Griga; and a trip to Tangier and Larache to visit AMPF centers and to observe their outreach programs in the centers of Youth and Sports. Since the Ministry of Health (MOH) and the AMPF work closely together, and since Dr. M.T. Aloui of the MOH is on the Board of the AMPF, close collaboration was carried out with them. The Health Education Unit of the Ministry has the capacity to publish AMPF materials; thus, it was also visited several times by the consultant team and the two AMPF directors. Several other ministries of the GOM were also visited, as were the President of the Union Des Femmes, UNICEF, and the UNFPA.

Throughout the consultant periods, almost daily discussions were held with AID Population personnel, Mr. William Trayfors and Mr. Thomas Harriman. These officers assisted the consultants in outlining the directions of their survey and the form of the draft project agreement. Mention was made in AID-Washington concerning wider study by the consultants such as an evaluation of government capabilities in IEC; plans or proposals by other organizations such as the UNFPA, UNICEF, and the World Bank to support the GOM or the AMPF in IEC; and the overall training programs necessary to conduct IEC work in the population/family planning field. The Population Officer the the consultants discussed this and agreed that these areas were not within the scope of this limited mission. Thus it was decided that the document resulting from the work by the two consultants, AID, and the AMPF during this period should be a draft project agreement to be

discussed and ultimately signed by AID and the AMPF under which the program suggested in the AMPF document of April 3, 1979 (as amended) could be carried out. After two meetings by the Board of Trustees to study the program and the resulting document written by Mssrs. Mudjki, Griga, Berndtson and Echols, it was agreed upon. This document discusses the entire AMPF IEC program in detail and constitutes the evaluations and conclusions of all concerned and is contained in the bulk of the rest of this report.

The consultants worked with Mssrs. Griga and Mudjki, the Board of Trustees, and the officers of the AMPF branch offices and Government of Morocco in French, and thus the report (taking the form of a Project Agreement between AID and the AMPF) was drafted in French and submitted to USAID-Morocco on November 28, 1979. The document was then translated into English by USAID-Morocco, edited by the consultants and submitted in draft to AID-Washington on January 5, 1980. After revisions, as per AID-Washington, it is herewith presented as the final report. This is in keeping with agreements made at USAID Morocco.

A list of persons contacted by the consultants is included as Appendix B.

THE PROGRAM

The purpose of this program is to supplement the Moroccan Family Planning Association's action, under AID's assistance, in the area of information, education and communication, with an assistance program scheduled to last for a period of 36 working months. The program will start in July of 1980 and terminate in June of 1983, and may be renewed for an additional period.

After a survey by the consultants and the staff of the Association was conducted to identify the requirements, the following projects were decided upon:*

<u>Part I</u>	<u>Mass Communication</u>
Project Number 1	Radio
Project Number 2	Television
Project Number 3	Publications
<u>Part II</u>	<u>Person-to-Person Communication</u>
Project Number 4	Instructor Training
Project Number 5	AMPF Personnel and In-House Training
Project Number 6	Research and Evaluation
<u>Part III</u>	<u>Budget Summary</u>
<u>Part IV</u>	<u>Conclusions</u>

To assist in the submission of semi-annual and annual activities status reports to AID, monthly quarterly status reports will be prepared for all the activities included in the various projects. These reports will cover progress and accomplishments as well as budgetary and financial status of these activities.

* Parts I through IV are the basic report by Echols and Berndtson, written in French in Project Agreement form, with Mudjki and Griga, and translated to English by USAID-Rabat. There are a few comments and evaluations added in the English version by the consultants.

CHAPTER I

MASS COMMUNICATION

Mass communication helps raise public awareness and knowledge concerning population growth and to publicize the use of family planning methods. Indeed, in programs designed to reach a larger portion of the public, the information and education processes are closely related under a global strategy of communication. In this regard, the sociological studies and research that have been conducted in Morocco have shown that:

- 1) The majority of the Moroccan society is characterized by an oral culture having a tendency to absorb information through hearing. This is due to the fact that the illiteracy rate in Morocco is roughly 70 percent.
- 2) The use of mass media communication in the various national development campaigns requires a careful adaptation and re-evaluation of the form and substance of the usual messages conveyed in the matters of population and family planning. The objectives of these messages to be designed by the AMPF are to:
 - a) sensitize, promote and motivate in order to achieve acceptance of family planning at all levels.
 - b) reinforce current family planning programs, fight rumors and remove obstacles impeding their progress.
 - c) help target populations switch from hesitation to trial and, thereby, to final acceptance of family planning.

To achieve these goals, it is planned to make use of the mass media, particularly radio and television.

PROJECT NUMBER 1 RADIO

Radio is probably the most powerful means of dissemination of information in Morocco. It is also one of the least expensive, given the number of radio sets being operated -- according to the latest statistics, over 6,000,000 sets are in use, 30 percent of which are battery-operated transistor radios. These pocket radios have spread to the most remote areas of the country.

The national broadcasting station transmits from Rabat a variety of programs designed to meet the needs of the various population groups:

- 1) the Arabic language channel broadcasts for a total of 21 hours daily,
- 2) the French channel broadcasts for 18 hours a day,
- 3) the Spanish channel for 7 hours,
- 4) the English for 7 hours, and
- 5) the Berber for a total of 18 hours each day. The Berber language channel broadcasts in three dialects: Tamazeghte, which is spoken in the Middle Atlas; Tachelhite, spoken in Souss and Higher Atlas; and Tarafitee, spoken in north-eastern Rif region.

In addition to the national station, there are seven regional stations:

- 1) Agadir, for the Souss region, broadcasts for 6 hours daily,
- 2) Marrakech, for the Higher Atlas region, broadcasts for 6 hours daily,
- 3) Casablanca for the Chaouia region, for 6 hours,
- 4) Fes for the Middle Atlas region, 6 hours,
- 5) Oujda for the Eastern Morocco region, 6 hours,
- 6) Tangier for the Northern Morocco region, 18 hours, and
- 7) Layoune and Dakhla for the Moroccan Sahara, 12 hours per day.

Knowing the effectiveness of this national communication network, we are planning to produce and disseminate programs and messages that will make use of the various techniques of radio production available through the national and regional stations with the view of unifying the message and adapting it to achieve better understanding.

These broadcasts will take the form of:

- 1) radio spots,
- 2) combined programs (interviews, dialogues with the audience, round tables, etc.), and
- 3) sketches.

In addition to broadcasts of direct messages on population growth in Morocco, the concept of family planning will be integrated into other radio programs in cooperation with their respective producers.

Radio action will concentrate particularly on the following operational objectives:

- 1) characterize the family planning concept and make it acceptable to the population,
- 2) arouse the population's interest in the need for family planning as a factor of socio-economic development for the individual, the family, and society in general,
- 3) fight rumors impeding acceptance of family planning (traditional, religious rumors, and those surrounding the use of contraceptive methods), and
- 4) deal with family planning in its broader context, integrating it in the programs for social development (anything related to education in the areas of population and family education).

Since this program will be conducted over 36 months, we are planning to combine these radio programs with television and finally, to integrate mass communication themes with training and other "face-to-face" communication efforts.

Program and Budgetary Estimate

1) Educational Spots

There are radio announcements or interludes broadcast at the national station and the regional stations several times a day. The AMPF will broadcast spots at the rate of one spot per month for a total of 35 spots in three years (see Table Number 1, Appendix C). This will be the responsibility of the radio-TV section supervisor.

2) Radio Broadcasts

The broadcasts shown (Table Number 2, Appendix C) will deal with the various aspects of population and family planning in Morocco, and will take the various forms of radio production (interviews, round tables, dialogues with the audience, etc.) at the rate of one broadcast per month, for a total of 35 broadcasts in three years.

3) Radio Sketches

A series of twelve radio sketches will be broadcasted by radio at the rate of one sketch per quarter (Table 3, Appendix C). Those sketches will be produced for TV broadcasting and will be adapted to radio broadcasting.

NOTE: Where radio productions are concerned, no budgetary estimate is necessary as the radio-TV section supervisor will work with Health Ministry equipment and with the audio equipment that will be installed at the Association at the beginning of the second year. All of this new audio equipment, since it will be used simultaneously by the AMPF radio and television programs, is budgeted under Television. This makes the television budget look extremely large.

PROJECT NUMBER 2 TELEVISION

The one national TV network covers practically all of Morocco. The main station is in Rabat, another station in Casablanca, and a third in Layoune. The various regions are connected to the main transmitter by relays.

Broadcasts are in Arabic with some educational and scientific subjects in French. Broadcasts last six hours daily (from 18:00 to 24:00 hours). On Sundays and holidays they exceed twelve hours per day.

Radio-Television Scholaire (Ministry of Education) broadcasts during school hours, mostly in Arabic. This network stresses language training (Arabic and French), mathematics, natural sciences, and religious and civic education.

The importance of this communication medium is significant and its programs are popular both in the urban and the rural areas where the population watches in cafes, public centers, youth centers, and in the majority of urban homes. The latest statistical data indicate that the number of television sets in use is about 2,000,000. It should be pointed out that in the majority of the youth centers sponsored by the Ministry of Youth, there are tele-club associations that organize discussions concerning the programs shown; these associations offer an opportunity to reinforce the projected program, working with the youth committees created by the Moroccan Family Planning Association within the scope of its basic program called "Sensitization and Utilization of Youth in Population and Family Planning Education".

From the experience and knowledge gained by the association in this area to date, we find that television is a source of large quantities of information and a means of entertainment for a large percentage of the urban, semi-urban and partially rural populations. The Association intends to make maximum use of this medium -- in a cohesive and synchronized manner with the other methods of communication -- utilizing joint techniques of radio and television production, and it plans to disseminate the programs at the best listening times for both media.

Messages will be designed and produced in the following forms:

- 1) education spots,
- 2) combined broadcasts (interviews, testimonials, documentaries, reporting, round tables, etc.), and
- 3) sketches.

In addition to direct message broadcasting, we plan to integrate the concept of population/family planning into other television programs in cooperation with the respective directors of Radio-Television Maroc (RTM) and Radio-Television Scholaire (RTS). All programs will be pre-tested by the AMPF staff.

The objectives to be achieved by this medium are the same as those set by radio inasmuch as the planned Information, Education, and Communication program technique used is based on the multi-media process.

Much discussion and some disagreement among the writers of this proposal (Messrs. Berndtson, Echols, Griga and Mudjki) was involved in the decision to develop television production capability. First, a decision had to be made whether to emphasize television at all since there was a significant question raised by Mr. Echols (and later by AID-Washington), as to how far television penetrates into Moroccan society, especially at the rural level. The AMPF feels that television is the coming medium in Morocco and, as pointed out previously, is already used in rural schools and other centers as an educational and informational medium. Also, by using portable Betamax video tape machines and the 20 to 24 Ministry of Health audio-visual vans, programs could be shown easily in any isolated area to special groups. Thus, the decision was made to use television as much as possible.

Program and Budget Estimate

1) Educational Spots

The Moroccan Family Planning Association plans to produce 11 educational spots at the rate of one spot per quarter, which will be broadcast by the national TV channel twice each evening. This series of spots will deal with the various aspects of population and family planning problems. The production of the first four of this series of spots will be contracted for with a specialized production firm. As will be noted in the budget, these costs are extremely high (\$16,319 each), thus the decision to purchase equipment and produce "in-house". Each spot will be reproduced in five 16mm copies and on video tapes for showing with the Betamax sets in social and cultural programs throughout Morocco.

2) TV Sketches

A series of twelve sketches will be produced and broadcast by the national TV channel at the rate of one sketch per quarter. These sketches will be reproduced on 16mm magnetic films for public showings in rural areas by the audio-visual mobile units and on 3/4 inch video tapes for showing in women's centers, youth centers, etc. with the Betamax sets. This production will be contracted for with the writers of scenarios and dialogues, the actors and stage managers.

3) TV Broadcasts

Our plan of action includes the production of 35 broadcasts that will be aired at the rate of one per month. The production of these broadcasts will be the responsibility of the TV-radio supervisor. The various techniques of TV production will be used. Until the arrival of the video equipment, a certain number of these broadcasts will be co-produced with RTM. The same broadcasts will be reproduced on video for dissemination in the centers and other places with the Betamax sets. Some broadcasts will be reproduced, depending on their importance, on 16mm magnetic films for broad dissemination in rural areas. (See Appendix C, Tables 4, 5, and 6 for scheduling charts.)

Equipment

In view of the problems encountered in Morocco in producing television programs (i.e., unavailability of the studios, lack of adequate shooting crews, and numerous national holidays), radio and television production capability in the Moroccan Family Planning Association's communication program is of paramount importance. In order to reach self-sufficiency in producing the radio and television programs and for the strategy of communication to succeed and projects be realized, the Moroccan Family Planning Association plans to set up a studio equipped with video and audio equipment. (See attached plan, installation cost estimate, and equipment listing in Appendix D.)

In addition to the utilization of this equipment for the production of radio and television programs, we will produce continuous programs for the Betamax chain that will be installed in our various centers to support the seminars and debates in the women's centers and the youth centers. We would like to obtain the technical assistance of one video expert to install and start the equipment and we suggest Mr. Berndtson in view of his extensive experience and knowledge of the equipment ordered. The Association will request three consultancies, one in late 1980, one in early 1981, and another in 1982.

Estimate of Expenses

1) Educational Spots

a) production cost estimate is as follows for contracts during first year*:

● 1 spot @ \$16,319 X 4	\$65,276
● 1 copy @ \$120 X 4 X 5	2,400
SUB-TOTAL	<u>\$67,676</u>

b) the seven other spots will be produced in-house by the Association using the new AMPF video equipment and tapes.

2) TV Sketches

a) production cost estimates are as follows:

● production cost of one TV sketch is estimated at an outside cost, for scenario, dialogue, and stage preparation, of @ \$4,000 X 12	\$48,000
● 16mm reproduction (purchase of reversible film, 16mm magnetic films and salary for TV crews)	\$ 9,000
SUB-TOTAL	<u>\$57,000</u>

* All estimates are given throughout this report in U.S. dollars unless otherwise noted.

b) other costs are covered in-house.

3) TV Broadcasts

a) salary and travel allowances for TV crews @ \$529 X 35 broadcasts	\$18,500
b) 16mm magnetic tape reproduction, purchase of tapes @ \$120 X 35 broadcasts	4,200
SUB-TOTAL	\$22,700
TOTAL (1-3)	\$147,476

Several things must be remembered concerning this high budgetary figure. First, much of the \$147,476 cost is in the first year when outside contracts will be used. Second, contract costs are very high; this is the major reason it was decided to give production capability to the AMPF. Third, the last two years of the production will be in-house, based on the contract experience of the first year.

4) Production and Other Equipment Costs*

a) modification work	\$ 5,050.00
b) furniture purchase	3,200.00
c) U-matic video system 3/4, 625 line, (Pal-sec)	41,367.54
d) audio system	3,865.95
e) test instruments, tools, spare parts	4,555.00
f) 2" cassette Beta system (Pal-sec)	27,386.00
g) accessories	1,704.50
h) audio-visual equipment and office equipment	7,821.00
TOTAL (4)	\$94,949.99

As may be noted, the total cost of television production and equipment is only \$244,000. A number of factors were weighed in making this decision: 1) those mentioned above concerning contract and production costs, 2) much of the equipment, and all of the production costs (except personnel) of radio, are included in this estimate of expenses, 3) this gives equipment to the AMPF that will be useful for a decade, and 4) all of the material produced by the AMPF will be used in the 20-24 audio-visual vans being activated early in 1980 by the Ministry of Health.

* Detailed list in Appendix D.

PROJECT NUMBER 3
PUBLICATIONS

1) National Press

Moroccan dailies and magazines adopt varying positions for or against family planning. We anticipated that, through the press, we will be able to sensitize and orient the opinion of social (political) groups in the country to favor the adoption of the principles of family planning. We plan to make our relationships with the various dailies and national magazines more significant by introducing articles on the subject of family planning in those publications that have wide readership and influence, such as:

a) dailies

Arabic language

Al Anban
Al Alam
Al Mitak Al Watani
Al Moharrar
Al Bayane

French language

Le Matin du Sahara
L'Opinion
Maroc-Soir
Liberation
Naghreb Information
Al Bayane

b) magazines

Arabic language

Lamalif
Maroc Magazine
Al Manhal
Daawat Al Hake
Al Majella Assehiya
Aicha

French language

Lamalif
Maroc Magazine
Le Maroc Economique
La Revue Marocaine
des Medecins

Where the dailies are concerned, we will benefit from collaboration with the M.A.P. (Maghreb Arab Press), and with the editors and newsmen of the various newspapers as well.

As for the magazines, which are a means of communication and source of specialized and technical information, we are counting on doctors, teachers, Aלים and others to write the articles.

2) Editing and Publishing by the Moroccan Family Planning Association

In spite of a fairly low literacy rate, publications constitute an important source of communication in Morocco, given their acceptability, potential for wide dissemination and ease of production at a moderate cost.

Publications will be used to supplement and concretize the actions of other means of communication, under the AMPF concept of use of multi-media communication.

The publications that we plan to produce will be responsive to the needs of the various specific projects programmed. The AMPF will produce:

a) posters

Eleven posters will be produced that will deal with the various themes of the educational spots which will be aired on radio and television. This is intended to reinforce the message by disseminating it through the various channels of communication.

b) educational leaflets

Public and private communication networks lack basic educational materials to disseminate information on the subjects of family education, family planning and the role of population growth on social development.

The Association expects to produce eleven leaflets dealing with these themes:

- one leaflet on reproduction, health and fertility, 100,000 copies
- one leaflet about the various contraceptive methods, 100,000 copies
- one leaflet about Islam and family planning (extracts and verses from the Koran concerning the family and family planning, 100,000 copies
- one leaflet about population growth in Morocco 25,000 copies
- one leaflet about family planning as a factor of population growth rate decrease, 25,000 copies
- four leaflets about the needs of the child: legislation in favor of the child, breast feeding, maternal and child health, and responsible parenthood, 50,000 each for a total of 200,000
- two leaflets about the status of women: legislation in favor of women, and the social role of women and premature marriage, 50,000 each for a total of 100,000 copies

c) population and family planning booklet

This booklet will be a selection of data dealing in a simplified form with the various aspects of population problems and family planning. It will serve as a guide for young people and young couples. 50,000 copies will be printed.

It should be pointed out that the Association favors making wide distribution of the educational leaflets and the booklet to the workers in the field through

the collaboration existing between the Association and the various public departments and other agencies, namely:

- The Ministry of Youth and Sports
- The Ministry of Public Health
- The Ministry of Social Affairs
- The Ministry of National Education
- The Ministry of Agriculture
- The Women's Union

d) educational materials for instructors

To make the instructors' work more effective and to insure consistency in curriculum, it is necessary to provide all the participants in the various training sessions on the subjects of population and family planning with educational materials.

To this end, the Association plans to produce:

- an instructor guidebook which will contain information on the problems related to population and family planning (socio-economic, cultural, demographic, medical, religious problems) as well as some strategies of communication to achieve dissemination of the messages. We plan to print 10,000 copies of this guidebook.
- visual aids for demonstration will be manufactured illustrating:
 - female and male reproductive anatomy
 - fertilization and menstrual cycle
 - principles of contraception
 - the pill and other contraceptives

There will be six visual aid panels and each will be reproduced 300 times for a total of 1,800 copies. These aids will be made available to family planning staff, health instructors, women's and youth center heads, etc.

All of these materials will be pre-tested by the AMPF staff with the help of collaborating organizations. (See Appendix C, Tables 7, 8, and 9 for printing and distribution schedule.)

Program and Budgetary Estimate

1) Printing

- 12 posters, 110,000 copies
- 11 leaflets, 650,000 copies
- 1 guidebook, 50,000 copies
- 6 visual aid panels, 1,800 copies

CHAPTER II
PERSON-TO-PERSON
COMMUNICATION

PROJECT NUMBER 4 INSTRUCTOR TRAINING

Person-to-person communication reinforces sensitization and improves and favors the development of family planning services. Education and direct contact contribute to bringing about knowledge of family planning and the use of contraceptive methods. The processes of information and education are closely related in the framework of the AMPF strategy of communication.

Mass communication alone cannot always modify attitudes and behavior. Thus person-to-person communication is a decisive factor which enables the public to better and more fully understand population problems and to look upon family planning as a means of improving living conditions for the family, the community, and society. This requires integrating family planning education into a more general curriculum of family education, including contraception, parental responsibility, sex education, nutrition, ecological and population problems, and the role family planning plays in economic and social development.

With this in mind, we have developed a strategy of credible training adapted to the life-styles of various socio-cultural, political and religious groups that will create and strengthen person-to-person communication in the areas of population and family planning.

We are aiming at the decision-makers, planners, instructors and workers engaged in social and community development in the following public and private organizations:

Ministry of Youth and Sports

- professional training staff
- feminine promotion staff*
- presidents, directors and instructors of youth centers

Ministry of Social Affairs and Handicrafts

- professional training staff
- staff and supervisors of women's centers and work help centers
- presidents and directors of handicraft cooperatives

Ministry of Agriculture

- professional training staff
- agricultural information, education and communication personnel
- presidents, directors and organizers of agricultural co-ops

Ministry of National Education

- professional training staff
- natural sciences teachers
- teachers of religious schools

* This is a literal translation from the French. It refers to groups organized to promote activities for young women.

Ministry of Labor

- labor inspectors
- professional training staff

Ministry of the Interior

- members of the county councils
- professional training staff

Ministry of Information

- newsmen
- programmers
- producers and directors of the radio-television programs
- program promoters (radio-television)

Ministry of Religious Affairs

- Oulamahs
- religious teachers
- Imams
- Adouls

Ministry of Health

- professional training staff
- provincial health education organizers
- public health program organizers
- midwives
- medical corps

Moroccan Union of Women

- women's centers and nursery school organizers
- provincial committees

Red Crescent

- provincial committees
- women's centers and nursery school organizers
- first aid helpers

Moroccan League for the Protection of Children

- directors and guides of the centers
- nursery schools

Industrial Circle

- para-medical and social staff of the various industrial establishments
- union representatives

Political Groups

- various committees of the political parties
- associations affiliated to the various political parties

Other

- traditional medicine organizers and healers
- popular arts and folklore organizers
- traditional midwives
- wedding organizers (Neggafats)
- Guellassats and Tayabets from the Hammans

In order to lay the ground work and acquire the personnel and resources to train field staffs, and to develop appropriate communications materiel and a strategy for action all the way down to the village level, we plan to concentrate our efforts on orienting the decision-makers and educating the central and regional supervisors of the training and communication departments within the various ministries and organizations. This will be done, specifically, with the following training sessions for selected personnel:

- one session for the administrative supervisors and the training supervisors
- one session for regional social affairs supervisors
- one session for regional health education supervisors
- one session for regional feminine promotion supervisors of the Ministry of Youth and Sports.*
- one session for regional child protection supervisors of the Ministry of Youth and Sports.
- one session for supervisors of the social department of the Prefectures and Provinces of the Ministry of the Interior
- two sessions for directors of the youth centers of the Ministry of Youth and Sports: one session in the northern zone and one in the southern zone
- two sessions for natural sciences teachers: one session in the northern zone and one in the southern zone
- one session for regional inspectors of the Labor Ministry
- two sessions for religious teachers: one session in the northern zone and one in the southern zone
- two sessions for radio programmers and producers
- two sessions for doctors in charge of family planning in the provinces

Program and Budgetary Estimate

During the 36-month duration of the program, the Association plans to organize 17 sessions of orientation and training intended for decision-makers and instructors from the various ministries and other agencies (as specified above) at the rate of one session every other month. Forty participants will be trained

* See footnote on page 18.

in each four day session.

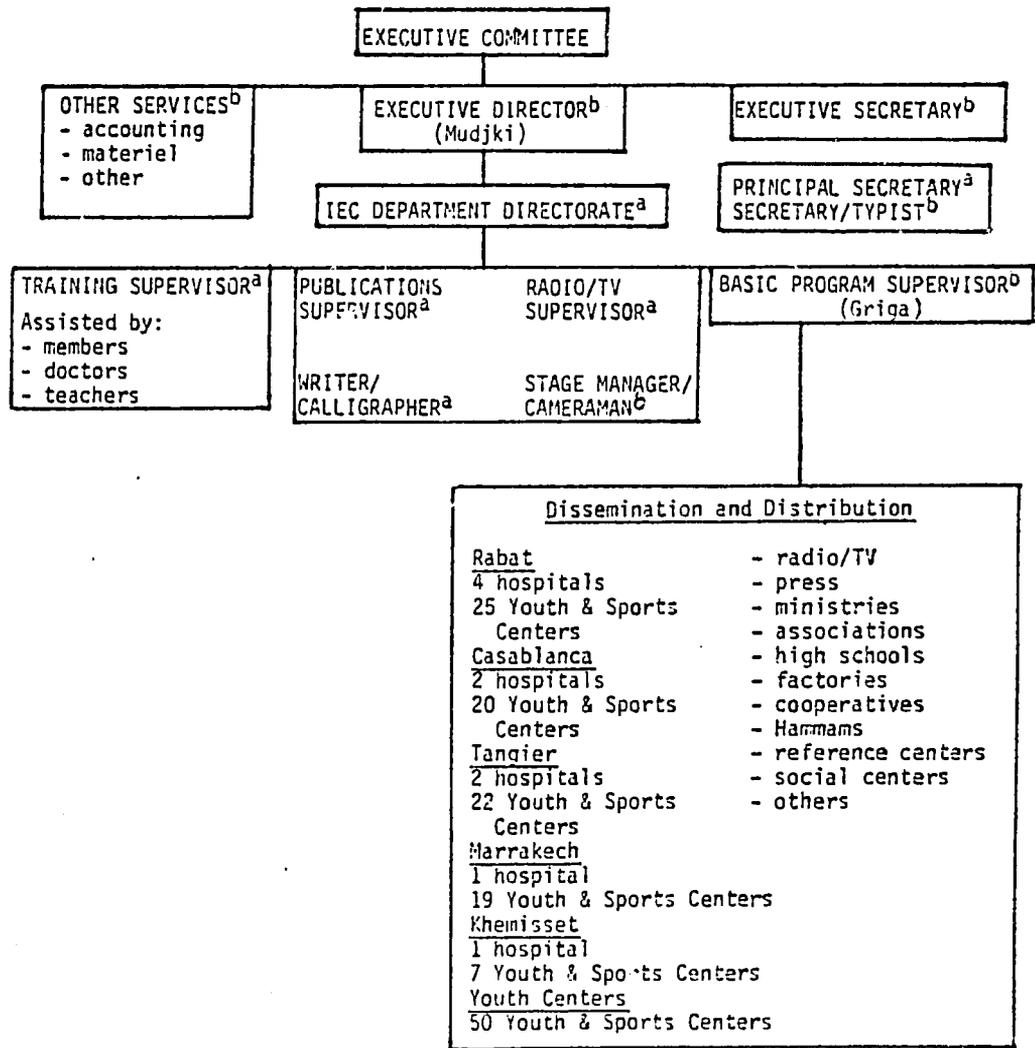
The expenses of conducting this training (teaching and lodging) will be borne by the Association. Expenses are estimated as follows:

● for one session:		
- teachers indemnity		\$ 300
- hotel expenses (full board @ \$32 per person X 40 persons X 4 days)		<u>5,100</u>
	SUB-TOTAL	<u>5,400</u>
● number of sessions		X 17
	GRAND TOTAL	<u>\$91,800</u>

NOTE: Training will take place in the facilities of the various ministries according to the schedules specified in Table 10, Appendix C.

PROJECT NUMBER 5
 AMPF PERSONNEL AND IN - HOUSE TRAINING

The AMPF now operates on a budget of approximately \$200,000 per year with headquarters in Rabat and branches in principal cities throughout the country. An analysis of this system, which now includes limited IEC, is not a part of the consultants' work or of this proposal. In general, however, the authors felt that no new regional personnel would be necessary in order to implement the augmentation of the IEC capabilities of the AMPF envisioned in this proposal, and that only six additional AID funded positions will be necessary in the Rabat headquarters. The new organization chart will be as follows:



^a six new AID funded positions ^b current AMPF positions

1) Personnel Needs to be Financed by USAID

a) one specialist who will be in charge of the design, production and realization of radio/TV broadcasts. For this position we expect to recruit under a 36-month contract an experienced radio/TV producer.

b) one specialist who will be in charge of designing printed material and writing texts and articles for the national daily newspapers. We expect to recruit under a 36-month contract a newsman with several years' experience.

c) one executive assistant who will be in charge of the writing and layout of the printed material, as well as photography and production of the TV broadcasts. He will be the direct assistant of the person in charge of publications. For this position, we expect to recruit under a 36-month contract a writer/calligrapher with several years' experience in the printing business.

d) one specialist who will be in charge of developing and carrying out training programs. For this position we expect to recruit under a 36-month contract an educator with teaching and supervisory experience.

e) one Director of the Information, Education and Communication Department who will be in charge of coordinating and supervising the work performed by the various specialists.

f) one tri-lingual secretary who will be in charge of maintaining the files, doing translations, preparing reports and performing other administrative duties for the Department of IEC.

2) Personnel Paid by International Planned Parenthood Federation

The Association has one Executive Director and one specialist who is in charge of the execution of the basic program. In addition to service staff, there is one bi-lingual secretary/typist assigned who will assist the principal secretary in doing typing jobs for the specialists.

In the radio/TV production team we plan to utilize the person now responsible for the materiel of the Association; he will, in addition to his primary function, act as stage manager and do the camera work.

Personnel: Budgetary Estimate

MANPOWER EXPENSES*

<u>Positions</u>	<u>1st Year Monthly Salary</u>	<u>2nd Year Monthly Salary</u>	<u>3rd Year Monthly Salary</u>	<u>Monthly Social Security</u>	<u>Insurance</u>
Department Head	2,500.00	2,625.00	2,756.25	345.98	78.81
Principal Secretary	1,800.00	1,890.00	1,984.50	249.11	56.75
Training Supervisor	2,000.00	2,100.00	2,205.00	276.79	63.05
Publication Supervisor	2,000.000	2,100.00	2,205.00	276.79	63.05
Radio/TV Supervisor	2,000.00	2,100.00	2,205.00	276.79	63.05
Writer/Calligrapher	<u>1,800.00</u>	<u>1,890.00</u>	<u>1,984.50</u>	<u>249.22</u>	<u>56.75</u>
TOTALS	12,100.00	12,705.00	12,715.08	1,674.57	381.16

<u>Average Monthly Total</u>	<u>No. Months</u>	<u>Grand Total for 3 Years</u>
3,051.89	36	109,868.04
2,197.36	36	79,104.96
2,441.50	36	87,894.00
2,441.50	36	87,894.00
2,441.50	36	87,894.00
<u>2,197.36</u>	<u>36</u>	<u>79,104.96</u>
14,771.11	36	531,759.96**

* Figures given are in dirhams. \$ US 1 = 3.80 DH.

** Total personnel expenses in US dollars = \$139,936.83.

Technical Personnel Training

The Association intends to train all new communication personnel with assistance from the Ministries of Health, Information and Education. This practical training will be conducted by the producer/director and by the educational representative of the Association who has broad experience in this field. Additionally, within the first three months, we expect to contract for the assistance of a television/radio director and one professional cameraman to offer some basic training for our crew.

Actually, the Association proposes to hire skilled personnel, already trained, and with some years of professional experience. There are a number of such people available due to a shortage of positions for this type of professional work.

Dr. Donald Bogue will conduct a University of Chicago/Ministry of Health workshop in communication in May, 1980. All AMPF professional personnel will attend or teach in this program.

PROJECT NUMBER 6
RESEARCH AND EVALUATION

In order to evaluate its IEC program, the Association plans to compare costs prior to, during, and after the execution of the action plans and to conduct a number of surveys to estimate impact and efficiency:

1) Opinion Survey

Two small-scale opinion surveys will be conducted to measure the attitudes and behavior of the population toward family planning. The results will enable us to adapt messages according to current attitudes.

The first survey will take place in the central urban region which includes the towns of Safa, Kentra and Casablanca. The second will take place in the central rural region which includes three areas of the Khemisset province. Sampling for the two surveys will be limited to 80 persons from each town and 40 persons from each area of Khemisset.

It should be noted that the purpose of these limited surveys is not to seek statistical data, but to identify indicators that will enable us to improve the design of the messages. Preparation of the questionnaires, as well as collection of data and preparation of reports, will be performed by the Association with the cooperation and assistance of a survey specialist. Interviews will be conducted by the AMPF staff and specialists.

2) Base Line Survey

In order to familiarize new personnel in program design and strategies of communication, we will undertake four small-scale surveys of radio/TV and publications audiences in the course of the first phase of the program. The surveys will be prepared by the Association and the interviews conducted by the AMPF specialists. Sampling will be limited to 30 hours for each survey. Locations will be determined at a later date.

3) Post-Program Evaluation

In order to improve its instructor training program, the Association will conduct tests at the end of each training session through questionnaires that the participants in each session will be asked to fill out.

4) Pre-Testing

As in each of the previous projects, pre-testing will be carried out by the AMPF staff prior to mass production.

NOTE: Much discussion among AMPF officials, AID, and the consultants was carried out concerning the evaluation and research aspects of this project. All agreed that more than enough basic population and communication research had already been conducted in Morocco for purposes of the AMPF/AID IEC program. Thus it was decided that only program evaluations, pre-tests, and a few limited KAP-type surveys would be conducted as part of this project.

Budgetary Estimate

1) <u>Opinion Surveys</u>	
● fees of one demographer to provide assistance or perform two surveys, lump sum	\$1,000
● fees of six interviewers for three days each, fees plus travel allowance (\$50 X 6 X 3)	<u>900</u>
SUB-TOTAL	1,900
2) <u>Base-Line Surveys</u>	
● fees plus travel allowance of four interviewers for two days each (\$50 X 4 X 2)	400
3) <u>Post-Program Evaluation</u>	
● evaluation tests for the training sessions will be developed and conducted by the Association	0
4) <u>Pre-Testing</u>	
● conducted by AMPF staff in current educational and informational programs	<u>0</u>
GRAND TOTAL	\$2,300

CHAPTER III

BUDGET SUMMARY

In addition to the expenses itemized in each project, the AMPF is anticipating general expenses for the execution of its action plans as follows:

- travel expenses for professional staff on an average of 120 days per year for 4 persons for 3 years, 360 days X \$21 per day \$ 7,500
 - fuel expenses for 2 cars (to be made available to the staff for the execution of the program) \$158 per month per vehicle 11,400
 - maintenance expenses for the audio-visual equipment 5,300
 - purchase of office furniture 8,000
 - accounting and financial reports \$65 per month X 36 months 2,340
- TOTAL \$34,600

The total budget for the new Information, Education and Communication program to be carried out by the AMPF during the first three years of AID funding would be as follows (see next page):

Budgetary Estimate
AID - Funded Information, Education and Communication Program

Summary Statement
 36 Months

<u>ITEMS</u>	<u>US\$ COST*</u>	<u>DH COST</u>
Radio production	0	0
TV production	147,476.00	560,408.80
Equipment	94,949.99	360,809.96
Publication	50,742.00	192,819.60
Instructor training	91,800.00	348,840.00
Manpower expenses	139,936.83	531,759.95
General expenses	34,600.00	131,480.00
Research & evaluation	<u>2,300.00</u>	<u>8,740.00</u>
GRAND TOTAL**	561,804.82	2,134,858.30

* Cost estimate for each project is computed in US\$ at the rate of \$1 = DH 3.80

** The total budget amount for the entire program.

CHAPTER IV

CONCLUSIONS

The preceding program of cooperation between AID, the Ministry of Health, and the AMPF is an ambitious one for a small organization to undertake. However, the AMPF is the only organization in Morocco, including the Government of Morocco, which can even begin such a project without developing an almost entirely new infrastructure to carry it out. The program will depend in part on the Health Education printing facilities of the Ministry of Health for publication of AMPF pamphlets, booklets, and posters; on the Ministry of Youth and Sports and other government and private organizations for outreach facilities and training sites; and on Radio-TV Maroc and Radio-TV Scholaire for radio and TV dissemination. Otherwise, the program can be conducted entirely by the AMPF and its staff.

It is hoped that the AMPF population communication program and that which may be developed by the Government of Morocco in future years as a result of international support, can be closely coordinated, especially in their initial phases. The AMPF program, in fact, can be the pioneer in a field which is almost entirely new in the country.

APPENDICES

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APPENDIX A

AMPF Proposal: Budget Summary
April 3, 1979
(Computed in Dirham)

1) <u>Mass Media</u>	
a) production of a series of 12 public service spots dealing with different aspects of family planning (1 spot per quarter for 12 quarters)	600,000
b) production of a series of 36 sketches dealing with population problems (1 sketch per month for 36 months)	252,000
2) <u>Printing</u>	180,000
a) educational leaflets	
b) educational booklets	
c) studies about family planning and the laws concerning women	
3) <u>Formation of Educational Network</u>	120,000
Organization of training sessions, utilization of opinion-makers and formulation of a unified message on family planning aimed at:	
- agricultural assistance workers	
- research workers of commerce and industry	
- agricultural and handicraft co-ops	
- representatives of government departments and others	
- youth groups	
- political groups and others	
4) <u>Local Personnel</u>	
a) AMPF (96 person/months) plus 3 professional consultants	280,000
b) equipment subsidy	250,000
c) general expenses (not covered in project budgets)	<u>120,000</u>
GRAND TOTAL	1,802,000

APPENDIX B

List of Persons Contacted in Morocco

1) Ministry of Health

- Dr. Moulay Tahar Alaoui
Director of Technical Services
- Mme. Zhor Laziri
Chief of Health Education
- Mr. Hadj Mimoun Boukhrissi
Chief of Family Planning Services

2) AMPF

- Mme. Z. Doukkali
President
- Dr. Moulay Tahar Alaoui
Vice President
- Mme. Saaïdi Salama
Treasurer
- Mme. Nader Khadija
Assistant Treasurer
- Mr. El Madhi Abdellak
Secretary General
- Mr. Mohamed Griga
Head of Education and Communication
- Mr. Driouche Abdellatif El Majdki
Administrator
- Mrs. Fatima Moatassim
Organizer

3) Ministry of Youth and Sports

- Ms. Zohra Abdelkrim (Tangier)
In charge of the Feminine Centers
- Mr. Abdelouhad Hayoune (Larache)
In charge of the Youth Centers
- Mme. M'Rabet (Rabat)
In charge of Service to Children

4) Union of Moroccan Women

- Princesse Lalla Fatima Zohra
Honorary President (AMPF) and President of the Committee
(Union of Moroccan Women) in Tangier

5) USAID

- Mr. Harold S. Fleming
Mission Director
- Mr. Eric Griffel
Assistant Director
- Mr. William H. Trayfors
Population Officer
- Mr. Thomas T. Harriman
Asst. Population Officer
- Ms. Ursula Nadolny
Health/Nutrition/Population IDI

6) UNFPA

- Mr. Winton Lane
Coordinator

6) UNICEF

- Mr. Leo DeVos
Deputy Representative for North Africa Area

7) USICA

- Mr. James Hogan
Press Attache

8) Ministry of Education, Radio-Television Scholaire (RTS)

- Mr. Abdelfatah Kilito

9) Ministry of Information

- Radio diffusion Television Marocaine (RTM)
- Mr. Youssef Ben Zahara
Chief of External Relations Services
- Mr. Ahmed Rayan
Chief of External Relations Division

APPENDIX C

Activity Execution Schedules

Table 1: Radio Educational Spots

<u>Spot Number</u>	<u>Broadcast Date</u> *
1	Aug. 80
2	Sep.
3	Oct.
4	Nov.
5	Dec.
6	Jan. 81
7	Feb.
8	Mar.
9	Apr.
10	May
11	Jun.
12	Jul.
13	Aug.
14	Sep.
15	Oct.
16	Nov.
17	Dec.
18	Jan. 82
19	Feb.
20	Mar.
21	Apr.
22	May
23	Jun.
24	Jul.
25	Aug.
26	Sep.
27	Oct.
28	Nov.
29	Dec.
30	Jan. 83
31	Feb.
32	Mar.
33	Apr.
34	May
35	Jun.

* Production of spot is done in month preceding broadcast.

Table 2: Combined Radio Programs

<u>Program Number</u>	<u>Broadcast Date</u> *
1	Aug 80
2	Sep
3	Oct
4	Nov
5	Dec
6	Jan 81
7	Feb
8	Mar
9	Apr
10	May
11	Jun
12	Jul
13	Aug
14	Sep
15	Oct
16	Nov
17	Dec
18	Jan 82
19	Feb
20	Mar
21	Apr
22	May
23	Jun
24	Jul
25	Aug
26	Sep
27	Oct
28	Nov
29	Dec
30	Jan 83
31	Feb
32	Mar
33	Apr
34	May
35	Jun

* Production of program is done in month preceding broadcast.

Table 3: Radio Sketches

<u>Sketch Number</u>	<u>Production Schedule</u>	<u>Broadcast Date</u>
1	Jul, Aug 30	Sep 30
2	Sep, Oct, Nov	Dec
3	Dec, Jan, Feb 30 & 31	Mar 31
4	Mar, Apr, May 31	Jun
5	Jun, Jul, Aug	Sep
6	Sep, Oct, Nov	Dec
7	Dec, Jan, Feb 31 & 32	Mar 32
8	Mar, Apr, May 32	Jun
9	Jun, Jul, Aug	Sep
10	Sep, Oct, Nov	Dec
11	Dec, Jan, Feb 32 & 33	Mar 33
12	Mar, Apr, May	Jun

Table 4: TV Education Programs

<u>Spot Number</u>	<u>Production Schedule</u>	<u>Broadcast Schedule</u>
1	Jul, Aug, Sep 30	Oct, Nov, Dec 30
2	Oct, Nov, Dec	Jan, Feb, Mar 31
3	Jan, Feb, Mar 31	Apr, May, Jun
4	Apr, May, Jun	Jul, Aug, Sep
5	Jul, Aug, Sep	Oct, Nov, Dec
6	Oct, Nov, Dec	Jan, Feb, Mar 32
7	Jan, Feb, Mar 32	Apr, May, Jun
8	Apr, May, Jun	Jul, Aug, Sep
9	Jul, Aug, Sep	Oct, Nov, Dec
10	Oct, Nov, Dec	Jan, Feb, Mar 33
11	Jan, Feb, Mar 33	Apr, May, Jun

Table 5: Combined TV Programs

<u>Program Number</u>	<u>Broadcast Date</u> *
1	Aug 80
2	Sep
3	Oct
4	Nov
5	Dec
6	Jan 81
7	Feb
8	Mar
9	Apr
10	May
11	Jun
12	Jul
13	Aug
14	Sep
15	Oct
16	Nov
17	Dec
18	Jan 82
19	Feb
20	Mar
21	Apr
22	May
23	Jun
24	Jul
25	Aug
26	Sep
27	Oct
28	Nov
29	Dec
30	Jan 83
31	Feb
32	Mar
33	Apr
34	May
35	Jun

* Production of program is done in month preceding broadcast.

Table 6: TV Sketches

<u>Sketch Number</u>	<u>Production Schedule</u>	<u>Broadcast Date</u>
1	Jul, Aug 80	Sep 80
2	Sep, Oct, Nov	Dec
3	Dec, Jan, Feb 80 & 81	Mar 81
4	Mar, Apr, May 81	Jun
5	Jun, Jul, Aug	Sep
6	Sep, Oct, Nov	Dec
7	Dec, Jan, Feb 81 & 82	Mar 82
8	Mar, Apr, May 82	Jun
9	Jun, Jul, Aug	Sep
10	Sep, Oct, Nov	Dec
11	Dec, Jan, Feb 82 & 83	Mar 83
12	Mar, Apr, May	Jun

Table 7: Posters

<u>Poster Number</u>	<u>Production Schedule</u>	<u>Distribution Schedule</u>
1	3rd Quarter 80	4th Quarter 80
2	4th Quarter 80	1st Quarter 81
3	1st Quarter 81	2nd Quarter 81
4	2nd Quarter 81	3rd Quarter 81
5	3rd Quarter 81	4th Quarter 81
6	4th Quarter 81	1st Quarter 82
7	1st Quarter 82	2nd Quarter 82
8	2nd Quarter 82	3rd Quarter 82
9	3rd Quarter 82	4th Quarter 82
10	4th Quarter 82	1st Quarter 83
11	1st Quarter 83	2nd Quarter 83

Table 8: Educational Leaflets

<u>Leaflet Number</u>	<u>Production Schedule</u>	<u>Distribution Schedule</u> *
1	Jul, Aug 80	Sep 80 to end
2	Sep, Oct	Nov 80 to end
3	Nov, Dec	Jan 81 to end
4	Jan, Feb 81	Mar 81 to end
5	Mar, Apr	May 81 to end
6	May, Jun	Jul 81 to end
7	Jul, Aug	Sep 81 to end
8	Sep, Oct	Nov 81 to end
9	Nov, Dec	Jan 82 to end
10	Jan, Feb 82	Mar 82 to end
11	Mar, Apr	May 82 to end

Table 9: Booklet and Guidebook

	<u>Production Schedule</u>	<u>Distribution Schedule</u> *
Booklet	Jul - Dec 80	Jan 81 - end
Guidebook	Jul - Dec 80	Jan 81 - end

* Program is schedule to end June, 1983.

Table 10: Instructor Training

<u>Session Number</u>	<u>Session Production</u>	<u>Session Date</u>
1	Jul, Aug 80	Sep 80
2	Sep, Oct	Nov
3	Nov, Dec	Jan 81
4	Jan, Feb 81	Mar
5	Mar, Apr	May
6	May, Jun	Jul
7	Jul, Aug	Sep
8	Sep, Oct	Nov
9	Nov, Dec	Jan 82
10	Jan, Feb 82	Mar
11	Mar, Apr	May
12	May, Jun	Jul
13	Jul, Aug	Sep
14	Sep, Oct	Nov
15	Nov, Dec	Jan 83
16	Jan, Feb 83	Mar
17	Mar, Apr	May

APPENDIX D

Budget Estimate
TV Studio

1) <u>Remodeling</u>	<u>US\$</u>
a) layout of premises (masonry, carpentry, glazing)	800
b) electrical installation (parts and labor)	400
c) installation of soundproofing and curtains for sets	3,200
d) installation of carpet (25 square meters) materials and labor	400
e) paint	<u>250</u>
SUB-TOTAL	5,050
2) <u>Purchase of Furnishings</u>	<u>US\$</u>
a) 1 parlor (3 couches and 1 period table)	1,300
b) construction of 6 work tables, for desks, magnetoscopes and other materials	1,600
c) construction of a film storage rack	<u>300</u>
SUB-TOTAL	3,200

3) Equipment

<u>Qty.</u>	<u>Item</u>	<u>Source</u>	<u>Yen*</u>	<u>Price US\$ Each</u>	<u>US\$ Total</u>
<u>Video System U-matic 5/4" 625 lines PAL-SECAM</u>					
1	Videocamera, Studio as DxC 120CP	Sony	831,000	3,391.00	3,391.53
1	" Portable as DxC 1610P	Sony	688,000	2,809.00	2,809.09
1	" Portable as BVP 200P	"	2,050,000	8,368.00	8,368.00
2	Videorecorders, 3/4 "cassette, ed. as VO-2860P	"	886,000	3,616.00	7,232.00
1	Videorecorder, 3/4 "cassette as VO-2630	"	346,000	1,412.00	1,412.00
1	" " portable as BVU - 100P/S	"	970,000	3,960.00	3,960.00
1	Videorecorder, 3/4 portable as VO-3800P	"	739,000	3,017.00	3,017.00
1	Remote Editor, 3/4 portable as RM-430CE	"	121,000	494.00	494.00
1	Junction Box (for DxC 1200) as JB-6CE	"	82,000	335.00	335.00
1	Camera Adapter (for portable C.) CMA-6P	"	78,000	319.00	319.00
1	Transcoder, Pal-Secam as CST-1000PS	"	333,000	1,359.00	1,359.00
1	Special Effects switcher as SEG-120P	"	417,000	1,702.04	1,702.00
1	Monitor, b/w, four x 5" as PVM-400CE		150,000	612.00	612.00
3	" color 18" as PVM-1850PS		180,000	735.00	2,205.00
1	Distributor as DR-200E		27,000	110	29.00
3	Tripod w.dolly as SAM-TPU-2		123,000	102.00	1,506.00

* 245 Yen = 1 US\$

4	Headsets 10A	as DR-		7,000	29.00	116.00
1	Cart			75,000	306.00	306.00
2	Battery pack 20A	BP-		9,000	37.00	74.00
2	" "	BP-		9,000	37.00	74.00
1	Film Camera attachment as VCR-10C			71,000	290.00	290.00
2	Close up lens as 49CL-UP ("1 2)			2,600	11.00	22.00
3	Cable, video	as CCY-10	Sony	28,000	114	342.00
3	" "	CCJ-LO	"	11,000	45	135.00
3	" "	CCJ-1	"	6,000	25	75.00
2	Lights	LQB-20	"	48,500	198	396.00
6	quartz lamps for above B 25- 52F/230V		"	2,400	10	60.00
1	Portable lighting kit CAT-KIT-Z			48,000	198	198.00
10	Lamps for above BS-52/230V			2,450	10	100

Film

50 film, 16 mm, b/w, negative, 120 m magnetic Kodak

50 Film, 16 mm, color, magnetic 120m Kodak

Audio System

1	Mixer, Pro	as MX-20	Sony	142,000	580.00	580.00
1	Tape Deck Pro w. amplifier, 8 speakers, as TC-707FC			195,000	788.00	788.00
1	Turn table	as PS- x40		55,600	137.00	137.00

1	Microphone	ElectroVoice 635A	Electro-Voice		60.00	60.00
1	"	" RE15	"		85.00	85.00
4	"	Lavalier as ECM-16	Sony		16.00	64.00
1	Tape recorder portable, reel to reel as TC-510-2		Sony	142,800	532	582.00
1	Cassette duplicator as CCP-11		Sony	213,000	870.00	870.00
1	Stand, table for microphone A-16		"		21.00	21.00
1	Stand w boom, microphone B-40		"		52.00	52.00
1	Earphones	DR-30	"		15.00	15.00
2	Extension Cord	as EC-10C2	"		21.00	42.00
2	"	EC-10A	"		8.00	16.00
1	Magnetic bulk tape eraser as BE-8		"		65.00	65.00
1	Demagnetizer	HE-2	Sony		15.00	15.00
500	Cassette audio	C-30	Comprehensive NY		0.50	150.00
25	"	Grand Master 1 c-90	Comprehensive NY		2.57	64.25
1	Tape splicer as AM-555		Comprehensive OHIO		12.00	12.00
5	Splicing tabs for above 5 box @ \$3.50		"		3.50	17.50
2	Cleaningkit	as KK-5	Sony		2.60	5.20
1	Soldering iron as	WP-25K	Comprehensive		12.00	12.00
1	Wireless mike system P.V.R.-1		Comprehensive		399.00	399.00

2	Electric cable (3 conductor, on a drum) 25 m	Comprehensive		15.00	15.00
1	Electric cable (3 conductor, on a drum) 50 m	Comprehensive		25.00	25.00
<u>Test instrument, tools, spare, parts</u>					
1	Wave form monitor as Techtronix 1422C PAL-M	MPCS Video Center		18.00	2
1	Vector scope as techtronix 1422 PAL-M	"		17.00	2
1	Oscillator as Leader Model LBO-520 PAL-M	MPCS Video Center		6.00	2
1	Tool case as Super Case, Vaco	MPCS Video Center			
1	Tentelometer, tension control, model TZ-H15-U	MPCS Video Center			
<u>System Beta, 1/2" cassette PAL-SECAM</u>					
15	Videorecorder as SL-8080 E (ME-1)	Sony	180,000	755.00	11.025
15	Receivers as KV-2020ME	Sony	126,000	514.00	7.710
150	Tapes (cassettes) 1/2" Beta as L-250			10.00	15.00
10	" " L-750			18.00	180
15	Cleaning cassette K-CL			9.00	155
40	Cassettes U-matic KCA-60			19.00	760
70	" " KCA 30			12.00	840
50	" " KCA-20			12.00	600

30	Cassettes U-matic	KCA-10		12.00	360	
160	Cassette U-matic, portable c.	KCS-20		12.00	1950	
60	"	"	KCS-10	12.00	720	
4	Cleaning cassette		KC-1C	8.00	32	
4	"	"	KCS-1C	20400	84.00	336
4	Cassette adapter		KA-1	450	2.00	8
18	AC Power Stabilizer 11C-220V Local purchase			570	70	1,260
1	Constant voltage transformer 500w-Lafayette or Allied					150.00

Audio And Video Accessories

10	Plug, phone	as 1-506-018-01-02	Sony		14.00
50	Plug, phone	as 1-506-138-11	Sony		6.50
30	Jack, 3 pin	as x LR-3-11C (female)	"		190.00
30	Plug, 3 pin	as X LR-3-12C (male)	"		170.00
10	Jack, 3 pin for wallmounting as X LR-3-11C (wall)		"		60.00
4	Adapter, phono, jack ou both ends		"		8.00
2	Card	EC-6CAE-M	"		30.00
4	Card, extension, (p j, mini plugs) 25m as EC-25M 2T-2 (audio)		"		40.00
1	Cable, micro, shielded, two conductor, 100m 513-2 (audio)		"		94.00
1	Cable, micro, shielded, two conductor, 100m		"		49.00
1	Cable, coax, 100m	5C-2v	"		41.00
25	Plugs, coax		"		12.00
Set	Selected video spare parts inc. vidicom tubes		"		1,000.00

A-V and Office Supplies*

2	Overhead projector as 3M-088	N.Y.	\$ 315	626
Set	Acetate sheets 500			
1	Copier, plain paper as Nashua 1210 or 1240	Nashua NY	\$4000	4000
Set	Developer and Toner (start up supply)		\$ 500	
Set	Paper (start up supply) 8 1/2 x 11	"	\$1000	
2	Collator, foldable, as made by	Evans Speciality co Chicago	\$ 35	70
1	Cutter, table top as Gestetner	Gestetner NY	\$ 100	
5	Power megaphone, desk-top type as SPA - 605	TOA, Tokyo	\$ 45	225
1	Exposure meter as Gossen Luna Pro	Berkey NY	\$ 100	100
1	Addressing machine, manual, spirit	Scriptomatic NY	\$ 950	
	Material for design and calligraphie (local purchase)		\$ 250.	

* Yen column omitted from this group.