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TRIP REPORT  
REPUBLIC OF TURKEY

Information, Education, Communication  
Needs Assessment

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## EXECUTIVE SUMMARY

### Introduction

From February 1, 1986 to February 19, 1986, Johns Hopkins University/Population Communication Services (JHU/PCS) Senior Program Officer, Mona Grieser, visited Turkey at the invitation of the Ministry of Health (MOH). Dr. Tandoğan Tökğoz, General Director of the Directorate of Mother and Child Health and Family Planning, had visited Johns Hopkins University in December of 1985 and had requested the assistance of JHU/PCS in drafting and planning a mass communication campaign to promote family planning (FP).

### Scope of Work

1. To work with the Ministry of Health in the planning and preparation of the national family planning campaign;
2. To prepare a needs assessment for information, education and communication (IEC) activities in Turkey;
3. To meet with potential subgrantees with a view towards writing project proposals based on a comprehensive country strategy.

### Methodology

Mrs. Grieser began her visit in Ankara meeting with government officials and representatives from private sector organizations. Consultations were also held with representatives from the United States Embassy, the United States Information Service (USIS), and international donor organizations. Clinic visits were arranged by the Ministry of Health as were visits to advertising agencies, film production agencies and other communication-related groups.

In Istanbul, Mrs. Grieser consulted with Pathfinder representative, Mrs. Gokgol-Kline, and met staff of the newly-created Family Health and Planning Foundation. Representatives of Turkish radio and television were contacted as were advertising agencies, film production crews, research organizations, and other individuals involved in the delivery of health care services.

### Analysis

Results of the Turkish visit indicate that commitment is strong on the part of all agencies, public and private sector, for promoting family planning through

mass media and other forms of communication. After two weeks of intensive interviews and discussions, the author concludes that, with respect to both family planning services and IEC, Turkey is uniquely situated. Services are available through both private physicians and government facilities. In IEC specifically, Turkey has a sophisticated private sector that can produce high quality media productions; it has the experience of the recent immunization campaign sponsored by the United Nations Children's Educational Fund (UNICEF) as an example of a successfully mediated campaign; it has government commitment as reflected in the recent speeches of the President of the Republic calling for a family planning campaign; and it has agencies which can manage campaign activities if such activities are reasonably apportioned among them.

Because almost all publicly-supported family planning service delivery is currently the responsibility of the Ministry of Health (not including private physicians), a carefully thought-out campaign could be successful. Organizations exist in Turkey which could help the Ministry coordinate and support such a campaign. Moreover, since private fee-for-service physicians already provide a high percentage of family planning services in Turkey, such a national campaign or effort can also take account of their capabilities.

### Recommendations

1. That JHU/PCS develop project proposals stressing the following activities preliminary to a national campaign:
  - a. Activities aimed at strengthening the capacity of relevant organizations to develop and implement their family planning IEC objectives. Specifically, the Materials Production Department of the MOH could be reinforced by:
    - i. training appropriate personnel in communication processes; and,
    - ii. assisting in the preparation and production of FP related brochures, booklets, and posters for service providers. These materials could be distributed to the service delivery centers (clinics) and made available to other relevant agencies.
  - b. The MOH could be assisted in launching the communication process leading up to a mass media campaign. This process would include:
    - i. Identifying priority target audiences such as males, young couples, and adolescents;
    - ii. Establishing realistic measurable objectives for communication activities with each target group;

- iii. Initiating preliminary research to assist with the formulation of a communication strategy appropriate to each particular target group and the development of messages and materials appropriate to each particular target group.

It is important that communication campaigns be carefully planned in order to be most effective and to avoid possible negative reactions. JHU/PCS could provide technical assistance (TA) in the development of an FP campaign including planning of IEC strategy, collection and analysis of background information, pretesting, implementation, monitoring, and evaluation. From experience JHU/PCS has developed a process identifying key communication activities which, when systematically and sequentially followed, can help ensure a more favorable reception and a more successful outcome.

## LIST OF ABBREVIATIONS

CBD	--	Community-based Distribution
FP	--	Family Planning
FPAT	--	Turkish Family Planning Association
FPIA	--	Family Planning International Assistance
GNP	--	Gross National Product
ICOMP	--	International Committee on Management of Population Programmes
IEC	--	Information, Education, and Communication
INTRAH	--	Program for International Training in Health
IPPF	--	International Planned Parenthood Federation
IUD	--	Intrauterine Device
JHPIEGO	--	Johns Hopkins Program for International Education in Gynecology and Obstetrics
JHU/PCS	--	The Johns Hopkins University/Population Communication Services
KAP	--	Knowledge, Attitudes, Practice
MCH	--	Maternal and Child Health Services
MCH/FP	--	Division of Maternal and Child Health and Family Planning
MOH	--	Ministry of Health
OB/GYN	--	Obstetrics and Gynecology
ORT	--	Oral Rehydration Therapy
TED	--	Turkish Educational Association
TL	--	Turkish Lira
TRT	--	Turkish Radio and Television
TURK-IS	--	Turkish Worker's and Entrepreneur's Union
UNICEF	--	United Nations Children's Educational Fund
UNFPA	--	United Nations Fund for Population Activities
USAID	--	United States Agency for International Development
VCR	--	Video Cassette Recorder

## INTRODUCTION

During the period February 2 to February 18, 1986, Johns Hopkins University/Population Communication Services (JHU/PCS) Senior Program Officer, Mona Y. Grieser, visited the Republic of Turkey and conducted an information, education, and communication (IEC) needs assessment. The visit was made after several requests for technical assistance (TA) from Turkish family planning agencies, namely, the Division of Maternal and Child Health and Family Planning (MCH/FP) of the Ministry of Health, the Turkish Family Planning Association and the Turkish Family Health and Planning Foundation. JHU/PCS was asked to send a staff member to determine whether PCS could assist the various agencies with their family planning (FP) IEC needs.

The visit followed a specific request on the part of Dr. Tandoğan Tökğoz, General Director of the Directorate of Maternal and Child Health and Family Planning, to assist in designing an FP communication campaign. Dr. Tökğoz indicated that in recent months there had been a change in the climate of Turkey towards FP and that the President of the Republic had called for an FP communication initiative for 1986.

This document is the result of intensive visits, interviews, and research conducted by Mrs. Grieser, before, during, and after her visit to Turkey. It is intended to provide an overview of the current FP IEC program in Turkey, and to serve as a reference point for the planning of future IEC activities.

### I. BACKGROUND

Turkey, with a population of 50 million people, is the largest country in Southwest Asia and is one of the largest in Europe. It covers an area of roughly 780,000 square kilometers with a population density of 58 people per square kilometer according to 1980 census figures. The crude birthrate in Turkey in 1984 was 31. The death rate was ten. The rate of population increase which was strongly influenced each year by migration, is over two percent annually.

Geographically, the country can be divided into five regions. A great part of the land surface of the country is covered by mountains and high

plains. Approximately one-third of the country is currently under cultivation. The most densely settled part of the country is the Western region. This region includes two of the largest metropolitan centers, Istanbul and Izmir, and is also the most industrialized and the most socio-economically advanced area of Turkey. In the South, the Mediterranean region contains some of the richest farmland and the fastest growing industrial centers of the country. Agriculture predominates as the largest source of income for all other regions, with the Eastern and Southwestern sectors of the country being the least developed socio-economically.

Turkey is considered a developing country. Per capita income of \$1,300 per annum in 1981 is relatively high, reflecting the advanced level of the Turkish economy and the skills of the population.

There are sharp regional differences in the distribution of health facilities and health personnel. There is an equally large discrepancy between the distribution of health personnel (physicians in particular) and the distribution of the population. In 1965, 63 percent of all doctors were concentrated in the provinces of Istanbul, Ankara and Izmir. By 1972 this percentage had increased to 67. <sup>1</sup>

In terms of health facilities available, there has been a move towards a more equitable distribution. In 1972, 22 percent of the hospitals and 44 percent of the hospital beds were located in the three largest provinces. The percentage of medical doctors working in private practice remained around 30 percent until 1968 and then increased to 46 percent by 1972.

An important component of demographic change is the rate of population redistribution, specifically rapid urbanization. In 1935, 16.9 percent of the population lived in urban areas; this had risen to 41 percent in 1975 <sup>2</sup> and is substantially higher today. Turkey's pattern

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<sup>1</sup>Fertility and Infertility Association, Ankara, Turkey, 1983.

<sup>2</sup>Figures are based on the Turkish census statistics. Data for 1983 are currently being analyzed.

of internal migration has largely followed that of middle-income countries. Its major cities are growing at rates which outstrip the nation's ability to provide basic services. One half of all Turks are now classified as urban; slums surround all principal urban centers.

In 1980, 80 percent of males and 54 percent of females were literate. There are marked regional differences in literacy. For example, in Istanbul 91 percent of males and 75 percent of females were literate. Corresponding figures for the same period for Eastern Anatolia were 49 percent for males and 11 percent for females.

The most striking features of Turkey's demographic picture pertain to infant mortality, abortion, and internal and external migration. Infant mortality is well above average and is roughly equal to that of India at 125 deaths per thousand. The level of induced abortion is also high, with some studies indicating that perhaps 15 percent of all women of child-bearing age have undergone at least one abortion. In urban Ankara and Istanbul, as many as a third to a half of all women have had abortions despite the fact that legally available abortions have been allowed only since 1983.<sup>3</sup>

During the past two decades, external migration to Europe and the Middle East has alleviated the problem of rapid population growth in Turkey. This safety valve has almost completely closed.

## II. FAMILY PLANNING BACKGROUND

Until the mid-1960s, the Turkish Republic followed a pronatalist population policy. After the establishment of the State Planning Organization in the early 1960s, the First Five Year Development Plan (1963-1967) examined the problems resulting from the high population growth rate. Planners concluded that the growth in the gross national product (GNP) was undermined by the high population growth rate and that an attempt should be made to bring it under control. They advocated the

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<sup>3</sup>Fertility and Infertility Association, Ankara, Turkey, 1983.

repeal of laws prohibiting contraceptive practice, the creation of a family planning program, the training of health personnel in FP, and the provision of family planning education to the public. A law on population planning was submitted to the Parliament and passed in 1965. It states that the purpose of FP is to allow individuals to have as many children as desired although preventive measures (contraception) are permitted to avoid pregnancy. Another law was passed in the same year setting up the Federal Directorate of Population Planning in the MOH. In 1967, a regulation was issued which enumerates the conditions under which abortions and sterilizations are permitted.

The Second Five Year Plan (1968-1972) attempted an extension of the scope of FP services. The Third Five Year Plan (1973-1977) attempted an integration of FP services with maternal and child health services. Despite these directives, however, implementation of these programs has been incomplete.

A recent change is legal provision for delivery of clinical and family planning services by trained paramedical personnel. The Government now considers the rates of population growth and fertility to be unsatisfactory because they are too high and has adopted a policy of decreasing the growth rate by provision of family planning measures to improve the status of women and a range of family welfare provisions. Morbidity and mortality conditions are considered unacceptable; recent Government actions in this area include the stipulation that newly graduated general practitioners give two years of compulsory service in a rural health center. Socialized public health services are being extended progressively throughout the country. The Government has adopted measures to redirect migration away from the largest metropolitan centers and toward smaller towns and cities, as well as to control urban sprawl.<sup>4</sup>

Encouragement to practice family planning has been given through the mass media, but the public sector's services have been modest. The

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<sup>4</sup>"Demographic Data for Development Population Policy Review, Turkey, September 21, 1984"; Westinghouse Social Sciences International, Columbia, Maryland.

Ministry of Health distributes contraceptives throughout the health network. Although the IUD was the main program method for several years, oral contraceptives and condoms purchased through the private sector account for most of the current practice. <sup>5</sup>

The General Directorate of Family Planning and Mother-Child Health of Turkey's Health and Social Assistance Ministry has established its own objectives. The major goal of the national family planning program, outlined in the Plan, is to expand services and education in order to achieve a decline in fertility to 2.5 children per married woman by the year 2000. This goal is in accordance with a recent demographic target of a total fertility rate of 2.67 by 2000, and the President's recommendation of two children per family in the near future. In particular, the program strives to increase the prevalence of modern contraceptive methods. At present, 18 percent of Turkish couples use modern methods. To achieve the projected fertility rates, modern contraceptive prevalence has to rise to a range of 60-70 percent in the next two decades. <sup>6</sup>

For the majority of Turkish women, the use of contraceptives for the termination of child-bearing is substantially more important than is the concept of child spacing. However, only a third of the users employ a modern method. Recent surveys place the contraceptive prevalence rate as high as 50 percent. Only 18 percent, however, use a modern, efficient method; the rest rely on traditional methods such as withdrawal and abstinence.

Factors which indicate problems in the provision of contraceptives and the availability of FP services are: 1) the gap between the desired and the actual family size; 2) the failure of many women who do not want more

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<sup>5</sup>"Demographic Data for Development Population Policy Review, Turkey, September 21, 1984"; Westinghouse Social Sciences International, Columbia, Maryland.

<sup>6</sup>"Demographic Data for Development Population Policy Review, Turkey, September 21, 1984"; Westinghouse Social Sciences International, Columbia, Maryland.

children to use a modern, efficient and reliable contraceptive method; 3) and the failure of many to continue using modern methods. Results of the 1978 Turkish Fertility Survey clearly imply the necessity of expanding FP services and supplies throughout the country, especially to rural areas and underserved populations. More recent studies indicate that these problems still exist and that the FP services that are currently available are grossly under-utilized. It is unclear, at this time, what the causes of under-utilization are since most reports indicate that the demand for FP services is quite high.

### III. FAMILY PLANNING SERVICES

#### A. The Ministry of Health

The principal provider of publicly-supported FP services is the MOH through the Division of Family Planning. Promotion and training in family planning are coordinated through the Directorate of Mother and Child Health and Family Planning. There are at present 9,000 health centers in Turkey each serving approximately 10,000 people. For each 50,000 persons there is a health clinic which does not have surgical facilities. The health center provides primary health care at the village level. More remote villages (with a population of at least 2,000) may be equipped with health houses staffed by a midwife, although many of these posts are currently vacant. Graduates of the 34 midwifery schools are obligated to five years of service. However, at the end of that period they may request transfer to an urban area. Most health centers are staffed by a nurse/midwife, a nurse, one general practitioner, a driver and secretary. The center is sometimes equipped with a vehicle. Most FP services sponsored by the State take place at the health centers and at FP units attached to hospitals in more urban areas. They are supported in their activities by grants from United Nations Fund for Population Activities (UNFPA), Family Planning International Assistance (FPIA) and other agencies.

A visit to the clinic in Ankara at the MOH indicated that, as might be expected, it is well staffed with three general practitioners

and one pediatrician to handle the well-baby clinic. The Deputy General Director of Maternal and Child Health (MCH) Services also works part-time at the clinic. The FP services are provided by two general practitioners, one gynecologist and six nurse/midwives who also perform home visits. Records indicate that approximately 160 intrauterine devices (IUD) are inserted each month and 200 condoms are distributed. While pills are available, they are rarely prescribed because of physician conviction that side effects are harmful. This clinic serves an area of approximately 21,000 people. Approximately 16-20 patients are seen each day. Generally, husbands accompany their wives to the clinic; their permission is required for FP services. No regular health education is provided by clinic staff. Pharmaceutical representatives are permitted to provide sales pitches to patients on their own methods. Staff have, however, received one month's training as part of their regular curriculum in pedagogy and use of audio-visuals. Few educational materials were available and no posters were displayed. The Ministry itself has very few visual aids for family planning and has concentrated in recent months on the production of materials for the Immunization Program. While it is true that this center is not representative in the number and quality of staff available, it should also be the best equipped center as the MOH production facilities are in the same compound. No equipment for IEC was available.

1. United Nations Fund for Population Activities (UNFPA)

Since 1974 the MOH has had an on-going relationship with United Nations Fund for Population Activities (UNFPA) in an attempt to integrate maternal and child health services with family planning. In 1984, a joint activity taking place simultaneously in 17 provinces sought to reduce infant mortality rates by increasing MCH/FP services. UNFPA provided the necessary financial support for this activity, including the provision of IEC hardware such as video cassette recorders (VCR) for each health center as well as equipment for mobile units. Very little in the way of software is currently available.

2. Program for International Training in Health (INTRAH)

This program, assisted by the United States Agency for International Development (USAID), provided in-service training to health personnel to improve MCH/FP services. Through the Program for International Training in Health (INTRAH), the MOH was able to establish in-service training centers and provide training in management and supervision of MCH/FP activities. Responsibility for training in FP has now passed from INTRAH to the RONCO Consulting Corporation. RONCO recently signed an agreement with the MOH to continue the training of health personnel.

3. Johns Hopkins Program for International Education in Gynecology and Obstetrics (JHPIEGO)

Since 1980, the Johns Hopkins University has been active in the training of Obstretic/Gynecology (OB/GYN) specialists and operating room nurses.

4. Immunization Campaign/United Nations Children's Educational Fund (UNICEF)

In 1985, the MOH and several donor agencies collaborated on a national campaign to alert the population to the high level of infant mortality and to encourage immunization of infants. A national social mobilization campaign coordinated by the United Nations Children's Educational Fund (UNICEF) was launched with the participation of both public and private sector organizations, private individuals and international figures. The program was spearheaded by the Head of State and the President who actively participated in promotional activities. The campaign was considered by its sponsors to be immensely successful. The result has been a call by the President to emulate the communication activities used in the immunization campaign to promote maternal and child health and family planning.

A series of conferences has been called to introduce this second round of campaigns to the Provincial Governors and elicit their support.

5. The National MCH/FP Campaign

The MOH has drafted plans to promote a national campaign and has convened all interested parties to assist in the planning and execution of activities. The campaign has two principal messages aimed at promoting 1) child health and development and 2) maternal health and welfare. The messages on child health and development will consist of reinforcement of immunization activities and oral rehydration therapy (ORT). The messages on maternal health and welfare will stress prenatal care and the value of spacing and family planning. In addition to mothers, target audiences will include those persons who influence mothers, such as fathers, teachers, mukhtars (village leaders), and imams. It is anticipated that, to the extent that resources permit, the MOH will utilize all media. One goal of the campaign will be to raise the number of users of modern FP methods from 18 percent to 25 percent.

6. Other Government Agencies

The MOH also collaborates closely with a number of other Ministries in the provision of FP information and education. It has, in the past, worked with the Ministry of Information and Radio and Television, developing a good working relationship through the immunization campaign launched in 1985.

B. TURK-IS

A secondary service system is provided by industry through TURK-IS, the Turkish Worker's and Entrepreneur's Union. Established in major factories in the industrial sections of Turkey, some two million Turkish workers and their families have access to health care facilities

which include FP services and health education and information sessions. As a result of these services, the birthrate and average family size among Turkish workers is less than that of the general population.

TURK-IS has been very receptive to FP programs and its leadership (composed of workers and industrialists) has shown itself committed to a family planning policy. In addition, individual industries also provide some services (e.g. Maritime industry, Koc Holdings, etc.). Thus a number of FP donor agencies have concentrated their FP efforts in this system.

#### C. The Military

The military has its own health services and, has been accessible to FP programs and IEC activities.

#### D. Family Planning Association of Turkey (FPAT)

The Family Planning Association of Turkey (FPAT) was founded in 1963 and is headquartered in Ankara. Until 1965, the production and sale of FP materials was illegal; the Government's policy was pronatalist. The FPAT played a pioneering role in changing that policy. Since 1965, the FPAT has been involved in conferences and seminars promoting FP both in Turkey and beyond. In 1965 FP services were initiated. The association currently has some 26 branches throughout Turkey which provide some form of information and referral service. Except for one clinic in Ankara, FPAT provides no direct FP services in Turkey. It is still active, however, in IEC to promote FP.

The following activities are currently sponsored by FPAT:

##### 1. Training of Imams

Through the Ministry of Religious Affairs, FPAT has a project to introduce imams to population issues. The Ministry is responsible for training and placing some 40,000 imams throughout

the country. These imams are trained at five religious institutes around the country, graduating approximately 5,000 mullahs each year. As part of their duties, the imams hold regular Friday prayer sessions and discussion groups on important social subjects afterwards. FPAT seeks to provide them with the necessary information so that the imams can discuss population and FP issues with their audiences. Correctly estimating that the imams have a valuable role in social development, FPAT seeks to convince them that FP is permissible under Islam (FPAT has published a booklet to this effect). At the same time, FPAT seeks to infuse an exposure to population issues into the curriculum of religious students. In some cases, the imam himself has become a distributor of contraceptives and provides FP education. FPAT states that materials for this audience are insufficient.

## 2. Training of Factory Workers

Since 1978, FPAT has worked in factories as requested. FPAT seeks to improve knowledge of FP among: a) management; b) health personnel at the factories; and c) workers. Supplies are provided by the International Planned Parenthood Federation (IPPF), the MOH, and FPIA. According to FPAT, 37,000 workers have already been trained (700,000 condoms distributed) and a 27 percent increase in acceptors recorded since the project began.

## 3. Training of Domestic Science Teachers

Through the Ministry of Education, FPAT seeks to train domestic science teachers in the principles of FP; it is hoped these principles will in turn, be passed on to the students themselves. Additionally, adult education teachers are provided with information about family planning. The adult education activities take place in community centers around the country. The centers are well equipped with IEC hardware, but they have relatively little in the way of software. Finally, FPAT re-trains

teachers through its regular in-service program to update their knowledge of contraception and family planning.

4. Woman to Woman Project

Intended as a self-help project, this activity is focused on the slum areas of Ankara. The target population is approximately 50,000 of which 7,000 are women of fertile age. Among this population, 18 women have been selected as community motivators. They are trained in FP, child care, and contraceptive methods over a period of 15 days. Teams of two women (nine teams total) make home visits and are supplied with educational materials, condoms, and foaming tablets. In addition, they are supplied with referral cards and registration forms. Women wishing further contraceptive protection are referred to the clinic based at FPAT Ankara headquarters. Their work is supervised by two social workers based at FPAT. The field staff is part-time, working only 3-4 hours per day; each worker is paid \$500 on a monthly basis. This enterprise has been in operation only since September 1985, and is already producing results. From October 1985 to December 1985, 800 home visits and 333 follow-up visits were made. As a result, 115 women have had IUD's inserted while five have commenced a pill cycle. It should be noted that of the 800 homes visited, approximately 230 included no women of child-bearing age. The FPAT clinic operations have only been in existence since October 1985. FPAT did have 22 rural clinics from 1972-1978 but closed them when the government expanded its own FP activities and the clinics became a financial burden. Currently, services at the Ankara clinic include gynecological examinations, pap smears, education and counseling. To date, the clinic has provided examinations to 655 women with a minimum charge for private patients and no charge to those clients who were referred by FPAT projects.

5. Family Counseling Project

FPAT also provides family counseling services. Two social workers provide social and psychological counseling to patients, referring severe cases to one of the 22 psychiatrists at State Hospitals. Patients referred from FPAT to the State Hospitals are not charged, nor do the psychiatrists charge FPAT for these services. In three years the clinic has handled 883 cases.

6. Family Life Education Project

Begun in 1983, FPAT seeks to integrate sex education into the curriculum of the family life education courses taught through high schools by the Ministry of Education. Because of the sensitive nature of the activity, FPAT sponsored three expert group meetings to discuss the how, what, why, and when of sex education. The result was that FP was deleted from the curriculum; the emphasis is, instead, on human reproduction and child development.

7. Family Planning Education of the Military

Begun in the Merced branch of FPAT, the Association collaborated with the Ministry of Defense and the MOH to provide FP information as part of the functional literacy courses taught to military personnel.

In general, the activities of the FPAT are small-scale and involve interpersonal or group communication. This is partially due to lack of resources. IEC activities are restricted by lack of materials and experience in the effective use of IEC. IEC is perceived as primarily print materials. Training activities, whether of imams, teachers, factory workers, or health personnel, tends to be limited to lectures. The impact of these activities has not been evaluated.

FPAT has a very close and cooperative relationship with the MOH. Dr. Tandoğan Tökğoz, and his deputy are key members of the FPAT Governing Board.

E. The Pathfinder Fund

The Pathfinder Fund has an office with a representative in Istanbul. It currently fields some 13 projects with a total expenditure of approximately one million dollars. The average funding per project is approximately \$50-60,000, although two projects with the MOH are funded at over \$150,000 each. Pathfinder projects involve both service delivery and policy action. A pilot project with the industrial sector and the subsequent interest generated among entrepreneurs led to the development of the Family Health and Planning Foundation. The Pathfinder representative to Turkey, Dr. Turkiz Gokgol-Kline, one of its founding members, also serves on the Board of Directors of the Turkish Family Health and Planning Foundation.

F. Turkish Family Health and Planning Foundation

The recently established Turkish Family Health and Planning Foundation is organized as a private foundation endowed by the private sector with assets over \$500,000. Policy for the Foundation is established by the Board of Directors which represents most of the major organized sectors (i.e. agriculture, industry, maritime, unions, etc.). Principals in the Foundation are: 1) its founder, Mr. Vehbi Koç; 2) its adviser and member of the Board, Dr. Turkiz Gokgol-Kline; and 3) its recently appointed Director, Mr. Yasar Yaser.

The policy of the Foundation has not yet been clearly established, although it is expected to initiate FP services, including community-based distribution (CBD) programs. Additionally, the Foundation seeks to establish a training institution and to initiate major FP promotional activities including social marketing and IEC activities. The Foundation has already invited Mr. David Poindexter of the Center for Development

Communication in New York to provide them with technical assistance in the development of a soap opera for television. It has also asked the Futures Group in Washington, D.C. for assistance with social marketing activities. The Foundation seeks to raise the level of awareness of the general public on FP issues and has plans for major conferences in urban areas addressing specific sectors (such as religious groups and provincial governors).

The Foundation has not yet hired the professionals necessary to carry out its objectives although clerical personnel are available. It is anticipated that the first two key personnel to be hired by the Foundation will be public relations and IEC oriented. This will enable them to commence their IEC activities and to promote the Foundation further. The additional resources brought about through increased exposure and promotion of the Foundation itself will help to establish it more firmly. The Pathfinder Fund has already agreed to subsidize the training of these professionals if other donor funds are not forthcoming.

An additional technical resource to the Foundation is Dr. Warren Winkler of the American Admiral Bristol Hospital. Dr. Winkler has served many years in Turkey and has agreed to assist the Foundation in establishing a training center in FP for health professionals. Such professionals as physicians and nurse-midwives would be made available for projects in urban slums and factories and for research. The Foundation has already anticipated construction of a ten-story building which it hopes to use for this and other purposes.

It is difficult to analyze the capabilities of an organization that has only recently been established and whose organizational structure is relatively incomplete. It is evident that the political and social connections of its founder, Mr. Vehbi Koç, as well as his personal influence, are considerable. Other members of the Board are similarly influential and seem to be committed to promoting FP. It would seem that the Foundation's immediate needs are to develop its own work plan and employ the necessary staff to implement it. At this point, international donors might be able to assist in the training of staff and in the elaboration of a work plan.

Because of its location in Istanbul, the Foundation is ideally suited to oversee IEC commercial activities which would require coordination and administration rather than the provision of services. These coordination activities might well include a national IEC promotion campaign utilizing the services of advertising agencies. The coordination and management of these subcontracted activities do not require heavy reliance on core personnel and could be supplemented where necessary by technical assistance. Access to advertising agencies and familiarity with their functions is likely since many of the Board representatives work in the private sector and utilize the services of similar agencies. Through these agencies, the bulk of which are located in Istanbul, the Foundation would be able to conduct a public information and education campaign. Again, the Pathfinder Fund has assured that funding for a month-long study tour by Foundation personnel of appropriate United States agencies and institutions would be available.

#### IV. IEC PRODUCTION FACILITIES

##### A. Public Sector

##### 1. Radio and Television

Production facilities in Turkey are very sophisticated. A number of media channels are also available. Turkey's population has a high rate of literacy; print media are among the more popular sources of information. Additionally, the national broadcasting service, Turkish Radio and Television (TRT) has 100 percent saturation in radio and 95 percent saturation in television (Table 1). The official broadcast language is Turkish, although minority groups such as the Kurds also broadcast in their own language. However, Turkish is understood in all areas of the country and is the ideal language for public communication. TRT television broadcasts 30 hours a week, seven days a week. Video receivers are very common in urban areas and can be found even

in the most rural areas at unofficial community viewing stations. Video clubs exist and many coffee houses are VCR-equipped and play commercial video films. Turkey has an efficient translation service which dubs most films into the Turkish language for public viewing and can also subtitle feature films. Some videos carry spot advertising which precedes the main feature.

Recently TRT has permitted the airing of television and radio commercial spots. These spots occur in blocks of time preceding and immediately following popular programs. The most sought after commercial times are the prime times immediately preceding and following the evening news. This is reflected in an increase in rates during this period. The cheapest rates are for morning broadcasts.

TRT already broadcasts a number of health-related messages. Due to the recent immunization campaign, TRT participation in health development campaigns is now mandatory. One common form of message utilized during the immunization campaign was a ticker tape spot which ran across the bottom of the viewer's screen during regular programming. Its novelty was particularly effective as an attention-getting device. The Turkish Family Health and Planning Foundation, through its founder, Mr. Koç, has relatively easy access to the media. The MOH has also begun making its own connections. The Director General of TRT is Professor Tunca Toskay.

TRT has its own studio and film facilities in Ankara where it is headquartered. A number of provinces also have broadcast facilities where they can originate programming, notably in Istanbul, Izmir, and other regional capitals.

There are also a variety of production houses in the public sector available through institutions such as universities or at the Ministry of Health. One production house is at Anadolu University in Eskisehir, a distance of approximately two hours drive from

Ankara. The department of journalism, headed by Dr. Sinan Bozok, is reputed to have first class facilities and produce quality materials.

TABLE ONE

<u>Radio and Television</u>			
	1980	1981	1982
Telephones	1,147,782	1,301,558	1,501,977
Radio Licences	4,280,158	4,291,332	4,404,000
Television Licences	3,433,308	4,565,781	5,084,720

RADIO

Turkiye Radyo Televizyon Kurumu (TRT): Nevzat Tandogan Cad.2, Kavaklidere, Ankara; tel. 28-22-30; telex 42-374; f.1964; controls Turkish radio and television services; Director General Professor Tunca Toskay.

Home Services: There are local radio stations in Adana, Agri, Amasya, Ankara, Antalya (2), Aydin-Mugla, Burns, Canakkale, Cukurova, Denizli, Diyarbakir, Edirne, Elazig, Erzincan, Erzurum, Eskisehir, Etmesgut Gaziantep, Hakkari, Isparta-Burdur, Istanbul (2), Izmir (2), Izmit, Kars, Kayseri, Konya, Ordu-Giersun, Potati, Sivas, Sambun, Trabzon (2), Umraniye, Van and Zonguldak.

Foreign Service (Voice of Turkey): Posta Kutusu 333, Yenisehir, Ankara.

Ankara: SW 250 kW (3), SW 500 kW (2). Sixteen daily short-wave transmissions in the following languages: Albanian, Arabic, Azerbaidzhanian Turkish, Bulgarian, Chinese, English, French, German, Greek, Hungarian, Persian, Romanian, Russian Serbo-Croat, Turkish, Urdu; Director, Cafer Demiral.

There is also an educational radio service for schools and a station run by the Turkish State Meteorological Service. The American Forces have their own radio and television service.

2. Ministry of Health - Materials Production Department

The Chief of the Materials Production Department at the Ministry of Health is Mr. Ibrahim Somyurek. Mr. Somyurek was a public health educator who received two years of specialized training in materials production in Germany. With his staff he runs the Materials Production Department which recently printed posters for the immunization campaign. The facility is equipped with two Sony video cameras, two video recorders, a studio fully equipped with Klieg lighting, backdrops, and 3/4-inch U-matic PAL recording equipment. The equipment is rarely used due to servicing problems. JHU/PCS assistance was requested to identify an agent who could maintain this equipment.

The Department can do voice-overs on videos produced outside of Turkey, can dub films from other languages to Turkish, can transfer from film to tape, and can make videotapes in Beta format for distribution to rural areas. Since UNFPA has donated 17 video playback machines for their project with the MOH, the Materials Production Department has attempted to fill the software gap. In addition to the video facilities, the department has a complete photography studio and can develop its own color prints, make enlargements, duplicate slides, and prepare slide/tape programs.

Its audio facilities include a soundproof booth where the staff can make broadcast quality tapes. A number of sound recorders are included in the inventory. The film archives currently hold over 1,000 titles on 60 subjects related to health. Because no one on the staff has had training in film production, the equipment is never used. The largest facility at the Materials Production Department is devoted to print materials. Two presses, including one offset press and one type press, publish all MOH pamphlets, posters, and books.

At the provincial level, each directorate is equipped with one cine-projector, one slide projector, one videotape machine and

receiver, an overhead projector, tape recorders, screens, and other small pieces of equipment. Requests for current slides and films are ongoing with the central office attempting to fulfill the demand. All maintenance of equipment is done in-house. The production center has no mobile units.

The personnel at the Materials Production Department consist of Mr. Somyurek, two photographers, two cameramen, one technician, two assistants, and five graphic artists. The print shop alone has a staff of twenty. Of this total staff, only Mr. Somyurek has received formal training. The rest have all received on-the-job training from him. One of his requests was to improve the caliber of his staff by giving them additional training.

Until recently, the Materials Production Department was responsible only to the Directorate of Maternal and Child Health and Family Planning. Now the department serves the whole Ministry. Any project proposals with the MOH should seek to reinforce this department's capabilities.

## B. Private Sector Production

### i. Print Agencies

In the private sector, Turkish production facilities can rival those of many western European nations. Newspapers are privately owned, and there are a number of daily and weekly papers. In addition, there are magazines and journals frequently aimed at specific audiences, such as fashion, travel, sports, culture, and the arts, all of which could be used in an IEC campaign aimed at promoting family health or FP. Many of these newspapers offer free space in the form of coverage of newsworthy events while others allow for the possibility of purchasing advertising space.

## The Press

The most serious and influential papers are: Milliyet and Cumhuriyet. A paper noted for political satire is Girgir, while the most popular dailies are Hürriyet, Milliyet, Tercüman, Son Havadis, Günagdin, Cumhuriyet (see Appendix D for a list of publications and news agencies).

The photoroman is a print media format that is much appreciated in Turkey. It is found both in journals and newspapers. Posters, pamphlets, books, etc., can all be printed to high professional standards.

## 2. Advertising Agencies and Production Houses

A plethora of advertising agencies exists, the largest of which are affiliated with such multi-national American firms as McCann Erickson and J. Walter Thompson. While most of the smaller firms contract out production activities, the larger ones produce all their materials in-house, thus ensuring the highest quality of production. Mr. Farouk Atasoy, General Director of ManAjans/Thompson, provided a tour of his facilities. A 200 member staff maintains the accounts and is responsible for all production, whether it is video, film, print or audio. ManAjans does its own color processing and has its own studios. One of its major accounts is Koc Holdings, and ManAjans is physically located in one of the Koc buildings.

One of ManAjans' accounts is the party in office of the present government. ManAjans ran the public relations campaign for the party at the time of its election. It is doubtful whether such a large agency could adequately represent a social mobilization activity unless it were adequately recompensed, although a private educational foundation sponsored by Koc Holdings is represented free-of-charge by the agency. Rates are high. A half-hour videocassette film made through this agency

can cost approximately 25 million Turkish Lira (TL) [U.S. \$1 = 500 TL] depending on the compensation commanded by the principal actor. A 30-second television spot can be made for six to ten million TL. Rates for newspapers are standardized at 25 percent. Since TRT pays no commission to the agency, the agency is forced to make an added cost to the client for television.

Advertising agencies are hesitant to work for the government because profits are substantially reduced by governmental charges. When a Ministry chooses to use an advertising agency rather than the government's own press bureau, 14 percent of the agency's fees must be paid to the press bureau. This loss of revenues, coupled with the reluctance of agency owners to work with the non-commercial sector, makes it unlikely that the MOH would find adequate representation for a public campaign.

The majority of advertising agencies are found in Istanbul, a few in Izmir. The agencies found in Ankara are modest in size, one-person or small family operations, with little experience. Should the MOH elect to run a campaign using an advertising agency, staff would have to commute regularly to Istanbul. Most of the agencies who were approached about a social campaign, aside from those very large firms, were eager for the opportunity to attempt an innovative campaign as long as it was managed through a private rather than public sector institution (see Appendix B - PEBAS).

### 3. Research Agencies

Aside from the production companies, mention should also be made of the research capabilities present in Turkey. At least three kinds of research are called for in a large IEC campaign. The first would attempt to discover what people in the various target groups feel and know about FP and provide some idea as to what will influence them (appropriate message, appropriate media).

The second kind of research would involve pretesting messages and materials that are designed before final production. The third kind of research would attempt to determine the impact of the campaign, both during and afterwards, on FP knowledge, attitudes, and/or behavior. Some information to support this research is available either through existing data or can be generated. The Population Centre at Hacettepe University, under the direction of Dr. Tuncbiiek, is responsible for analyzing the census data which is compiled every five years. Included in the data are knowledge, attitudes, and practice (KAP) studies for various groups. Private research agencies such as BIAR Social and Economic Research, Incorporated (see Appendix C - BIAR) also operate on a national level and are competent to follow a campaign and measure both its short and long-term impact.

#### 4. Other Organizations or Media

The Environmental Problems of Turkey Foundation has also been active in population policy development and has published articles and brochures on population. The Director General of this agency accompanied the decision-makers' team that was sponsored by the Draper Fund to visit Thailand and Indonesia to view FP activities in these locales. The agency now wishes to become more actively involved in FP IEC production. The Director General is familiar with the work of JHU/PCS through a visit by a staff member in 1982 to a population conference in Turkey.

Folk media are also much admired in Turkey. The immunization campaign hired a troupe of comedians to tour the country putting on skits about immunization. These roving players were very well received. A famous comedy team also volunteered its services to the immunization campaign, acted in spots, and made personal appearances to promote the campaign. Music is much appreciated, as is dance and song. Storytelling is an ancient tradition particularly when stories are told about traditional characters.

## V. TRAINING IN IEC

Discussions with Ministry of Health personnel reveal that while IEC training does take place at some levels, not all front-line workers receive adequate training. Gaps exist in media use, interpersonal communication, and FP promotion. This is partially due to the fact that relatively few family planning materials exist. Health education activities could take place at health centers where none now occur. Materials are used to train staff but not the public. Mrs. Nuran Ustanoglu, Director for Training in the Division of Maternal and Child Health and Family Planning, has herself received IEC training through Dr. Donald Bogue at the University of Chicago. The RONCO Consulting Corporation, funded by USAID, has recently signed an agreement with the MOH to assist with FP training. With cooperation, these kinds of training opportunities could include an IEC module.

Other than the staff of the Foundation and the staff of the Materials Production Department at the MOH, out-of-country training in materials production does not seem to be called for. However, there is a great need for in-country training of MOH staff. The staff of the FPAT will receive training through the International Labor Organization (ILO) project, but will need materials addressed to the general public. It is possible that if a relatively modest advertising agency were selected to handle a campaign, a visit by key staff of that agency to a country with a background in social campaigns might be beneficial.

## VI. ANALYSIS

While IEC health activities in Turkey have taken place, there has been little massive promotional activity in FP. Evidence would indicate that the climate is favorable for carefully prepared mass media activities. The President of the country has actively called for an FP campaign and favors birth limitation. The MOH itself favors a three-child policy. There seems to be some misinformation about contraceptive methods and their side effects even among the educated. Surprisingly, this was true also among health personnel.

Turkey is a country that straddles the East and West. Its media is very modern in outlook, and it has experience with social mobilization campaigns.

While the momentum resulting from the immunization campaign and its success exists, the time may be ripe for moving ahead with a carefully planned family health and planning campaign. Popular support favors contraception, although traditional methods far outweigh modern, more efficient methods. It is unlikely that opposition to FP will come from the population at large. Current activities with the religious sector, the publication of religious materials favoring FP, and the conferences planned to embrace religious leaders into a family health and planning campaign should minimize opposition from the religious leaders. Because of the high level of sophistication of the media coupled with a high literacy rate, access to various target audiences seems to be assured. Targets can be chosen from among the young, the newly married, couples with high parity, and men; all are potential recipients for FP messages. In addition, particular public groups can also be targeted for special secondary messages such as teachers, mullahs (religious leaders), mukhtars (secular village leaders), and physicians in the private sector.

## VII. RECOMMENDATIONS

As a result of a detailed examination of FP/IEC in Turkey, the author highly recommends that a comprehensive IEC strategy be developed to promote increased and continued use of FP. In order to support this long-range goal, a process should be initiated similar to that followed by JHU/PCS in other countries and by other social mobilization campaigns. The key stages of this process include:

- o Analysis of:
  - a. The intended audiences. Analyses would include KAP surveys, market research, media habits, opinion surveys, and focus group research;
  - b. Service capabilities, training needs, and educational material needs;
  - c. Institutional goals and capabilities to carry out various phases of the campaign.
  
- o Design:
  - Based on results of the above, clear project objectives can be set;
  - a campaign strategy specifying media can be developed; messages

suitable for the intended audience can be developed; and training strategies can be drawn up to coincide with a campaign. Community participation at this stage is imperative in order to optimize impact.

o Development, Pretesting, and Revision:

Specific materials for different media can be developed and pretested with the target audiences, allowing for revisions. Pretesting and revision are frequently neglected in the preparation of materials, resulting in misunderstanding and, occasionally, in outright failure to communicate an intended message.

o Implementation, Monitoring, and Assessment:

Those messages which have been pretested will be produced and distributed in a timely way. Monitoring of production, distribution, and immediate impact is crucial.

o Evaluation of Results:

All IEC activities should have some measurable results, some changes in knowledge or attitudes, if not in behavior. Careful evaluation ensures that future work can be based on lessons learned from the past.

o Continuity:

Planning for the next stage or the next phase is essential since successful communication is not a one-time action, but rather a continuing process.

This kind of process is important if a favorable, coherent, systematic and effective communication activity is to be launched. When considering such a complex activity as a national communication campaign, it becomes crucial.

JHU/PCS could assist the MOH initially in the first two steps by funding research by appropriate agencies so that the information could be available on which to design a communication strategy. JHU/PCS could work with the MOH and other interested parties in identifying the appropriate target audiences, and in assisting a research agency in developing the tools to investigate them.

Private research firms exist in Turkey which could be subcontracted to provide the data. Hacettepe University, through the Population Centre, is skilled in FP research methodology and could provide assistance.

Simultaneous with the research phase for the campaign, a separate activity (also utilizing the communication process) could be launched with the MOH, both to reinforce its in-house production capabilities and to produce the health education materials which are needed for use in clinics.

#### Management of IEC Activities

While the coordination role of the MOH in a national campaign cannot be questioned, the activities involved in launching such an activity in Turkey require the delegation of certain tasks. One major task that should be delegated to a private advertising agency is the development, production, and placement of materials intended for various audiences. The possible reluctance of some advertising agencies to contract with the government as well as the geographical location of these agencies suggest that an Istanbul-based private institution might be useful. Such an institution could coordinate and manage television, newspaper, and radio activities. In addition, it could mobilize private sector resources to assist in promotional activities. The Family Health and Planning Foundation might be an appropriate agency to undertake these activities if it has the necessary increase in staff to include a trained media specialist. Its own goals emphasize activities of this nature, and its current Board is familiar with private sector tasks.

### VIII. PROPOSED ACTIVITIES TO BE FUNDED BY JHU/PCS IN PHASE I

1. Research: Audience analysis including market research, media research, and focus group discussions.
2. Prototype Instructional Materials: Contraceptive methods pamphlets, flipcharts, posters, slide sets, etc. for use by service providers.
3. Training: IEC staff at MOH, Materials Production Department in production of above materials.

APPENDIX A  
LIST OF CONTACTS

LIST OF CONTACTS

International Agencies

Mrs. Sarujnay Abraham  
Communications Adviser  
UNICEF  
Birlezmiz Milletler Teskilati  
Ataturk Bulvar, 197  
Ankara, TURKEY

Mr. Süreyya Ain  
United States Information Service (USIS)  
Ankara I.D.  
Department of State  
Washington, D.C. 20520

Mr. Arned  
United States Information Service (USIS)  
Ankara I.D.  
Department of State  
Washington, D.C. 20520

Mr. Dieter Erhardt  
United Nations Family Planning Assistance (UNFPA)  
Deputy Representative  
197 Ataturk Bulvari  
P.K. 407  
Ankara, TURKEY

Mr. William Meagher  
Labour Attache  
Political Office  
U.S. Embassy  
Ankara, TURKEY

Mrs. Hélène Pour  
International Labour Organization (ILO)  
1211 Genève 22  
SWITZERLAND

Dr. D. V. Sharma  
United Nations Economic, Scientific, and  
Cultural Organization (UNESCO)  
Directorate of Adult Education  
Ministry of Education  
New Delhi, INDIA

Ministry of Health and Social Assistance (MOH)

Dr. Tandoğan Tökğoz  
General Director  
General Directorate of Mother Child  
Health and Family Planning  
Ankara, TURKEY

Dr. Bezirçi  
Deputy General Director  
General Directorate of Mother Child  
Health and Family Planning  
Ankara, TURKEY

Mrs. Nuran Üstanoğlu  
Director of Training  
General Directorate of Mother Child  
Health and Family Planning  
Ankara, TURKEY

Mr. Ibrahim Somyurek  
Chief of Materials Production Department  
Ankara, TURKEY

Turkish Radio and Television

Dr. Tunca Toskay  
Director General  
Turkish Radio-TV (TRT)  
Ankara, TURKEY

Mr. Sadat Örsel  
Director of International Sales  
Turkish Radio-TV (TRT)  
Ankara, TURKEY

Private Agencies in Population/Family Planning

Mrs. Semra Koral Basimi  
Executive Director  
Turkish Family Planning Association (TFPA)  
Mesrutiyet Caddesi 31/13  
Ankara, TURKEY

Mr. Baki Durmaz  
Health Education Director  
Turkish Family Planning Association (TFPA)  
Mesrutiyet Caddesi 31/13  
Ankara, TURKEY

Dr. Turkiz Gokgol-Kline  
The Pathfinder Foundation  
Mehtap Sokak 6/4  
Gostepe  
Istanbul, TURKEY

Mr. Engin Ural  
Environmental Problems Foundation  
Kennedy Cd. 33/7  
Kavaklidere  
Ankara, TURKEY

Dr. Yasar Yaser  
Executive Director  
Turkish Family Health and Planning Foundation  
Istiklal Cad. Merkez Han No. 347  
Beyoglu  
Istanbul, TURKEY

Advertising Agencies

Mr. Faruk Atasoy  
Managing Director  
Manajans, Thompson  
Buyukdere Cad. 145  
Zincirlikuyu  
Istanbul, TURKEY

Ms. Puna Endem  
General Director of PEBAS  
Buyukdere Caddesi  
Hukukcular Sitesi  
Daire 17-50  
Mecidiyekoy  
Istanbul, TURKEY

Mr. Cuneyt E. Koryurek  
Delta Ajans  
187/4 Cumhuriyet Caddesi  
Elmadag, Istanbul  
TURKEY

Research Agency

Dr. Kenan Mortan  
General Director  
BIAR  
Bestekar Sok. 64/2  
Kavaklidere  
Ankara, TURKEY

Film Production Companies

Mr. Y. Bedir  
Baykal Films  
Ankara, TURKEY

Mr. Arinli Bulent  
Artem Reklam  
Dr. Mediha Eldem Sok. No. 49/3  
Ankara, TURKEY

Mr. Ahmet Nuri Öktem  
Artem Reklam  
Dr. Mediha Eldem Sok. No. 49/3  
Ankara, TURKEY

Mr. Faruk Atasoy  
Managing Director  
Manajans, Thompson  
Buyukdere Cad. 145  
Zincirlikuyu  
Istanbul, TURKEY

Mr. Yildirim Bey  
Ukisal Video  
141 1976  
Ankara, TURKEY

Dr. Sinan Bozok  
School of Journalism  
Anadolu University  
Eskisehir, TURKEY

APPENDIX B

PEBAS HIZMETLER A.S.:

PROJECT PROPOSAL FOR MASS MEDIA CAMPAIGN

Contents

## A. Information about Pebaş Hizmetler A.Ş.

1. Its activities
2. Executive personnel and consultants
3. The companies we work on joint venture basis
4. Some information about our accouts and activites

## B. Proposed activities for family planning from advertisement, public relations and educational point of view

1. The reason of the campaign
2. A book for birth control
3. A photographed story book for birth control
4. Posters
5. Video film
6. A movie film whose story is based on family planning
7. Radio announcements and advertisements
8. Seminars and conferances
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10. Video advertisements
11. News paper advertisements
12. Public Relations of the campaign
13. The institutions and the associations which we can cooperate during the realization period.

## C. System of Organization

## D. Budget

**A. INFORMATION ABOUT PEBAŞ HİZMETLER A.Ş.****A1. ITS ACTIVITIES**

Pebaş Hizmetler A.Ş. was established in 1980. Its activities are classified as :

- a. Public Relations,
- b. Advertisement.

According to its nature:

- a. Prepares press releases, distributes them and arranges relations for good press coverage.
  - Besides the press releases which support its customer's prestige, also makes publicity for the personnel working in that company to learn each other better. Educational publications are also prepared.
  - Organizes all kinds of meetings and cocktails.
  - Produces prestige films. ( either film or video )
  - Organizes seminars and conferances.
  - Prepares prestige publications on behalf of its accounts.
  - Realizes all the necessary relations and activities with the associations to create a positive public opinion.
  - Makes direct mailing.
  - Produces cultural and educational programs for turkish TV.
- b. Prepares all kinds of design necessary for printing and organizes all kinds of printing material.
  - For radio and television advertisements writes all kinds of senarios and realises the shootings.
  - Prepares all kinds of press advertisements.
  - Realises all kinds of photograph shootings.
  - Designs all kinds of wall advertisements and realises the organization for their preparation.
  - Prepares hand advertisements and distributes them.
  - Gives necessary interior decoration services for its clients who want to appear on an exhibition or a fair.

## A2. EXECUTIVE PERSONNEL AND CONSULTANTS

Executive personnel are :

- Mrs Bengü Bilik.

President. Graduate of Academy of Social Sciences, Masters in Economics of Administration in the University of Istanbul. Before Pebas, she worked in the Planning Organization of the Government, Turkish News Agency, TÜSİAD, Turkish Industry Employers and Businessman Association.

- Mrs. Puna Endem

Vice President and General Manager. Graduate of Middle East Technical University, Masters in City Planning.

Before Pebas she worked in the Turkish Radio and Television Corporation as a program maker and as a news commentator in TV's news department.

- Ms Sema Okay.

Director of Visual Activities Department and script writers. Graduate of the Faculty of Language, History and Geography. She is a program maker in Turkish Radio and Television, director in Television's program department. She realised 6 TV programs and 8 radio programs on family planning between 1974 - 1986.

- Mr İzzet Ertekin.

Director of the design studio. Graduate of the Faculty of Art of Istanbul University. Before Pebas he worked in two major advertisement agencies.

- Ms Gölal Yaltıraklı.

Coordinator in PR activities. Graduate of Press and Publicity high school of Istanbul.

- Mr. Ahmet İzmirli.

Finance Manager. Graduate of School of Finance and Accounting. Experience in a major marketing company before Pebaş.

Consultants are :

- Dr. Tolon Pamir. Psychiatrist.

- Dr. Ufuk Beyazouz.

Specialist in Mother and Child Health Care department in Hacettepe University. She prepared 4 television programs on family planning.

- Dr. Selma Çivi.

Dean of the faculty of Mother and Child Health Care. She prepared a special TV program on her subject.

- Prof. Dr. Güzin Dilsen.

Specialist in the Faculty of Medicine in Istanbul University.

- Dr. Hamza Bozkurt.

Specialist in Şişli Etfal Hospital. He has special works on birth control by using intra uterine devices.

A3. THE COMPANIES WE WORK ON JOINT VENTURE BASIS

- Arat Arastırma ve Tanıtım Lt<sup>d</sup>. Şti.  
Research, distribution and marketing company.
- Express Organization Koll. Şti.  
For interior decoration and interior construction.
- Videola.  
For video film shootings, montage and dubbling of video films.
- Teknik Prodüksiyon.  
For film shootings.
- Acar Film.  
For film development, montage and dubbling.
- Erim GÖzen, Tunc İzberk.  
Two artists of animation.
- Beko.  
Production of music.
- Sayılı Matbaa, Meter Matbaa, Burgut Ofset and Yılmaz Ofset.  
Printing houses for all kinds of printing material.
- Örs, Kamera, Ark, Aşama.  
Companies for Bill Boards and wall advertisements.
- Emrah Arad.  
The organization for the broadcasting of TV commercials.

**A4. SOME INFORMATION ABOUT OUR ACCOUNTS AND ACTIVITIES**

- Pamukbank T.A.Ş. One of the major private banks in Turkey. All of its PR activities are handled by Pebaş.
- DAF Trucks. A producer of trucks in Holland. Pebaş is their PR agency in Turkey.
- Jumbo. A factory of silverware. All its advertisement is done by Pebaş.
- EMKA Export, Import Co. Number one export company in Turkey. Advertisement and printing.
- Alarko Holding Co. One of the major industrial establishments in Turkey. All art activities related to its PR and producing its prestige films.
- For a Rotary Club in Turkey, producing a 15 minute film with the purpose to teach durable building construction according to the building norms of the rural areas under the danger of earthquake. Also a book for the same purpose. Another book, to prevent the rising danger of tuberculosis. This book is to distribute to all health units of the Ministry of Health and Social Help.
- Sinangil Unları. Flour producer and distributor. Advertisement and PR in all medias.
- Turkish Textile Employers Association. All of its printing and PR.
- Sümerbank T.A.Ş. One of the major government banks and a large group of industrial investments. Several printings, publications and public relations.

B. PROPOSED ACTIVITIES FOR FAMILY PLANNING FROM ADVERTISEMENT,  
PUBLIC RELATIONS AND EDUCATIONAL POINT OF VIEW.

B1. THE REASON OF THE CAMPAIGN

According to the researches done by the Population Research Institute of Hacettepe University, only 1 percent of the women population declared that they never have married. According to the same research, the average marriage age in Turkey is 17.7.

The 72 percent of these married women are under the risk of getting pregnant. The rest 12 percent declared that they are already pregnant.

According to the other researches on the subject of preventing pregnancy 88 percent of the married women heard about one or more ways of birth control. The women living in metropolitan areas, working in the industrial sector, or who have a profession, say that they know a way for birth control, but 15 percent of the women living in the rural areas, 20 percent of the women in Eastern Anatolia and 25 percent of the women working in a employer's field do not know any way of birth control. The 55 percent of all the women in Turkey declare that they have used even once a birth control method during their fertile life.

But some of these are traditional methods. Considering the modern methods this percentage is 28.

In different time periods the researches which were done all through Turkey by sampling, show us that the families prefer two and three children. So according to these data, our purpose should be to reach to 1,5 million families to aware them for birth control and its methods. There is a ratio between the number of the children born and the number of the children die. In our country 120 children out of 1000 new born babies die each year. Also the researches show that 14 percent of the women, had abortion by their own will. The death of the mother while abortion or during the loose of the baby before birth is five times greater than the mortality rate of while giving birth to a child. In 1981, 2200 women died during the abortion.

According to the latest researches the number of the pregnant women who really did not want to have another child were 1,460.000 in Turkey.

## B2. A BOOK FOR BIRTH CONTROL

A book with a clear and a simple expression containing impressive illustrations. In its first section the methods of family planning and in the second section child health care will be explained.

Also the places where one should go when there is a need will be taught. The book will be 16 cm. x 23. in size, printed on a third quality paper, but with a cover, 20 pages. 1,500,000 books will be needed. These books will be distributed through, and given to these places:

- To the newly married couples right after the ceremony,
- To the women in hospitals who newly gave a birth to a child,
- Health Centers,
- By the help of Women Associations,
- By the help of official village leaders,
- By the help of religious people and in the mosques.
- By the cooperation of women magazines,
- To the soldiers who are ready to finish their military duty,
- To the village women who apply to any kind of education or course.

## B3. A PHOTOGRAPHED STORY BOOK FOR BIRTH CONTROL

In this dramatized book the "whys" and "hows" of family planning will be explained. The size of the book will be the same as above but it will not have a cover. Inside pages will be 3rd quality paper and it will be printed around 1,000,000. It can be distributed besides margarine or deterjents, or after the story is photographed, it can be published in a newspaper.

## B4. POSTERS

A poster designed to explain the danger of the increase of population and invites people for population planning. First quality paper, size 50 cm, x 75 cm. and 10,000 pieces. These posters will be distributed to the hospitals, health centers, coffee houses and to the groceries in rural areas.

**B5. VIDEO FILM**

A film of 10 minutes explaining the need and the ways of birth control. This educational video film will be prepared in the Turkish Television's broadcasting norms so that it could be shown on TV. From this film 1,000 cassettes will be produced to be distributed to the :

- Workers unions, factories,
- Syndicates,
- Associations,
- To the army,
- To the educational institutions.

**B6. RADIO ANNOUNCEMENTS AND ADVERTISEMENTS**

Preferably in the morning hours a program once in a week, five minutes each time, will attract interest of the rural population. If birth control becomes a government policy, short announcements in the radio, several times in a day could be done without paying any money. In the five minute programs, a dramatic story will continue for a 12 months period of time.

**B7. A MOVIE FILM WITH A STORY BASED ON FAMILY PLANNING.**

In the movie theaters and also through the video clubs, a film based on the family planning, with popular actors and actresses will be very interesting. After a certain time, the investment done on this film will finance itself.

**B8. SEMINARS AND CONFERENCES**

To attract specially the attraction of press and the public, a seminar of 200 people will be organized in Istanbul. This will be a one day seminar. Through the 12 months period of time, there will be series of conferences in different cities too.

**B9. TV PROGRAMS NOT MORE THAN ONE MINUTE**

These programs will repeat themselves in TV, but there will be a change in their scenarios once in a month. According to the government policy, these programs may be shown free of charge. If a popular film star will act in these films, they will attract the attention of population easily.

**B10. VIDEO ADVERTISEMENTS**

Video clubs accept advertisement in the films they rent. These ads stay within the films as long as the cassettes are used. In Anatolia, Turkish movies are very popular and most of the coffee houses in Anatolian cities have tape recorders.

**B11. NEWS PAPER ADVERTISEMENTS**

Short advertisements in important news papers are an effective way of keeping the interest of the campaign in a certain level. They will remind the people to go to the health centers for family planning.

**B12. PUBLIC RELATIONS OF THE CAMPAIGN**

Even before the above mentioned work starts, there will be the announcements of this campaign. As long as the campaign continues, the press releases will be distributed accordingly. Also, we shall organize the authorities to write articles about family planning.

At the beginning of the campaign and in some certain times there has to be arranged some press conferences. Also using our company's special relationships, we shall get a good press coverage continuously.

Besides these, the institutions and associations which we shall be in cooperation, will express their ideas to the press too.

Because the subject will be a government policy, the speeches of the high level officials, politicians and specially president, will ease the difficulty of the traditional way of not caring about family planning.

B13. THE INSTITUTIONS AND THE ASSOCIATIONS WHICH WE CAN COOPERATE DURING THE REALIZATION PERIOD.

The institutions and the associations that we can cooperate are :

- Turkish Lioness Association,
- Fountation of family Planning,
- The Suroptimists Association,
- Religious Affairs,
- Charity Associations,
- By the help of the municipalities all marriage units and all village leaders,
- Medical association, private hospitals, private doctors offices,
- Press,
- All women associations,
- Turkish Military forces,
- Syndicates and worker's unions,
- Factories which have a great number of workers,
- Turkish Radio and Television Corporation,
- Educational institutions and.
- All units related to the Ministry of Health and Social Help.

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### C. SYSTEM OF ORGANIZATION

Composition of Pebaş Hizmetler A.Ş. for the present situation is sufficient from the quality and quantity point of view, to create the scenarios, to shoot the films, to bring all the necessary material, to prepare and broadcast the radio programs, to organize the seminars and conferences, and to create special relationships for the success of the campaign. Pebaş has also a long experience and influence in public relations.

In the realization period of the project, for research, distribution and to control the expected or unexpected results and then for redistribution accordingly, Pebaş will need some professional help from out side.

Within its composition, a reorganization will be made to handle the campaign in a more successful way. These departments will be established:

- Department of relations with the Ministry of Health and with the other state ministries, departments or state offices.
- Department of relations with research groups and distribution groups,
- Department of relations with private organizations, and all institutions.

These departments will be responsible of all the material to reach to our target groups and in the same time to control the responses coming from them.

D. BUDGET

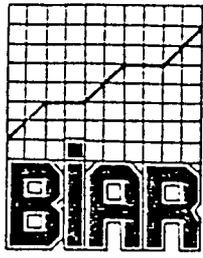
- Book , 1,500.000 pieces	:	63.000.000.-
- Photographed book ( Printing ) 1.000.000 pieces:		45.000.000.-
- Production of the photographed book	:	2.500.000.-
- Posters 10.000 pieces	:	1.700.000.-
- Video film ( 10 minutes long )	:	16.000.000.-
- 1000 pieces of cassettes	:	10.000.000.-
- Movie film ( 1.5 hours long )	:	150.000.000.-
- 12 TV Programs ( 1 minute each )	:	28.000.000.-
- Radio programs ( 5 minutes each week )	:	24.128.000.-
- Seminar, conferences	:	60.000.000.-
- PR ( One year long )	:	24.000.000.-
- Office expences ( telex, telephone, mailing etc.):		6.000.000.-
- Research, distribution and organizations	:	65.000.000.-
32.000 Official Village leaders		
10.000 Health Centers		
700 Marriage houses		
35.000 Private doctors		
32.000 Village Coffee houses		
2.000 Army bases		
300 Hospitals		
- Video advertisements	:	3.000.000.-
- Creativity ( senarios, artistic work and directors )	:	15.000.000.-
- Writers, speakers ( for press articles, conferences seminars etc.)	:	15.000.000.-



APPENDIX C

BIAR SOCIAL AND ECONOMIC RESEARCH, INC:

RESEARCH PROPOSAL



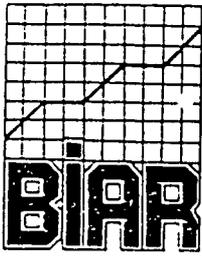
BİLGİ-İNCELEME-ARAŞTIRMA A.Ş.

APPENDIX C

FAMILY PLANNING  
AND ATTITUDES  
RESEARCH  
IN TURKEY

Prepared for the  
POPULATION COMMUNICATION SERVICES OF  
THE JOHNS HOPKINS UNIVERSITY

February 13, 1986



BİLGİ-İNCELEME-ARAŞTIRMA A.Ş.

## I. INTRODUCTION :

Family Planning and Attitudes Research in Turkey will be carried out in the 21 provinces and counties of Turkey.

In short, as a result of this survey, the constraint that effects the family planning in Turkey will be pointed out amongst the population of 15-55 age group of married males.

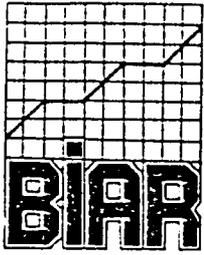
BIAR Inc. (Data Processing and Marketing Research Inc.) will determine;

1. Current knowledge and attitudes towards the use of modern family planning methods in 15-55 male age groups,
2. Knowledge and attitudes towards the use of modern family planning methods in 15-55 male age group 10 years ago,
3. The sources of information (such as TV, radio, imam etc) that affects the knowledge and attitudes towards the use of modern family planning methods amongst males.

## II. OBJECTIVES :

"Family Planning and Attitudes Research in Turkey" will be carried out to determine the followings in İstanbul, Ankara, İzmir, Adana, Kahramanmaraş, Diyarbakır, Erzurum, Eskişehir, Kayseri, Elazığ, Trabzon and Konya provinces;

- Age-profile of the sample.
- Literacy level.

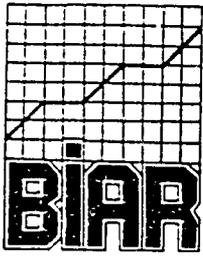


BİLGİ-İNCELEME-ARAŞTIRMA A.Ş.

- The distribution of the first marriage ages.
- Distribution of the length of stay (live) in the city.
- Preferences and use of new methods of family planning.
- Men's desire to more childbearing before they come to metropolitan areas and now.
- The distribution of live births, still-birth and miscarriages of his family.
- Outcome-profile tabulation of the most current pregnancies of his wife.
- Knowledge and use of family planning methods.
- Distribution of the use of family planning methods and sources of supply.
- Identification and distribution of factors impeding the use of family planning methods.
- Where they get family planning information from?
- Interrelationship between the literacy level :
  - a) Desire to more child
  - b) Ideal number of children
- Current use of any contraceptive methods.

### III. METHODOLOGY AND THE SAMPLING PLAN OF THE SURVEY :

By taking into consideration the population density, socio-economic and socio-cultural structure of Turkey, region by region, the field study will be adapted and carried out by using the questionnaire method based on face-to-face interview technique, with the 15-55 male age group.



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During field study questionnaires will be asked by nurses who know the regions well.

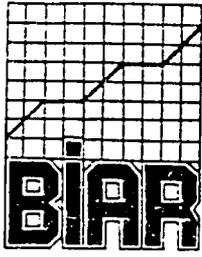
The research was designed as 2 parts. In the first part of the research only 15-55 age group males will be interviewed without taking into consideration their profession, However in the second part their profession will be considered and according to the following quotas, they will be interviewed by applying "Deep interview" technique. So the attitudes, thoughts and views of those will be determined based on their profession.

The distribution of the quotas, according to profession will be as follows :

<u>Profession</u>	<u>Number of males to be interviewed</u>
1. Public officer :	100
2. Labor :	100
3. Self-employed :	<u>60</u>
T O T A L	260

The confidence interval and the error limit of the survey will be 95 % and  $\mp 2$  respectively,

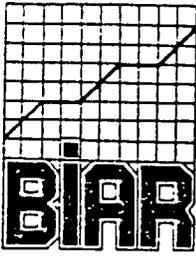
The field study will be carried out at the 21 counties of determined provinces.



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The distribution of the quotas according to the provinces and their counties will be as follows :

<u>Province</u>	<u>County</u>	<u>NUMBER OF MALES TO BE INTERVIEWED</u>		
		<u>n</u>	<u>Focus on profession</u>	<u>Province Total</u>
1.İstanbul	1.a.Central	80	20	390
	1.b.Üsküdar	130	30	
	1.c.Eyüp	110	20	
2.Ankara	2.a.Central	65	10	250
	2.b.Mamak	90	10	
	2.c.Altındağ	65	10	
3.İzmir	3.a.Central	80	20	200
	3.b.Buca	90	10	
4.Adana		120	20	140
5.K.Maraş	5.a.Central	65	10	150
	5.b.Elbistan	65	10	
6.Diyarbakır		90	10	100
7.Erzurum		90	10	100
8.Trabzon	8.a.Central	40	10	100
	8.b.Maçka	45	5	
9.Eskişehir		40	10	50



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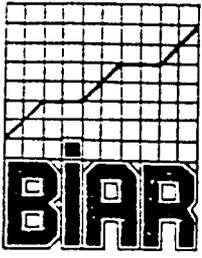
10.Kayseri	10.a.Central	40	10	
	10.b.Pınarbaşı	35	5	90
11.Elazığ		80	20	100
12.Konya	12.a.Central	35	5	
	12.b.Karaman	35	5	80
T O T A L		1490	260	1750

IV. TIME DURATION OF THE SURVEY :

BIAR A.Ş. (Data Processing and Marketing Research, Inc.) guarantees that the survey will be completed in two months after the approval of this draft.

Schedule of the survey :

<u>Steps</u>	<u>Time</u>
1. Preparation of the questionnaire	4 days
2. Pilot study in 3 provinces	6 days
3. Evaluation of the result of pilot study	2 days
4. Preparation of the final questionnaire	2 days
5. Training of the researchers (nurses)	3 days
6. Field study	14 days
7. Coding of the questionnaire	5 days
8. Analyzing and preparation of the report	14 days



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- |                                       |        |
|---------------------------------------|--------|
| 9. Typing of the prepared report      | 5 days |
| 10. Final control of the typed report | 2 days |
| 11. Delivering of the report          |        |

V. PRICE :

The price of the survey is 6.000.000.-TL. (Six million TL.). BIAR Inc. demands half of the price (3.000.000.-TL) in advance at the beginning of the field survey.

APPENDIX D

PRINT MATERIALS PRODUCTION RESOURCES

PRINT MATERIALS PRODUCTION SOURCESPublishers

Altın Kitaplar: Cagaloglu, Istanbul; tel. 22-40-45; f.1959; fiction, non-fiction, biography, memoirs, poetry, children's books, classics, history, and crime; Publisher, Fethi UL; Editor-in-Chief, Turhan Bozkurt.

Ark Ticaret Ltd. STI: 1479 Sokak No. 18/7, Alsancak-Izmir, P.O. Box 137 Merkez-Izmir; tel. 21-89-12; f.1962; import-export representation; imports technical books and exports all kinds of Turkish books, periodicals and newspapers; General Manager, Atilan Tümer.

Arkin Kitabevi: Ankara Cad. 60, PK 11, Istanbul; tel. 75-07-34; f.1949; encyclopedias, atlases, children's books, reference; President and Manager, Ramazan Gökalp Arkin.

Atlas Yayınevi: Nuruosmaniye Cad., Mengene Sok. 7-9, Istanbul; literary; Publisher, Rakim Calapala.

Baskent Yayınevi: Izmir Cad. 55/22, Ankara; literary.

Bedir Yayınevi: P.O. Box 1060, Istanbul; Islamic and Turkish books.

Cem Yayınevi: Cagaloglu, Istanbul; f.1964; novels, poetry, modern classics, cultural and historical books, children's books; Manager, Oguz Akkan.

Elif Kitabevi: Sahaflar Carsusi 4, Beyazit, Istanbul; tel. 22-20-96; f.1956; all types of publications, especially historical, literary; political, drama and reference; old Ottoman and Turkish books and periodicals; Publisher, Arslan Kaynaradağ.

Gelisim Basım Yayinlari AS: Levent, Istanbul; tel. 68-22-08; telex 22270; f.1974; encyclopedias, reference and non-fiction; Manager, Ercan Arkili.

Hürriyet Yayinlari: Cemal Nadir Sok. 7, Cagaloglu, Istanbul; tel. 22-20-38; telex 22276; fiction, history, classics, poetry, general reference books; Director, Aydin Emec.

Inkilâp Kitabevi: Ankara Cad. 95, Istanbul; tel. 22-28-51; general publications; export and import; Director, Nazar Fikri.

Inkilâp ve Aka Kitabevleri Ticaret AS: Ankara Cad. 95, Sirkeci, Istanbul; tel. 22-28-51; f.1961; general, reference books, maps, novels, children's, educational, technical, cookery, picture books; Directors, Nazar Fikri, Karabet Akaeren.

Kanaat Kitabevi: Ilyas Bayar Halefi, Yakup Bayar, Ankara Cad. 133, Istanbul; f.1896; textbooks, novels, dictionaries, posters, maps and atlases.

Kanaat Yayinlari Ltd STI: Ankara Cad. 133/1, Istanbul; f.1951; maps, school books; Director, Yakup Bayar.

Karacan Yayinlari: Basın Sarayı, Cagaloglu, İstanbul; tel.27-00-34; f.1980; literary books and magazines; General Manager, Ali Saydam.

Kervan Yayinlari: Tercüman Tesisleri Londra Asfaltı Topkapı, İstanbul; literary.

Koza Yayınevi: Cagaloglu, Ozaydin Han 6, İstanbul; non-fiction, children's books; Manager, Tarik Dursun.

Kültür Kitabevi: Ankara Cad. 62, Sirkeci, İstanbul; f.1945; technical books, school books, language books, etc.; Directors, Izidor and Rene Kant.

Nesriyat AS: Mollafenari S.1, Cagaloglu, İstanbul; classics, children's books, novels.

Oğretim Yayınevi: Ankara Cad. 62/2, Sirkeci, İstanbul; f.1959; English, French, German, Italian, Spanish and Dutch language courses, guides and dictionaries, phrase books for tourists; Director, Izidor Kant.

Remzi Kitabevi AS: Selvili Mescit Sokak 3, Cagaloglu, İstanbul; tel. 5220583; f.1930; general and educational; Director, Erol Erduran.

Sander Yayınevi: Kiragi Sok. 78, Osambey, İstanbul; tel. 40-84-75; Managing Director, Necdet Sander.

Türk Dil Kurumu: Atatürk Bulvarı 217, Kavaklıdere, Ankara; f.1932; non-fiction.

Varlık Yayinlari: Cagaloglu Yokusu 40, İstanbul; tel. 22-69-24; f.1946; fiction and non-fiction books; Director, Filiz Nayir Deniztekin.

Yasko: Aril Pasa Sok., Kurt İshane Cagaloglu, İstanbul; f.1980; literary books and magazines.

Yeditepe Yayinlari: PK 77, Cagaloglu, Nuruosmaniye Cad., Yeni Han 21, İstanbul; publishes literature, poetry, translation, etc.

#### Publishers' Association

Editörler Derneği (Publishers' Association): Ankara Cad. 60, İstanbul; f.1950; President, Ramazan Gökalp Arkin; Secretary, Rakim Calapala.

#### Selected Advertising Agencies

İlancılık: Ankara Cad., Ankara Han Kat.1 Sirkeci/İstanbul. Medya AS: Kore Şehitleri Cad. No.50 Zincirlikuyu/İstanbul. ManAjans: Büyükdere Cad. No.145 Zincirlikuyu/İstanbul. Cen Ajans: Osmanlı Sokak Kazancı Yokusu 17/19 Taksim/İstanbul. Repro Reklam: Siuritas Sok. No.4 Mecidiyeköy/İstanbul. Ajans Ada: Valikonagi Cad. Akkavak Sok. No.31 Nisantasi/İstanbul. Moran Reklam: Cumhuriyet Cad. Emek İshani Kat.2 Harbiye/İstanbul. Güzel Sanatlar:

Halaskargazi Cad. Gazi Ethem Pasaji Osmanbey/Istanbul. Rota Reklam: Poyracik Sokak 32/B Nisantasi/Istanbul. Grafika Maya: Sisli Meydani Tanli Han Kat.7 Sisli/Istanbul. Merkez Ajans: Abdiipekci Cad 59/3/1 Macka/Istanbul. Fulmar Reklam: Gumussyu Cad. 96 Devres Han Taksim/Istanbul. Admar Reklam: Buyudere Cad. No.109 Devram AP, Kat.6 D.11 Gayrettepe/Istanbul. Isyaratim Reklam: Piyerloti Cad. Dostluk Yurdu Sokak 2, Azim Han Kat.4 Cagaloglu/Istanbul. Ad Uluslararsi Reklamcilik As: Villa Ad Lale Sok. No.9 Levent/Istanbul.

### Principal Newspapers by Geographic Location

#### Adana

Yeni Adana: Kizilay Cad.29 Adana; tel. 11890, f.1918; political; Proprietor, Cetin Yüregi; Chief Editor, Ustun Güveloglu; circ. 2,000.

Yeni Hürsöz: Irmak Cad. 60/B, Kozan, Adana; Proprietor, Fehmi Küçük.

#### Ankara

Adalet: Agâne endi Sok. 8/1, Ankara; tel. 24-31-58; f.1962; morning; political, independent; Managing Editor, Turhan Dilligil; Chief Editor, Dursun Erkilic; monthly circ. 174,000.

Ankara Ticaret: Rüzgarli, Sok. 2/6 Ankara; f.1954; commercial; Managing Editor, Y. Uksel Erdem; Chief Editor, Aburrahman Karabayraktar; monthly circ. 100,000.

Baris: Sinasi Sok. 10A. Ulus, Ankara; tel. 12-59-86; f.1971; morning; political; Proprietor, Yasar Aysev; Chief Editor, Levent Yalcin; monthly circ. 180,000.

Hür Vatan: Rüzgarli Fazilet Han 4/205, Ankara; f.1976; Managing Editor, Nihat Kayhan; Chief Editor, Erol Aslan; monthly circ. 165,000.

Resmi Gazete: Basbakanlik Nesriyst, ve Müdevvenat Genel Müdürlüg, Ankara; tel. 25-35-04; f.1920; official gazette.

Tasvir: Ulus Meydani Ulus s Han Kat.4, Ankara; tel.11-12-41; f.1960; conservative; Editor, Ender Yordar; monthly circ. 141,000.

Turkish Daily News: Tunus Cad. 49/7, Kavaklıdere, Ankara; tel. 28-29-57; f.1961; English language; Publisher, Ilhan Cevik; Editor, Ilnur Cevir; circ. 8,000.

Turkish Iktisat Gazetesi: Karanfil Sok. 56, Bankanlikar, Ankara; tel. 18-43-21; f.1953; commercial; Chief Editor, Mehmet Sağlam.

Yenigün: Rüzgarli, Agâhefendi Sok. 56, Bankanlikar, Ankara; tel. 24233; f.1968; political; Proprietor, Kemal Cukurrakavakli; Managing Editor, Aley Cukurrakavakli; monthly circ. 153,000.

Yeni Tanin: Rüzgâri, Agâhefendi Sok. Ucar Han, Kat 8/3, Ankara; f.1964; political; Proprietor Burhanettin Göğen; Managing Editor, Ahmet Tekes; circ. 300,000.

#### Bursa

Bursa Hakimiyet: Unlü Cad. Camlibel s Hani 34/36, Bursa; tel. 23982; f.1973; political; Proprietor, Armağan Gerceksi; Chief Editor, Engin Ozpinar; circ. 10,000.

#### Eskisehir

Milli Irade: Sivrihisar Cad. No.31, Eskisehir; f.1967; political; Proprietor, Etem Karaca; Editor, Erkut Ozgencil.

#### Istanbul

Apoyevmatini: Suiye Carsusi 10-12, Beyoğlu, Istanbul; f.1925; Greek language; Publisher, Dr. Y.A. Adasoğlu; Editor, Istefan Papadopoulos; circ. 1,200.

Bayrak: Yerebatan Cad., Salkim Sögüt Sok. 14, Cagaloglu, Istanbul; tel. 5268363; f.1970; political; Editor, Mehmet Güngör; circ. 10,000.

Bulva: Londra Asfalti-Tercüman Tesisleri, Istanbul; tel. 5821230; f.1982; Proprietor, Nazli Ilicak; Managing Editor, Yalcin Kamacioğlu; circ. 130,000.

Cumhuriyet (Republic): Turkocagi Cad. 39, Cagaloglu, Istanbul; tel. 5209703; telex 22246; f.1924; morning; left-wing; Managing Editor, Hasan Cemal; Chief Editor, Oktay Gönensin; circ. 90,000.

Dünya (World): Narlibahce Sok. 15, Cagaloglu, Istanbul; tel. 5205400; telex 23822; f.1952; morning, left-wing; Chief Editor Asaf Ardak; circ. 10,000.

Ekspres: Catalcesme Sok. 29/1, Cagaloglu, Istanbul; f.1962; evening; Owner, M. Kemal Denrikök; Editor, Coskun Ozer.

Günaydin: Alaykosku Cad., Cagaloglu, Istanbul; tel. 52850000; telex 22284; f.1968; political; Proprietor, Haldun Simavi; Chief Editor, Rahmi Turan; monthly circ. 300,000.

Günes: Molla Feneri Sok. 3, Cagaloglu, Istanbul; tel. 5261400; telex 22425; f.1982; political; Proprietor, Mehmet Ali Yilmaz; Chief Editor, Bülent Can; circ. 290,000.

Günlük Ticaret: Cemberlitas Palas, Cemberlitas, Istanbul; f.1946; political; Editor, Selim Bilmen; circ. 50,000.

Hürriyet: Babiali cad. 15-17, Cagaloglu, Istanbul; tel. 5262057; telex 22249; telex 22634; f.1948; morning; independent political; Proprietor, Erol Simavi; Managing Editor, Cetin Emec; Chief Editor, Seckin Türesay; circ. 767,000.

Istanbul Postasi: Catalcesme Sok. 17, Cagaloglu, Istanbul; f.1948; commercial; Editor, A. Veli Ozkirim; circ. 2,000.

Jamanak: Stiklâl Cad. Normanli Yurdu, Beyglu, Istanbul; f.1908; Armenian; Editor, Ara Kocunyan; circ. 1,150.

Kelebek: Babilai Cad. 15-17, Cagaloglu, Istanbul; tel. 26-20-00; f.1972; morning; daily home magazine; Publisher, Erol Simavi; Editor, Sadan Yolasan; circ. 90,000.

Marmara: Stiklâl Cad., Tokathyan is Han, Istanbul; f.1940; Armenian language; Editor, Rober Handeler; circ. 1,500.

Milli Gazete: Cayhane Sok. 1, Topkapi, Cagaloglu, Istanbul; tel. 5766776; telex 23373; f.1973; pro-Islamic; right-wing; Proprietor, Hazim Oktay Baser; Chief Editor, Hasan Karakaya; circ. 40,000.

Milliyet: Nuriosmaniye Cad. 65, Istanbul; tel. 27-00-34; telex 23403; f.1950; morning; political; Managing Editor, Aydin Doğan; Chief Editor, Doğan Heper; monthly circ. 210,000.

Sabah: Tassqvaklar Sok. No.8, Cagaloglu, Istanbul; Owner, Mehmet Arikan; Editor, Mustafa Cerit; circ. 7,000.

Son Havadis: Londra Asvalti, ncirli Kavsagi, Besevler, Barkirköv, Sok. 1, Istanbul; tel. 5753560; telex 22146; f.1961; political; Owner, Mustafa Ozkan; Managing Editor, Ismet Ozkan; Chief Editor, Bulent Kavuk; circ. 10,000.

Tercüman: Londra Asfalti Tercümen Tesisleri; Topkapi, Istanbul; tel. 5821212; telex; 22-253; f.1961; right wing; Proprietor, Kemal Ilicak; Chief Editor, Unal Sakman; circ. 225,000.

Yeni Nesil (New Generation): Kazim Gürkan Cad. 6, Cagaloglu, Istanbul; tel. 5752625; f.1970 as Yeni Asya; political; Proprietor, Mehmet Kutlular; Editor, Sabahaddin Aksakal; monthly circ. 450,000.

#### Izmir

Rapor: Gazi Osman Pasa Bulvari No.5, Izmir; tel. 25-44-00; f.1949; Owner, Dinc Bilgin; Managing Editor, Tanju Ateser; circ. 9,000.

Ticaret Gazetesi: Gazi Bulvari 18, Izmir; tel. 25-93-50; telex 52586; f.1942; commercial news; Editor-in-Chief, Ahmet Suküti Tükel; Managing Editor, Enver Akdogan; circ. 7,412.

Yeni Asir: Gazi Osman Pasa Bulvari 5, Izmir; tel. 25-22-00; telex 52312; f.1895; political; Proprietor, Dinc Bilgin; Editor-in-Chief, Cemil Devrim; monthly circ. 110,000.

Konya

Yeni Konya: Is Bankasi Yani No. 4, Konya; tel. 12594; f.1945; political; Managing Editor, M. Naci Gücüyener; Chief Editor, Ahmet Tezcan; monthly circ. 78,000.

Yeni Meram: Mevlâna Cad. 13, Saglik Pasaji, Konya; tel. 12-69-99; f.1949; political; Proprietor, M. Yalcin Bachcivan; Chief Editor, Yurdanur Alpay; monthly circ. 45,000.

PERIODICALS

Adelet Dergisi: Adalet Bakanligi, Ankara; f.1909; legal journal published by the Ministry of Justice; Editor, Hüseyyin Ergül; circ. 3,500.

Azerbaycan Tük Kültür Dergisi: Vakif s Hani 324 Anafartalar, Ankara; f.1949; literary and cultural periodical of Azerbaizhanian Turks; Editor, Dr. Ahmet Yasat.

Bayrak Dergisi: Necatibev Cad., Karakimseli Han 56, Ankara; f.1964; Publisher and Editor, Hami Kartay.

Devlet Opera ve Balesi Genel Müdürlüğü: Ankara; f.1949; State opera and ballet; General Director, Yalcin Davran.

Devlet Tiyatrosu: Devlet Tiyatrosu Um. Md., Ankara; f.1952; art, theatre.

Egitim ve Bilim: Ziya Gökalp Cad. 48, Yenisehir, Ankara; tel. 31-34-88; f.1928; education and science; every two months; published by the Turkish Educational Association (TED); Editor, Seydi Dinctürk; cir. 1,000.

Elektrik Muhendisligi Mecmuasi: Gülден Sok. 2/A Güvenevler, Kavaklıdere, Ankara; f.1954; published by the Chamber of Turkish Electrical Engineers; President, Sefa Gömdeniz.

Halk Egitimi: Mili Egitim Bakanligi, Halk Egitimi Genel Müdürlüğü, Ankara; f.1966; published by the Ministry of Education.

Karinca: Mithat Pasa Cad. 38/A, Yenisehir, Ankara; f.1934; monthly review published by the Turkish Co-operative Society; Editor, Nusret Uzgören; circ. 6,000.

Maden Tetkik Arama Enstitüsü Dergisi: nönü Bulvari, Ankara; f.1935; bi-annual; published by Mineral Research and Exploration Institute of Turkey; English Edition Bulletin of the Mineral Research and Exploration Institute (bi-annual).

Mimarlik (Architecture): Konur Sok. 4, Kizilay, Ankara; tel. 21-25-52-83; telex 42321; monthly; Editor, Haldun Ertekin; circ. 14,000.

Mühendis ve Makina: Sümer Sok. 36/1, Ankara; f.1957; engineering; monthly; Publisher, Chamber of Mechanical Engineers; Proprietor, Selcuk Somer; Editor, Ali Yıldızlı.

Near East Briefing: Olgunlar Sok. 2/1, Bakanlık, Ankara; published by Ekonomik Basın Ajansı (Economic Press Agency); quarterly magazine promoting Turkish export potential in Arab and Islamic markets.

Resmi Kararlar Dergisi: Ministry of Justice, Adalet Bakanlığı, Ankara; f.1966; legal; Editor, Avni Ozenc; circ. 3,500.

Türk Arkeoloji Dergisi (General Directorate of Antiquities and Museums): Kültür Bakanlığı, Eski Eserler ve Müzeler Genel Müdürlüğü-Cento Binasi Ulus, Ankara; archaeological.

Türk Dili: Türk dil Kurumu, Atatürk Bulvarı 217, Kavaklıdere, Ankara; tel. 41-28-61-00; f.1951; monthly; literary; Proprietor, Hasan Eren.

Turkey-Economic News Digest: Karanfil Sok. 56, Ankara; f.1960; Editor-in-Chief, Behzat Tanir; Managing Editor, Sadik Balkan.

Türkiye Bankacılık: PK 121, Ankara; f.1955; commercial; Publisher, Mustafa Atalay.

Türkiye Bibliyografyası: Milli Kütüphane Başkanlığı, Bahçelievler, Ankara; f.1934; monthly; Turkish national bibliography; published by the Bibliographical Institute of the Turkish National Library; Director, Orhan Dogan.

Türkiye Makaleler Bibliyografyası: Milli Kütüphane Başkanlığı, Bahçelievler, Ankara; f.1952; quarterly; Turkish articles, bibliography; published by the Bibliographical Institute of the Turkish National Library; Director, Isin Duruöz.

Yeni Yayınlar, Aylık Bibliyografya Dergisi (New Publications, Monthly Bibliographic Journal): PK 440, Kızılay, Ankara; f.1956; published by Association of University Library School Graduates; Director, O. Ustün Yildirim; circ. 1,250.

#### Istanbul

Banka ve Ekonomik Yorumlar: Cağaloğlu, Catalcesme Sok. 17, Kat. 4, İstanbul; f.1964; banking, economic, social and management subjects; Director, M. Kemal Kurdas; circ. 5,000.

Le Flambeau (Aylık Dergi): Pangaltı, Ölçek Sok. 82, İstanbul; f.1946; 10 per year; published by Apostolic Vicariate of İstanbul; General Manager, Marcel Linguri.

Istanbul, A Handbook for Tourists: Sisli Meydanı, 364, İstanbul; f.1968; quarterly; published by Türk Türotu, official travel agency of the Touring and Automobile Club of Turkey; Publisher, Prof. Kemal Kutlu; Editor Celik Gülersoy.

Istanbul Ticaret Odasi Mecmuasi: Istanbul Ticaret Odasi, Gümüşpala Cad. Eminönu, Istanbul; f.1882; every three months; journal of the Istanbul Chamber of Commerce; Turkish and English; Editor, Cengiz Ersun.

Kemalizm: Bankalar Cad. Ankara H. 4, Istanbul; f.1962; Publisher, Hüseyin Sağiroglu.

Kulis: Cagaloglu Yokusu 10/A, Istanbul; f.1947; fortnightly arts magazine; Armenian; Publisher, Hagop Ayvaz.

Musiki Mecmuasi: Istanbul PK 666; f.1948; monthly; music and musicology; Editor, Etem Ruhi Ungör.

Prelli Mecmuasi: Büyükdere Cad. 117, Gayrettepe, Istanbul; tel. 1662280; telex 26337; f.1964; monthly; Publisher, Türk Prelli Lâstikleri As; Editor, Ugur Canal; circ. 12,000.

Ruh ve Madde Dergisi: Ruh ve Madde, Dergisi, Yayinlari, Istanbul PK 1157; tel. 1431814; f.1959; organ of the Metapsychic and Scientific Research Society of Turkey; Publisher, Ergün Arikdal.

Saglik Alemi: Divanyolu Cad. Ersoy Pasaji 1, Cagaloglu, Istanbul; f.1964; Health Editor, Samim Akay.

Sevgi Dünyasi (World of Love): Larmartin Cad. 26/3, Taksim, Istanbul; f.1963; Publisher and Managing Editor, Güngör Ozyiğit.

Tip Dünyasi: Ankara Cad. 31/51, Vakif Is Han, Cagaloglu, Istanbul; f.1927; monthly; organ of the Turkish Mental Health and Social Psychiatry Society; Editor, Dr. Fahreddin Kerim Gökay.

Türk Anglo-Amerikan ve Almaya Postasi: PK 192, Beyoglu, Istanbul; f.1947; commercial; Publisher, Kemal Erkan.

Türk Folklor Arastirmalari: PK 46, Aksaray, Istanbul; f.1949; arts and folklore; published by Turkish Folklore Association; General Manager and Editor, Ihsan Hincer.

Turkish Trade Directory and Telex Index: Peyhane Cad. 14, Daire 1, Cemberlitas, Istanbul; f.1962; annual; Publisher, Ciro Costante, Costante Basın Ajansı.

Türkiye Turing ve Otomobil Kurumu Belleteni: Halaskargazi Cad. 364, Sisli Meydani, Istanbul; f.1930; quarterly; published by the Touring and Automobile Club of Turkey; Publisher, Prof. Kemal Kutlu; Editor, Celik Gülersoy.

Varlik: Cagaloglu Yokusu 40/2 Istanbul; tel. 22-69-24; f.1933; monthly; literary; Editor, Filiz Nayir Deniztekin.

Izmir

Izmir Ticaret Odasi Dergisi: Atatürk Cad. 126, Izmir; f.1925; monthly; published by Chamber of Commerce of Izmir; Secretary General, Sulhi Arel; Manager, M. Selcuk Orkun.

Cagri Dergisi: PK 99, Konya; f.1957; literary; monthly; Editor, Feyzi Halici.

WEEKLIES

Ekonomi ve Politika: Atatürk Bulvarı 199/A-45, Kavaklıdere, Ankara; f.1966; economic and political; Publisher, Ziya Tansu.

Outlook: Konur Sok. 27/7 Kızılay PK 210, Ankara; f.1967; English language; Editor, Mehmet Ali Kislali.

Turkish Daily News International: Tunus Cad. 49/7 Kavaklıdere, Ankara; f.1982; weekly edition of Turkish Daily News; circ. 2,000.

Türkiye Ticaret Sicili: Karanfil Sok. 56, Bakanlıklar, Ankara; f.1957; commercial; Editor, İsmail Aslan.

Türkiye Yazıları: Selanik Cad. 7 Kızılay, Ankara; literary; Proprietor and Editor, Erkan Özmen.

Yanki: Tunus Cad. No.28, Ankara; tel. 18-62-00; telex 42309; f.1970; Chief Editor, Erkan Özmen.

Istanbul

Akbaba: Klodfarer Cad. 8-10, Divanyolu, İstanbul; f.1923; satirical; Editor, Ergim Orılâc.

Dogan Kardes: Türbedar Sok. 22, Cagaloglu, İstanbul; f.1945; illustrated children's magazine; Editor, Sevkete Rado; circ. 40,000.

Girgir: Alayköskü Cad., Cagaloglu, İstanbul; tel. 28-50-00; satirical; Editor, Oğuz Aral; circ. 390,000.

Istanbul Ticaret: İstanbul Chamber of Commerce, Eminönü-Ukapanı Cad., İstanbul; f.1957; commercial news; Publisher, Nuh Kusçulu.

Pazar: Alayköskü Cad., Eryılmaz Sok., Cagaloglu, İstanbul; f.1956; illustrated; Publisher, Hadun Simavi.

Salom: Bereket Han 24/5, Karaköy, İstanbul; f.1948; Jewish; Publisher, Avram Leyon.

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Izmir

Merhaba: Cumhuriyet Bul. 238/3, Izmir; f.1979; magazine; Editor, Umit Celiker; circ. 90,000.

NEWS AGENCIES

Akajans: Tunus Cad. 28, Kat. 4, Bakanliklar, Ankara; tel. 13-97-20; Director, Yasar Güngör.

Anatolian News Agency: Hanimeli Sok. 7, Ankara; tel. 29-70-13; f.1920; General Manager, Hüsamettin Celebi.

ANKA Ajansi: Mesrütüyet Cad. No. 21/7, Ankara; tel. 26-48-14; Director General, Müserref Hekimoğlu.

EBA Ekonomik Basın Ajansı (Economic Press Agency): Olgunlar Sok 2/1, Bakanliklar, Ankara; tel. 28-31-50; private economic news service; Publisher, Yavuz Tolun.

Hurriyet Haber Ajansi: Babiali Cad. 15-17 Kat. 3, Cagaloglu, Istanbul; tel. 22-49-95; f.1963; Director General, Hasan Yilmaer.

IKA Haber Ajansi (Economic and Commercial News Agency): Atatürk Bulvari 199/A-45, Kavaklıdere, Ankara; tel. 26-73-27; f.1954; Director, Ziya Tansu.

Tuba: Konur Sok. 13/3, Ankara; Managing Editor, Etem Yazgan.

Türk Haberler Ajansi (Turkish News Agency): Tükocagi Cad. 1/4, Cagaloglu, Istanbul; tel. 28-50-60; f.1950; 11 branches in Turkey; Director General, Niyazi Dalyanci.

Ulusal Basın Ajansi (UBA): Mesrutüyet Cad. 5/10, Ankara; Managing Editor, Oğuz Seren.