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**TRIP REPORT:
MEXICO COUNTRY PROJECT MONITORING**

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Dates of In-Country Work:
June 23-29, 1986

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Population Information Program
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Executive Summary

Frank J. P. Segura, The Johns Hopkins University/Population Communication (JHU/PCS) Senior Program Officer, visited Mexico from June 23 to 29, 1986. The purpose of this trip was to monitor the following projects and activities:

1. LA-MEX-04, "Educational Video Follow-up," which is being coordinated by Fuentes y Fomento Intercontinentales (FFI);
2. LA-MEX-05, "Entertainment Video Follow-up," also being coordinated by FFI;
3. LA-MEX-03, "IEC Materials for Health Workers," developed by the Academia Mexicana de Investigaciones en Demografía Médica/Instituto Mexicano del Seguro Social (AMIDEM/IMSS); and
4. A pilot radio series program produced by Consejo Nacional de Población (CONAPO).

The effective start-up date for both FFI projects, "Educational Video Follow-up" and "Entertainment Video Follow-up" was May 1, 1986. Research and drafting of scripts is proceeding according to schedule. Interviews were coordinated and shooting locations were scouted and selected. Maps, graphs and other visual materials to be included in the educational video to enhance its didactic nature were also reviewed and agreed upon. FFI is pleased with the progress of both projects, and if work continues at present pace, there is no reason to believe there will be delays.

During a visit to the Instituto Mexicano del Seguro Social, a meeting with Jorge Martínez Manautou, head of Family Planning Services and President of Academia Mexicana de Investigaciones en Demografía Médica, was arranged.

Progress on LA-MEX-03 - "IEC Materials for Health Workers," with Academia Mexicana de Investigaciones en Demografía Médica was discussed. The original team who had been working on the project had left. A new group of people have been assigned to the project. All work is being reviewed by this new team. Also, different pretest strategies are being studied. As the whole project is being reappraised under

Why?

the personal supervision of Jorge Martínez Manaitou, work appears to be behind schedule. Drafts of teaching guides together with slides (which should have been ready by now), will not be submitted until early September.

A visit was made to CONAPO, which has been soliciting financial assistance for the production of a radio series for rural men and women. A possible script had been presented in the past. On this occasion CONAPO gave me a copy of a pilot program on cassette for review and suggestions.

Recommendations are:

1. Continue to monitor closely progress on the two Tatiana and Johnny videos, and request a videocassette with copies of all sequences taped to date;
2. Try to get the IEC materials for Health Workers project back on schedule by keeping in constant touch with AMIDEM/IMSS, following up on our request for a more detailed progress report, and offering technical assistance or other support which would focus on effective management of the project; and
3. Study the CONAPO pilot radio program and await results of new cooperative agreement in order to decide whether this project will be funded.

Introduction

Frank J. P. Segura, The Johns Hopkins University/Population Communication Services (JHU/PCS) Senior Program Officer, visited Mexico from June 23 to 29, 1986. The purpose of this trip was to monitor the following projects and activities:

1. LA-MEX-04, "Educational Video Follow-up," which is being coordinated by Fuentes y Fomento Intercontinentales (FFI);
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4. A pilot radio series program produced by Consejo Nacional de Población (CONAPO).

Projects "Educational Video Follow-Up" and "Entertainment Video Follow-Up", both have effective starting dates of May 1, 1986. The "Work Plan Chart" - Attachment A-1 on both Fixed Price Contracts is identical, which simplifies monitoring the projects. Research and drafting of both scripts will have been accomplished during May and July to comply with the work plan chart. The "story board" or shooting script of both had been submitted and authorized by JHU/PCS Project Director Patrick L. Coleman before this trip. As the "entertainment video" is visual and musical to a great extent, it was logical to authorize a shooting script in addition to a dialogue script. During a short (several hours) stay in Miami, proposed shooting locations contained in the "shooting script" were scouted and agreed upon.

The "Entertainment Video Follow-Up," a spin-off of the Communication for Young People project, also coordinated by FFI for JHU/PCS, was in the final stages before shooting was to begin. All preliminary (pre-production) steps had been accomplished. This included contacting Tatiana and Johnny to request their participation in the production. They are to travel to Miami on August 14, 1986 to

begin shooting the sequences that involve them. In addition, they will be presented on the Raul Velasco weekly program "Siempre en Domingo." The program, to be aired live from Miami to most of Latin America, will feature the duo "live" on television for the first time. At this time, they will perform "Cuando estemos juntos," and will launch the second song, "Detente," of the project. Tapes for both follow-up videos will include shots of Tatiana and Johnny arriving at the Miami Convention Center, their dressing rooms and behind stage sequences, together with crowd shots and spontaneous individual reactions.

The story board or shooting script, had been submitted and authorized by Patrick L. Coleman. FFI gave me copies of the actual script for both videos. These were reviewed and revised with the script writer and FFI.

Several meetings were held with the entire production team. All details were reviewed by "walking through," the story board and script. The composers, Juan Carlos Noroña and Prisma, were asked to be present for one of these rehearsals; copies of the script were made available to them for study.

Finally, together with the production team, all locations were visited and a shooting schedule was drawn-up and submitted to me (see Attachment 1). During one of the production meetings, the graphic designer involved in developing charts, maps, graphs and other visual materials was invited to attend to review and correct these materials. Finished versions of these will soon be submitted to JHU/PCS.

Meetings with the Director General of EMI/Capitol Records of Mexico, Luis Moyano, and the Producer of "Siempre en Domingo," Alberto Ciurana, were held to coordinate activities involved in the production of both videos. If the "Entertainment Video Follow-Up" meets expected standards, there is no reason to believe that "Siempre en Domingo" will not broadcast this material after the Tatiana and Johnny presentation in August. This is planned by FFI in order to give "Detente" a strong promotional push. From experience, we know that this program's commitment to the Communication for Young People project has been valuable; its continued backing will assure continued exposure of the responsible parenthood message.

As FFI has closely followed the Work Plan Charts, there is every reason to believe output of both LA-MEX-04 and LA-MEX-05 will be of good quality and delivered on schedule.

Academia Mexicana de Investigaciones en Demografía Médica

As Dr. Jorge Martínez Manautou is both Director of Family Planning Services for the Mexican Social Security Institute (IMSS) and the President of Academia Mexicana de Investigaciones en Demografía Médica (AMIDEM), a meeting was arranged with him at his IMSS office. During this meeting, it was learned that project LA-MEX-03 "IEC Materials for Health Workers" with AMIDEM was running into some difficulties because of staff departures. Although drafts of materials appeared to be near completion, the new team assigned to the project has decided to revise these once again. The visual component, a set of transparencies for each teaching guide, was also being re-examined. And finally, the pretesting method of using specialized focus groups had been dropped in favor of a quantitative questionnaire survey. This approach was questioned because of time and resource limitations, but Dr. Martínez Manautou insisted that focus groups were not adequate in this case. After reviewing the difficulties which had to be overcome, AMIDEM suggested that drafts would not be ready for approval by JHU/PCS before mid-September.

The possibility of video taping all or some of the teaching guides had been discussed earlier by Patrick L. Coleman with Maura Brackett at AID. The idea is to improve the teaching techniques of the health workers who are to use the teaching guides through the video presentation of the guides. The videos could also be used on closed circuit presentations when trainers are not available. This possibility was mentioned during a meeting with Dr. Martínez Manautou and his reaction was very positive. JHPIEGO was referred to as the channel through which this activity might be further explored. It was also suggested that workshops on teaching skills for health workers could be organized in order to familiarize them with dynamic teaching techniques. The name Ramiro Garza was mentioned as an expert in this field. Currently at the Monterrey Technological Institute, he might be contacted to organize such workshops or be a guest speaker during IMSS or AMIDEM seminars.

Consejo Nacional de Población (CONAPO)

Program Coordinator Chief, Guillermo Saavedra, unfortunately, was traveling out of the country. Palmira Olguin, the Communication Director, was available for a meeting. The Consejo Nacional de Población (CONAPO) has made advances with its radio program series. They gave me a cassette with a pilot program which will be auditioned and reviewed. Ms. Olguin informed me that Patrick L. Coleman's suggestions regarding the series had been taken into consideration as the pilot program

was being produced. Again the target audience is rural males and females. At present, the plans are to air a weekly program, thirty minutes in length, for an initial one-year period. CONAPO would use the broadcast time made available to them by the government. This would assure wide exposure.

Conclusions and Recommendations

On the Communication for Young People Educational and Entertainment Follow-up Videos, as mentioned, work is progressing nicely. These materials should be delivered in time to enhance the promotional activities surrounding the release of the second song "Detente." Of course, these will continue to be useful after this promotional effort.

Since the trip to Mexico, the quarterly progress report from AMIDEM has been received. In reply to the report, JHU/PCS has solicited from AMIDEM a more detailed report of their progress on the drafting and designing of IEC Materials for Health Workers.

The pilot radio program proposed by CONAPO must be auditioned and reviewed. It is important to make sure that production values are high in order to assure the entertainment content. In this way, family planning messages can be introduced to and assimilated by the target audience. The content cannot be too heavily message-oriented or with obvious institutional links as this will make for a dull program, hence a small audience.

It is recommended that JHU/PCS:

1. Continue to monitor closely progress on the two Tatiana and Johnny videos, and request a videocassette with copies of all sequences taped to date;
2. Try to get the IEC materials for Health Workers project back on schedule by keeping in constant touch with AMIDEM/IMSS, following up on our request for a more detailed progress report, and offering technical assistance or other support which would focus on effective management of the project; and

3. Study the CONAPO pilot radio program and await results of new cooperative agreement in order to decide whether this project will be funded.

LIST OF CONTACTS

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José Luis Rodríguez
President

PRODUCTION SCHEDULE

DAY 1 July 2 Mexico

LOCATION: Parque Mexico
 Parque España Mornings exteriors
 Nevería Roxy

 Cora offices Afternoons interiors

SCHEDULE:

10:00 Call-Parque Mexico
10:30 Start
11:30 End
12:00 Parque España
1:30 End
2:00 Roxy
3:00 Lunch
4:30 Offices (inside)
7:30 End

DESCRIPTION:

Record company executives, radio personalities and young people's interview.

Interviews

Interviews

TECHNICAL REQUIREMENTS:

- 1 mini micro, 1 undirectional
- Complete equipment Video BETACAM
- Kit lights
- Sun reflectors

PROPS:

- Diffused light, masking tape, Gaffer
- Aluminum foil

PROPS:

CHARACTERS:

AM: 12 young people from Cora
PM: Staff members from Cora

TRANSPORTATION:

1 Production Van
Lunch box

WARDROBE:

Own

PRODUCTION SCHEDULE

DAY 2 July 3 Mexico

LOCATION: Audio Studios, all day
Interiors Morning and Afternoon

SCHEDULE:

10:00 Call
10:30 Start-Musicians
3:00 Lunch
4:00 Re-start interviews
7:00 End of taping

DESCRIPTION:

Taping of musicians playing general takes of taping of instruments and console.

Noroffa and Prisma talk about songs, at the studio.
- Taping of console showing recording levels per channel.

TECHNICAL REQUIREMENTS:

- Musician's microphone
- Complete equipment video BETACAM
- Complete equipment lighting with modifications and generator

PROPS:

- Magenta and jells
- Diffused albanene light, masking tape Gaffer

PROPS:

AM: Each musician's instruments
PM: Noroffa's guitar
AM/ Makeup, Hairdresser
PM

CHARACTERS:

AM: 3 violins, 2 cellos, 2 concertinas,
1 battery, 1 bass, 1 guitar,
1 flute, 4 chorus
Extra audio technician
PM: Noroffa, Prisma

TRANSPORTATION:

1 Production Van

WARDROBE

PM: 3 wardrobe changes for each interviewer
No reds, no stripes, no white

FOOD:

Lunch box