

PD-AAV-452

100,496.11

936-3032

TRIP REPORT
MEXICO COUNTRY PROJECT MONITORING

DPE-3004-A-2018-00

Prepared by: Patrick L. Coleman, JHU/PCS
Regional Program Coordinator

Dates of In-Country Work:
January 12-19, 1986

Population Communication Services
Population Information Program
The Johns Hopkins University
624 N. Broadway
Baltimore, Maryland 21205
USA

004210

000191

S

EXECUTIVE SUMMARY

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Mexico from January 12-19, 1986. The scope of work included: 1) monitoring the launch of the Communication for Young People project; 2) finalizing the project with the Academia Mexicana de Investigación en Demografía Medica; and 3) discussing future project possibilities.

The Communication for Young People project was launched January 17 at a major press conference in Mexico City. The press conference was successful and in the two days following the press conference more than seven newspaper articles appeared about the project. The music video, "Cuando Estemos Juntos", was also premiered to approximately 150 million viewers throughout the Americas on January 19, 1986. More than ten minutes of free air time was provided by the host of Latin America's most popular variety program. Radio stations in Mexico have shown great interest in the song and are playing it with more frequency than we had originally anticipated. The records, videos and radio commercials have been sent to the other ten countries participating in the project and notice was received that they had arrived and were being distributed.

The project proposal with the Academia Mexicana de Investigación en Demografía Medica (AMIDEM) was reviewed during this visit. A few minor modifications were made to the work plan and the contract. The budget was carefully reviewed and certified during this visit. Other Mexican public and private family planning organizations are interested in the materials which this project will produce.

The International Planned Parenthood Federation (IPPF) affiliate in Mexico, MEXFAM, was also visited during this trip. MEXFAM staff expressed an interest in the Communication for Young People materials and were promised copies of them. They have identified young people as one of the highest priorities in Mexico. MEXFAM submitted two pre-project proposals for JHU/PCS consideration.

A pre-project proposal from the Consejo Nacional de Población (CONAPO) was reviewed during this visit. Prior discussions with CONAPO representatives

focused on the development of a radio program for rural men and women. CONAPO gave me a copy of the script and the project proposal. While the concept was good, the development of the idea was a little off the mark and needs to be adjusted in order to attract and maintain people's attention. The program tended to be a little pedantic and not entertaining enough to hold an audience's attention for 30 minutes.

No new projects will start in Mexico, except for AMIDEM, until fall 1986, at the earliest. It is recommended that JHU/PCS:

- 1) monitor the Communication for Young People project;
- 2) finalize the project with the Academia Mexicana de Investigacion en Demografia Medica;
- 3) continue discussing a radio project with the Consejo Nacional de Población; and
- 4) seek additional funds to support Mexico's family planning communication activities.

INTRODUCTION

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Mexico from January 12-19, 1986. The purpose of the trip was to: 1) monitor the launch of the Communication for Young People project; 2) discuss final details of the project with the Academia Mexicana de Investigación en Demografía Medica (AMIDEM); and 3) explore future project possibilities.

FUENTES Y FOMENTO INTERCONTINENTALES

The regional Communication for Young People project, coordinated by Fuentes y Fomento Intercontinentales (FFI) for JHU/PCS, was launched at a press conference in Mexico City on January 17, 1986. The days prior to the press conference were spent finalizing invitations of representatives of the Mexican media; briefing the female artist, Tatiana; reviewing the materials to be included in the press kit; and discussing promotional/advertising plans with EMI Capitol representatives. (Unfortunately, the male artist, Johnny Losada, was unable to attend the press conference and follow-up activities in Mexico City due to prior commitments.) FFI staff members Roberto Valladares, Rogelio Villarreal, and Frank Segura were present during these meetings.

Rogelio updated me on the status of the marketing in the other ten countries. Two separate record shipments had been made to each country. The first shipment included the records to be distributed to the radio stations, along with copies of the video for the television stations. The second shipment included the records for each of the participating institutions in the ten countries outside of Mexico. Rogelio had sent confirming telexes/cables to each institution with information about the flights on which the materials were sent. FFI had also begun contracting radio stations in the eleven countries.

In Mexico City, FFI took a direct marketing approach by talking to radio programmers and asking them to participate in the project. The radio programmers they met with were excited about the prospect. Many volunteered to play the record more times than we had expected.

The press conference which launched the campaign was held on Friday, January 17 at one of the major hotels in Mexico City. More than 50 radio,

television and print journalists attended the conference. The conference was co-sponsored by FFI and EMI Capitol. Press questions focused on why this type of project was created and not some others; how the project was started; how it was financed; and why Tatiana was interested in doing this type of project. The videos were played for the journalists and the project was explained to them by Rogelio. The general feeling from both FFI and EMI Capitol representatives, after the press conference, was that it was successful. Within 48 hours after the press conference, seven major newspaper articles and photographs publicizing the project appeared in Mexico City. All of the articles were very positive and informative. Numerous television and radio programs also provided publicity.

The second major launch activity was the video broadcast debut of the song, "Cuando Estemos Juntos." The producer and host of TELEVISA's Sunday afternoon/evening variety program, "Siempre en Domingo", Raul Velasco, had requested that he be given world premiere rights to the broadcast. Since his show is seen, live, by an estimated 150 million people each week throughout the majority of the countries in the Americas, including the United States, his request was honored. Not only did Mr. Velasco play the video, he provided approximately ten minutes of prime time, free-of-charge, in which he explained the project in detail and gave his full endorsement to it. Tatiana came on after the video, explained a little bit about it, and answered his questions. This air time, if purchased, would have cost at least \$100,000.

ACADEMIA MEXICANA DE INVESTIGACION EN DEMOGRAFIA MEDICA

JHU/PCS had developed a project proposal with the Academia Mexicana de Investigación en Demografía Medica, (AMIDEM), which had been held up due to financial constraints. During this visit I discussed final details with the president of AMIDEM, Dr. Jorge Martinez Manautou, and his staff. I left them a draft copy of the final document on my first visit. During the second visit to Dr. Martinez Manautou's office we discussed the project's Rights and Data clause, the budget, and the workplan. Slight adjustments were made to the workplan and the Rights and Data clause, and the budget was fully explained and verified during this visit.

Dr. Martinez Manautou was pleased to hear that the project was in its final approval stage (pending AID Washington approval) and was eager to begin work.

Dr. Martinez Manautou informed me that there was much demand for this type of material within the Mexican Social Security system and that other public and private sector officials also were interested in the family planning communication modules which are to be produced under this JHU/PCS-sponsored project.

MEXFAM

During my December trip to Mexico, I intended to visit MEXFAM at the invitation of their Executive Director, Sr. Alfonso Lopez Juarez. Alfonso and I had met at the donors' coordination meeting sponsored by the Secretary of Health. Circumstances did not permit me to visit his organization during December, but I was able to do so during this trip.

The purpose of the visit was to make preliminary contacts and to explore some potential future activities. Alfonso was especially interested in the Communication for Young People project. Even though his organization was not included on the original list to receive the project's materials, I agreed to send him a copy of the video and 100 records for MEXFAM's own promotional usage. Young people are one of the priority areas that MEXFAM has established within Mexico.

Most of my time at MEXFAM was spent with the Information, Education & Communication chief, Gabriela Rameriz. Gabriela took me to a youth center that was in a working-class suburb of Mexico City. The center was six months old and had had little acceptance in the community. Gabriela and I discussed possibilities of reorganizing the center to make the young people in the community feel that it was theirs, rather than something that had been imposed upon them by outsiders. I suggested, among other things, that she contact CORA, which has had many years of experience in establishing adolescent centers.

MEXFAM officials were informed that no new projects were going to be funded in Mexico until late 1986, at the earliest. However, I told them JHU/PCS would review the pre-project proposals they had submitted to us and make some recommendations on the types of activities that JHU/PCS might support.

CONSEJO NACIONAL DE POBLACION

Two short meetings were held with the Program Coordinator chief, Guillermo Saavedra, and the Communication director, Palmira Olgiun, of the Consejo Nacional de Población (CONAPO). During my December visit, and as a result of the CONAPO visitors' tour of JHU/PCS, we discussed the possibility of JHU/PCS supporting a rural radio program with CONAPO. CONAPO gave me a sample script for a radio program that they had developed and asked for my comments on it. What I thought was going to be a magazine format radio program turned out to be a radio soap. The concept of the soap was fine, but the institutional message was too heavy, too pedantic. I recommended to CONAPO that they make the show more entertaining and blend the messages into the soap. I also suggested to them that the lead character should not be readily identified as a CONAPO employee as that will make him lose some of his credibility as being "one of the people." Palmira liked my suggestions and said they would be discussed by CONAPO.

I informed CONAPO that JHU/PCS was giving them 1,000 of the Communication for Young People project records and a copy of the video for promoting activities with young people. I also invited Palmira to "unofficially" attend the press conference as an observer. She accepted the invitation and Guillermo was very happy to receive the records.

Further discussions on the status of a project with CONAPO are to be postponed until the fall of 1986 when additional funding is anticipated by JHU/PCS. I explained to Guillermo and Palmira that Mexico is one of the highest priority countries in the region, and it is our desire to develop a project with CONAPO.

CONCLUSIONS AND RECOMMENDATIONS

After 18 months of labor, the JHU/PCS-sponsored Communication for Young People project in Latin America is finally launched! The press conference and television debut of the project can only be categorized as a success. Newspaper coverage has been very favorable and radio stations are playing the song many more times than we had originally anticipated. The one drawback is that EMI

Capitol did not have Tatiana's LP ready for simultaneous release, as was originally planned. This means that their promotional materials will enter later than we calculated. This is not necessarily bad, as full attention and effort is now being directed by FFI instead of being coordinated by two institutions with very diverse goals.

The project proposal with AMIDEM was fine-tuned during this visit. The slight changes suggested for the work plan and Rights and Data clause should facilitate the successful development of the project. There has been word-of-mouth exchange about the communication modules which are being developed with AMIDEM, and it is anticipated that many other public and private organizations in Mexico will wish to use them.

MEXFAM, the IPPF affiliate in Mexico, expressed an interest in working with JHU/PCS. They have submitted two pre-project proposals for JHU/PCS review.

A pre-project proposal was given to me by CONAPO during this visit. The proposal centers upon a rural radio soap. Some changes were suggested for the program. It was made clear to CONAPO that no new project could begin until the fall at the earliest

It is recommended that JHU/PCS:

- 1) continue monitoring the development of the Communication for Young People project;
- 2) seek final approval of the project with AMIDEM; and
- 3) seek additional funds to work in Mexico with groups such as CONAPO.

LIST OF CONTACTS

Fuentes y Fomento Intercontinentales, S.A. (FFI)

Veracruz 88
Col. Condesa
06140 México, D.F.
MEXICO
Telephone: 211-0604; 211-0617

Roberto Valladares
Director General

Rogelio Villarreal
Project Coordinator

Frank Segura
Vice-President

Academia Mexicana de Investigación en Demografía Medica, A.C.
(AMIDEM)

Apartado Postal No. 27-486
México, D.F.,
MEXICO

Dr. Jorge Martinez Manautou
President

TELEVISA, S.A.

Av. Chapultepec, No. 19-3 piso
México, D.F.
MEXICO
Telephone: 709-0855, 709-0849, 585-3333

Sr. Miguel Sabido
Vice President of Research

Carmen Galindo Ledoc
Assistant

USAID/Mexico City

Paseo de la Reforma, No. 305
México 5, D.F.,
MEXICO
Telephone: 211-00-42
Telex: 383 01773091 or 383 01775685

Mr. Sam Taylor
AID Representative

Ms. Magdalena Cantu
Assistant

Consejo Nacional de Población

Angel Urraza No. 1137 5o piso, esq. Pestalozzi
Col. del Valle
México D.C. 03100
MEXICO
Telephone: 559-5263; 559-7318

Guillermo Saavedra
General Coordinator of Programs

Palmira Olgun Pérez
Communication Officer

Instituto Mexicano del Seguro Social

Jefatura de Servicios de Planificación Familiar
Mier y Pesado No. 120
Colonia del Valle
03100 México, D.F.
MEXICO
Telephone: 536-06-82

Dr. Jorge Martinez Manautou (Direct: 536-1539)
Chief Family Planning Services 553-7708, 553-5316

Dr. Juan Giner
Chief Medical/Demographic Studies

Dr. Anameli Monroy de Velasco
Chief Education Division

Leonore Sainz Fernández
Communication Officer

María Elena Gaitan
Training Officer

Population Council (Operations Research)

Rio Pánuco #127 Oficina 1501
Polanco, MEXICO
Telephone: 525-2844 or 525-5565

John Townsend
Regional Coordinator

María Elena Casanova
IEC Specialist