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TRIP REPORT:

MEXICO COUNTRY PROJECT MONITORING

DPE-3084-A-2018-00

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Prepared by: Patrick L. Coleman

Dates of In-Country Work:

October 29-November 1, 1985

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

Executive Summary

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Mexico from October 28 through November 1, 1985. The scope of work included working with Fuentes y Fomento Intercontinentales on the Young People Project to: 1) discuss the new launch date; and 2) continue developing the marketing plan.

In several long meetings, representatives of Fuentes y Fomento Intercontinentales (FFI) presented me with an update on the progress made in the project and the delays caused by the mid-September earthquake in Mexico. The jacket/poster has been printed, the record has been pressed, the press kit is almost completed, the music videos are finished, the marketing plan, radio spots and television commercials are also in the final stages of preparation.

EMI Capitol of Mexico expressed a strong interest in commercializing the project's two songs. It was agreed that EMI Capitol and FFI would draw up a final copy of the agreement, send it to JHU/PCS for approval and, if it was approved by JHU/PCS, the project would be simultaneously launched by EMI Capitol and FFI January 15, 1986. EMI Capitol will also supply its own promotional and publicity materials besides using the materials produced by FFI.

The US Agency for International Development (USAID) representative in Mexico expressed his satisfaction with the development of the Young People Project. He requested samples of the materials, some of which were left with him and others which will be given to him later. The US Ambassador to Mexico, John Gavin, is also very supportive and interested in the project. USAID/Mexico is disappointed that the AMIDEM project proposal has been delayed. The USAID representative expressed concern that it be approved and begun as soon as possible.

It is recommended that JHU/PCS:

- 1) continue supporting the development of materials under FFI;
- 2) approve the commercialization agreement between EMI Capitol and FFI; and
- 3) continue to seek a resolution to the issues that have caused JHU/PCS to delay implementation of the AMIDEM project.

Introduction

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Mexico from October 29-November 1, 1985. The purpose of the trip was to work with Fuentes y Fomento Intercontinentales, S.A. with regard to the Young People Project: 1) to review the new launch schedule; and 2) to discuss the proposed marketing plan.

Fuentes y Fomento Intercontinentales

The regional Young People Project being developed by Fuentes y Fomento Intercontinentales (FFI) was rescheduled due to the devastating mid-September earthquake in Mexico. Fortunately, none of the people involved in the project were injured, nor were materials which had been produced damaged in any way. However, the communication infrastructure in Mexico and the non-appropriateness of this theme at this time in Mexico deemed it necessary to reschedule from a mid-October launch to a January 1986 launch date.

Long morning, afternoon and evening meetings were held with Roberto Valladares, General Director; Rogelio Villarreal, Project Coordinator; and Frank Segura, Administrative Director of FFI. During the course of the meetings, a review and update session was held to discuss the status of the project since I had last been in direct personal contact with FFI representatives in late August 1985. At that time, we had finished, in Los Angeles, the audio recordings of the two songs. Subsequently, FFI produced the two music videos in mid-September. The editing of the videos and the development of the record jacket/poster were being conducted when the earthquake hit Mexico. The earthquake was damaging to some of the communication facilities, i.e. radio, television and telecommunication in the country. Also several printing houses were damaged which had been under consideration as printers for the jacket/poster.

Once Frank Segura had returned with the songs from Los Angeles, he played a copy of them for Tatiana's recording company, EMI Capitol S.A. de C.V. Luis Moyano, General Director, was very impressed with the materials and immediately requested to use the materials on Tatiana's next LP, which is scheduled for early 1986 release. Luis was very impressed with the high quality of the materials

produced by FFI under JHU/PCS supervision. FFI arranged a meeting between EMI Capitol and me during this visit.

The marketing plan was the primary focus of discussions during this visit. The radio stations that were going to be used in each country, the frequency of spots and the duration of their transmission were discussed. It was decided that the spots will begin one month after the launch of the record and that the spots will continue for one month with approximately ten spots daily on the radio stations which will be advertising the records. FFI will also be responsible for distributing copies of the 45 record to several thousand radio stations throughout the region. They will also supply key radio stations with extra copies of the records for them to use as giveaways and promotional activities. Another aspect of the marketing plan is the video materials. FFI will send copies of music videos and the television commercials to television stations in each of the 11 countries. They will also request (through JHU/PCS) assistance in making sure that each local television station receives a copy of the music videos and television commercials. Other marketing promotions were discussed such as the giving away of the Tatiana and Johnny dolls by the most popular radio station in Mexico City in a contest and other supplementary promotional materials that may be developed and used as giveaways.

FFI has also developed a series of press kits which will contain photographs, color slides, magazine slides, a copy of the lyrics and the press release which will be given to key members of the radio, television, newspaper and magazine press of Latin America. We expect they will use this information to promote the project in addition to the paid promotion which will be undertaken.

EMI Capitol de México S.A. de C.V.

Roberto, Rogelio and I met one evening with Luis Moyano, General Director of EMI Capitol of Mexico. Luis expressed his strong interest in using the Tatiana/Johnny materials on Tatiana's new LP. He also stated his full support for the concept which is to be promoted by the project and said that he would like to develop a contract with FFI for the distribution of the materials throughout the region. A draft of the contract had been prepared and it was reviewed during the meeting. Luis stated that EMI Capitol would like to use the following materials developed by FFI: 1) the jacket/poster; 2) music videos;

3) television spots; and 4) radio spots. In addition, Luis said that he would: 1) pay for the purchase of television time for the commercials; 2) make sure that the music videos were played on television programs; 3) promote Tatiana and coincidentally our materials through his own radio and television promotions; and 4) send copies of the materials to all the representatives of the EMI Capitol. EMI Capitol currently has Tatiana on tour promoting her upcoming album throughout Latin America.

EMI Capitol will also co-sponsor a press conference on January 15 to be held in Mexico City to launch the project. EMI Capitol will be launching Tatiana's new LP and FFI will be focusing on the two songs which are of specific interest to this project. It is hoped that Johnny will also be able to attend the press conference, and then both Johnny and Tatiana will do a press tour throughout the city and appear on several television programs over the weekend. It was agreed that Televisa's television program, "Siempre en Domingo" hosted by Raúl Velasco will be given the worldwide exclusive broadcast premiere rights to the videos. If both Johnny and Tatiana are in the city, then they will appear live on the program and sing the songs. This show is viewed by more than one hundred million people throughout the Spanish-speaking Americas every week. Once the materials have been broadcast on this program, they will be shown on other programs.

Agency for International Development

A final wrap-up meeting was held with USAID representative in Mexico, Sam Taylor, and his assistant, Magda Cantu. Sam and I discussed the progress of the FEMAP project and the project with FFI. Sam stated that there was the need for greater communication between FEMAP and JHU/PCS so that understanding of each side's point of view could be facilitated.

Sam was very pleased with the development of the FFI-coordinated Young People Project. He requested a short statement (which I wrote) that he could give to the ambassador about the project. I emphasized to Sam the importance of keeping the project under wraps until it was officially launched, and for this reason, I did not leave a copy of the videos for him. He did receive two copies of the 45 rpm record and was very satisfied with them.

Sam was very disappointed to hear that JHU/PCS is not presently able to fund the proposed AMIDEM project until the issue of the project ceiling is resolved. He stated that the Office of Population had assured him that this project would be funded, and he expressed concern that there was still some doubt about JHU/PCS financial abilities to do this at the present time.

Conclusions and Recommendations

The regional Young People Project coordinated by FFI is in its final production stages. The 45 rpm record, jacket/poster and music videos are all complete. The press kit, radio spots, television commercials and marketing plan have all gone through several drafts and revisions and should be finished within the next two weeks. A launch date of January 15 was established for the project. FFI will attempt to coordinate a simultaneous launch in the 11 countries.

EMI Capitol of Mexico is willing to enter into a commercialization agreement with FFI (acting as JHU/PCS representative) to include the two songs in Tatiana's new LP to be released at the same time and to use their own marketing and promotion to also publicize these materials. EMI Capitol, through its General Manager, expressed satisfaction and support for the concept of the materials.

USAID/Mexico expressed its full support of the Young People Project. USAID/Mexico is very displeased with the delays in the beginning of the proposed AMIDEM project.

It is recommended that JHU/PCS:

- 1) continue working on the development of materials for the Young People Project;
- 2) approve the commercialization by EMI Capitol of the Young People Project; and
- 3) continue to seek a resolution to the financial issues that have caused JHU/PCS to delay implementation of the AMIDEM project proposal.

LIST OF CONTACTS

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Rogelio Villarreal
Frank Segura

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JHU/PCS Project Coordinator
Administrative Director

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México

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Luis M. Moyano

General Director

Agency for International Development
Paseo de la Reforma, No. 305
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Sam Taylor
Magda Cantu

USAID Representative
Assistant

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TAGS:

SUBJECT: POPULATION: JHJ/PCS PRE-IMINARY PROJ CT
PROPOSALS WITH THE POPULATION CENTER FOUNDATION (PCF)

REF: RIMON/JOHNSON DISCUSSIONS

1. THE THREE PROJECT PROPOSALS DEVELOPED WITH THE POPULATION CENTER FOUNDATION ARE BEING INTERNALLY REVIEWED BY JHU/PCS. THE PROJECTS, AT AN ESTIMATED TOTAL COST OF DOLLARS 470,000, ARE AS FOLLOWS: 1) MASS MEDIA CAMPAIGN TO COMBAT TEENAGE PREGNANCIES; 2) INTENSIFYING DEMAND GENERATION FOR FP METHODS IN THE INDUSTRIAL SECTOR; 3) USING MALE MOTIVATORS TO GENERATE DEMAND FOR FP IN A MALE FARMER ORGANIZATION.

2. THE FOLLOWING STEPS FOR REVIEW/APPROVAL OF PROJECTS ARE SUGGESTED: 1) PROJECTS ARE REVIEWED INTERNALLY JHU/PCS TO ASSESS SCOPE AND FUNDING REQUIREMENTS; 2) JHU/PCS COMMUNICATES COMMENTS/SUGGESTIONS TO PCF; 3) IF COMMENTS/SUGGESTIONS ARE NOT SUBSTANTIAL PCS INFORMS PCF BY PHONE AND REVISES DOCUMENTS. OTHERWISE PCF IS INFORMED TO UNDERTAKE NEEDED REVISIONS; 4) REVISED

PROPOSALS ARE SUBMITTED TO JHJ/PCS ADVISORY GROUP; 5) DOCUMENTS FORWARDED TO PCF THROUGH USAID/MANILA FOR SUBMISSION TO POPCOM; 6) PCF ACTS ON POPCOM RECOMMENDATIONS IN CONSULTATION WITH JHU/PCS AND FINALIZES PROPOSALS; 7) FINAL PROPOSALS SENT TO JHU/PCS WITH ENDORSEMENT/CONCURRENCE FROM JSAID/MANILA; 8) JHU/PCS SUBMITS PROJECTS TO AID/W FOR APPROVAL.

3. ASSUME THAT TO FACILITATE PROCESS, INFORMAL CONSULTATIONS ARE ON-GOING BETWEEN POPCOM, PCF, AND USAID/MANILA.

4. AS RIMON DISCUSSED WITH JOHNSON, POPCOM AND PC DURING HIS RECENT VISIT, JHJ/PCS CANNOT MAKE FINAL COMMITMENTS TO SUPPORT ABOVE ACTIVITIES IN PHILIPPINES UNTIL OVERALL PROJECT FUNDING ISSUES ARE RESOLVED. JHJ/PCS PROJECT IS CURRENTLY AT AUTHORIZED FUNDING CEILING. DISCUSSIONS ARE UNDERWAY IN AID/W TO RESOLVE THIS PROBLEM SO THAT SUPPORT TO IEC EFFORTS CAN CONTINUE WITHOUT INTERRUPTION. ST/POP EXPECTS PROBLEM WILL BE RESOLVED BY JANUARY 1986 AT LATEST. WE SUGGEST DEVELOPMENT/REVIEW AND APPROVAL OF ABOVE ACTIVITIES PROCEED WITH THIS UNDERSTANDING. SHULTZ

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AGENCY FOR INTERNATIONAL DEVELOPMENT
EXECUTIVE SECRETARIAT - MAIL ACTION REQUEST

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<i>Sending ST/POP</i>	

ACTION

PREPARE REPLY FOR SIGNATURE OF

<input type="checkbox"/> Route Reply via EXSEC	<i>A. Staff</i>
<input type="checkbox"/> For Necessary Action By You	
<input checked="" type="checkbox"/> For Your Information	
<input type="checkbox"/> Route to Interested Individuals	
<input type="checkbox"/> Initial for Clearance	

DUE DATE

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REMARKS:

FROM: *[Faint handwritten text]* (Ext.) 10/11/85

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STATE BUILDING OR RESTRICT SMOKING DURING PUBLIC MEETINGS.

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ADMINISTRATION SUED ON CUTOFF OF FUNDS FOR POPULATION PROGRAMS<
WASHINGTON (AP) - TWO CONGRESSMEN AND THE PRIVATE POPULATION
INSTITUTE ASKED A FEDERAL COURT MONDAY TO PROHIBIT THE REAGAN
ADMINISTRATION FROM CUTTING OFF FUNDS TO A UNITED NATIONS
ORGANIZATION IT SAYS HAS SUPPORTED AN INVOLUNTARY ABORTION PROGRAM
IN CHINA.

THE AGENCY FOR INTERNATIONAL DEVELOPMENT ANNOUNCED LAST
WEDNESDAY THAT THE GOVERNMENT WILL REPROGRAM \$10 MILLION ORIGINALLY
 earmarked for the U.N. FUND FOR POPULATION ACTIVITIES BECAUSE THE
 ORGANIZATION WAS FOUND "TO SUPPORT OR PARTICIPATE IN THE
 MANAGEMENT OF A PROGRAM OF COERCIVE ABORTION OR INVOLUNTARY
 STERILIZATION."

AID ADMINISTRATOR M. PETER MCPHERSON SAID THERE WAS EVIDENCE TO
 INDICATE THAT THE U.N. FUND PARTICIPATES IN THE MANAGEMENT OF THE
 CHINA FAMILY PLANNING PROGRAM AND ALSO THAT IMPLEMENTATION OF
 CHINA'S ONE-CHILD-PER-FAMILY POLICY HAS RESULTED IN THESE ABUSES.

REPS. WILLIAM S. GREEN, R-N.Y., AND PETER H. KOSTMAYER, D-PA.,
 BOTH MEMBERS OF THE POPULATION INSTITUTE'S PUBLIC POLICY ADVISORY
 COMMITTEE, SAID IN THEIR U.S. DISTRICT COURT LAWSUIT THAT AID
 INVESTIGATORS FOUND THAT THE U.N. AGENCY DOES NOT ENCOURAGE
 COERCION AND "IN FACT, ENABLES THE CHINESE TO BUILD A SUCCESSFUL
 PROGRAM THAT DOES NOT INCLUDE COERCION."

THEY SAID MCPHERSON HAS MET OR TALKED ON NUMEROUS OCCASIONS WITH
 PEOPLE WHO OPPOSE ANY FORM OF CONTRACEPTION, OTHER THAN ABSTINENCE,
 ON RELIGIOUS GROUNDS, OR WITH OTHER OFFICIALS, ADVISORS OF THE
 ADMINISTRATION AND POLITICIANS WHO SEEK THEIR POLITICAL SUPPORT.

"THESE RELIGIOUS OPPONENTS OF CONTRACEPTION HAVE USED
 WIDESPREAD OPPOSITION IN THE UNITED STATES TO COERCIVE ABORTION AS
 A PRETEXT FOR CURTAILMENT OF FUNDING BY THE UNITED STATES OF UNFPA
 AND OTHER FAMILY PLANNING ORGANIZATIONS," THE SUIT CHARGED.

THE COMPLAINT SAID MCPHERSON'S DETERMINATION THAT CHINA CARRIES
 OUT A PROGRAM OF COERCIVE ABORTION AND INVOLUNTARY STERILATIONS
 "LACKS SUPPORT AND IS ARBITRARY AND CAPRICIOUS."

KOSTMAYER, GREEN AND THE POPULATION INSTITUTE SOUGHT TO HAVE THE
 COURT ORDER THE ADMINISTRATION TO GIVE THE \$10 MILLION TO THE UNFPA.

JOHN METELSKY, AN AID SPOKESMAN, DECLINED IMMEDIATE COMMENT.

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