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COMMUNICATION FOR TECHNOLOGY TRANSFER IN AGRICULTURE PROJECT  
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CTTA

SEMIANNUAL PROGRESS REPORT  
OCTOBER 1986/MARCH 1987

This report summarizes the activities and plans completed during this period. Contributors include:

PRIME CONTRACTOR:

Academy for Educational Development

SUBCONTRACTORS:

Cornell University's College of Agriculture and Life  
Sciences

Applied Communication Technology, Inc.

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## HIGHLIGHTS

In Honduras, Dr. Milton Munoz became Field Director of the CTTA pilot project, V. Barzetti completed her six-month assignment as interim Honduras field director, Dr. Orlando Hernandez Alcerro was named long-term evaluation specialist. Dr. Shakir Hussein was named research associate in the ACT Home Office to work on CTTA evaluations.

In Honduras, the pilot project and FHIA were fully staffed, several months of short-term technical assistance were provided, preliminary developmental investigation was completed, procurement of communication equipment was initiated, and management procedures were finalized.

E. Tout met, in Honduras, with M. Munoz, V. Barzetti, D. Owens, representatives of the Ministry of Natural Resources (MNR), J. Cano, and FHIA staff.

The MNR Communication Unit produced the first edition of a monthly newspaper, Enlace, which will be distributed to extensionists, other MNR personnel, and agrosupport institutions.

C. Millensted and J. Cano visited Cornell University, where they met with personnel with communication and foundation development expertise, and W. Ward visited FHIA to consult with them, F. Fernandez, FHIA director general, and M. Contreras.

C. McCulloch, head of the Cornell University Biometrics Unit, visited FHIA and made recommendations for computerizing FHIA research, communication, and administration activities.

F. Fernandez and C. Millensted prepared a five-year development plan for FHIA.

D. Thurston, Cornell University, assessed FHIA's research and technologies to determine ways of developing messages for various audiences and helped to begin building a communication network of relevant technical contacts.

J. Mata arrived in Lima, Peru, on 24 October to begin CTTA Project implementation. The Callejon de Huaylas of CIPA Ancash was selected as the area for CTTA pilot site operations; agricultural technologies available for transfer were identified; and first steps were taken to design a general communication strategy for the area. Following identification of the area, J. Mata and M. Cruz completed preliminary sampling in Huaraz for developmental investigation and coded questionnaires for computerization and data analysis. Their investigation included focus group interviews and 250 individual interviews in Quechua.

Arrangements were made for CTTA teams to develop a CTTA Project im-

plementation plan for Indonesia and to visit Jordan to develop a plan for possible CTTA activity.

H. Ray travelled to Ecuador to work with the USAID Mission to determine possible future collaboration between the CTTA Project and the Mission Agricultural Research, Extension, and Education (REE) Project.

CTTA Project Subcontractors, Advisors, and Special Technical Experts met in Washington to discuss Project progress and plan 1987 activities.

Dr. John Grayzel and Dr. Roberto Castro were designated as CTTA Co-Managers for S&T/RD and S&T/AGR, respectively.

Communicating with Farmers, a new brochure which describes the CTTA Project, was published.

## COUNTRY ACTIVITIES AND STATUS

### HONDURAS

This reporting period was one of substantial activity for Honduras. The pilot project and FHIA were fully staffed, several months of short-term technical assistance were provided, preliminary developmental investigation for the pilot site was completed, procurement of communication equipment for the pilot site and FHIA was initiated, and management procedures were finalized. Although progress was made, field work and initiation of communication interventions were delayed by lack of an approved Government of Honduras budget for the Ministry of Natural Resources (MNR) Communication Department.

#### MNR:

During the reporting period, efforts with the MNR in Tegucigalpa and in Comayagua focussed on initiation of pilot project activity, including: identification of areas in which to work and technologies for communication interventions, development of an integrated action plan, training of project counterparts, and first-stage developmental investigation.

Three extension agencies in Comayagua -- San Luis, San Jeronimo, and El Rosario -- were identified for pilot activity. They encompass 64 communities and about 2,500 producers. Developmental investigation, based on introductions provided during the First CTTA International Workshop, and agricultural technology identification began in October and is continuing. As a first step, the CTTA communication team met with representatives of the regional agriculture sector to describe pilot project activities, following which information was collected from appropriate sector representatives.

The CTTA team began producing communication materials for field testing, but efforts were hampered by insufficient Government of Honduras funds for purchasing supplies, and for sending team members to the field. Because of funding difficulties, major reprogramming of pilot project activities was necessary and the first communication interventions were delayed for several months.

During a two-month assignment to assist in identifying appropriate agricultural technology for hillside and valley farmers in Comayagua, Ing. Jaime Carrera, working with members of the MNR Communication Unit, identified bean production and soil conservation as technologies to address through the communication program. Technical content and message planning for these technologies is underway. As part of his work, Carrera consulted with educators, scientists, extensionists, and agriculturalists at Zamorano, FHIA, the MNR, and regional extension agencies.

Dr. John Elder, behaviorist from San Diego State University, worked with Barzetti and the CTTA communication team to incorporate behavior analysis into developmental investigation, communication strategy, and message development aspects of pilot project activity. He also began to develop a strategy for training extensionists and rural cooperators and video-taped demonstrations by extensionists of soil conservation technologies.

As a follow-on to Elder's work, Dr. Douglas Porter, behaviorist from Harvard University, refined the strategy for training extensionists, participated in the last round of developmental investigation, and helped integrate techniques for materials pretesting into the pilot project communication strategy. He also contributed to the behavior analysis chapter of the CTTA Manual.

A CTTA, USAID/Tegucigalpa, MNR, FHIA, project coordinating committee was established. The first meeting, attended by S. Saunders, Barzetti, M. Bueso, L. Fuentes, J. Cano, and J. Carrera, was 10 October, and was followed by monthly meetings in Tegucigalpa. It was agreed to hold future meetings the first Friday of each month. Barzetti will prepare a report of discussions at each meeting.

H. Ray travelled to Honduras to interview Dr. Milton Munoz for Honduras Field Director. Munoz later was approved by the MNR, USAID/Tegucigalpa, and AID/Washington. While in Honduras, Ray met with R. Owens, USAID/Tegucigalpa; Ing. M. Bueso and other MNR Staff; and CTTA Project Staff. On 1 February, Munoz replaced Barzetti as Field Director of the Honduras pilot project. Barzetti remained in Honduras until 28 February to assist with the transfer of duties.

Vehicles and communication equipment were ordered for the MNR and the pilot project. The first shipment of goods is expected to be delivered in April, followed by a final shipment later in the year.

Dr. Walter Correa, CIAT graphic arts production manager, travelled to Honduras 16-28 November to evaluate capabilities and needs of the MNR Printing Unit. In oral and written reports, he recommended changes in printshop management, maintenance procedures, and supplies procurement. CIAT shared expenses for Dr. Correa's assignment.

E. Booth completed two short-term assignments to assist the MNR. In the first, she reviewed and assisted in the analyses of results from developmental investigations conducted for the Comayagua Pilot Project and helped plan follow-on investigation. As part of her assignment she trained members of the communication unit in developmental research processes and techniques, pretesting educational material, and writing pretesting instruments.

Later, Booth conducted a 2-week radio course for the Communication Unit. The course included promotional materials; radio design and production, emphasizing spots and drama; and procedural manuals for

media production. Radio trials were produced and presented at the closing ceremony. Attending were R. Owens, USAID/Tegucigalpa, and representatives of the MNR and INFOP.

The MNR Development and Adaptation Unit (UDA) asked the Communication Unit to validate pamphlets and posters for two technologies they wish to disseminate to small farmers. The team redesigned the materials and pretested them using the CTTA methodology.

E. Tout visited Honduras to assist in the transition of CTTA Honduras field directors from Barzetti, interim field director, to Munoz, long-term field director. Munoz was briefed on financial management and reporting procedures and Barzetti was debriefed regarding her six-month interim assignment. In addition, R. Owens, USAID/Tegucigalpa, was updated on Project status; vehicle and communication equipment lists were finalized and procurement approvals received from the MNR and USAID/Tegucigalpa; and meetings were held with the MNR Communication Department, the MNR-FHIA-CTTA Coordinating Committee, and the Vice Minister of Natural Resources.

Munoz met with the regional directors of research and extension at Comayagua, briefed them on CTTA Project activities, and discussed with them support necessary to achieve success in pilot site activities. He also met with each section of the National MNR Communication Department to discuss the structure of support necessary for MNR communication activities in general and those specifically related to the CTTA Project. In similar meetings, specific tasks of Comayagua staff members were defined and assigned and preparation began of draft radio spots and graphics describing soil conservation practices.

Dr. Orlando Hernandez Alcerro was named by ACT as long-term evaluation specialist for the Honduras pilot project. Hernandez has extensive education and experience in rural development and agricultural programs in Honduras.

While in Honduras on other business, D. Foote met with Hernandez to discuss the CTTA Project and the evaluation approach, with Tout to review plans for the Honduras evaluation and the evaluation schedule, and with Munoz, M. Bueso, and Barzetti.

J. Miller, Abris, Ltd., completed a one-week assignment to design facilities for the Comayagua and Tegucigalpa communication units and to recommend fire-prevention measures for the new FHIA library.

The Communication Unit produced the first edition of a bimonthly newspaper, Enlace, which will be distributed to extensionists, other MNR personnel, and agrosupport institutions.

FHIA:

W. Ward visited FHIA to consult with F. Fernandez, FHIA director

general, J. Cano, C. Millensted, and M. Contreras. An AED working outline for the 1987 Integrated Action Plan (IAP) was reviewed, revised, and its content discussed with CTTA staff members.

At FHIA, Ward inspected two large connecting buildings that will be remodeled and become the FHIA Communication Division. The buildings are part of the recently purchased recreation center adjacent to the original FHIA facilities. Ward suggested arrangements for offices, production unit space, the library, and conference facilities, and discussed them with Cano; J. Moran, FHIA librarian; J. Escoto, FHIA editor; and a local architect. Plans for the remodeling were compared with those prepared in mid-1985 by J. Miller, Arbis, Ltd.

Ward also reviewed page proofs of FHIA's first annual report and format and content of a proposed quarterly newsletter, and discussed separately with Fernandez and Cano ways of improving relations between FHIA and MNR communication personnel.

Dr. Charles McCulloch, head of the Cornell University Biometrics Unit, studied FHIA's computer equipment, programs, and software and made recommendations for future development. He also helped prepare job descriptions and reviewed candidates' qualifications for FHIA biometrician and a specialist in computerized information services.

Presentations about FHIA were organized and produced for the 20 February 1987 General Assembly. The FHIA Annual Report was distributed at the General Assembly and will be circulated to appropriate audiences. It also will be used as a primary fund raising document. Other materials prepared for the General Assembly were Annual Technical Reports for 1987, Workplans and Budgets for 1987, newspaper releases, and an exhibit of communication activities during 1986.

Fernandez and Millensted prepared a plan which outlines and describes FHIA's five-year development strategy. Budget projections were made to identify funds required for this period above those covered by support from AID and others. The Foundation's expansion was rapid in 1986 and it appears that substantive annual growth can be expected over the next several years. Much of that growth will depend upon the success of the Development Office in identifying donors of new funding.

A plan for a series of monthly internal seminars at FHIA for 1987 was completed and adopted. One of the seminars will be devoted to obtaining, for FHIA staff, information for planning and establishing the Training and Network Unit of the Communication Division. The following topics will be included: training needs assessment; types of training, duration, audiences, and purposes; participation of internal and external personnel as instructors; budgets; trainee selection; and formative and summative evaluation.

Tout met with Cano, C. Young, and F. Fernandez, FHIA, to tentatively finalize vehicle and communication equipment lists, and AID and procurement approvals and procedures were initiated. The purchase of library equipment, journal subscriptions, and books also was discussed with J. Moran, FHIA librarian.

Cornell University received and reviewed the FHIA Integrated Action Plan written by J. Cano.

Dr. David Thurston, Cornell plant pathologist, visited Honduras to help FHIA assess agricultural technologies for developing messages appropriate for various audiences and in building a communication network of relevant technical contacts.

### PERU

Despite a change in pilot site areas from Huancayo to Ancash, made necessary by deteriorating security, and consequent reprogramming requirements, substantial progress was made in Peru during the reporting period. A pilot site, Huaraz, was identified; preliminary developmental investigation was completed, and data were coded and analyzed; appropriate agricultural technologies were identified for transfer to farmers; and field office management procedures were established.

J. Mata arrived in Lima on 24 October to begin CTTA Project implementation in Huancayo. Meetings were arranged with T. Miller, USAID/Lima, D. Bandy, director of the NCSU REE Project, and the Director of INIPA and his staff. Mata also worked with M. Cruz de Yanes, ACT, to develop Project implementation plans, schedules, and procedures.

Mata met with INIPA representatives to make the first decisions necessary for official initiation of the CTTA Project in Peru. At the national level, the Director of OCT, Ing. Luis Arguelles, was made responsible for CTTA activities; in Huancayo, the Director of CIPA Huancayo was named responsible and Pilot Project counterparts were Lic. Magno Garcia and Lic. Julio Churampi. Committees in Huancayo and INIPA Central were named to coordinate CTTA activities. The central committee will be chaired by the Director of INIPA. (The pilot project later was moved from Huancayo to Huaraz, with concurrent changes in staff counterparts.)

Ing. Jose Luis Monterroso, agricultural technology advisor, spent six weeks in Peru identifying appropriate agricultural technologies for transfer through CTTA Pilot Project activities to farmers. During his first week in Peru meetings were scheduled with AID, INIPA, CIP, the agriculture experiment station, and the agricultural university.

Monterroso was not allowed to travel to Huancayo because of security difficulties, therefore he spent several weeks working with the INIPA Office of Agroecology to design a methodology for identifying and evaluating agricultural technologies. He was able to briefly visit Huaraz, later to become the pilot project site. Based upon his work in Lima and visit to Huaraz, Monterroso prepared a detailed paper describing a method through which to identify appropriate agricultural technologies for transfer and describing some technologies which might be appropriate for transfer in Huaraz.

While in Huaraz with Monterroso, Mata found that Huaraz has characteristics -- integrated research, extension, and communication units; radio programming; crops; social structure -- that would make it an appropriate alternate CTTA Pilot Project site.

During the travel ban, Mata and Cruz collected agricultural and other data from several institutions in Lima in the first step of developmental investigation and designed a preliminary plan for the first stage of field investigation. At the suggestion of the Director of INIPA, meetings were held with CESPAC to identify possible interactions with the CTTA Project.

During a week of meetings in Lima, CTTA staff members Tout, Foote, J. Mata, M. Cruz, and J. Monterroso met with representatives of USAID/Lima, INIPA, OCT, NCSU, the World Bank, and the AED Peru Private Sector Management Improvement Project.

As a result of the meetings, Huaraz, in Ancash CIPA, was chosen to replace Huancayo as the CTTA pilot project area. Decisions taken during the meeting with representatives of USAID/Lima, NCSU, and CTTA with Ing. Lander Pacora, director of INIPA, were finalized in a letter from Ing. Pacora to USAID/Lima and CTTA.

Following identification of Huaraz as the alternate CTTA pilot site, Mata and Cruz spent three weeks in Huaraz working with members of the INIPA Office of Technical Communications (OCT) and CIPA Ancash representatives to develop a pilot project design and collect information for the developmental investigation. A detailed report of the activity, with brief analysis of radio, and print diffusion, and other communication activities was prepared. Also included in the report were descriptions of environmental and agricultural characteristics of the areas which the pilot project will serve.

During their trip, the Callejon de Huaylas of CIPA Ancash was selected as the area for CTTA pilot site operations; agricultural technologies available for transfer were identified; and first steps were taken to design a general communication strategy for the area.

They completed preliminary sampling in Huaraz for developmental investigation and coded questionnaires for computerization and data

analysis. Their investigation included focus group interviews and 250 individual interviews in Quechua, and among other information, showed that extensionists reach only about 5% of farmers. The coded data were sent to ACT, where Foote and Hussein developed preliminary plans for the summative evaluation in Peru and for an April trip to Peru to plan with Cruz a baseline study of the pilot area.

As a part of developmental investigation, they identified the following agricultural technologies as the focus of first-step communication interventions: land preparation, nitrogen fertilizer application, pesticide use and application, and seed selection and health.

They also identified a daily, 15-minute agricultural radio program, "Amanecer Campesino," on radio Ancash. Perhaps 95% of farmers listen to it. First-step media interventions, beginning late March, will focus on improving existing radio programming for farmers. Additionally, they identified eight radio stations that serve the area -- three in Huaraz, two in Chimbote, and the rest in Huarney, Casma, and Caraz.

As part of the developmental investigation, Mata and Cruz prepared "Informe Tecnico No. 1," which includes descriptions of the pilot site, including the agricultural and ecological situation, transportation infrastructure, and the communication infrastructure; selection of agricultural technologies for transfer to farmers; and design of a general communication strategy for the pilot project area.

In preparation for CTTA media interventions, Mata scheduled for the third week of March a training course for Huaraz communication personnel and extensionists.

#### TECHNOLOGY IDENTIFICATION

An Activity Plan and Analytical Framework for Identification and Assessment of Stage of Readiness for Diffusion to Farmers of Agricultural Technologies and Technology Systems in Selected African Countries were written, discussed, revised, and finalized with K. Prussner and A. Burgett, AFR/TR/ARD, and A. Meyer, S&T/ED. Work was initiated by AFR/TR/ARD to identify countries in which the survey will take place.

#### SITE DEVELOPMENT

##### INDONESIA:

CTTA responded to a request from R. Cobb, USAID/Jakarta, for information regarding costs for a three-week, two- or three-person team to develop scopes of work for long-term technical assistance, a

preliminary plan for CTTA activity in Indonesia, and costs of fielding a long-term advisor. Tentative arrangements were made for Ray and Tout to travel to Indonesia for two weeks in mid-April.

#### JORDAN:

Arrangements were made for Dr. Eric Abbott, Iowa State University; Dr. George Abawi, Cornell University; and Dr. John Woods, INTERPAKS, to visit Jordan for three weeks. Abbott arrived in Jordan on 29 March and Abawi and Woods will arrive on 8 April. The team will develop a plan for possible CTTA Project activity with USAID/Amman. In preparation for their visit, they received briefings from H. Ray, L. Zuidema, R. Colle, and AID/ANE.

#### ECUADOR:

Abbott participated in a team to evaluate the Ecuadorean extension system and recommend ways of improving the transfer of technology to small farmers.

Ray travelled for one week to Ecuador to work with the USAID Mission to determine possible future collaboration between the CTTA Project and the Mission Agricultural Research, Extension, and Education (REE) Project.

Ray's report included three alternative models, with illustrative budgets, for the REE Communication Support Component. Following were his conclusions:

- Success of the REE Project in reaching small farmers will be contingent upon establishing a viable communication support activity linked to the Research/Extension Liaison Unit (RELU) system or its equivalent. Therefore, an identifiable CTTA-type pilot project should receive high priority in allocation of resources among REE components.
- The objectives of the REE and CTTA Projects are compatible.
- An exceptionally high degree of complementarity exists between CTTA and the REE Project RELU system as presently conceived.
- The necessary conditions for establishing a CTTA pilot project can be met; and such a project would meet the needs of both CTTA and the REE communication support component.

#### EGYPT:

Ray followed up a request from ANE/TR/ARD for information on CTTA to forward to Egypt with a meeting with D. Alter and J. Lowenthal. Later, Tout met with D. Alter, ANE/TR/ARD; V. Molldrem, USAID/Cairo; J. Rogers; D. Dalrymple; R. Bertram; and P. Church to discuss including an extension component in the Egyptian National Agricul-

tural Support Project (NASP). CTTA was asked to prepare a letter indicating possible CTTA involvement in the NASP, particularly in institutional analysis and institution building, changing and increasing credibility of the extension system, and involving the private sector in agricultural development.

#### SRI LANKA:

In response to a request from Michael Korin, ANE/TR/ARD, Tout called William Selleck, Sri Lanka DARP Project Chief of Party, and visited with him about the CTTA Project. Materials were provided to Selleck and Korin, and Ray and Tout met with Korin on 28 January to discuss possible CTTA involvement in Sri Lanka. As a result of the meeting, further information was provided to Korin and the Sri Lanka Mission, a draft summary of CTTA specific to possible Sri Lanka activity was prepared, and a meeting was scheduled in February with Gary Nelson, Sri Lanka Mission Deputy Director.

At the request of M. Korin, ANE/TR/ARD, Ray briefed G. Nelson, USAID/Sri Lanka deputy mission director, on CTTA and discussed the possible relevance of CTTA in Sri Lanka.

#### HOME OFFICE ACTIVITIES AND STATUS

##### ACADEMY FOR EDUCATIONAL DEVELOPMENT (AED)

H. Ray represented CTTA in a briefing with C. Russell and D. Sprague about AED projects managed by AID/S&T/ED.

Ray and K. Byrnes prepared at the request of and submitted to A. Meyer, S&T/ED, an estimated 18-month budget projection for CTTA Project activities.

The Annual Meeting of the CTTA Advisory Board was at the AED Washington office on 19 November. Advisory Board members were provided with updates on Project activities and discussed major Project Development issues for 1987.

The Annual CTTA Subcontractors Meeting was 20 November. Major topics of discussion included 1987 budgets, financial and activity reporting, and general project planning.

Following the Subcontractors Meeting, senior resource persons from Subcontractor and Collaborating Institutions were briefed on procedures to be followed during site development missions.

Rough estimates of consequences to planned CTTA Project activities for the next 18 months of various levels of reduction in anticipated central funding were made at the request of Meyer.

Ray reviewed with Meyer and completed revised CTTA Project budgets reflecting anticipated reductions in 1987-88 funding, and Subcontractors were notified of new levels of work and deliverables as determined by reduced funding.

Ray prepared an outline for developing Integrated Action Plans for Honduras and Peru.

John Grayzel and Roberto Castro were designated as CTTA Project Co-Managers for S&T/RE and S&T/AGR, respectively. Meyer and Ray briefed each and solicited their ideas and suggestions concerning the Project.

David Bathrick, incoming head of the S&T Office of Agriculture, was briefed on CTTA by Meyer, Grayzel and Ray.

#### APPLIED COMMUNICATION TECHNOLOGY, INC. (ACT)

Primary ACT Home Office activities were recruitment and selection of a long-term evaluation specialist for the Honduras pilot project and an evaluation specialist for the home office; review and revision of the subcontract budget; and home office support of personnel in the Peru pilot site and on travel assignments.

Throughout the reporting period, ACT recruited personnel for the Honduras field site. Because many candidates identified in the first field director search were no longer available, a new letter accompanied by a description of the position was sent to 70 universities and other institutions. This process identified nine qualified candidates, who were interviewed, written materials reporting their research were reviewed, and their references were contacted. As a result, Dr. Orlando Hernandez Alcerro was appointed long-term evaluation advisor for Honduras. More detail is available in the section on Honduras.

The search also identified candidates for a research associate position in the ACT Home Office. In February, Dr. Shakir Hussein was appointed to this position. Hussein has experience in implementing and evaluating agricultural extension programs in developing countries and recently completed a study on agricultural knowledge systems in Indonesia.

D. Foote and J. McDivitt attended the CTTA advisory board meeting on 19 November, where Foote reported on the evaluation activities during the first year of the project. On 20 November, Foote and McDivitt attended the CTTA subcontractors' meeting and a briefing for senior resource people on site development procedures.

Foote planned with Ray and Tout the timing of expenditures for the ACT subcontract. In December, while in Washington on other business, Foote developed with Ray subcontract budgets and conferred

on Honduras evaluation activities. During a January trip, he met with Ray and Tout to discuss the budget and with Byrnes to discuss revisions to the accounting system and budget allocations.

ACT continued to collect materials and information about the agricultural and social contexts of the project sites in Honduras and Peru. During preliminary phases of the evaluation in Peru, M. Cruz collected documents and data about the pilot project site and forwarded copies of these materials to ACT. In January, Hussein, an unpaid consultant from Cornell University, spent one day in Menlo Park to advise Foote and McDivitt on agricultural measurement and survey issues in Honduras, Peru, and Indonesia. In February and March, Hussein collected materials about agriculture in Peru and Honduras from the Cornell University libraries.

#### CORNELL UNIVERSITY

Mr. G. Christopher Millensted was named by Cornell University as FHIA development advisor.

Millensted and J. Cano visited Cornell University for one week in October. They participated in extensive briefings and interviews with key personnel in: the University Office of Development; Mann Library; Media Services; the Departments of Communication, Plant Pathology, and Linguistics; The International Agriculture Program; Boyce-Thompson Institute of Plant Research; and the Administration of the College of Agriculture and Life Sciences.

They also interacted closely with D. Thurston and R. Colle and, with Ward, briefed Cornell faculty on activities at FHIA and within the CTTA Project.

A bibliography of basic communication resources was prepared and submitted for CTTA use in the selection of reference materials for pilot sites. Also, Thurston prepared a list of reference materials for personnel working at the CTTA Pilot Site in Honduras.

Suggestions for extensive revisions and additions to the CTTA Project Manual were given H. Ray. Suggestions included: changing the sequence of chapters; strengthening the section on pretesting; deleting repetition and reducing use of jargon; adding a page and figure numbering system and a glossary; using terminology more consistently; clarifying the use of the words "strategy" and "methodology;" and including more how-to information for field staff.

Two trips to Cornell by Ray resulted in a clarification of the University's future role in CTTA. It was agreed that Project matters concerning FHIA would be channeled through Cornell and that the University would be called to assist with site development.

The Cornell CTTA Project Budget was revised to accommodate the

cuts mandated by AED as a result of reductions implemented by AID. The FHIA budget remained essentially the same but other Project operations were substantially reduced.

Ward and Zuidema represented Cornell University at the Annual CTTA Advisory Board Meeting, and Ward attended briefings of senior resource persons following the meeting.

#### DOCUMENTATION AND DIFFUSION

J. Mata and V. Barzetti completed a Spanish draft of the report on the First CTTA Project International Workshop. Also received were copies of a brochure prepared by the Honduras MNR to describe the CTTA Project and B&W negatives of photos taken during the Workshop.

Ray and J. Brace briefed Mr. M. P. Lele, Controller of Programs, Doordarshan (National Television Network), India, on CTTA and other AED communication projects.

Tout attended the Farming Systems Symposium at Kansas State University. He discussed CTTA Project activities and objectives in a presentation during a session titled FSR/E Communications: Case Studies and Project Reports and participated in a video interview.

Brace, Ray, and Tout briefed B.V. Iorzare, dean of the College of Arts and Sciences of the University of the Philippines, on AED and CTTA activities.

Ray briefed Mr. Terreffe Ras-Work, International Communication Union, on the CTTA Project and offered suggestions regarding a projected ITU feasibility study for an integrated satellite telecommunications network for Africa.

CTTA staff organized and participated in the Annual CTTA Advisory Board Meeting, which included a project briefing at AID and discussions with Advisory Board members, Subcontractors, and representatives of Collaborating Institutions.

Communicating with Farmers, a new brochure describing CTTA Project activities was printed and distributed at the Annual meeting of CTTA Contractors, Subcontractors, and Collaborating Institutions. The brochure later was redesigned and reprinted by AED, independently of CTTA Project funds.

Ray and Saunders briefed Ms. Christine Roach, consultant to the AID Office of Women in Development, who is helping to plan ADO conferences scheduled for September 1987, on the CTTA Project. Roach was particularly interested in the technology identification/assessment and developmental investigation phases of the Project.

Tout represented the CTTA Project as moderator during an Agriculture Communicators in Education teleconference presentation at USDA. The feature speaker at the teleconference, titled "You are working in an international environment," was Dr. Donald Esslinger, University of Missouri, Columbia, and CTTA Advisory Board Member.

Tout arranged and participated in a briefing for Dr. Victor Bjorgan, executive director, Center of Information, Research, and Documentation, Montevideo, Uruguay.

Ray met with Dr. Gary O. Coldevin, professor, Graduate Program in Educational Technology, Concordia University, Montreal, Canada.

Tout described CTTA Project in a presentation to staff members of the Training and Communication Department of the International Potato Center, La Molina, Peru.

#### PERSONNEL AND TRAVEL

M. Cruz de Yanes	CTTA, Honduras	27 Sep -
	Colombia	2 Oct
Jaime Carrera	MNR, Honduras	
Edwin A. Tout	Farming Systems	5-9 Oct
	Symposium, KSU	
Jairo Cano	Cornell University	17 Oct
G. Christopher Millensted	Cornell University	17 Oct
John Elder	MNR, Honduras	17-28 Sept
Douglas Porter	MNR, Honduras	2-8 Nov
Elizabeth M. Booth	MNR, Honduras	18-30 Jan
Howard E. Ray	MNR, Honduras	29 Mar -
		2 Apr
Jose Ignacio Mata	CTTA, Peru	23 Oct -
		30 Nov
Jose Luis Monterosso	CTTA, Peru	2 Nov -
		13 Dec
Milton Munoz	MNR, Honduras	
Walter Correa	MNR, Honduras	16-28 Nov
Milton Munoz	MNR, Honduras	15 Jan,
		continuing
Edwin A. Tout	USAID, Peru	6-14 Dec
Dennis R. Foote	USAID, Peru	6-13 Dec
Elizabeth M. Booth	MNR, Honduras	
William B. Ward	FHIA, Honduras	18-23 Jan
Charles McCulloch	FHIA, Honduras	18-24 Jan
Shakir Hussein	ACT, Menlo Park, CA	19 Jan
James Miller	MNR, FHIA, Honduras	2-11 Feb
Edwin A. Tout	MNR FHIA, Honduras	8-14 Feb
Howard E. Ray	USAID Ecuador	15-21 Feb
Kathryn A. Byrnes	CTTA, Peru	28 Feb-9 Mar

Shakir Hussein	ACT, Menlo Park	16 Mar, continuing
Howard E. Ray	Cornell University	17-18 Mar
H. David Thurston	FHIA, Honduras	22-28 Mar
Eric A. Abbott	USAID/Amman	28 Mar ...
Howard E. Ray	CTTA, Honduras	29 Mar ...
Dennis R. Foote	CTTA, Peru	30 Mar ...
Shakir Hussein	CTTA, Peru	30 Mar ...

The following persons attended the Second Annual CTTA Project Advisory Board Meeting on 19 November: John Axtell, Donald Esslinger, Douglas Porter, Robert Porter, William Ward, Eric Abbott, Marion Brown, Charles Whyte, Dennis Foote, Judy McDivitt, Larry Zuidema, Stephen Moseley, William Smith, Howard Ray, Susan Saunders, Edwin Tout, Kathryn Byrnes, Anthony Meyer, Kenneth Swanberg, Raymond Meyer, Alexander Greeley.

The following persons attended the Second Annual CTTA Project Contractor Meeting on 20 November: William Ward, Dennis Foote, Judy McDivitt, Larry Zuidema, Stephen Moseley, William Smith, Howard Ray, Susan Saunders, Edwin Tout, Kathryn Byrnes, Alexander Greeley.

The following persons attended the CTTA Project Orientation Meeting on 20 and 21 November: Douglas Porter, William Ward, Eric Abbott, John Fett, Charles Whyte, Dennis Foote, Judy McDivitt, Stephen Moseley, William Smith, Howard Ray, Susan Saunders, Edwin Tout, Anthony Meyer.

#### ADMINISTRATION AND MANAGEMENT

USAID/Tegucigalpa and USAID/Lima were provided with detailed information relative to CTTA expenditures, pipeline funds, and FY1987 budget projections and necessities.

FY1987 Field Office Budgets for Honduras and Peru were finalized and distributed to Field Office Directors and a system of monthly budget status reports for both countries was initiated.

An Annual Workplan for FY1987 was prepared and submitted to Meyer, CTTA CTO. Projected activities and estimated costs reflected the substantially lower than previously projected level of FY1987 Central funding concerning which the Project had been advised by Meyer. Major decreases in activity level will include serious cuts in planned summative evaluation, deferral of most documentation and diffusion activities, elimination of one Associate Project Director position, and deferral in filling two other approved home office positions.

Foote met twice with Ray, Tout, and Byrnes to review plans for expenditures under the ACT subcontract budget, discuss staffing,

and plan accounting system revisions and budget reallocations.

In February, Foote began developing specifications for procurement of computer systems for data analysis in Honduras and the ACT Home Office.

#### PENDING OR UNRESOLVED ISSUES

The decrease in anticipated level of FY1987 Central funding increases the urgency to obtain Mission buy-ins for pilot project implementation in additional countries. To do so will become increasingly difficult in view of the decreased level of effort available for site development.

Lack of active site development in Africa is a major concern. It is anticipated that the forthcoming agricultural technology identification and assessment in Africa activity will be a major step in selecting African sites for CTTA.

Lack of an approved Government of Honduras budget for the MNR Communication Department continues to hamper overall department- and CTTA Project-related activity.

Appointment of a permanent FHIA Communication Division director and reversion of J. Cano to full duties as Senior Communication Advisor should be resolved.

Emphasis at FHIA should be increased on the production of technical publications in several research areas.

#### ACTIVITIES FOR APRIL - SEPTEMBER 1987

##### ACADEMY FOR EDUCATIONAL DEVELOPMENT

###### HONDURAS:

Continue implementation of pilot project communication activities, including completion of first-step developmental investigation, gradually increasing production of radio programming to introduce soil conservation concepts, initiation of radio programming and complementary graphic and other media production to promote bean and maize related technologies, and initiation of activities to institutionalize the communication program methodology in other regions served by the MNR.

Complete procurement of vehicles and communication equipment for the MNR and substantially complete procurement of same for FHIA.

PERU:

Continue implementation of pilot project communication activities, including completion of first-step developmental investigation, organization of training workshops to support the initiation of communication activities, initiation of radio programming and complementary graphic and other media production to support extension efforts in introducing and improving technologies used for potato production, and initiation of activities to institutionalize the communication program methodology in other regions served by INIPA.

Substantially complete procurement of vehicles and communication equipment to support pilot project activities.

SITE DEVELOPMENT:

Finalize negotiations with USAID/Jakarta and USAID/Amman regarding initiation of CTTA Project activities in those countries.

Continue, with AID/Washington, exploring potentials for CTTA Project activity in Africa, Latin America, and Asia.

TECHNOLOGY IDENTIFICATION FOR AFRICA:

Finalize with S&T/AFR plans for conducting a technology identification survey in up to four African nations, field the survey team, and substantially complete the activity.

DOCUMENTATION AND DIFFUSION:

Complete a second draft of the CTTA Project Manual.

Represent the CTTA Project at professional meetings of Agriculture and Agricultural Communication associations.

APPLIED COMMUNICATION TECHNOLOGY, INC. (ACT)

HOME OFFICE:

Computer systems for handling the data bases and analyses for the field sites will be specified and procured.

Foote and Hussein will spend substantial time in the field working with project staff to finalize and implement evaluation in Peru and Honduras. Specialized assistance to the field staff in research design, sampling strategies, instrument development, and field worker training will be provided.

Collection and cataloging will continue of information about project sites, agricultural technologies targeted by the interven-

tions, and general measurement issues in agricultural interventions.

#### HONDURAS:

Establish an evaluation office in Tegucigalpa and identify the evaluation counterpart from the MNR Communication Unit.

Begin evaluation activities, including meeting with AED and MNR staff about the implementation and visiting villages in Comayagua to collect information for decisions about sampling, measurement, and design.

Design and carry out the baseline survey, which will involve: determining the evaluation design, selecting control and treatment sites, designing and testing the baseline study questionnaire, selecting and training enumerators, collecting data, and beginning the analysis.

#### PERU:

Complete analysis of data collected for the developmental investigation and prepare and report the results.

Design and conduct a baseline survey which will involve: determining the evaluation design, selecting control and treatment sites, designing and pretesting the questionnaire for the baseline survey, selecting and training enumerators, collecting data, and starting the analysis.

#### CORNELL UNIVERSITY

Assist FHIA to accomplish the activities described in its Integrated Action Plan for 1987.

Arrange for recruiting the proper personnel when requests for short-term technical assistance for FHIA are firm.

Work with C. Millensted to prepare a prospectus for the FHIA Development Office.

Begin preparing a special report "The Institutional Profile of Agricultural Communications."

Participate in an Indonesian CTTA Project if it is inaugurated and if so requested by AED.

If requested by AED, assist with a team survey of African countries related to identification and assessment of stage of readiness for diffusion of agricultural technologies and technology systems.

## REPORTS AND DOCUMENTS PREPARED

- Peru Trip Report, Jose Luis Monterroso  
Peru Trip Reports, E. Tout and D. Foote  
Peru Trip Report, K. Byrnes  
Semiannual Progress Report, April - September 1986  
Report of the Second Annual CTTA Advisory Board Meeting  
Report of the Second Annual CTTA Contractor/Subcontractor Meeting  
Informe Tecnico No. 1, Peru (Seleccion de zona piloto, seleccion de tecnologias para ser transferidas, Deseno de la estrategia general de comunicacion); J. Mata and M. Cruz  
Honduras Trip Report (promotional materials, design and production of radio formats, and procedural manuals for media production); E. Booth  
FHIA Trip Report; W. Ward  
FHIA Trip Report and recommendations for computer systems organization; C. McCulloch  
Annual Workplan for 1 October 1986 - 30 September 1987.  
Monthly Progress Report; January 1987  
Honduras MNR and FHIA Architectural Design Trip Report; J. Miller  
Honduras Trip Report; E. Tout  
Ecuador Trip Report and Site Development Budget; H. Ray  
FHIA Draft Integrated Action Plan; J. Cano  
Honduras Trip Report, Impressions of Programs, and Networking Suggestions for FHIA; D. Thurston  
New Communication Technology Transfer Project Underway in Honduras and Peru (in Cornell University International Agriculture Newsletter, Vol 3, Winter 1987); W. Ward  
Activity Plan for Identification and Stage of Readiness for Diffusion to Farmers of Agricultural Technologies and Technology Systems in Selected African Countries; H. Ray