

PD-MAX-252  
1 SN- 52545 53

COMMUNICATION FOR TECHNOLOGY TRANSFER IN AGRICULTURE PROJECT  
(AID/S&T 936-5826)

CTTA  
MONTHLY PROGRESS REPORT  
JUNE 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.

The Communication for Technology Transfer in Agriculture (CTTA) Project is jointly managed and funded by the Offices of Education, Agriculture, and Rural Development of the Bureau for Science and Technology of the United States Agency for International Development in collaboration with Regional Bureau Technical Staff and the USAID Mission at each collaborating site. Technical services are provided by the Academy for Educational Development under Contract No. DPE-5826-C-00-5054-00.

**CONTENTS**

|   |   |
|---|---|
| <b>HIGHLIGHTS</b> . . . . .                             | 3 |
| <b>COUNTRY ACTIVITIES AND STATUS</b> . . . . .          | 4 |
| <b>HONDURAS</b> . . . . .                               | 4 |
| MNR: (4); FHIA: (5)                                     |   |
| <b>PERU</b> . . . . .                                   | 6 |
| <b>SITE DEVELOPMENT</b> . . . . .                       | 7 |
| Central America: (7); Indonesia: (7)                    |   |
| <b>HOME OFFICE ACTIVITIES AND STATUS</b> . . . . .      | 7 |
| <b>ACADEMY FOR EDUCATIONAL DEVELOPMENT</b> . . . . .    | 7 |
| <b>APPLIED COMMUNICATION TECHNOLOGY, INC.</b> . . . . . | 7 |
| <b>CORNELL UNIVERSITY</b> . . . . .                     | 7 |
| <b>DOCUMENTATION AND DIFFUSION</b> . . . . .            | 7 |
| <b>TRAVEL</b> . . . . .                                 | 8 |
| <b>PENDING OR UNRESOLVED ISSUES</b> . . . . .           | 8 |
| <b>ACTIVITIES FOR JULY 1987</b> . . . . .               | 8 |
| <b>REPORTS AND DOCUMENTS PREPARED</b> . . . . .         | 8 |

## **HIGHLIGHTS**

In Honduras, June activities concentrated on data collection and analysis for developmental investigation and summative evaluation, preparation of technical guides for crops, radio production, and institutional support.

FHIA's Communication Division focussed on translating into English and publishing the 1985 FHIA Annual Report, identifying FHIA's principal audiences, systematizing the information present in FHIA computer data bases, and initiating inventory and distribution procedures for FHIA communication products and services.

Printing equipment purchased under CTTA was delivered to FHIA. Remodelling of the printshop and two buildings for the Communication Division is continuing.

Short-term consultants for FHIA were identified and their consultancies scheduled.

In Peru, June activities concentrated on completing data collection for a baseline summative evaluation survey, conducting radio and graphics workshops for CIPA personnel and extension workers, and preparing for initiation of radio broadcasting.

CTTA site development activities continued for Indonesia and Central America.

## COUNTRY ACTIVITIES AND STATUS

### HONDURAS

MNR:

June activities concentrated on data collection and analysis for developmental investigation and summative evaluation, preparation of technical guides for crops, radio production, and institutional support.

Developmental investigation and data collection upon which design and testing of instruments for a major summative evaluation baseline study began in three Comayagua extension agencies. S. Hussein and O. Hernandez, ACT, helped refine the questionnaire for developmental investigation and participated in planning and pretesting.

Data collection, which involved the CTTA team and agency extension workers, for developmental investigation was completed at El Rosario and San Luis. The questions focussed on identifying farmer knowledge, attitudes, and behavior relative to bean production, soil conservation, and media use and preferences.

Hussein and Hernandez developed a draft Honduras summative evaluation plan, and a draft questionnaire for the first phase of the evaluation. They also worked with the Executive Cadastral Directorate to obtain information for preparing a baseline sampling frame.

MNR researchers from Comayagua prepared technical guides for cultivating tomatoes, onions, beans, soybeans, and watermelon. "Contentidos Tecnicos" also have been requested for other major crops grown in Comayagua.

The Comayagua communication unit continued to broadcast and, with help from local extension agents, evaluate the effectiveness of radio spots encouraging soil conservation. Regular daily radio programming is expected to begin in July. Additionally, radio spots were prepared for the MNR to use as part of the Honduras National Basic Grain Campaign.

The central communication unit also continued supporting activities of other MNR units, including production of materials for the Vegetable Production Section to use in their efforts to combat spread of the Mediterranean fruit fly.

M. Bueso and M. Muñoz visited and assessed communication capabilities in the MNR regions of Olancho and Choluteca. Two more regions, La Esperanza and Olancho, will be visited before preparing a report to Minister Castillo.

Munoz discussed "Communication Support to the Basic Grains Program" at an interinstitutional meeting at which basic grains production

in Honduras was analyzed. Participating institutions included BANADESA, Banco Central de Honduras, IHMA, IICA, USAID, and Producción de Semillas Básicas.

The second edition of the extension newspaper, Enlace, was published.

**FHIA:**

FHIA's Communication Division focussed on translating into English and publishing the 1985 FHIA Annual Report, identifying FHIA's principal audiences, systematizing the information present in FHIA computer data bases, and initiating inventory and distribution procedures for FHIA communication products and services.

Printing equipment purchased under CTTA was delivered to FHIA. Remodelling of the printshop and two buildings for the Communication Division is continuing. Until the remodelling is complete, the Division will use space in one wing of the main laboratory.

J. Escoto, head of the Editorial and Media Production Unit, resigned. A search for his replacement is in progress, as is a search for head of the Training Unit. Additionally, a section head was hired to organize events and distribute publications, and the assistant librarian spent three weeks in a training course, "Introduction to Agricultural Libraries."

F. Fernandez and C. Millensted conducted several fundraising activities during June. Fernandez visited New York City, Washington, D.C., and Battle Creek, Michigan, to seek funding for FHIA projects; a letter was sent to each member of the General Assembly describing recent FHIA development activities and requesting that members consider a personal donation to the Foundation; and a second draft of FHIA's fundraising strategy was prepared.

J. Cano participated in coordination meetings with the Comayagua Pilot Project. The coordination committee's most recent priorities include staffing and personnel training, communication networking for project diffusion, and information exchange.

W. Ward discussed with Cano the need for short-term consultancies for FHIA between mid-August and mid-October. The following experts, scopes of work, and schedules were agreed upon:

- Dr. Charles McCulloch for one week to advise on final decisions for acquiring computer equipment, software, etc., and to advise training procedures for scientists in the use of biometrics and information service facilities.
- Dr. Royal Colle for one week to help refine the FHIA communication strategy and plans for evaluation.

- W. Ward to help C. Millensted prepare a fundraising prospectus, including text, layout, illustrations, and printing supervision in the U.S.
- Mr. Victor Hugo Porras of the University of Costa Rica to work with Jesus Sanchez, leader of the FHIA Cocoa Program, to prepare a technical publication on cocoa disease.

Timing of other short-term consultants will depend upon completion of the buildings for the Communication Division, receipt of communication equipment, and hiring of additional staff for the Communication Division.

At the request of FHIA, Dr. David Thurston provided information on scientists who are knowledgeable about a virus of the cardamom plant.

#### PERU

D. Foote reviewed with Martha Cruz de Yanes the results of pre-testing of the questionnaire for the baseline survey for summarized evaluation in Peru and approved the final draft. Cruz finalized the questionnaire, recruited and trained 20 interviewers, made logistical arrangements for administering the questionnaire and supervised data collection. Data collection was completed in late June and data analysis began.

Jose Ignacio Mata, with radio consultant Helena Pinella Garcia, organized a two-week (15-27 June) radio production workshop for pilot project counterparts and other INIPA, Office of Technical Communication, and CIPA personnel.

Workshop activities were divided into two parts. For the first week, 27 representatives of 4 CIPAs and USAID/Lima were trained in basic radio production strategy and techniques. The second week was reserved to members of the Huaylas CTTA team.

Radio programming is expected to begin 6 July, following the schedule in the Integrated Action Plan. Programming will include a daily 15 minute radio program (Monday through Friday) and 3 spots, each broadcast 5 times a day. During July, the emphasized technologies will include land preparation for potato -- encouraging five passes of a plow versus the commonly-used three, and a new technology -- hill planting, three seeds per hill -- of maize. The technologies were recommended by the experiment stations for potato and maize.

In late June, Mata and an OCT graphic artist conducted a one-week workshop for OCT Huaylas staff, following which the team began designing graphics materials complementary to the messages planned for radio broadcast.

## SITE DEVELOPMENT

### Central America:

CTTA was contacted by ROCAP concerning the possibility of a mission buy-in for a short-term technical assistance mission to design the communication/technology transfer component of a proposed ROCAP research networking project.

### Indonesia:

Recruitment continued and nominees were submitted for three long-term advisors for possible CTTA pilot project activity in Indonesia. The posts are Chief of Party, Senior Agricultural Communication Specialist, and Agronomist/Communicator. USAID/Jakarta subsequently requested two more nominations for each post and recruitment resumed.

## HOME OFFICE ACTIVITIES AND STATUS

### ACADEMY FOR EDUCATIONAL DEVELOPMENT

K. Byrnes and Ray continued reviewing and revising CTTA Project budgets for FY87 and FY88.

E. Tout focussed on vehicle and communication equipment procurement for Honduras and Peru.

### APPLIED COMMUNICATION TECHNOLOGY, INC.

ACT evaluated various computer configurations for support of home office, Honduras, and Peru evaluation activities.

### CORNELL UNIVERSITY

W. Ward, E. Oyer, and L. Zuidema assisted in identifying and contacting possible candidate for long-term CTTA advisors to Indonesia.

## DOCUMENTATION AND DIFFUSION

H. Ray attended and presented a paper at the ACE/ASUDIAP meeting in Rhode Island and travelled to Rome where he participated in an FAO activity titled "Expert Consultation on Development Support Communication."

## TRAVEL

|            |              |                |
|------------|--------------|----------------|
| D. Foote   | Honduras     | 20 May - 4 Jun |
| S. Hussein | Honduras     | 25 May...      |
| H. Ray     | Rhode Island | 1-4 Jun        |
| H. Ray     | Rome         | 7-13 Jun       |

## PENDING OR UNRESOLVED ISSUES

Purchase and delivery of communication equipment for FHIA are behind schedule.

## ACTIVITIES FOR JULY 1987

H. Ray will provide short-term technical assistance mission to design the communication/technology transfer component of a proposed ROCAP research networking project.

Cornell will continue arranging for short-term consultants to take on FHIA assignments.

R. Colle, Cornell University, will work with H. Ray on a CTTA paper addressing issues of message development H. Ray.

In Honduras, data collection for developmental investigation will be completed and data tabulation and analysis will be initiated.

Radio broadcasts will begin in Peru and daily programming will begin in Honduras.

## REPORTS AND DOCUMENTS PREPARED

Taller de Tecnicas de Investigación Social de Base, Peru CTTA Staff  
Estrategias de Promocion y Tecnicas de Radiodifusion Educativa,  
Honduras CTTA Staff  
Implementing Communications in Development Projects: New Directions, H. Ray