

RAM

INTERNATIONAL COOPERATION ADMINISTRATION

KM
PR
RHE
AGRIC

BR
630.715
B827

TECH (D) AGR

SECURITY CLASSIFICATION
UNCLASSIFIED

FROM - USOM/Rio de Janeiro

SUBJECT - Interim Report of Lloyd Clyburn

PAGE 1 OF 12 PAGES
DATE SENT 7-16-58
DATE REC'D. 18 Jul 1958

Cross ref

REFERENCE -
(Check one before each address)

DISTRIBUTION
98h
ACTION
FOOD

ACTION | INFO
 | X

ADDRESS AND SERIAL NUMBER
ICA/Washington TOICA A -94

Not

INFO.

Attached is the interim report of Lloyd E. Clyburn, Extension Information Advisor

Ag Research & Eval
512-11-110-096

COTTAM

PD ABD-791

ADE
DDS
ED
MPR
MSR
OLA
EERS
PRO
SCM

Attachment: Pages 2 through 12 of this airgram.

70wlylb

OTHER AGENCY

AGIRC
CIA
STATE
USA

AUTHORIZING OFFICER William J. Mazzocco, Deputy Director	DRAFTED BY MP Monteiro/mpc	OFFICE F & A	PHONE NO.	DATE July 2nd '58
---	-------------------------------	-----------------	-----------	----------------------

ICA AND OTHER CLEARANCES R. Tyson C. Renwick	SECURITY CLASSIFICATION UNCLASSIFIED	ICA AND OTHER CLEARANCES
--	--	--------------------------

INTERIM REPORT

April 7, 1957--July 1, 1958

Lloyd Clyburn,
Extension Advisor, Information
F & A Division, USOM/Brazil

The avenue of pursuit of the general objectives stated in the Cooperative Agreement for agricultural assistance to Brazil signed in October, 1953, was the development of a series of pilot state extension services. The basic work was completed during the following two years, and the first extension agents were placed about the first of 1956. The aims in my recruitment were 1) to advise in the development of information units in each of the state extension projects, 2) to develop a national extension information unit which would support the cooperative service (Escritório Técnico de Agricultura, ETA) technicians as well as the state units and provide national leadership in the field of agricultural journalism, and 3) report on the progress of the over-all program in agriculture.

The Survey

A survey of the program, which was conducted with the aid of John W. Spaven, extension editor, University of Vermont (Turrialba Contract, Information), April 10-May 1st, revealed this situation:

The State Projects. The extension agents, necessarily lacking in experience, had practically no teaching materials. With the exception of one there was neither equipment nor personnel adequate to develop and reproduce subject matter. ETA Project 9, Minas Gerais, was doing a good job of mimeographing material in the field of home economics.

Bulk communication services from Rio to the state capitals and from there to the municipalities was uncertain.

The Rio Office. The ETA Staff in Rio was in critical need of teaching aids.

The USOM Communications Media Office production capacity was limited to one Model 2066 Special and one Model 1250 Multigraph press.

The Information Service of the Federal Ministry of Agriculture was in need of assistance in general articulation, current news and radio education, and publication production and design. However, it was further apparent that there was insufficient rapport to launch an assistance program with the Service at that time.

Commercial News. The amount of agricultural editorial and advertising linage in the major newspapers was striking. The editorial content in nearly every case revealed much to be desired, however.

The Plan

The survey indicated that the most pressing need at the time was teaching aids for the municipio level workers. They were new, without consumable subject matter, with eager audiences. It was estimated that a year's time would be required to accumulate shop equipment, rent a building, and recruit and organize^a crew in order to begin production. There was also an indication of need for training local agents how to use teaching aids.

Therefore, it was decided to begin the program with training and secondly add production and thirdly development.

DISCUSSION

Establishing the ETA Division of Information

The first and chief counterpart was recruited by the ETA Co-Directors about the time of my arrival to post, and he reported to duty July 1st, 1957. He was a veterinarian, having received extension training in the United States on an ICA scholarship grant. Further, he received valuable training in agricultural economics and public relations as the Brazilian Assistant to the U.S. Agricultural Attaché in Rio.

He was placed in charge of personnel of the division, which upon his arrival consisted of two persons. It has been his responsibility from the beginning to manage the affairs of the unit and execute the program. By July 1, 1958, his staff consisted

of 20 persons, six whom I consider, in addition to him, my counterparts.

My activities are restricted to basic planning and advising the chief of the division and key members of his staff. In addition, I provide field consultation where there is no Brazilian member of the division qualified or available.

Training

Lima Conference. Eight key individuals from among the ETA Extension Projects and one from the USOM Communications Media Office were accompanied to the South American Agricultural and Home Economics Extension Information Conference at Lima, Peru, sponsored by the Inter-American Institute of Agricultural Sciences August 18th-28th, 1957. Inasmuch as this was an ICA-sponsored event, it is significant that the ETA Projects bore the cost of transporting and providing for their own personnel, using Cruzeiro, and that the ETA ~~representative~~ bore the transportation cost of the USOM representative.

The aim of this move, to introduce leaders in the projects to the scope and usefulness of extension information work, was considered adequately achieved.

Five-weeks Production Course. Among the eight extension projects functioning a year ago there were only two persons possessing appreciable skill in information production--these having taken a three months basic course sponsored by ICA/W in Panama in 1955. To meet the general shortage of production skill throughout, the USOM Communications Media Office sponsored a five weeks course, beginning September 1st. ETA contributed with one instructor and 12 out of 25 students. It was intended that the persons taking this course would assume either the No 1 or 2 position in the information sections of their respective projects.

Five-Day Skills Courses. A five-day communication skills course covering how to write circular letters, news articles, feature articles, and farm columns, how to produce a local radio program, how to make a flip book, poster and flannelgraph story and introductory photography was designed for the municipio level workers. The aim here was to provide the workers at the farmer-contact level with immediate assistance by increasing their self-support ability. It was an individual problems-type course designed to meet

specific needs.

The ETA Division of Information included one able instructor in the communication skills. Two persons were borrowed from CMO and two from the Inter-American Institute of Agricultural Sciences, Turrialba (ICA Contract, Training).

The team received supervisory training during the first three weeks of operations which began October 19th. After this it received periodic supervisory visits.

One instructor provided by CMO was released after the third week (one week to the state). At the end of the sixth week both IIAS instructors and the second CMO instructor were returned, having been replaced by ETA or ETA Project personnel recruited and trained along the way.

By July 1st the training section was made up of four men, each holding dual responsibilities in the division. By that time they had offered the information skills course to 532 workers associated with the ETA Projects in ten states. This amounted to a total of 20,000 student hours of instruction.

Limited follow-ups indicate that nearly every student taking the course incorporates one or more of the skills taught into his routine work.

Workshop for Extension Editors. Ten of the state extension projects made moves toward the establishment of information units. Two of the projects established units of ten persons each. One installed a Model 1250 Multigraph press. Through the concerted effort of all concerned a considerable amount of communication skill was developed. However, there appeared to be a need to orient the units with their respective state programs of work. Particular problems lay in the areas of articulation, program planning, production planning and scheduling, and media treatment.

To meet this problem a two-weeks workshop for extension information personnel was set for the Month of July.

These are the aims of the course:

- a) to clearly demonstrate the team-work aspect of the Communications job including production planning;

- b) to lead participants to make full use of all available professional ability and talent in the communications job;
- c) to lead participants to plan and produce to the extent of the needs of the program, yet within the limits of their own available resources;
- d) to improve the managerial skill of the several units represented.

Through Turrialba Contract, the services of Mr. Spaven have been obtained to direct the course. He will be assisted by the ETA Information Training Section and one instructor from the CMO.

Consultation, Production

Support of ETA Technicians. The division of information with the service backing of the CMO, assumed the responsibility for the support of ETA Technicians in the obtaining of literature and in the preparation of teaching aids immediately upon its establishment. As the division strengthened, fewer and fewer individual job orders were forwarded to the Communications Media Office until the whole load was transferred and expanded.

The Communications Media Office had from the beginning supplied all of the information support which ETA received. Printing and photographic work remained with CMO.

Consultation necessarily precedes production, and enjoys a much wider range of service. To begin with consultation was furnished the ETA Co-Directors and Technicians.

This was followed by assistance to the project directors and then to related agencies outside the Cooperative Service.

In February, 1958, a request for assistance in consultancy services was filed with the Communications Media Officer. And to this Arnold Robbinsen, communications media adviser, was assigned approximately half-time to servicing ETA Projects. He was assigned the major responsibility for information advisement to the ETA Projects located in the States of Rio Grande do Sul, Santa Catarina and Paraná.

The ETA-ABCAR Information Center. Associação Brasileira de Crédito e Assistência Rural (ABCAR, ETA Project 31) was organized in March, 1957, to receive the leadership of

the national extension movement. Hence, it was elected to aid ABCAR in establishing a national extension information unit, rather than to build up within ETA which is an institution with right to limited ex'stence.

This move was initiated by a supplementary contribution and an exchange of letters of further agreement.

The work of assembling a crew and equipment began in August. On October 1st, a production manager, a pressman and a photographer were employed by ABCAR and assigned to CMO/USQM to supplement that crew as well as to receive further training while awaiting equipment and housing. The production man, however, was soon reassigned to the training section of the ETA Division of Information.

In May a building was rented and the available equipment and personnel were assembled therein.

It was decided at this time to phase the whole of the ETA Information Program over to ABCAR. In order to make full use of the present leadership and to maintain a leadership development program as well, it was decided to affect a temporary merger of the two. Dr. Francisco Arinas da Silva, chief of the ETA Division of Information, was named acting chief of the new unit which was named the ETA-ABCAR Information Center.

By taking ETA extension printing jobs from CMO, production began immediately. It has increased at a satisfactory rate.

The center is still in the process of assembling additional printing, photographic laboratory and plate making equipment.

Staffing Pattern, ETA-ABCAR Information Center

Administrative

Chief, ETA-ABCAR Information Center

Secretary

Typist

Technical Information Service

Translator/English/Portuguese

Translator/Portuguese/English

Librarian

Assistant Librarian

Assistant Librarian

Training Section

Chief, Training Section 1/

Instructor in Writing 3/

Instructor in Group Visuals 3/

Instructor in Group Visuals 4/

Instructor in photography 1/

Instructor in radio 1/

Production

Chief of Production 4/

Agricultural Editor 2/

Home Economics Editor

Artist

Artist

Composer

Composer (vacant)

Photographer

Photographic Laboratory Technician (vacant)

Pressman

Pressman (vacant)

Assistant Pressman

Assistant Pressman

Distributor (vacant)

1/ 2/ 3/ 4/ indicate dual assignments

Current News Section

Writer

Motion Pictures Section

Director-Photographer (vacant)

Assistant Director-Photographer (vacant)

INFORMATION WORKERS IN ETA AND PROJECTS, JULY 1, 1957, JULY 1, 1958

Project Number	Name	Date Signed	Number of Information Workers	
			1957	1958
6	Federal Training Center, Fazenda Ipanema	Feb 55	3	2
4	Una Valley Reclamation Project	Jan 55	--	2
17	AGARESC	Feb 56	--	2
15	ETA Project 15	Jan 56	2	4
9	ACAR	Mar 55	4	10
18	ASCAR	July 55	1	10
28	Soil and Water Conservation Service State of Rio Grande Sul	Jan 57	3	3
2	ANCAR	Nov 54	2	2
32	Animal Production Division, State Secretaria of Agriculture Rio Grande de Sul	Apr 57	1	1
33	AGARES	May 57	--	1
35	SEAG	Oct 57	--	1
49	Agricultural Information Service Ministry of Agriculture	June 58		109
31	ABCAR	Mar 58	1	7
ETA	Central Office	Oct 58	--	13
			<u>17</u>	<u>166</u>

9

Assistance to Related Services One of the guiding principles of ETA is that of assisting related agencies as joint efforts to achieve common goals, so long as such assistance does not duplicate the services provided by a third organization. This principle is reflected in the activities of the division of information.

Division of Education, USOM

The ETA-ABCAR Information Center planned and installed a photographic laboratory and instruction unit for a vocational school located at Curitiba, Paraná. In addition, the division installed the offset printing equipment for the graphic arts section of the same school.

USIS

Cooperating with the U.S. Information Service the division blocked out the script and shooting schedule for a documentary film explaining the USOM Cacao program. It is planned to assist USIS in making ten more such films during 1958-59.

Federal Ministry of Agriculture.

The division provided consultation to the Information Service of the Federal Ministry of Agriculture over the year, which culminated with a project agreement with the Service.

Secretaria of Agriculture of State of São Paulo.

The division provides advice to the chief of the division of information, primarily in organization and production management.

Inter-American Institute of Agricultural Sciences. The USOM Food and Agriculture Division provided a consultant to IAIAS, Turrialba, for a two-weeks conference in which the National Project in Communications' "Train-The-Trainer" package was reviewed. Although IAIAS offered to pay local per diem, USOM/Brazil elected to bear the whole of the expense.

Pan-American Center for the Study of Aftosa

The ETA-ABCAR Center provided consultation and prepared one unit of teaching material for the Pan-American Center for the Study of Aftosa. The Center is committed

to furnish further aid in campaign techniques.

World Health Organization

The Center is in the process of preparing the consultation and printed matter for a pilot campaign to reduce the incidence of Brucellosis. This is sponsored by WHO with ETA cooperating through Project 47, a local demonstration extension unit.

FAO

The information center provided consultation to the resident farm credit advisor of FAO in the preparation for a three-months course in that field.

Development

It was envisioned in planning that the production section will become a self-contained, although well-integrated unit, requiring little outside guidance. However, it is yet necessary to recruit and train a full crew, including a management staff, and to physically remove the FA-ETA element from the scene. A great deal of physical and professional development is yet required.

The ETA Projects. The effort among the projects for the forthcoming year will be directed toward improving the program of work of the information unit and the coordination of the efforts of the several projects, particularly among those closely situated one to another.

Information Service, Ministry of Agriculture--ETA Project 49.

In June a project was signed with the Information Service of the Ministry of Agriculture. These are the specific objectives:

- a) to improve the current news service;
- b) to improve the radio education service;
- c) to improve subject matter production, including articulation with the subject matter divisions, design and distribution;
- d) to reactivate a motion picture production unit.

It is aimed to work for a very close relationship between SIA and ABCAR with

the view of increasing the service efficiency of both.

Commercial News. Nothing was accomplished with the commercial news media during the year. It appears now that only secondary assistance can be rendered during the forthcoming year. It is hoped that the newspapers will profit from the hoped-for improvement in the release service of SIA.

In addition there are efforts on the parts of three state extension projects to establish educational news services. The regular distribution of good quality releases should increase the usefulness of the recipient papers.

Unfortunately, the division has not the capacity at present to foster a professional improvement program among agricultural writers, such as could be accomplished through an active farm editors association.

Commercial Farm Radio. Commercially sponsored farm radio programs do not exist in Brazil. There appears to be no real reason why this should not succeed.

Presently, SIA has daily radio programs on a nationwide hookup. The Secretaria of Agriculture of the State of Minas Gerais produces a daily program on a high wattage transmitter. Approximately 25 municipio extension offices produce weekly programs.

The general plan of the division of information is to work for the improvement and expansion of these programs which should in turn cause farm radio to increase in popularity. Then at the proper time an attempt will be made to get a station manager, a sponsor and one of these experienced extension workers together in a commercial situation..

LG/mpc
July 1st '58