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UNITED STATES INTERNATIONAL DEVELOPMENT COOPERATION AGENCY
AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, D.C. 20523

SEP 30 1983

ORIGINAL

Mr. Ed Jaenke
E. A. Jaenke and Associates, Inc.
1575 Eye Street, N.W.
Washington, DC 20005

Re: Grant No. PDC-0230-G-SS-3173-00

Dear Mr. Jaenke,

Pursuant to the authority of the Foreign Assistance Act of 1961, as amended, the Agency for International Development (hereinafter referred to as "AID" or "Grantor") hereby grants to E. A. Jaenke and Associates, Inc (hereinafter referred to as "Grantee") the sum of \$100,840 to provide partial support of your Development Education Program as more fully described in Attachment 2 of this Grant entitled "Program Description".

The total estimated cost of the program is \$102,256.

This grant is effective and obligation is made as of September 1, 1983 and shall apply to commitments made by the Grantee in furtherance of program objectives through August 31, 1984.

This grant is made on condition that the funds will be administered in accordance with the terms and conditions set forth in Attachment 1, the Schedule; Attachment 2, entitled "Program Description" and Attachment 3, entitled "Standard Provisions", which have been agreed to by your organization.

Please sign the original and seven (7) copies of this letter to acknowledge your acceptance of the conditions under which these funds have been granted.

Sincerely,



Judith D. Johnson
Grant Officer
Services Operations Division
Office of Contract Management

REVALUATED ON PAGE 2



ATTACHMENTS

1. Schedule
2. Program Description
3. Standard Provisions

ACKNOWLEDGED:

E. A. Jaenke and Associates, Inc.

By



Typed Name E. A. Jaenke

Title President

Date October 17, 1983

FISCAL DATA

PIO/T No: 938-0230-3833018
Allotment Symbol: 343-38-099-00-69-31
Budget Plan Code: EDAA 83 13800 AG11
Appropriation Symbol: 72-1131021.3
Obligated This Action: \$100,840
Grant Manager: FVA/PVC, Beth Hogan
Funding Source: AID/W

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FUNDS AVAILABLE

SEP 20 1983

Sullivan
OFFICE OF FINANCIAL MANAGEMENT

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SCHEDULE

A. Purpose of Grant

The purpose of this Grant is to provide support for the Grantee's Development Education Program, as more specifically described in Attachment 2 to this Grant entitled "Program Description."

B. Period of Grant

1. The effective date of this Grant is September 1, 1983. The expiration date of this Grant is August 31, 1984.

C. Amount of Grant and Payment

1. AID hereby obligates the amount of \$100,840 for purposes of this Grant.

2. Payment shall be made to the Grantee in accordance with procedures set forth in Attachment 3 - Standard Provision 7C, entitled "Payment-Reimbursement."

D. Financial Plan

The following is the Financial Plan for this Grant, including local cost financing items, if authorized. Revisions to this Plan shall be made in accordance with Standard Provision of this Grant, entitled "Revision of Financial Plans."

<u>Cost Element</u>	<u>From 9/1/83 to 8/31/84</u>
Salaries	\$ 28,194
Fringe Benefits	10,826
Overhead	20,864
Consultants	24,672
Travel	6,500
Other Direct Costs	11,200
TOTAL	\$102,256
AID :	\$100,840
GRANTEE:	1,416
	<u>\$102,256</u>

E. Reporting and Evaluation

The Grantee will prepare and submit to the grant manager quarterly program reports reflecting the progress made in achieving stated goals and objectives as specified in the Program Description. These quarterly reports will include: a narrative description of the work undertaken in the quarter and the successes and/or shortcomings of the plan to date; revised work plans when appropriate; a list of materials produced or collected for use in the course of the project; and a detailed expenditure report of

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A.I.D. funds, identifying disbursements by program activity. Further guidance on the content and preparation of these reports will be furnished by the grant manager.

The first of these reports will be submitted not later than four months from the effective date of this grant, to be followed by three more reports filed at three-month interval. The fourth quarter report, to be submitted not later than 1 month from the effective date of this grant award, will include fourth quarter accomplishments and a summary of activities for the grant year.

An evaluation of the project will be submitted by the Grantee not later than two months after the expiration date of this grant.

F. Special Provisions

1. The following Standard Provisions are not applicable to this grant and are hereby deleted:

- a. 5B - "Negotiated Overhead Rates - Nonprofit Organizations Other Than Educational Institutions"
- b. 7A - "Payment - Federal Reserve Letter of Credit (FRLC) Advance"
- c. 7B - "Payment - Periodic Advance"
- d. 10B - "Procurement of Goods and Services Over \$250,000"
- e. 13B - "Title and Care of Property (U.S. Government Title)"
- f. 13C "Title to and Care of Property (Cooperating Country Title)"

2. Provision for Partially Funded AID Grant

- a. The funds provided by this grant represent partial support of the program/project as described in the Schedule of this grant, and may be used to support the costs of the program/project as specified in the Financial Plan included in the Schedule.
- b. The restrictions on the use of AID grant funds hereunder set forth in the Standard Provisions of this grant are applicable to expenditure incurred with AID funds provided under this grant. The Standard Provisions are not applicable to expenditures incurred with funds provided from non-Federal sources. The grantee will account for the AID funds in accordance with the Standard Provisions of this grant entitled "Accounting, Audit and Records".

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c. Notwithstanding paragraph (b) of the Standard Provision of this grant entitled "Refunds", the parties agree that in the event of any disallowance of expenditures from AID grant funds provided hereunder, the Grantee may substitute for such disallowance expenditures made with funds provided from non-Federal sources provided they are otherwise incurred for the purpose of this grant. At the expiration or termination of this grant, amounts of disallowance of expenditures from AID Grant funds for which a substitution with expenditures from non-Federal funds cannot be made will be refunded to AID.

3. It is agreed that the Grantee will establish a job cost subsidiary accounting system and that the Grantee will use daily time sheets to record direct labor hours worked on this grant.

4. The "Alterations in Grant" dated July 1982 and attached to the Index of Standard Provisions are incorporated into this grant.

G. Overhead Rate

Pursuant to Standard Provision 5A of this Grant, "Negotiated Overhead Rates - Predetermined", the following predetermined rate is established:

<u>Type of Rate</u>	<u>Rate</u>	<u>Base</u>	<u>Period</u>
Overhead	74%	Direct Salaries	9/1/83-8/31/84

H. Title to Property

Title to property procured under this grant will vest in the Grantee.

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ATTACHMENT 2

PROGRAM DESCRIPTION

This project seeks to improve understanding among the millions of farmers and farm oriented rural people by communicating the magnitude, nature, and consequences of the world hunger problem and its political, social, and economic impact. It will reach farm people, their organizations, and their cooperatives by bringing together rural communicators as a coordinated and effective information channel to relate the development efforts of the United States to the needs of rural America.

To assist in bringing this educational effort into focus, the project will establish a Council on World Food, Development and Trade Information. This Council will contribute to the needed coordination and leadership through the Nation's existing agricultural communication network. This network, unique to agriculture among all industries in our country, can create better, sympathetic understanding for the global involvement of the United States in food policy, rural development, and trade activities. In addition to the Council, the Extension Service and Communication Societies within Agriculture will be utilized as part of a coordinated delivery system.

Such an education and communication effort will use resources of the Agency for International Development and other organizations in the international community. The project will collect and distribute existing materials and develop new materials such as working papers, editorials, articles, radio and television programs, and speakers' kits. Materials will provide useful background information for use by the agricultural media and by farm organizations in roundtable discussions, forums, seminars, special events and conferences.

A primary thrust of the messages developed will be one of educating the target groups on the consequences of U.S. foreign development programs for long range peace and stability throughout the world. This will include an emphasis on how public and private development efforts are linked to the maintenance and expansion of export sales, a subject of particular interest to farmers and the rural community.

Equally important, the project will be designed as a long term, self-generating effort. It will develop methods to guide communicators to sources of information so that they may develop additional materials on their own. It will devote special effort to creating a workable structure that will permit the cooperating groups to continue the dissemination of useful information in the future through their own initiative. Quarterly evaluations are planned to help ensure the success of that effort.

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RATIONALE

Why the Project is Needed

Gross inequities exist among the world's people. In addition to the moral obligations presented, the resulting frustrations among disadvantaged groups suggest serious consequences for peace and world stability if corrections are not forthcoming.

These facts have not gone unreported. Since World War II, Americans have been exposed to many thousands of messages about world hunger and development. Voluntary organizations have pleaded for financial support; politicians have debated policy; academicians have sought to explain the world consequences of hunger and poverty; and, particularly during periods of famine in Asia and Africa, the print and electronic media have reported in great detail the suffering and privation.

Despite these kinds of exposure, this country has never had a successful concerted, consistent, and long range attempt to educate the public about the magnitude of world hunger, its social, political, and economic consequences, and the need to carry out major public and private development programs. In a time when crisis politics seems to be the rule, Americans have difficulty focusing on long range international problems, such as the tensions between the haves and the have-nots, which in the longer term may have more serious implications.

Public opinion polls show that few Americans have given much thought to the social, political, and economic consequences of international food programs and policies. Few are aware of the scope and importance of overseas development projects, public and private. Even those involved in international trade have not for the most part recognized the relationships that exist among food policy, development projects, and trade. As a result, while our people have supported programs to ship surplus commodities to the less developed countries, they have been less eager to support economic development abroad.

In a time of grain surpluses, declining food exports, and crop reduction payments to farmers, it is especially difficult to create concern and understanding relative to world hunger. Nevertheless, it is in America's economic interest that the public -- especially farmers -- understand and recognize the potentials for development, if only because a prime method for expansion of U.S. export markets lies in an intensification of development efforts. Already, 41 percent of U. S. agricultural exports go to developing countries.

It is highly important for overseas development programs to have the support of American agriculture, because farmers' interests are directly affected by these programs, because agricultural institutions will have a major role in their success, and because governmental policy making is sensitive to farmer attitudes. Farmer and rural support is essential if the United States is to undertake an overseas development program of sufficient size and duration to make a meaningful global impact.

At the same time, an educational program directed at farmers requires special wisdom and care. Many farmers feel that they were misled by the national outcry over world hunger during 1972-74. They believe that their government overreacted and encouraged overproduction that quickly depressed U.S. market prices and still does. Also, many U.S. farmers are convinced, as a result of the 1980 embargo and subsequent events, that the nation is all too willing to sacrifice agriculture's economic interests to U.S. foreign policy objectives.

Farmers correctly view themselves as humanitarian people willing to support hunger causes through their churches and civic organizations. They are therefore quite sensitive to being portrayed as getting paid for crops they don't produce while the rest of the world is starving. They are likely to be critical of a non-farm public that recognizes hardship in other countries but is not willing to pay the U.S. farmer a price high enough even to cover costs of production.

Finally, these concerns are magnified by the suspicion among farmers that successful efforts to strengthen the economies of developing countries may ultimately result in reduced export opportunities for U.S. products.

Nevertheless, farmers increasingly understand that they live in an interdependent world food economy. They are, for the most part, willing to compete on a fair basis with producers everywhere. They tend to sympathize with farmers in other countries and identify with their efforts to improve production. U.S. farmers have a history of supporting agricultural assistance programs through people-to-people and farmer-to-farmer efforts carried on through 4-H Clubs, farmer organizations and voluntary organizations. One example, the International 4-H Youth Exchange (IFYE), is now 35 years old.

Consequently it will be possible to achieve among farmers a greater sympathy for and understanding of world development needs, provided the effort is carried out in ways and through leaders that take full account of the attitudes and sensitivities of farmers in the 1980's. Farmers will listen to logical arguments that relate economic development in other countries to world economic growth and benefits resulting from expanded trade. They can be persuaded by logic and fairness.

Such an effort is what this project intends to provide.

This project will provide educational materials to farmers and the agriculturally related community on three levels. They will: (1) describe the magnitude and consequences of hunger on world peace and stability; (2) explain to the rural community the need and means by which both public and private development programs can address the world hunger and food problem; and (3) of particular importance to rural people, explain how such efforts benefit them.

The first topic requires an understanding of the consequences of failing to deal with the growing gap between rich nations such as the United States and the lesser developed nations which currently have so little to offer their people. Explanations of the second and third topics must immediately address the question of direct benefits, facing head on the popular myth that development programs reduce reliance on imported U.S. foodstuffs.

Nowhere is understanding more necessary than in the agricultural cooperative community; this project will take particular account of that fact. U.S. agricultural cooperatives must conduct development work, on a significant scale, as a part of their long range effort to expand their export markets; a fact already recognized by some cooperative leaders. This recognition among cooperative leaders needs to be encouraged and it is especially important that these leaders be supported by well-informed, internationally literate farmers.

Methodology and Thematic Treatment

Agriculture in America is well organized through public and private institutions, with interests that range from education, research, and broad policy issues to highly specialized commodity enterprises closely related to marketing and regulatory activities. Several youth groups have a history of close involvement in educational efforts within agriculture, not solely to train young people but partly as a means to reach adults with new information and technology.

This project recognizes that no other industry in the United States contains such a specific, industry-oriented mass media or communication system. Indeed, there are few comparisons to it anywhere in the world.

All states have at least one commercial magazine devoted entirely to agriculture; several regional magazines provide information relating to the commodities grown in those specific regions; one nationally oriented magazine claims a circulation of more than 3 million farmers.

Many metropolitan newspapers employ editors and reporters who handle nothing but agricultural news. Thousands of weekly newspapers rely heavily on information about agriculture provided by the farm organizations, educational and cooperative institutions, and the Federal government. Electronic media -- radio and television -- provide reports on markets and crop conditions as often as twice daily. Daily and weekly programs devoted solely to agriculture are not uncommon.

Each of agriculture's organizations or institutions helps keep the rural community informed and aware of developments that are important to rural America economically, sociologically, and politically. All of them provide materials to the agricultural media. All provide effective means for discussion and dialogue, political involvement, and managerial and marketing information. These kinds of events receive thorough coverage by the agricultural media.

The central challenge, then, becomes one of developing a message and a delivery system to make it known and understood that private and public overseas development leads to higher levels of trade in the interests of U.S. agriculture -- as well as supporting humanitarian and peace-making objectives, to which we all subscribe.

This project can provide the necessary leadership by developing a mechanism for distributing information to the agricultural media as well as to the farm organizations, institutions, and cooperatives engaged in agricultural pursuits. It is essential that they be reached, for they constitute a body of communication gatekeepers to America's farm public. Without them, it would be impossible to target information to farm people efficiently and within reasonable costs. One solution is to bring into the planning a group of leaders from the agricultural media, who are totally attuned to the interests and attitudes of their farmer audiences.

The principal mechanism for that involvement will be a Council on World Food, Development, and Trade Information. With their special abilities and talents, members of the Council will be able to (1) guide the planning into channels that will be acceptable to farmers, and (2) through their own participation, give added strength, momentum, and credibility to the entire effort. While the Council will be asked to contribute to the planning phase of the project, its principal role will be one of facilitating the communication process.

The Council will bring together communication and information officers representative of many kinds of agricultural organizations and will encourage their involvement in the planning, production, and use of educational materials to be transmitted to rural people. It also will encourage long range interests and commitments over a period of years so the organizational leadership itself could continuously stress public understanding of international activities.

The project contractor will design and orchestrate immediate efforts and provide the link between the Agency for International Development and rural audiences by directing useful information to the communication channels that are open to both agricultural organizations and audiences.

PARTICIPATION

...to Increase the Multiplier Effect

Membership of the Council would come primarily from the professional agricultural communication societies listed below. Most agricultural communicators belong to one or more of them:

American Agricultural Editors Association (AAEA)
Agricultural Communications in Education (ACE)
Agricultural Relations Council (ARC)
National Association of Farm Broadcasters (NAFB)
National Agricultural Marketing Association (NAMA)
Independent Editors Association (IEA)
Newspaper Farm Editors of America (NFEA)

Four of the communication societies enable relatively easy access to special target groups, influential in the rural community:

ACE is comprised of 700 land-grant college and U.S. Department of Agriculture members who reach into every county of the country and are consistent and successful providers of information to the rural mass media. Their institutions are particularly interested and involved already in development work abroad.

ARC includes a membership of 250 public relations representatives from agribusiness. These people buy advertising in the national farm media, promote special commodity and equipment enterprises, and are closely allied with all other organizations within agriculture's culture.

NAMA's members are managerial and marketing officials from agribusiness. They administer agrimarketing and communication programs -- including advertising and public relations -- work closely with clients in agriculture and its marketing and processing elements. In connection with their business-oriented activities, they frequently hold positions of influence on land-grant university boards and non-profit organization advisory groups.

CEA's members belong to farm cooperatives. They administer and manage the editorial and public relations activities for cooperatives which publish some 2,500 cooperative magazines and newsletters, produce press releases and other materials for the mass media, write speeches for the administrators of the cooperatives, and have extensive contact with their members.

Active membership of the other three societies consists of practicing, commercial agricultural communicators.

AAEA membership consists of editors and writers of the hundreds of farm magazines throughout the country who traditionally and frequently report trade and export issues.

NAFB membership includes 75 broadcasters who consistently and actively produce radio and/or television programs over commercial stations. They are heavy users of all kinds of agricultural information.

NFEA has in its membership some 55 newspaper farm editors who daily or weekly report all topics important to agriculture for the major metropolitan or small city daily newspapers for whom they work.

All of these societies permit associate memberships. As a result, many communicators from the land-grant universities, farm cooperatives, farm organizations, agribusiness, state departments of agriculture, and the U.S. Department of Agriculture belong to the commercially oriented societies; and many commercial media representatives hold memberships in ACE and APC.

Not only do these societies conduct meetings of their own but their members also exert considerable influence in the planning of activities and events held by their employers. All members manage or administer communication programs, write and edit, produce radio-television materials, or prepare audio visual presentations either for their respective organizations or for their organizational constituents or clients and the farm and general public.

Implementation -- A Developmental Strategy

The project will plan, orchestrate and manage the educational effort by distributing materials that will be used by the agricultural media and farm organizations to reach the millions included in the farm and farm-oriented audience.

The project will generate new and imaginative materials (brochures, papers, op ed articles, radio tapes, etc.), designed specifically to appeal to farm and rural citizens. Existing resources also will be recommended for use by the media and by members of the Council.

For instance, an initial effort will be made to identify existing sources of information that would be useful in providing background material for editors and writers to use in developing their own articles and editorials. A bibliography of items will be produced with a list of existing public information offices, such as those in AID, the U. S. Department of Agriculture, and other development groups where resources are available.

Materials will define the magnitude of the world food problem; explore the consequences to national security; examine the long range effects of relations between rich and poor nations; document the relationships of development to improved trade; provide background on economic benefits -- and constraints; make comparisons between U. S. and other national development efforts; explain successful ventures and those that failed; and develop discussions to meet the long range concerns of our different kinds of producers.

The target audience will be the farm and rural community, as reached by farm broadcasters, farm editors, and agricultural leaders of agribusiness, the Extension Service, cooperatives, and other groups.

Several approaches to the distribution of a message will be used. For instance:

1. Project would send message direct to mass media.
2. Project would send message to a state Extension Service or Cooperative Editor for localizing and further distribution to media.
3. Project would send message to all or selected communication societies for further distribution to organizations and/or media.

Educational materials could be placed in the agricultural press without the help of a Council, but its use can be improved with the help of a Council of communicators which would sanction materials and would have a role in planning and developing some of them. We anticipate the creation of an effective Council, which will eventually become self-perpetuating, will be extremely important to this project. But the work of the project, particularly in the early phases, is not wholly dependent upon or limited to the existence of an active, full-fledged Council.

Communication activities will have a two-pronged effect, allowing both outreach and interaction with audiences. The list below suggests these kinds of activities:

COMMUNICATION

Outreach-----	Interaction
1. Working Papers	1. Speakers Bureau
2. Editorials	2. Round Table
3. Trade Association Lists	3. Forums
4. Articles	4. Seminars
5. Taped Radio/TV	5. Talk Shows
6. Speakers Kits	6. Teleconferences

Other possibilities for specific message material that would be useful to broadening the scope of the project include:

* An invitation to farm organization and industrial leaders to participate in the objectives of the project.

* A summation of present development work sponsored by the United States, other countries and non-government organizations.

* A collection of various items relating to the project objectives, packaged in kit form, for presentation to all professional society members so that they might be fully informed of the project and its activities.

A specific opportunity presents itself in 1984 when five of the communications societies will conduct a joint meeting in Washington, D. C. to be called the First Agricultural Communication Congress. Planners already are promoting a number of activities that will involve the Washington international community. This project will endeavor to reach through the Congress a large number of key communicators who can extend and multiply the message they receive after they return to their respective organizations and day-to-day jobs.

Outreach and interaction to farm organizations offer many advantages and possibilities. For instance, both the Future Farmers of America and the 4-H Clubs have national meetings annually, attended by thousands of youngsters. The project will encourage these, and similar groups to prepare exhibits for their meetings and invite speakers from AIC and other international groups to address their members.

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An overall strategy of the project will be to encourage organizations and institutions to develop their own activities by providing them with ideas as to how they can more effectively access sources of information on their own initiative. Such an approach will create involvement and have a more useful impact. As the groups represented by Council members originate and develop their own miniprograms, objectives would remain within the overall umbrella of the project's direction. Such an approach would encourage continued discussion and dialogue on international development matters long after the project funding period ends.

It is essential that the project leave with Council members, the farm media, and farm organizations the knowledge that AID itself is a valuable educational resource for information about food, development and trade topics. In that way, AID and the rural community would receive mutual benefits through their future exchanges of information and knowledge.

