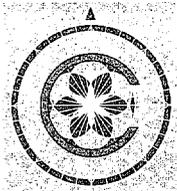


PD-ABP-234
a4374



CHEMONICS INTERNATIONAL INC.

1995 08 24 13

PUBLIC EDUCATION FOR ECONOMIC REFORM
AND STABILIZATION TASK ORDER

FINAL REPORT

Contract # EPE-0005-I-00-5029-00

Task Order # 2
August 1995-September 1996

Submitted to:
U.S. Agency for International Development

Submitted by:
Chemonics International Inc.
and
Ogilvy Adams & Rinehart

July 24, 1997

A

TABLE OF CONTENTS

		Page
ACRONYMS		i
EXECUTIVE SUMMARY		iii
SECTION I	INTRODUCTION	I-1
	A. Statement of Objectives	I-1
	B. Commission on Economic Reform in Macroeconomic Reform and Stabilization	I-2
	C. Project Benchmarks	I-2
SECTION II	PROJECT IMPLEMENTATION STRATEGY	II-1
	A. Attaining the Project Goals	II-1
	B. Public Opinion Research	II-1
	C. Themes	II-3
	D. Mass Media	II-4
	E. Targeted Communications	II-6
	F. Information Support	II-7
	G. Team Structure/Staff	II-9
	H. Selection and Role of Subcontractors	II-10
SECTION III	PRINT MEDIA	III-1
	A. General Newspaper Supplement	III-1
	B. Press Relations	III-4
SECTION IV	NATIONAL TELEVISION	IV-1
	A. Background	IV-1
	B. Choice of Stations	IV-1
	C. Working with Subcontractors	IV-2
	D. Information Development	IV-3
	E. Training	IV-3
	F. Challenges	IV-3
	G. Summary of Accomplishments	IV-3
	H. Production and Reporting Quality	IV-4
	I. Audience Feedback	IV-4
SECTION V	REGIONAL TELEVISION	V-1
	A. Background	V-1
	B. Choice of Regions	V-1
	C. Working with the Subcontractor	V-2
	D. Information Development	V-2
	E. Training	V-3

	F.	Challenges	V-3
	G.	Summary of Accomplishments	V-4
	H.	Production and Reporting Quality	V-4
	I.	Regional Capacity to Produce News	V-5
	J.	Audience Feedback	V-5
SECTION VI		NATIONAL RADIO	VI-1
	A.	Background	VI-1
	B.	Choice of Stations	VI-1
	C.	Working with the Subcontractor	VI-1
	D.	Components and Promotions	VI-2
	E.	Training	VI-2
	F.	Challenges	VI-2
	G.	Summary of Accomplishments	VI-3
	H.	Audience Feedback	VI-3
	I.	Effect on Russian Radio	VI-4
SECTION VII		TARGETED COMMUNICATIONS PROGRAMS	VII-1
	A.	Background	VII-1
	B.	General Seminars	VII-1
	C.	Business Supplement	VII-4
	D.	Direct Mail	VII-5
	E.	Informational Bulletin	VII-7
	F.	Journalist Training	VII-8
	G.	End-of-Project Seminar	VII-8
SECTION VIII		DELIVERABLES AND BENCHMARKS	VIII-1
	A.	Deliverables	VIII-1
	B.	Benchmarks	VIII-1
	C.	Results	VIII-3
	D.	Other Evidence of Audience Impact	VIII-7
	E.	Public Education Support and Economic Reform Policies of GoR	VIII-8
	F.	Contribution to USAID Results Framework	VIII-9
SECTION IX		LESSONS LEARNED AND RECOMMENDATIONS	IX-1
	A.	Lessons Learned	IX-1
	B.	Recommendations for Further Public Information Work on Economic Reform and Stabilization	IX-4
SECTION X		FINANCIAL SUMMARY	X-1
ANNEX A		PRESS RELATIONS	
ANNEX B		REGIONAL TELEVISION PROGRAMS	
ANNEX C		RADIO PROGRAMS	
ANNEX D		FINAL PUBLIC OPINION SURVEY	

ACRONYMS

AIA	Association for Information Agencies
EBRD	European Bank for Reconstruction and Development
EFF	Extended Fund Facility
GDP	Gross Domestic Product
GKI	State Property Committee
GoR	Government of Russia
IMF	International Monetary Fund
MCG	Moscow Consulting Group
NEP-TV	New Economic Politics Television
NGO	Nongovernmental Organization
ORT	Russian Public Television
RF	Russian Federation
RFP	Request for Proposal
RTR	Channel Two Russian Television
USAID	United States Agency for International Development

EXECUTIVE SUMMARY

A. Background

The objective of this comprehensive year-long public information and education program was to help the Government of Russia raise public and specific groups' awareness and understanding of the country's economic stabilization and structural reform program. The public often does not understand the complex economic programs the Government implements, or that such programs are mandated by multilateral agencies such as the International Monetary Fund (IMF). These programs can require painful changes in the short term, for example reducing state-provided social benefits, in exchange for long-term benefits such as low inflation.

The task of a public education and information campaign in support of this type of program is to explain to the mass population, decision makers, and the mass media the long-term benefits and opportunities of a free market economy as they relate to individual and national well-being. Through powerful tools of mass media, targeted educational programs, and information support to the Government, the messages developed by the Chemonics Communications Team (the Team) reached millions of households throughout Russia, educating them on macroeconomic and structural reform and helping to create stakeholders in Russia's new market economy.

Using common themes and issues to express messages, the Team used the following tools to promote support for economic reform programs:

- National and regional television programs for the general public
- National radio programs for the general public
- National newspaper supplements for the general public
- Educational seminars aimed at the business community, journalists, and local government officials
- Regional newspaper supplements aimed at the business community
- Direct mail aimed at local government officials, journalists, and academics

Our strategy in implementing this campaign was to maximize the use of Russian talent. This was beneficial for two reasons. First, by working with Russian individuals and institutions, we enhanced the institutional capacity of Russian media professionals and organizations. Second, we minimized the cross-cultural communication problems and maximized the impact of our programs as these professionals also served as a way to test that our messages would be received and understood as intended.

Because of this strategy, the project used some 600 person-days of expatriate labor compared to just over 6,500 person days of local labor: a 10-1 ratio. In addition, all our mass media activities and public opinion research were subcontracted to local firms. This represented just over one third of the \$3.95 million budget.

B. Results

This public education task order exceeded its requirements by a considerable margin. In terms of deliverables, the Team consistently met or exceeded project requirements without additional costs to the task order. For example, the task order required 65 hours of television and radio programming, while the Team delivered more than 100 hours. Likewise, instead of the 6 general newspaper supplements called for under the original work plan, the Team published 19.

The task order also included targets, or benchmarks, to measure changes in public opinion. These benchmarks—USAID's first attempt to use such measures on a public education activity—were set to encourage the highest level of performance. Of course, changes in public opinion cannot be attributed to our efforts alone. However, we did measure some very positive changes in public opinion during the life of this contract. For example, there was a 32 percent increase in the number of people who understand that payment of wages was not the sole responsibility of the Government, and a 38.4 percent rise in the number of people who understand that the economic stabilization program is paid for in large part by international financial assistance.

Two findings became evident during the task order. First, a majority of the population has accepted the permanence and irreversibility of the transition to market-oriented macroeconomic policy. Second, a strong plurality supports the market-oriented notion of the macroeconomic reforms. The reaction to the targeted communications program also demonstrated an increased understanding of the roles and responsibilities of key stakeholders, such as enterprise directors, small businessmen, and representatives of local economic policy making bodies, and their ability to participate in economic policy making and the economy at large.

We were also successful in institutionalizing some of our programs on a commercial basis. For example, when our project ended, Europa-Plus radio station was negotiating with the radio producers we worked with to develop a personal economics program modeled on our "Kopeka" program. For some time after our contract with them ended, *Trud* continued to publish a supplement on economic issues using materials we provided them. Two of our staff members obtained a grant from the Eurasia Foundation to publish a book based on the materials developed for our seminar series.

While it is difficult to accurately assess the impact of this task order on the success of the Government's economic stabilization program, our work has been an inseparable and invaluable complement to the Russian Federation Government's program of successful macroeconomic reform. During the year the project was implemented (Fall 1995-Fall 1996), inflation in Russia fell below 1.2 percent per month, and the ruble was stable and predictable. These achievements required disciplined economic policies, and the support and participation of the mass population and the sectors of business, finance, and local and regional Government. Helping the Government to garner this support was the purpose of this task order.

SECTION I INTRODUCTION

Russia's initial wave of privatization ended in the summer of 1994. To build on this step, the Government of Russia implemented policies promoting economic reform and stabilization, and sought to develop an environment conducive to the success of the privatized enterprises and the transition to a market economy.

Economic policies to achieve a market-oriented environment began in early 1995 with the issuing of a tight budget policy, the development of the ruble corridor, and other reform policies. On February 22, 1996, the Government and Central Bank of Russia announced a three-year economic stabilization program. The program expanded on the tight fiscal and monetary policies and trade and energy sector liberalization initiatives that formed the basis for a 3-year, \$10.2 billion extended fund facility (EFF) credit from the IMF. Through May of 1996, Russia successfully met the monthly and quarterly targets under the IMF program.

To ensure public support for these policies—policies that are important to the long-term success of the Russian economy but often painful in the short term—the Government requested a project from USAID that would inform the public and target groups about these policies and help them grasp their significance through teaching about macroeconomic principles.

A. Statement of Objectives

USAID's public education task order was intended to support Russia's economic reform policies, and thereby help to preserve achievements of the mass privatization program and of USAID assistance projects of the past two and a half years. Thus, it was critical to expand public education assistance to address the following issues:

- Relationship between monetary and macroeconomic stabilization
- Structural reform and the well-being of the population
- Price stability
- Strengthening of the ruble
- International financial assistance and economic growth

On August 21, 1995, USAID issued a task order to the Chemonics Consortium to undertake a public education campaign using mass media and targeted communications tools to address the above issues. Per the task order, the public education program had the following objectives:

- To implement a program of public education in Russia to raise the general awareness of macroeconomic aspects of the national reform program
- To implement issue-specific communication strategies in support of macroeconomic stabilization and structural reform, which will increase awareness among target groups in Russia and increase their support for the national economic reform program

- To deepen public and opinion leader understanding of the economic reform process, thus building support for these policies and furthering the development of a business environment supportive of private sector growth and broad economic reform
- To develop the institutional capacity of Russian media professionals and organizations as well as the institutional capability of the Commission on Economic Reform and Macroeconomic Stabilization to develop materials communicating macroeconomic concepts in the framework of a market economy

B. Commission on Economic Reform in Macroeconomic Reform and Stabilization

The Commission on Economic Reform, founded by Government of Russia Resolution #46 on January 16, 1995, was our counterpart for this task order. The Commission is comprised of representatives of the ministries and federal agencies involved in implementing economic reforms in Russia. The chairman of the commission is the first vice-premier of the Government of the Russian Federation (Anatolii Chubais held this position during the first stage of the project and Vladimir Kadannikov during the second stage).

Arkady Yevstaviev, then-media relations advisor to the Commission, and Sergei Vassiliev, deputy minister of economy and deputy chairman of the Commission, represented the Government's interest in this project. The Communications Team (the Team) coordinated closely with Messrs. Yevstaviev and Vassiliev to ensure that the public information campaigns effectively communicated Government positions and issues consistent with Government actions and in support of reform policies.

C. Project Benchmarks

This section presents the issues we addressed in the task order, followed by their corresponding benchmarks in italic text.

C1. Budget

The Government had to maintain a tight budget to combat inflation and create an environment of macroeconomic stability. This required reductions in many social programs. Naturally, the public did not support these reductions, and it was our goal to educate the population on the long-term benefits of reduced inflation and economic stability to show how reductions in Government expenditures are in the people's long-term interest.

We educated the public and businessmen about the state budget to reduce pressures for increasing state spending. For the general public, we explained the link between a tight budget and lower inflation, and explained the benefits of low inflation. For the business community, we used the same information and arguments but demonstrated how businesses can benefit and achieve success by adapting to the new market environment and how they are sure to fail if they do not. For both, we made the link between a Government's budget and a personal budget, and stressed the importance of living within one's means. We also explored issues of inflationary and noninflationary spending, particularly how Government spending is partially financed by new Government obligations.

The budget benchmarks were intended to measure the impact of our public education campaign on the public's understanding of the state budget. In addition to improving the understanding of the budget in general, we were also aiming to counter misconceptions, including that payment of salaries is the responsibility of the state, that a large state budget implies a healthy economy, and that the costs of the monetary stabilization program were reducing state funds available for other needs (i.e., pensions and salaries). The task order benchmarks relating to the budget are as follows:

50% improvement in the following public perceptions:

- *That the state budget only pays the salaries of between 30 and 40% of the population, with the remainder of salaries being the responsibility of fully private enterprises*
- *That the size of the state budget is not a direct correlation to the economic well-being of the nation, but that instead a number of economic indicators must be taken into account in determining economic well-being*
- *That the state budget is not financing the monetary stabilization program*
- *That it is important to strictly adhere to the terms of a pro-market reform state budget*

C2. Inflation

Reducing inflation has been one of the greatest successes of the reform program. Inflation fell sharply in 1995 in line with the Central Bank's and Government's commitment to fiscal discipline. Monthly inflation averaged 7.3 percent in 1995, falling from a peak of 18 percent in January to 3.2 percent in December of 1995. On an annual basis, inflation in 1995 totaled 131 percent (down from the 215 percent registered in 1994). By the end of July 1996, average monthly inflation for the year had fallen to 2.2 percent.

To reduce inflation the Government must adhere to a strict budget and minimize inflationary spending. This means ending programs with strong constituencies. To provide the Government with a popular basis for countering these interest groups, we educated the general public about the causes and effects of inflation, and the long-term benefits of reducing it. We explained concepts of fair pricing and the impact of inflation and monetary stabilization on such things as consumer demand, pricing, and purchasing power.

The inflation benchmarks were intended to measure the impact of our public education campaign on the public's understanding of inflation. This included educating people on the relationship between money supply and inflation, explaining why a tight budget limited inflation, and explaining why that is important to average citizens, especially those on fixed incomes. In addition to improving the understanding of inflation, we were aiming to counter the misconception that privatization fuels inflation. The inflation benchmarks in the task order are:

50% improvement in the following public perceptions of the causes and effects of inflation:

- *The relationship between the control of money supply and inflation*

- *The relationship between budgetary revenue sources and inflation, namely, the difference between inflationary and non-inflationary budgetary revenues*
- *The relationship between privatization and inflation, specifically, the role that subsidies to non-privatized enterprises play in fueling inflation*
- *The effect of the "inflation tax" on the mass population, and particularly those on fixed incomes, in terms of price increases, devalued savings, devalued wages, and decreased purchasing power*

C3. Monetary Stabilization

In 1995, many banks and other financial institutions were profiting from an unstable ruble. When the government instituted policies that began to allow the ruble to stabilize, these organizations resisted. This resistance was fueled by a misperception that the ruble stabilization program was funded at the expense of social programs. By helping the public understand the benefits of ruble stabilization and debunking the misperception of its relation to other governmental programs, we helped the Government maintain the popular support needed for the success of the ruble stabilization program.

Despite pressures from the banking community, ruble stabilization has been a success story of the Government's reform program. After the 1-day drop of 22 percent in October 1994 and further depreciation through April, the Government employed a currency corridor to increase ruble stability and dampen inflationary expectations. Since the introduction of the ruble corridor, the ruble has depreciated slowly in nominal terms, but in real terms appreciated 40 percent in 1995 and 2 percent in the first half of 1996.

The monetary stabilization benchmark was aimed at measuring the impact of our public education campaign on the public's understanding of the benefits of stable currency, and of the Government's program of stabilizing the ruble by effectively pegging the exchange rate. This was intended to develop strong public support for the monetary stabilization program and counter opposition among the banking and money trading community.

50% improvement in the public understanding of the positive results of the implementation of a successful monetary stabilization program.

C4. Privatization and Inter-enterprise Debt

Inter-enterprise debt caused a serious economic and public confidence problem in Russia: the nonpayment of wages. It sparked many debates among top economists, which led to the adoption of a new budget policy at state-owned enterprises in spring and summer 1996 and helped state-run companies solve their payroll problem. It did not affect private and semiprivate enterprises.

According to Government statistics, almost 120,000 enterprises have been privatized in whole or in part, representing 75 percent of manufacturing enterprises and 85 percent of manufacturing output. More than 80 percent of Russia's industrial force is now working in privatized or quasiprivatized firms. The Federal Government's portion of the cash privatization

program began in the Fall of 1995 after substantial delays. The loans-for-shares portion of the program has proven controversial, and the entire privatization program is currently under review.

The general public perceives the payment of wages to be the sole responsibility of the Government and does not understand that in many cases enterprises are responsible. The focus of our program was to educate the public about the mechanisms of inter-enterprise debt, and explain that individual private enterprises, not the Government, are responsible for the nonpayment of wages to their employees.

This benchmark, similar to one found with the budget benchmarks, aims to measure the impact of our public education campaign on informing the public of the causes and effects of inter-enterprise debt and its relationship to the state budget, and demonstrate that the state is not solely responsible for the nonpayment of wages.

30% improvement in the public understanding of the non-payment of wage issue, specifically clarifying who is responsible for the non-payment of wages, tied to the larger picture of the causes and effects of inter-enterprise debt and the state budget.

C5. International Financial Assistance

The role of international financial assistance is not well understood by the public. Institutions providing this assistance often are vilified in the popular press because they must adhere to a tight budget and eliminate popular programs. Additionally, the public does not understand the role that international financial assistance has played in financing the ruble stabilization program. Our efforts, therefore, focused on combating the vilification of international financial assistance by demonstrating how it is allowing the Government of Russia to continue functioning, and improve the economy in the long run.

This benchmark was to measure the impact of our campaign on combating the public's misperception that the monetary stabilization program was financed at the expense of other programs. Indeed, the stable rate was achieved by pursuing a tight budget and monetary policy, which was supported by international assistance and selective Government borrowing. The benchmark also measured the public's understanding of the importance of international financial assistance and meeting obligations of such in achieving economic reform.

30% improvement in the public understanding of the value of international assistance for the monetary stabilization program, and the importance of meeting international debt obligations in enabling the progress of economic reform.

C6. Investment and Production

During Soviet times, economic well-being was measured by industrial production. The public has not yet grasped the importance of nonindustrial production, including services, as a measurement of economic well-being. A key message in our mass media programs was to explain the importance of these measurements to evaluating Russian economic health, and their importance to the economy. We emphasized the relationship between jobs, production, investment, monetary stabilization, inflation, investment, and privatization, and related the Russian economy to the world economy, focusing on the impact of international debt, monetary stabilization, foreign investment, and trade.

The investment and production benchmarks were aimed at measuring the reduction in the public's misperception that the level of production in heavy industry is the most important sign of economic well-being. Additionally, the benchmark was to measure the impact of our campaign on reducing the public's misperception that the means to increase domestic production is to ban foreign investment.

- *50% improvement in the public understanding that economic well-being is not only determined by investment in heavy industrial production, but also by investment and expansion of production in other sectors of the economy, including commercial and service activities*
- *25% reduction in the percentage of people advocating a ban on foreign imports as a means to increasing domestic production*

SECTION II

PROJECT IMPLEMENTATION STRATEGY

A. Attaining the Project Goals

Using the messages and formats identified through public opinion research, the Communications Team developed a program in two parts:

Mass media

- Print media
- Electronic media (television and radio development)
- Media relations
- Media library development

Targeted communications

- Educational seminars
- Direct mail
- Press support to Government of Russia counterpart entities

As specified in the benchmarks, the Team covered the budget, inflation, stabilization, nonpayments, foreign debt, and investment. The Team focused on combating misperceptions on these issues, for example, that the Government is the sole party responsible for paying salaries. The Team also worked to teach economic concepts to promote public support for the economic stabilization programs. For example, the Team sought to educate the public on what inflation means to the average citizen and the impact of the state budget on inflation.

Designing messages for the Russian context was challenging because the idea of a market economy and its theoretical basis was new to the public. Messages had to inform the mass population based on a clear understanding of its perceptions. Public opinion research led us to this understanding. Public perceptions of specific issues were identified and tested through public opinion research. This research was conducted throughout the task order to monitor the appropriateness and impact of messages.

B. Public Opinion Research

Public opinion research set the stage for message development throughout the task order. It also set the baseline for measuring achievement of results and benchmarks. Our public opinion research included two national quantitative surveys, one at the beginning of the task order and one at the end; 45 qualitative focus groups; and 50 individual 1-on-1 interviews (originally 150, but later changed to 50 in an Amendment). During task order design, the Team estimated the amount of qualitative public opinion research needed to respond to crises such as Black Tuesday. As it turned out, there were few economic policy crises throughout the year. Thus, the number of one-on-one interviews was reduced from its original estimate.

The research was conducted in three rounds. The first round of qualitative research (24 focus groups) was done in late October and early November 1995. This research provided information for developing messages and for designing the quantitative survey questionnaire. The second round consisted of the first national quantitative survey, and the third and final round

consisted of 21 focus groups, 50 1-on-1 interviews, and the second national quantitative survey. The final qualitative research was used as input into the end-of-project seminar and manual. The quantitative research measured the change in public opinion over the period of the task order, thus also measuring our performance on the projects' tangible results and benchmarks.

B1. Qualitative Research

In 45 focus groups and 50 1-on-1 interviews, our qualitative research was used to test messages and identify issues. In October, Moscow Consulting Group (MCG) conducted the first round of public opinion research with 24 focus groups in Moscow, St. Petersburg, Volga Valley, and Northern Siberia. The groups measured the level of public perception on the following:

- Relationship between state budget and economic stability
- Relationship between privatization and inflation
- Relationship between monetary stabilization and the development of a market economy
- Magnitude and effect of the inter-enterprise debt crisis
- Impact and importance of international debt and financial assistance on the development of a market economy, and the obligations this assistance entails

An additional 21 focus groups and 50 1-on-1 interviews (second round) were conducted in May. This qualitative research was designed to examine two public attitudes: 1) the public desire for information related to macroeconomic policy, and expectations and perceptions relating to future Governmental macroeconomic policy; and 2) the effectiveness of macroeconomic policy.

Analysis of the research findings indicated that a majority of the population had accepted the permanence and irreversibility of the transition to market-oriented economic policy. In addition, a strong plurality supported the market-oriented nature of economic reforms. The findings also show that the population needed more specific and personally practical economic information, and that the basis of macroeconomic reform, however flawed, had been accepted.

B2. Quantitative Research

The quantitative research (two national surveys) served two purposes: 1) to identify misconceptions that needed to be addressed; and 2) to establish the baseline and measure performance against benchmarks.

In January 1996, MCG conducted the first national public opinion survey. The survey was conducted in 105 Russian cities and villages, and included 1,802 respondents demographically and geographically consistent with the population makeup. The survey was in nine parts: financial stabilization, inflation, budget policy, international financial assistance, "what is to be done?" to revive the economy, a general assessment of the situation in the economy, new concepts of production, family economics, and channels of information.

Overall, the population took a positive view of economic stabilization. When the policy of macroeconomic stabilization was examined in more detail, support dropped, but opposing views

rarely dominated. In addition, an encouraging 35 to 40 percent of the population supported anti-inflation methods, price liberalization, enterprise restructuring, and reduction of public investment and subsidies.

In July 1996, MCG conducted the second national quantitative survey, which monitored changes in public opinion over the life of the task order. This survey was conducted in the same locations as the initial quantitative survey, and included 1,754 respondents.

The results of the final public opinion survey are explained in Section VIII of this report. The research demonstrated the following:

- A majority of the population has accepted the permanence and irreversibility of the transition to market-oriented macroeconomic policy
- A strong plurality supports the market-oriented nature of macroeconomic reforms

These findings show an important shift in public opinion. Over the past four years, the public supported market-oriented reforms based on its opposition to communism as a discredited concept. Today, public support for macroeconomic stabilization is based on an understanding of current policies and an ability to apply them to individual well-being.

C. Themes

Three phases emerged in response to the country's political climate. The first phase included such themes as the need for a strict 1996 state budget and monetary stabilization, the causes and effects of inflation, the effect of the country's economic development on personal economic development, misconceptions about privatization, definitions and effects of foreign and domestic investment, and causes and effects of economic stabilization.

The second phase narrowed the themes to five areas: low inflation, stable currency, controlled state budget, rights of private ownership, and an expanded definition of production. In early 1996, when privatization architect Anatolii Chubais resigned from the Government, economic themes were devoted to defending and protecting the gains of the economic stabilization policy and other economic reforms rather than to promoting their merits.

In the third phase, seven themes were developed from MGC's spring 1996 public opinion research results: budget and nonpayments, definitions of production (as an indicator of the gross domestic product), private ownership and inflation, purchasing power and stabilization, price controls, taxation, and enterprise restructuring. During this phase, emphasis was also placed on the postelection macroeconomic strategy of the Government.

Four underlying messages were consistently disseminated through the program, regardless of the subject:

- Economic stabilization is currently occurring in Russia
- Economic stabilization has positive effects on the population's lives
- Economic stabilization depends on a tight budgetary policy that fights inflation

- To accurately reflect the improved state of the Russian economy, the definition of production must be expanded to include other economic sectors and activities

D. Mass Media

Mass media is the most effective way to communicate with the public, and in this project, the scope of media was unparalleled. The Team's mass media program was in three parts: print media, television, and radio programs. A massive undertaking, the program included local productions in more than 25 regions, and national radio and television broadcasts of more than 500 programs, or nearly 6,500 broadcast minutes throughout Russia in little more than 6 months.

All our mass media programs and stories educated the public, demonstrating how macroeconomic reforms had a positive and practical effect on the daily lives of the population.

D1. Print Media

Print media effectively conveys complex economic issues to the public because readers can digest issues at their own pace. The Team's activities in print media included:

- A series of general newspaper supplements in the large circulation national newspapers
- Placement of more than 200 stories on economic reform issues in newspapers and magazines, and media relations support to the Commission on Economic Reform Press Office

The main objective of placing general newspaper supplements was to give the public educational information on economics. Other objectives were to improve the quality of economic reporting by working closely with journalists, and strengthen independent media by working with an independent newspaper. In broadcast media, we aired on state channels because their reach was greater than the independent media. However, today most newspapers in Russia are privately owned, thus enabling us to print in large circulation private papers.

We designed press relations activities to make use of traditional public relations methods, including press conferences, seminars, media interviews, and press releases. These activities helped increase the demand for information on the government's economic reform programs and improve the Commission on Economic Reform's ability to deal with the media.

D2. Electronic Media

Compared with previous public information projects in Russia, this task order had an enormous impact on the *process* of regional and national broadcasting and the *quality* of television programming. While the Burson-Marsteller mass privatization information project brought economic information into Russian homes for the first time, Chemonics made economics accessible to the mass audience. Burson-Marsteller helped create a well-organized network of television and radio programs regularly broadcasting economic information. Chemonics built on this by creating new broadcast forms that were more visual and practical for Russian audiences. In the process, the macroeconomic broadcast media project trained a core of critically thinking journalists in how to create persuasive, effective programs, including how to use such innovations as natural sound, narrative structures, and internationally recognized technical standards.

Success meant not only ensuring that the 539 television and radio programs were produced and aired as scheduled within the project period. Indeed, success meant television programs winning awards for excellence, broadcast journalists using internationally accepted television standards, other Russian broadcasters adopting the format and design of these programs, and the Russian population being regularly exposed to educational stories about macroeconomics.

We mostly used state-owned stations in the mass broadcast media activities because they had access to more powerful transmission equipment. State authorities or censorship boards never censored, reedited, rejected, or otherwise interfered with the message (all economic). The Team also worked almost solely with independent production houses that were able to get the programs aired without paying for air time.

To ensure the broadest coverage, we produced and placed radio and television programs on national and regional television and radio stations. Whereas 30- or 40-second TV and radio advertising spots were successful in the initial mass public education campaigns in support of privatization, they were considered insufficient to address more complex economic reform problems. Longer (5- to 15-minute) programs allowing for more in-depth issue analysis were determined to be more effective for educating the general public.

Overall, more than 100 hours of television and radio programming were delivered under this task order. The Team produced and placed the following radio and television feature programming during the project:

- 390 minutes of **national television** feature programming (originally designed as daily 3-minute pieces on Channel One, totaling 130 features; later redefined as 24 10- or 15-minute programs)
- 5,400 minutes of **regional television** feature programming (originally designed as bi-monthly, 15-minute regional programs in 30 regions, totaling 360 programs, later changed to 360 programs in 25 regions)
- 650 minutes of **national radio** feature programming (daily 5-minute pieces on Radio Mayak, totaling 130 features)

Program style was determined early: whether regional, national, radio, or television, programs should include personal stories to allow the viewer or listener to relate the economic information to their lives. The challenge was to show people the economic processes of the new economy and how it affected them. Every economic transaction contains a story; our task was to find average citizens and have them tell those stories.

D2a. Challenges

Privatization has brought profound changes, and with them economic turmoil. Privatized television and radio stations, as well as Government stations, lack funds for equipment and staff. This often led them into agreements with independent production groups with their own resources for equipment, salary, and operating expenses. An unfortunate result of the budgetary problems has been that the country's history recorded on daily news video is being systematically erased because state-owned television stations cannot afford to archive videocassettes.

The Russian television stations that broadcast our programs were State owned. We did not pay for air time, only production, which was performed almost exclusively by independent production groups. Currently, this is the only viable means of broadcasting information to mass audiences in Russia. The State estimates there are 1.6 televisions per household, with total viewing audience in Russia of approximately 80 million households.

The project's greatest hurdle was the lack of technically trained personnel, from camera operators and sound technicians to editors and reporters. Most broadcast journalists lack basic skills in television writing and narrative structure, and programs lacked the linear logic essential for basic understanding of information. Thus, in addition to producing and airing programs, the Team concentrated on improving the production capabilities of broadcast media journalists.

Scheduling programs during the virtual year-long election season was especially challenging. Programs continually faced preemption because of election coverage. During the parliamentary elections, December 1995 was declared a broadcast blackout month, creating a moratorium on economic broadcasting. By the time of the June presidential election campaigns, our media plan was in full swing and had become part of all regional and national broadcast schedules. Personal appearances by the candidates preempted several broadcasts, but all but one were rescheduled. In radio, the presidential election worked to our advantage. With so much programming devoted to the candidates, our morning "Kopeka" program grabbed attention for its personal and practical features about the economy—a welcome relief from campaign news.

Difficulties also arose because of the lack of preproduction time available to the project. Due to the short timeframe and extensive deliverables, the broadcast media component did not include enough time for information development and journalist training at the beginning of the project. Thus, we were simultaneously training broadcast journalists and developing information even as the first shows began to air.

Another challenge was to maintain quality and content control over programs that were produced across 25 regions and on national television and radio. Our job was to create formats for all broadcast media that could also be adapted regionally. In some regions, few independent experts were available to interview because the local administration opposed the economic reform process. These so-called "red" regions, including Kemerovo, Krasnoyarsk, and Kursk, lacked local experts and economists, reform-minded academics, or other independent resources.

Russia's broadcast media culture also posed a challenge. Most news and economic programs were long interviews ("talking heads"), preceded and followed by a brief introduction and conclusion. There were no quality standards for television news or documentary programming, and no basis for understanding that well-produced programs included excellent writing, editing, and visuals. Russia was not without excellently produced programs, but these likely were Soviet documentary films rebroadcast on television.

Ultimately, the Team overcame these challenges, fulfilled and exceeded the deliverables outlined, and saw significant improvement in quality of programs over the life of the project.

E. Targeted Communications

The targeted communications program was intended to provide in-depth information to specific audiences, including those with a stake in economic reform, opinion leaders from the

Government, and the private sector. The target audiences included local government officials, businessmen, bankers, journalists, and academics.

To deliver targeted educational, reference, and resource materials to opinion leaders and stakeholders, we used regular direct mail, educational seminars, and newspaper supplements. The following activities were carried out under our targeted communications program:

- 12 educational seminars to educate opinion leaders, economic sector leadership, and regional and local government officials. These built constituencies and encouraged participation in support of economic reform and stabilization.
- 12 business newspaper supplements aimed at small businessmen that communicated the impact and benefits of economic reform policies on them and encouraged their participation in the decision making process.
- 6 direct mail packages of educational, reference, and resource materials on economic reform issues that were distributed to economic sector leadership, regional and local officials, and opinion leaders.
- 28 information bulletins to journalists and regional government officials that communicated economic stories.
- 6 regional and 2 national journalists seminars to educate journalists about economic reform and stabilization to improve the quality and quantity of economic issue coverage.

F. Information Support

Information on economic reform and stabilization was identified as a critical need at the beginning of the project. To address this, the Team entered into a subcontract with the Leontief Center, an economic research organization; developed a library; and designed information modules for subcontractors. The Team used these resources to provide input to messages and to respond to specific Commission requests.

F1. Technical Support

The Team subcontracted with the Leontief Center to provide technical support. This included developing the agenda, materials, and speaker lists for regional seminars, and providing ongoing economic input to the program and materials for seminars, direct mail, and mass media.

The Leontief Center also held a training seminar for the Team at project start-up to expand the Team's understanding of macroeconomic terms such as inflation and prices, the labor market, the Government stabilization program, effects of privatization, and the Government budget. Lecturers included academics and Government officials, and Commission representatives.

F2. Library

This task was added in Amendment #1. Started as a joint project of Burson-Marsteller and Chemonics International under Omnibus I contracts, the library was to ensure that contractors working on public information activities with the Commission and GKI could access work

produced under earlier task orders. The library has become an important resource to contractors, the Government of Russia, and USAID, providing strategic and other information on previous public information, privatization, and economic reform projects.

At the beginning of the project, the team worked to create an effective system for gathering and systematizing economic information. Information sources included:

- **Subscription to electronic publications:** A publication designed to track all economic radio and TV programs aired in previous two days; an events notice from Interfax. Data were used to ensure Team and contractor participation in project-related activities.
- **Financial news bulletins:** *Eko-TASS* bulletin from ITAR-TASS; *Business-TASS*—ITAR-TASS news service; *Eko-News* bulletin from RIA-Novosti; *Russian Economic News*—RIA-Novosti news service.
- **Other:** Working Center for Economic Reforms; Russian-European Center for Economic Policy; Institute for Economic Analysis; Federal Employment Service (monthly review "The Job Market and Unemployment in Russia"); analytical department of Alyans-Menatep Company (weekly bulletin); Center for Economic Research (weekly report on prices and output); Russian Federation Committee for Statistics (RF Goskomstat: weekly review of the dynamics of prices for consumer goods and services); Union of Creative Associations of Economic Journalists (weekly review of the regional press); Public Opinion Foundation (weekly bulletin of sociological materials); OECD economic report, "Russian Federation in 1995," for distribution at the regional education seminars); Expert Institute of the Russian Industrialists' and Entrepreneurs' Union ("Analysis of the Development Trends of the Russian Regions in 1992-1995" to be distributed at the regional educational seminars).

Along with the daily press monitoring by the staff seconded to the Commission press office, the Team monitored economic newspapers and publications received by the library. The library centralized current analyses on the progress of economic reform and stabilization, enabling the Team to provide strategic information support to the Commission. Information services to the Commission Secretariat included:

- Providing access to the databases developed by the Team
- Providing access to electronic information databases and regular information distributed by information agencies and institutions
- Conducting daily monitoring of the print and electronic media
- Providing access to catalogued background information, including newspapers, magazines, books, and press conference materials
- Conducting in-depth issue-specific print media monitoring, upon request
- Providing support to the Commission on Economic Reform on coordinating information from Government agencies and commissions involved in economic reform

F3. Information Modules

Turning themes and messages into economic stories required an information and research development structure. For broadcast media, we created an in-house team of researchers, information developers, and writers to generate information modules for radio and television program production, seminars, print media, and other aspects of the public education project.

This group produced the information module, or thematic research paper, which formed the basis of all radio and television programs. The module evolved into a monothematic format that incorporated all substories.

Our greatest program input was the material we prepared for journalists. This information filled the void of economic information available to journalists outside of Moscow. Even within Moscow, well-developed economic information was scarce. Simple and clear themes and key messages with supporting factual information and statistics were developed by our staff and sent to each broadcast producer. We also developed credible independent experts, practical analysis, and a new vehicle for shaping public opinion.

In addition to the information modules provided to subcontractors, the Team distributed information products to journalists and producers as needed. For example, the Team prepared an overview of the media coverage of the vice prime minister's trip to Siberia (December 1995) for the regional TV subcontractor (IMA-Press), who distributed it to regional television and radio companies in 28 cities.

G. Team Structure/Staff

In implementing the public education campaigns, Chemonics used local talent as much as possible. Involving local partners helped create local capacity to undertake such activities in the future, and helped us to overcome cross-cultural communication barriers and understand how best to convey messages. The Team used a 10-1 ratio of Russian to expatriate staff, and subcontracted more than one-third of the task order value to Russian firms. To implement this task order, Chemonics used the personnel listed in Table II-1 below:

Table II-1. Task Order Personnel

Name	Group	Position
<i>Paul Bograd*</i>	<i>Management</i>	<i>Technical Director</i>
<i>Glagoleva, Galina</i>	<i>Management</i>	<i>Executive Assistant to the Technical Director</i>
Vergoun, Boris	Media/Information	Public Relations Director
Vikhrov, Alexander	Media/Information	Media Relations Director
Uspensky, George	Media/Information	Staff Writer
Kovtoun, Anna	Media/Information	Staff Writer
Zhdannikov, Valery	Media/Information	Bulletin Editor
Roumer, Mikhail	Print Media	Print Media Director
Pertsevaya, Ludmila	Print Media	Reporter, Newspaper Supplement Coordinator
Salnikova, Ludmila	Print Media	Newspaper Supplement Coordinator, Reporter
Soskov, Vadim	Print Media	Reporter
Leslie Tucker*	TV & Radio	Production Director

Name	Group	Position
Alexander Karpov *	TV & Radio	TV and Radio Advisor
Belenkaya, Yelena	TV & Radio	Electronic Media Production Coordinator
Shemarin, Andrei	TV & Radio	Regional TV Coordinator
Dubitskaya, Victoria	TV & Radio	Information Modules Coordinator
Kourdgelashvili, Maya	TV & Radio	Production Assistant
Kiselev, Ilya	Seminar	Deputy Team Leader/Public Relations Director
Pikov, Vladimir	Seminar/Print Media	Seminar Manager, Success Stories' Writer
Osipova, Tatiana	Seminar	Seminar Coordinator
Bolshakov, Yevgeny	Seminar	Regional Campaign Director
Porozhnyakova, Marina	Seminar	Seminar Assistant
Pavlinova, Natalia	Seminar	Assistant Seminar Coordinator
Chichilimov, Anton	Seminar/Information	Production Manager
Rvachjov, Nickolai	Seminar	Editorial Director
Nitko, Leonid	Seminar	Institutional Relations Manager
Limonov, Leonid	Information	Policy Director
Sobolev, Igor	Information	Assistant Editor, Information Manager
Voikin, Yurii	Information	Analyst
Duel, Igor	Information/Print	Direct Mail Coordinator, Reporter
Sotina, Olga	Information	Macroeconomic Project Assistant
Vlasova, Yelena	Information	Clerical Assistant
Moiseeva, Elena	Information	Librarian
Savin, Vladislav	Information	Technical Policy Director
Lekarev, Yuri	Information/Support	Computer Support Specialist, Assistant Accountant
Vodilin, Andrei	Information/Support	Computer Support Specialist
Inna Tskhorebova	Commission Press	Sr. Communications Management Specialist
Alexander Pershin	Commission Press	Jr. Communications Management Specialist
Irina Builova	Commission Press	Media and Crisis Monitor
Yelena Sashina	Commission Press	Bilingual Secretary
Elizabeth Magill *	Support	Administrative and Financial Manager
Dmitrieva, Veronica	Support	Local Administrative & Finance Coordinator
Mashkova, Olga	Support	Cashier/Accountant
Mozhaev, Alexey	Support	Office Manager
Yakimenko, Natalia	Support	Head Interpreter/Translator
Belskaya, Natalia	Support	Interpreter/Translator
Gabrielyan, Anatolii	Support	Interpreter/Translator
Korovkina, Marina	Support	Interpreter/Translator
Llorente-Casas, Caroline	Support	Interpreter/Translator

*=expatriate

italic=employee either shared with other task order, or part time

H. Selection and Role of Subcontractors

In keeping with the task order goals of providing sustainability, the Team subcontracted as much as possible with Russian institutions. Russian subcontractors handled all of the mass media

program, and public opinion research and technical support services were procured through local subcontracts. In all, more than a third of the task order value was subcontracted to Russian firms.

The following subcontracts were entered into:

- Moscow Consulting Group—Public opinion research
- Leontief Center—Seminar program development and economic advice
- NEP TV—National television programs (later canceled)
- IMA Press—Regional and national television programs
- AIA—National radio programs

H1. Public Opinion Research

Moscow Consulting Group (MCG), a private, woman-owned for-profit firm, was originally selected in a competitive process to conduct public opinion research under Omnibus I. Because of the need for a quick start-up, and recognizing their strong technical capability and familiarity with our team and clients, we were granted permission to procure the public opinion research from MCG under this task order.

H2. Technical Support

We subcontracted with the Leontief Center for support in design and implementation of the seminar series, and for ongoing support to review the Team's products to ensure that messages properly reflected the economic principles on which they were based.

The Leontief Center was created in 1991 at the initiative of St. Petersburg Mayor Anatoly Sobchak and Nobel Prize winner in economics Vasyli Leontief. Based in St. Petersburg, this economic research organization focuses on the transition period, including privatization, post-privatization, investment, and real estate.

H3. Electronic Media Competition

To ensure a competitive selection process, a Request for Proposal (RFP) was issued in September 1995 to a screened group of firms. A limited number of candidates was asked to submit proposals because so few were capable of producing and airing the programs in our media plan's time frame. We welcomed bids for the production process, including production, distribution, and broadcast of regional television in any or all regions. The bidding process took just over a month, and bidders submitted written proposals and conducted an oral presentation of their capabilities and approach.

The following organizations were awarded contracts on the broadcast component of the macroeconomic project:

- NEP-TV (New Economic Politics Television), a wholly owned and managed Russian production company with strong ties to Ostankino, was awarded the contract to produce national television short features. NEP's experience with producing economic programs on Russian television dates back to the first years of the economic reform, having worked on a previous Chemonics land privatization public education project as well as

with Burson-Marsteller's public education project. NEP produced and broadcast 130 3-minute segments on national TV.

- IMA-Press Agency was better known for its regional information network of print and broadcast journalists than for its broadcast production capabilities. Wholly owned, managed, and staffed by Russians, the company worked extensively with Burson-Marsteller's public education campaign and was very familiar with economic issues and economic spokespersons. IMA-Press Agency produced and broadcast 360 15-minute programs on regional TV.
- Association for Information Agencies (AIA) gave compelling evidence of its ability to fulfill the contract. This wholly owned and managed Russian organization provided solid story ideas and an excellent understanding of project strategies and challenges. AIA also had access to program time on the popular Radio-One network. AIA produced and broadcast 130 5-minute programs on national radio.

The bids for national and regional TV came in significantly lower than originally budgeted. These savings were used to extend the task order and thus compensate for the delay at the beginning of the project.

SECTION III PRINT MEDIA

The Team implemented two activities under the print media component of the public education campaign: a general newspaper supplement and press relations.

A. General Newspaper Supplement

The objective of the general newspaper supplement was to give the public educational information on economics. A secondary objective was to improve the quality of economic reporting by working closely with journalists, and strengthen independent media by working with an independent newspaper. The Team did not sacrifice circulation to work with the independent press because most Russian newspapers are independent.

Large-circulation periodicals with high credibility among the general audience in Russia are important vehicles for educating the Russian public. To publish its supplement, the Team selected the independent, nonpartisan publications *Argumenty i Fakty* and *Trud*, long-standing leaders among Russian national newspapers with the largest subscription base throughout the country.

The following macroeconomic issues were regularly covered in the supplement:

- Budget and tax discipline
- Inflation and financial stabilization
- Privatization and private property rights
- Economic well-being of Russian citizens and increasing public participation in the national economic reform
- Investment policy and demand-based enterprise restructuring
- Expanded definition of production and ways to revitalize bankrupt enterprises

Messages related to each topic were tailored to economic situations as needed. Letters from readers and public opinion research findings provided feedback to help prepare the supplements.

Our general supplement was published in an existing economic supplement in *Argumenty i Fakty* entitled "Life & Wallet," and in *Trud* as a publication entitled "Market for You." The supplement contained educational materials including an "ABC" column explaining basic macroeconomic terms (budget, the ruble purchasing power, inflation, stock exchange, loans, etc.), articles on Government economic policies written by well-known economic experts, and interviews with top Government officials. "Life & Wallet" frequently featured Anatolii Chubais on subjects such as the extension of the ruble exchange band and inflation control, 1995 budget implementation results, and outlooks for 1996.

The supplement used success stories from the public opinion research to demonstrate the benefits of financial stabilization to individual enterprises. Success stories are an effective way to build public confidence in the future and encourage participation in economic reform. For

example, the Saratov tobacco factory or the Nizhny Novgorod meat-processing plant stories demonstrated that the Government had established fair rules under which it was possible to succeed. Successful business examples from Rybinsk demonstrated that managers who independently use new market mechanisms make their enterprises more profitable than those who expect Government donations.

The Team chose *Argumenty i Fakty's* "Life & Wallet" supplement for placing the Team's general newspaper supplement based on the following considerations:

- *Argumenty i Fakty* is a popular, reform-minded newspaper whose concise and easy-to-understand style appeals to the general audience.
- *Argumenty i Fakty* demonstrated its support for economic reform by initiating the "Life & Wallet" economic supplement on its own. The supplement covers issues of personal and family economics, and is published twice a month and distributed via subscription to 1.1 million readers.
- "Life & Wallet" offered prices well below market standards because they were interested in a collaborative relationship with the Team.

Unfortunately, the subcontract with "Life & Wallet" was canceled after the World Bank grant lapsed, causing the newspaper to reduce its circulation from 1.1 million to 100,000 and limit distribution to the city of Moscow.

To continue to reach regional and Moscow audiences, the Team subcontracted with *Trud* newspaper, traditionally popular with the Russian general public. In contrast to other Russian newspapers, *Trud's* circulation has remained at two million. The newspaper initiated a biweekly proreform economic supplement called "The Market for You."

The team negotiated an excellent agreement with *Trud*, which took responsibility for producing and distributing the supplement. Team staff writers, along with *Trud* regional correspondents, drafted and edited articles and other materials. The supplement covered a wide range of macroeconomic issues but focused on the economic rights and responsibilities of individuals and the impact of macroeconomic factors in a market economy.

A1. Summary of Accomplishments

Between November 1995 and September 1996, 19 supplements were produced and distributed in *Argumenty i Fakty* and *Trud*.

Argumenty i Fakty. Five general newspaper supplements to *Argumenty i Fakty's* "Life & Wallet" were published from November 30 to February 1996. Entitled "Economics for All," each supplement consisted of eight pages, including two to five pages written by the Team's staff writers. A total of 5.5 million newspaper copies were produced and distributed.

Judging by the responses from readers, "Economics for All" was useful, easy to understand, and stimulating. Readers' feedback frequently included questions and requests for consultations. Based on the success of "Economics for All," *Argumenty i Fakty* continued the publication with materials provided by the Team, even after the contract was terminated. Table III-1 lists the supplement's publication dates, circulation, and size of the supplement.

Table III-1. "Economics for All" Supplement in *Argumenty i Fakty*

Issue #	Circulation	Size (number of A3 pages)
November 30	1,100,000	8
January-1	1,100,000	8
January-2	1,100,000	8
February-1	1,100,000	8
February-2	1,100,000	8
Total:	5,500,000	40

Trud. To satisfy task order requirements, the Team had to change newspapers during the project. The first issue of the supplement in the *Trud* newspaper, "The Market for You," was published on April 10 and the seventh and last official supplement was issued on June 19, 1996. From July to September 1996, *Trud* continued publishing the supplement without additional funding from the Team. During this period, the Team continued to assist the paper by providing and editing the supplement materials pro bono. *Trud* has preserved the format of the supplement and continued to disseminate the project's messages.

The supplement focused on the achievements and benefits of economic reform. Features included:

- Top Russian Government officials and economists including Egor Gaidar, Anatolii Chubais, Evgenii Shidyaev, and Sergei Palii covering such issues as investment, dividends, inflation and financial stabilization, budget, and taxes
- A series of articles by regional journalists from Chelyabinsk, Ivanovo, and Yaroslavl advocating the need for the protection of private property rights
- Experience of other transition economies in market reforms (including Poland, Chile, and Hungary) that put Russian economic reform in perspective by showing the positive results of reforms in other countries
- Practical business training through case studies of large and small enterprises, analysis of corporate management practices, and concrete examples of crisis management and conflict resolution
- Articles on pricing that explained the formation of market prices for goods and services and the relationship between prices and the well-being of the public

The Team published 14 1-page supplements in *Trud* for a total distribution of 19,528,854 (see Table III-2 on the next page).

At project completion, "The Market for You" supplement was receiving numerous responses from readers. Reader feedback was tangible evidence of the exceptional success of the supplements in promoting a deeper understanding by the Russian public of the economic reform program and its components.

Because both *Argumenty i Fakty* and *Trud* continued to publish the macroeconomic supplements initiated under this task order, the Team achieved its secondary objective of improving, over the long term, the quality of economic reporting.

Table III-2. "The Market for You" Supplement in *Trud*

Newspaper Issue # and date	Circulation	Size (number of A2 pages)
#1, April 10	1,380,000	1
#2, April 24	1,380,000	1
#3 May 14	1,400,000	1
#4 May 22	1,380,439	1
#5 May 29	1,380,439	1
#6 June 11	1,390,000	1
#7 June 19	1,390,000	1
#8 July 10	1,390,000	1
#9 July 23	1,380,000	1
#10 August 8 *	1,408,000	1
#11 August 22 *	1,408,000	1
#12 September 3 *	1,413,992	1
#13 September 18 *	1,413,992	1
#14 September 25 *	1,413,992	1
Total:	19,528,854	14

*produced and published pro bono

B. Press Relations

Amendment #1 added three areas to the task order scope of work: media relations, press support for the Commission, and advising the Commission on ensuring message consistency between the Commission and other bodies involved with economic reform. Press relations activities were aimed at improving the quantity and quality of media coverage of the Government's economic policies. The macroeconomic issues and messages for this area are the same as those described for general newspaper supplements.

To carry out press relations functions, the Team seconded four staff members to the Commission on Economic Reform press office. These individuals provided support in media monitoring and media relations, including:

- Daily and weekly media monitoring services on macroeconomic reform topics to the Commission and our project team
- Assistance to the Commission in scheduling press interviews and press conferences, including coordinating these events with USAID contractors and providing logistical support to special events
- Facilitating journalist access to Commission events

The Team used traditional public relations methods to disseminate information to the mass media, including press conferences, seminars, media interviews, press releases, and regular one-on-one contacts with the press. Information modules on macroeconomic subjects were used to

prepare television and radio programs, and press publications. The Team maintained direct contacts with journalists, newspapers, and magazines, developing a network for disseminating information on macroeconomic reform.

Media relations activities were impeded by the current pervasive politicization of Russian society and mass media. Newspapers and magazines tend to cover economic events only as they relate to the political views of parties, factions, and opinion leaders. Therefore, the media are not easily persuaded to publish educational materials on economic laws and goals of reform. Team members worked closely with editors and reporters to ensure detailed and accurate coverage of economic issues and developments.

B1. Summary of Accomplishments

From November 1995 through July 1996, more than 200 articles addressing the subjects of the project appeared in the leading national newspapers and magazines. The articles were placed in popular general newspapers and magazines, including *Segodnya*, *Rossiiskaya Gazeta*, *Rossiiskie Vesti*, *Vek*, and *Ogonyok* magazine, and the leading business and economic periodicals, such as *Kommersant-Daily*, *Ekonomika i Zhizn*, *Delovoi Express*, bulletin *Rynki Kapitalov*, and *Finansovye Izvestia* (see Annex A for journal, date, article, and subject).

During the project period, the following support was provided to the Commission by special request:

- Development of materials for and coordination of the November 2 Journalist Briefing on unemployment, which was attended by 10 journalists from Moscow and national newspapers. Speakers included representatives of the Russian State Committee for Statistics (GOSCOMSTAT) and the Russian European Center for Economic Reform.
- Press briefings covering such topics as the threat of starvation in Russia, Government bonds, and the budget of Moscow compared to the budget of Russia.
- Press conference with Sergei Pavlenko, director of the Working Center on Economic Reform, on Russian economic development during the first nine months of 1995.
- Journalists' participation in the November 1 and the November 22 sessions of the Commission on Non-Payments. Journalists represented: *Segodnya*, *Pres-Clujba*, *InterFax*, *Prime*, *RIA-Novosti*, *Expert*, *Izvestia*, *Rossiskaya Gazetta*, *Trud*, *ITAR-TASS*, *Commersant Daily*, *Novoye Vremya*, and *ORT*.
- Organizing interviews and press conferences with Mr. Chubais as a leading proponent of economic reform and the former head of the Commission on Economic Reform, and Mr. Kazakov, newly appointed RF GKI chairman.
- Organizing the second press conference on privatization results and goals for 1996, conducted by GKI Chairman Mr. Kazakov.
- Organizing interviews with Mr. Chubais for *Argumenty i Fakty* newspaper and *Expert* magazine; preparing TV programs on Mr. Chubais' resignation and the future of economic reform on the 2nd channel, the 4th channel (NTV), and Channel 5.

- Materials on the Government policy of tax exemptions produced and distributed to journalists.
- Interview with Mr. Kazakov for *Argumenty i Fakty*.
- Round table discussion attended by Mr. Kokh, RF GKI first deputy chairman, on privatization results and prospects in the Central House of Journalists. The round table was covered by *Ekonomika i Zhizn* and *Vek* newspapers.
- Interviews with Mr. Chubais for *Kommersant-Daily* and *Trud* published on March 26.
- Press conference with Mr. Chubais for foreign journalists on the economic situation in Russia and its political impact (March 28).

The Team held regular consultations with the Commission and key participants over contents, messages, and audiences for each program area. Articles dovetailed with current economic and political issues and promoted project key messages: strict implementation of the state budget, exercise of private property rights, strengthening of the national currency, combating inflation, etc. Regular and targeted placement of articles in newspapers and magazines proved effective for providing information support to the Commission on Economic Reform and enhancing the credibility of the Government's economic policy.

SECTION IV NATIONAL TELEVISION

A. Background

The objective of the national television component was to provide mass audiences with daily macroeconomic information and education materials over a specific period. Short features were to be included in or added to the end of the weekday nightly news program on the most-watched channel in Russia, the First Channel, or Russian Public Television (ORT).

Implementing this project required generating a steady flow of story ideas, developing information and experts, producing broadcastworthy pieces that would satisfy the standards of the national channel and our own, and distributing the ready-to-air product. The other crucial component—providing air time—was donated by the Government of Russia.

National television's daily primetime evening newscasts provided an opportunity to exploit the reach of Russia's largest and most regular broadcast audience. But there were two drawbacks. Our less-than-pressing informational pieces could be preempted by breaking news stories such as the Chechen hostage crisis, and there was no control over the editorial line-up of any evening newscast. Feature pieces with the correct educational information and messages were produced in the style of the evening news to fit the format and time frame. However, the news style and time available were found to be inappropriate for relating abstract economic concepts to people's lives.

B. Choice of Stations

When the project began in August 1995, there were only three national television channels in Russia: the ubiquitous First Channel, now called Russian Public Television (ORT); Channel Two Russian Television (RTR); and the Fourth Channel, an educational station whose evening broadcast hours were bought by NTV, the first privately owned news station in the country.

An MCG 1996 survey showed that more than 65 percent of Russians watch the news on Government-owned television stations on Channels One and Two. In most regions, these two national news sources generally are widely available. The Second Channel usually airs the local news, often not broadcasting national programming other than "Vesti," the daily news program. Less than 1 percent of the population watches the news from the independent stations, and only 1 percent of the population admits to not watching any television news.

We aired on ORT because we had a commitment from the Government to provide air time free of charge. This arrangement ultimately failed due to programming requirements of news programs. By early 1996 it was clear we would have to select another station and format.

On October 6, 1995, by presidential decree, St. Petersburg's Channel 5 also became a national channel, and is now considered the third national channel reaching some 40 million viewers and covering half of the Russian territory including the following areas:

- North West (Murmansk, Petrozavodsk, Arkhangelsk, Novgorod, Pskov)
- Volga Region (Kazan, Ufa, Ulianovsk)
- Urals (Izhevsk, Magnitogorsk, Kurgan)

- Siberia (Tyumen, Omsk, Novosibirsk, Abakan)

Public opinion polls regularly conducted by St. Petersburg Television showed that Channel 5's economic program, "All Across Russia" had a high, stable rating and permanent audience. For these reasons, and the ability of our regional television subcontractor to make arrangements with Channel 5, we selected this channel to replace ORT for the national programs.

C. Working with Subcontractors

We selected two subcontractors for the national television project: NEP-TV (New Economic Politics Television) and IMA-Press Information Agency.

NEP-TV was contracted only to produce and distribute programs. The Government was responsible for securing air time on ORT. NEP-TV set out to produce all 130 3-minute pieces as well as design the opening and closing billboards (program identifier with titles, graphics, and sound). The three-minute stand alone feature was to be called "Economics for All."

Work with this subcontractor included weekly editorial meetings in which story ideas were worked out by the subcontractor and Chemonics; stories researched; and experts found. This was followed by shooting, production, and approval screenings.

Within two months, it became apparent that the pieces were not getting aired. As nonurgent informational and educational information, our economic pieces were constantly preempted by breaking news stories. We discussed changing to the less competitive morning news block, but it was decided that task order objectives would be better served by abandoning the original concept and instead adopting the longer format of 10- or 15-minute programs (as with regional television) and airing the programs weekly. We therefore canceled NEP-TV's contract.

IMA-Press (regional television program subcontractor) negotiated for production and air time on St. Petersburg Channel 5. At that time, Channel 5 was trying to expand its economic coverage. The format (a monothematic segment with voiceover, reporter stand-up, hero, man-on-the-street, and expert interviews) of the existing economic program "All Across Russia" was 2 10-minute pieces a week featuring 2 aspects of the same macroeconomic subject. This longer format allowed for more thorough coverage of a single macroeconomic subject than the sketchy three-minute format. On April 20, 1996, this format was consolidated to 1 15-minute program a week. A benefit to working with Channel 5 was that producer and on-air reporter Sergei Chernyadiev was already identified with economic reform and familiar with the more western television-magazine format.

In addition to the original programs, IMA-Press was able to rebroadcast the best programs from our regional project on the Channel 5 weekend program, "One More Russia." The only caveat was that Channel 5 had to vet each regional program's video quality for suitability for national broadcast.

Based on its performance with the regional television programming and its ability to quickly initiate national programs on Channel 5 using our preferred format, we amended IMA-Press' subcontract to include the national programs.

D. Information Development

For the NEP-TV pieces, the Chemonics information group developed informational research papers for each story and included contact information for experts and pertinent individuals or businesses. When the St. Petersburg production began, the information began to focus less on specific story elements and more on general information about each macroeconomic issue. This was a response to the different needs of the producers.

The St. Petersburg producers were experienced and professional broadcast journalists who capably researched and found excellent heroes, local experts, and factual information for their own stories. Their biggest problem was understanding and analyzing the theoretical macroeconomic information.

E. Training

Because the level of skill was higher for the NEP producers and the St. Petersburg production group as compared to regional groups, there was no specific training of national television producers and reporters.

F. Challenges

Moving to Channel 5 was not without its difficulties. Following the St. Petersburg mayoral election in June (Yakovlev ousted long-time mayor Anatoli Sobchak), Channel 5 management changed, arousing fears about the future of our programs. Fortunately, the new mayor was reform-minded and the programs remained on air uninterrupted.

In addition, getting clear and accurate information and themes to the producers *on time* was a constant concern because of the firm two-week lead-time to get information to St. Petersburg producers. Staff researchers and the Russian broadcast producers also had to deal with unfamiliar subject matter and the broadcast format.

Finally, the biggest challenge in the St. Petersburg programs was to emphasize the national aspect of macroeconomic themes and to include more macroeconomically pertinent statistical and factual supporting information.

G. Summary of Accomplishments

During the project period, 425 minutes of original national programming were produced and 389 minutes of this programming were aired by two subcontractors. In all, 49 programs were produced and 37 of these were aired on Russian national channels. In addition, the six best regional macroeconomic programs were reaired on national television during the second half of the project period, bringing the total programs aired on national television to 43, or 479 broadcast minutes.

NEP-TV produced 20 3-minute pieces (or 60 minutes of programming). Eight pieces aired on ORT during early February 1996, totaling 24 minutes of broadcast air time.

IMA-Press began producing pieces on the St. Petersburg Channel on February 13, 1996, producing and airing 14 biweekly 10-minute pieces and 15 weekly 15-minute pieces, totaling 365 broadcast minutes.

H. Production and Reporting Quality

The reporting and production quality of both NEP-TV and Channel 5 producers was superior to the regional producers, the exception being the regional producers in Nizhny Novgorod. The quality of reporting was average to very good depending on the reporter, subject matter, and production time.

St. Petersburg stood out in production quality. The variety of video in the St. Petersburg programs was out of the ordinary. Archive footage, documentary and film clips, photographs, historical documents, etc. seamlessly fit into program plots creating excellent, credible pieces. Also, the variety and breadth of interview footage was a welcome relief from the standard monotonous Government official soundbite. For example, in the program on employment, the piece not only featured the requisite Government official but also the employment office's staff as well as unemployed and recently employed citizens. This extra effort paid off in journalistic credibility and audience interest.

I. Audience Feedback

We do not have specific impact figures on or analysis of Russian audiences. Traditional western methods of tracking audience viewership such as Nielson Ratings were not available, nor was an equivalent measurement budgeted for within the project. Furthermore, no organization has yet developed a reliable system to receive audience feedback from television programs.

In St. Petersburg, because of the consistent high quality of the economic programs, the national television reporter, Sergei Chernyadiev, was offered his own live program and was the subject of a three-part article by a major St. Petersburg newspaper. The article noted that his popularity was due to the fact that his economic programs connected issues to people.

SECTION V
REGIONAL TELEVISION

A. Background

The objective of the regional television component was to provide audiences outside Moscow with region-specific macroeconomic information and educational materials over a six-month period. We defined the scope as 12 programs (2 per month) in each of 30 regions. After a few months, it was clear that five regions were not performing and should be dropped. We considered replacing the regions but decided instead to increase the number of programs in the remaining regions because of the tight time frame. The Team continued working with the remaining 25 regions, airing twice-a-month, 15-minute pieces designed to show audiences how the macroeconomic policies affected their daily lives.

To implement the regional television project activities, our Team had to choose 15 macroeconomic issues, develop information and experts for each subject, provide a television format, produce broadcast-worthy pieces, and air the product.

B. Choice of Regions

Regions were chosen based on their reliability and technical proficiency. Five regions—Tomsk, Izhevsk, Abakan, Novorossisk, and Vladivostok—were cut in February 1996 for poor performance, though all but Vladivostok produced and aired at least one program.

As shown in Table V-1, IMA-Press estimated the regional viewing audience of our 25 regions at more than 22 million households.

Table V-1. IMA-Press Viewing Audiences by Region (by household)

City and Region	Estimated Viewing Audience
Saratov	1,040,820
Chelyabinsk	1,405,620
Volgograd	1,023,720
Orenburg	844,740
Kemerovo	1,169,260
Perm	1,149,120
Krasnoyarsk	1,184,080
Kirov	624,720
Samara	1,255,900
Yekaterinburg	1,786,760
Krasnodar	1,901,520
Stavropol	1,007,000
Volgodonsk	72,200
Nizhny Novgorod	1,421,580
Yoshkar-Ola	291,080
Cheboksari	516,800
Astrakhan	389,120

City and Region	Estimated Viewing Audience
Saransk	364,420
Khabarovsk	603,440
Azov	1,683,020
Birobidzhian	80,180
Oryol	347,700
Bryansk	562,020
Kursk	512,240
Voronezh	952,280
Total	22,189,340

C. Working with the Subcontractor

IMA-Press was selected as our subcontractor in a limited competition (see Section II). We held miniseminars with IMA-Press staff to find ways to improve communication with the regions. These miniseminars included process-oriented techniques, such as developing telephone checklists for IMA-Press staffers manning the phones to the regions. Other miniseminars included brainstorming sessions about difficult macroeconomic topics such as international debt and nonpayments. These sessions included suggestions on what to film, how to personalize the stories, and other problem-solving techniques. Regional producers joined these sessions when they were in Moscow.

Producer motivation was an important issue. We worked with more than 25 producers who were spread throughout Russia, encouraging them to make their best effort to produce understandable and interesting economic programs, and to learn how to do it better. The payoff was enormous. IMA-Press project managers reported positive attitude changes among the regional producers. Daily telephone calls focused less on financial problems and more on new editorial possibilities such as finding the right hero for a more interesting economic story.

D. Information Development

Often, story ideas that worked for national television were too small and restrictive for regional 15-minute programs. Therefore, instead of sending regional producers five separate information modules (developed for each macroeconomic issue) as we did for radio and central television, we combined them into a single thematic plan incorporating all substories.

We made other improvements in the information packets we sent to the regions, including outlining key messages and supporting points, and backing these up with facts, figures, and statistics; and a glossary of important economic terms including examples of how the economic process could be translated into practical life.

Throughout the project, information development remained the most difficult task. For one, six week's lead time was required for getting information and Moscow-based interview footage to the regions. In addition, information development was hindered by deadline demands and lack of knowledge about the broadcast format. Moscow-based researchers and writers were unable to develop macroeconomic information on a particular region (more than half of the broadcast media component was devoted to regional programming) so their main focus was on Government or centrally issued policies. We had several "Red" regions such as Kursk, Kemerovo, and

Krasnoyarsk where it was hard to find local, reform-minded, or independent experts and academics to interview.

E. Training

After screening the first regional programs, IMA-Press determined that regional television production teams needed a seminar. On February 15 and 16, 1996, IMA-Press conducted a workshop in its Moscow bureau for their regional producers. The workshop had two emphases:

- General information on basic macroeconomic issues, particularly about how to connect macroeconomic principles to program subjects
- Production quality of the 15-minute television magazine format, including producing effective television programs, providing solutions to common production problems (such as finding personal stories), reviewing and discussing the best regional programs produced thus far, and introducing the first installment of Television Standards

The seminar also included problem-solving sessions. Regional producers and consultants watched their programs together and identified their strengths and weaknesses. Comments focused on how to fix problems and bolster weak skills.

The Television Standards are the television network style handbook elements used by all major western television networks. These elements maintain uniformity of conventions in broadcast news packages that can be easily understood by viewers. We used the Television Standards on this project to help regulate the regional network of economic broadcasters. The style and credibility of each program improved the effectiveness of overall programming.

One installment of the Television Standards created a glossary of common economic terms for the regions. This small but incomplete glossary included some 45 terms, such as the Central Bank and the International Monetary Fund. The glossary outlined the functions of these financial structures, which are often in the news but rarely understood. Another Standard dealt with the six hard news questions of western journalism: *who*, *what*, *where*, *when*, *why*, and *how*, and how these questions are used and answered in broadcast media programs.

F. Challenges

The biggest challenge of the regional television project was how to create good television programs out of the macroeconomic subjects and motivate producers to do them.

Distance was the most significant logistical challenge. Because Russia spans 12 time zones, actual programs were received for review as much as six weeks after the scheduled broadcast date. Upon receipt of program tapes, suggestions were faxed to each producer for improving program content and technical aspects for the next program.

Another challenge is illustrated by a unique situation in Krasnoyarsk in which the producer rejected a scheduled subject, controlled budget, because of the tense political situation there. Employees of the Krasnoyarsk State Radio and Television Station had not been paid their salaries in four months. The producer felt that a piece about the advantages of a strictly controlled budget that pays budget-financed salaries on time was a mockery. The Krasnoyarsk producer skipped that theme but returned to it when the station staff were finally paid one month later.

As mentioned earlier, Nizhny Novgorod producers reported that after their program on foreign investment aired, the Nizhny Novgorod administration audited the Russian-German joint venture highlighted in the story. The unexpected audit went on for two weeks, but the company was clean and the auditors gave up. The German partner was not deterred by the audit; however, the producers pointed out that many Russian-owned private companies are not interested in participating in television programs like these for fear of such local government reprisals.

G. Summary of Accomplishments

A total of 360 programs, or 5,400 broadcast minutes, were produced and aired in the regions. Twenty-five regions produced 14 programs in the project period. Of those, four regions (Chelyabinsk, Kirov, Krasnoyarsk, and Samara) produced an additional program each. Four additional regions (Abakan, Izhevsk, Novorossisk, and Tomsk) produced six programs combined before being cut from the project for poor performance. A full list of programs can be found in Annex B.

There was marked improvement in performance in most regions in terms of production quality, reporting, use of statistics, use of individuals on camera, and the use of other techniques. We also instituted the use of standardized television formats and structure.

Nizhny Novgorod and Kursk received three awards for journalistic excellence. Many regions, including Birobidzhian and Oryol, now have regular economic news coverage, whereas they had none before.

H. Production and Reporting Quality

It is difficult to compare Russian production quality to that in the West. Most Russian broadcast news producers have 24 hours or less to shoot, write, and edit a 15-minute news piece. The reality in most regions is that there is one or two betacam (or worse, non-broadcast quality but cheap Super VHS) cameras shared among all news producers, which means a producer may have only one or two hours to shoot every element of his piece whether or not the light is good. Often, different camera operators shoot a single story, making for uneven video, different styles, and unconnected visual themes. Most regional producers complained about the lack of production time and facilities.

There are also major differences between Russian and American electronic news-gathering styles. Americans shoot a news event and any other background video required for the story, return to the office and then write a script. The script is the backbone of the piece. It is here that the logic of the piece is established. They record the voiceover, then lay down video based on the script. In contrast, Russians shoot the news event, then return to the office and review the video. The pictures, rather than a script, are the backbone of the piece. They lay down pictures, then fit the words within the time needed from picture to picture. This Russian technique creates pieces without structure and undermines the ease in understanding economic news.

The most common obstacle for regional producers was finding a hero—the individual or business—that made each story personal. As producers became more acquainted with the real story behind the economic issues, they became better able to find the hero. Production and reporting quality improved as producers understood and could maneuver within this new form.

I. Regional Capacity to Produce News

In regional TV programming, we faced a two-tier challenge: producing programs with the correct messages while raising technical production capabilities of producers so that television was used to its greatest effect and advantage.

The concept of narrative storytelling in news documentary—using an individual's story to shed light on the larger economic issue—was alien to the producers. Most pieces were instructional or analytical and dominated by lengthy interview segments by Government or economic experts, much like the radio packages. At times, the interview soundbites (the actual words and image of the interview subject) went on for up to five minutes, or one-third of the piece. Russian broadcast journalists were never required to know how to write in a logical linear structure. We tried to institute the concept that everything in the program had to be there for a reason and in logical order—from interviews to video clip or soundbite to voiceover word.

Many regional producers are open to new techniques and new ways of producing their programs. As one Volgograd producer said, "I know the difference between a good and a bad television program. I don't always know *how* to make that good program."

To address this, we began reinforcing television production basics. We responded to as many regions as possible as videocassettes reached Moscow. While each region had production strengths and weaknesses, each was able to incorporate regional angles in their pieces. The most common format was the extended reportage (extended news report), a monothematic segment with voiceover, reporter stand-up, and man-on-the-street and expert interviews.

The greatest difficulty with the macroeconomic topics was the tendency for producers to try to tackle every aspect of the subject in 15 minutes. Instead of undertaking one aspect of inflation, we often received the unabridged college course on inflation, its causes, effects, specific regional characteristics, and enterprise stories all crammed into 15 minutes.

To raise the technical quality of their programs, meetings were held with regional producers who came to Moscow to discuss problems with program topics, lack of visuals, story structure, interview techniques, regional problems, etc. Most producers asked the same question, "How can I do it better—give me concrete examples and techniques?"

In addition, IMA-Press sent one region's outstanding examples of the 15-minute magazine-format show to the other 24, as well as examples produced by western television. This was one important way to improve the quality of the regional producers' skills.

Some regional producers were much better prepared than expected. Standout regions included Nizhny Novgorod, Krasnoyarsk, Kemerovo, and Kirov where, unsurprisingly, the producers were trained in Moscow.

J. Audience Feedback

Audience feedback is difficult to measure other than anecdotally. We received many clippings from regional newspapers announcing, applauding, or congratulating the macroeconomic programs (see samples in Annex B). For example, a paper in Volgograd wrote: "A new economic program, 'In a Word,' on the television channel Volgograd-TPR attracted the attention not only of television viewers but of media experts." Regions such as Kursk, Nizhny

Novgorod, Volgograd, Kemerovo, Chelyabinsk, and Azov sent newspaper clippings about their television programs. We received comments about the dearth of such macroeconomic programs in each of the localities. "[Kursk] is doing a very important job of economic enlightenment by explaining concepts of market economy and by informing people about the first steps of economic reform in the oblast, related problems and success stories....Our people need help." The Kemerovo producer Andrei Andreyev was quoted as saying, "They threw us into the sea of economic reform but didn't bother to teach us to swim." He said he was attempting to "eradicate" this "illiteracy" by making programs that "explain to common people how his/her personal microeconomy fits in with the national macroeconomy."

Kursk economic correspondent Vladimir Musiyachenko was awarded honors for excellence in economic reporting by the Kursk Chamber of Commerce, as well as top honors in the "Russian Economic Renaissance" competition. At a production meeting in Moscow Musiyachenko remarked, "Although the production wasn't up to standard and the narration wasn't perfect, our program on savings got the most calls of any program we've ever produced. People called to say thank you."

Nizhny Novgorod producers were honored for Best Regional Reporting about Russia for 1995 for the November 15, 1995 program on foreign investment (see photos in Annex B). More than 40 regional programs and series competed for this award category, honoring regional programs protecting free-press principles, reporting with daring and impartiality, and showing high-level professional skills and analysis. This was the second annual "Best Reporting About Russia" awards ceremony, sponsored by the Foreign Correspondents Association and the International Press Center and Moscow Club. The jury consisted of a number of leading Russian and foreign journalists and journalism experts.

The award reaffirmed that our regional television efforts were reaching international standards. The jury specifically mentioned the high quality of our program series, "All Across Russia," as being well ahead of many national television programs.

SECTION VI NATIONAL RADIO

A. Background

The objective of the national radio component was to provide mass audiences with daily macroeconomic information and education materials over a six-month period. These short macroeconomic feature pieces were designed to be aired on a national radio station. Radio complements television because it reaches farther geographically and demographically and has a larger audience.

B. Choice of Stations

Because of the reach of Radio-1 broadcasts and its local air time, we selected this station to air the national radio programs. An estimated 115 to 120 million people listen to Radio-1, according to the Ostankino/Radio-1 statistics. Most listeners live in the regions, with only about 23 percent living in Moscow and 19 percent living in St. Petersburg.

Radio-1 programs are broadcast over the wire and on the Orbit system. Using the Orbit system, the Radio-1 basic program with four retakes was broadcast into five broadcasting zones with a two-hour time shift. Thus, the whole territory of the former USSR was covered with the exception of certain districts in Transcaucasia, Central Asia, Ukraine, and Baltic countries.

C. Working with the Subcontractor

The Association for Information Agencies' (AIA) was selected in a limited competition to produce and air the national radio programs (see Section II). AIA staff was eager to work with us. Weekly workshops were immediately established with the radio producers to discuss the messages that supported each five-minute story. We listened together to each feature, and the producer summarized its message, outlining the points supporting the message. Points were usually delivered through soundbites from an expert or an average citizen.

Once the journalist understood the purpose of the feature and how to support it, we then discussed solutions to problems. Most problems boiled down to an inability to think through the feature ahead of time. In the workshops, we also reviewed story structure and worked on production techniques that enhanced major points. In the process we created the basis for a radio standards guide that defined production elements and explained why they should be used.

We developed two structural models for the five-minute programs: the diamond and hourglass models. These structures are based on traditional western methods in broadcast and print media. The diamond structure starts with a concrete example then moves on to the broader theme (the message or main idea) and concludes with the realization or conclusion of the example. The hourglass structure, on the other hand, moves from the broad theme to a specific example back to the broad theme. This structure allows for announcement of the message, an example to support the message points, then concludes repeating the message in different words.

The result was our program called "Kopeka: Economic Conversations." In this program, a citizen's specific experience was essential to illustrating the practical and instructional information about a macroeconomic issue. This last concept was alien to Russian radio producers.

D. Components and Promotions

To implement this project, we needed to generate a steady flow of story ideas (we used the same information developed for regional and national television), develop relevant information, identify experts to produce broadcast-worthy pieces, and distribute and air the final product. Another part of this task was to train radio producers to make narrative pieces.

"Kopeka" debuted on January 15, 1996 in the prime time "drive time" period of 7:05 a.m. to 7:10 a.m. AIA producers developed the radio program's name, sign-on, sign-off (the opening and closing music, sounds, and program identification), and format. The programs aired every weekday morning, featuring one aspect of a major macroeconomic issue. Teasers (promos designed to arouse interest in the audience) introduced the new series as "radio chats about economics" and ran a few days before the debut of the show during the economic block from 7 a.m. to 9 a.m.

We conducted only one radio promotion activity during the project period: an economic knowledge contest based on program stories. The three quiz questions were:

- What is the role of a middleman in the production of goods and services? Is the middleman's role a positive or negative one?
- Why is small business the fastest developing sector of industry?
- Why is a low rate of inflation a benefit to the man on the street, businesses, and the Government?

Due to problems receiving responses from the Ostankino mailroom, the winner was not announced until after the final Kopeka broadcast.

E. Training

The radio producers worked hard to improve the technical quality of the programs. They studied audio cassettes of National Public Radio's "Morning Edition," which has excellent examples of the technical possibilities of the radio feature story format. The Russian producers were able to hear how western producers use natural sound not only for interview sound bites but also for atmospheric and journalistic credibility. They also learned about relying less on Government officials for interview sound bites and discovered the independent analyst.

Producers struggled with how to connect the practical applications and the macroeconomic issue. Russian radio producers are used to producing news, analysis, and theoretical concepts about economic topics. Most radio discussions were "expert driven," meaning that whatever the expert says *was* the structure of the piece. They were unaccustomed to creating a structure that relies on the experience of an individual to explain the larger macroeconomic issue.

F. Challenges

New production concepts were incorporated slowly, though technical innovation played a big role in this campaign. For example, we introduced several production techniques: wraparounds (reporter lead-ins and tags to expert sound bites), story structure, and scene setting using natural sound. These new techniques required extra editing time, but studio availability was

limited and problems resulted. Ultimately, AIA made arrangements to book time in editing facilities at other radio stations.

We were limited in revising programs because it could take days to obtain a program audio cassette tape. Reporters had to transfer programs from the reel-to-reel deck to the audio cassette deck, but there was only one transfer hookup and long queues to use the machine. This mainly affected the approval process. This limitation meant we could listen to programs only a few days ahead of the broadcast date, which restricted substantive revisions.

Several radio journalists ended up being replaced because of the new production style. Beyond asking journalists to understand and explain macroeconomic issues in simple language, we also demanded that they change cultural and structural ways of conveying the information. AIA faced the difficult situation of dealing with radio reporters who had worked as Soviet radio journalists for decades and did not want to change their working style for what they considered a passing fancy. Some older journalists simply did not wish to use natural sound, personal stories, and other innovations. Younger journalists were eager to embrace the new techniques because they were a way of making a niche in an industry with no upward movement.

G. Summary of Accomplishments

We produced 130 five-minute programs and aired them without fail every weekday at 7:05 a.m. from January 15, 1996, to July 18, 1996. A full list of air dates and subjects can be found in Annex C.

H. Audience Feedback

One listener, Viktor Shavanov, wrote that "It is very interesting to learn what you cannot find in the newspapers or see on the television screen. Kopekka's interesting subjects often told me things of which I did not have the slightest idea. Kopekka is particularly needed for the youth and middle-aged people who hardly know anything about the economy and business."

Not until late May (fifth month of airing) did "Kopekka" find its audience. While the presidential election news had been dominating the airwaves, "Kopekka's" focus on small businesses and how they fit into the macroeconomic scene in Russia had been quietly growing popular. As one journalist said, people were digesting "Kopekka" with their breakfasts in the morning. One listener wrote in to say,

"I like your programs very much, particularly your Kopekas. I get up early in the morning to listen to them. I wish the programs were longer. Very often you select good storytellers, real professionals crazy about their work, and one readily believes their stories. You touch upon a variety of aspects of the economy, and your programs are never dull. From your programs I learned a lot about small business. I'd like to run my own business, but I do not know what kind of business I'm going to run. On the one hand there are too few companies that produce products of any kind. Most companies trade in air. I'd like to start some productive business—productive as well as profitable and competitive."

The theme, expanded to include the service sector, struck a chord with "New Wave" listeners. Many callers were kiosk and small business owners who said the "Kopekka" programs described them and what they do—trade—without being derogatory. In Soviet times traders were considered second-class citizens, the parasites of the society. These became "Kopekka's" core

listeners who eventually demanded more examples of the importance of small business in other world economies and how small business fits into the economic fabric of Russia.

I. Effect on Russian Radio

We received a congratulatory letter from the editor of Radio-1 thanking AIA for consistently producing quality radio programs during the six-month run of "Kopeka" (Annex C). But the most responsive feedback came from other Russian radio broadcasters.

Producers from Europa-Plus, the youth-oriented radio station that recently won best music station in Russia, decided to copy the five-minute personal economic stories for their "drive-time" broadcasts based on the success of the "Kopeka" format. Previously they tried to create their own educational economic program with no success. The Europa-Plus news director contacted the AIA and began negotiations for producing Kopeka-like programs.

The significance of a youth-oriented, popular music radio station like Europa-Plus copying both the format and content of our radio program was confirmation that our project has had a concrete effect on the medium itself. The same Russian radio journalists who first dismissed our attempts to introduce personal stories and natural sound into economic news were won over in less than six months.

SECTION VII TARGETED COMMUNICATIONS PROGRAMS

A. Background

The targeted communications program was aimed at providing professional groups with information on economic reform and stabilization. To strengthen public confidence and provide a favorable climate for economic development, key groups and decision makers needed to be well-informed. At the same time, explaining the Government's macroeconomic policy to the public would encourage production managers and local leaders toward rational economic behavior.

The targeted educational program contributed to the following:

- Informing directors of large commercial enterprises, organizations, and associations of businessmen about macroeconomic policy ideas, principles, and measures, and their prospects for implementation
- Moving toward mutual understanding and coordination of activities among federal, local, and state bodies of power in the sphere of economic policy
- Providing essential information to scientific and research organizations and economically oriented educational organizations, as well as journalists, television and radio directors, and mass media editors
- Encouraging discussions among target audiences of ways to continue reforms and strengthen support of economic changes

In the long run, the program was expected to raise targeted groups' awareness of economic reform, its influence on their lives, and ways they can participate in developing and implementing macroeconomic policy. The program was intended to convince opinion leaders that the economic reform process was irreversible, and that it was important for the economy as a whole and for them individually to participate in this process.

Three modes of communication were used in this program: seminars, direct mail, and supplements in specialized newspapers. The target audiences included journalists, local/oblast Government economic advisers, commercial and investment bankers, and business/entrepreneurs, including importers and exporters.

B. General Seminars

The purpose of the information and consulting seminars, entitled "Economic Development and Stabilization Issues," was to educate the target audience about the Government's economic policies and gain media coverage. The objective of the seminar program was to increase support for macroeconomic reforms and demonstrate that the audience can and should participate in the development of economic policy.

For seminars, the target audience included directors of large enterprises, business people, bankers and representatives of other financial organizations, Government bodies and economic agencies, economists, teachers, and researchers.

The seminars' key message was that economic reform is irreversible. This message was imbedded in the standard lectures, which were modified over time as needed. The original seminar topics were:

- Basics of the economic stabilization program and practical implementation issues
- 1996 fiscal policies (including nonpayments and taxes): experience, problems, future
- Economic behavior and development prospects of forms of ownership, with emphasis on the economic role and development of small and medium businesses
- Production: structural changes and investment policy
- Discussion among lecturers on options of the Russian model of economic development

Topics changed slightly over time in response to economic and political shifts. It became clear early that future Russian economic development was extremely important to the audience. Therefore, starting with the seminar in Yaroslavl, a special discussion on this issue was introduced to the program.

Speakers for the seminars were identified by the Team, Commission on Economic Reform, and the Leontief Center. The core group of speakers were:

- Macroeconomists Sergei Vasiliev (Ministry of Economy) and Andrei Svinarenko (Ministry of Economy)
- Ministry of Finance representative Oleg Viugin
- Central Bank representative Alexander Polonsky
- Working Center of Economic Reform representative Sergei Pavlenko

Several representatives of nongovernmental organizations (NGOs) and subcontractors also gave useful speeches and presentations: Mikhail Dmitriev (Moscow Carnegie Center), Galina Markina (MCG), Nina Oding (Leontief Center), Rostislav Vcherashny (Institute of Industrial Development), Alexander Saulin (Leontief Center), and others.

Seminar participants received information and reference materials updated monthly, including:

- Brochure *Stabilization of the Russian Economy*. The contents were updated on a regular basis. The brochure covered macroeconomic and stabilization policy issues raised in the speeches and reports associated with a particular seminar
- Monthly publication of *Review of the Russian Economy*, prepared by the Working Center of Economic Reforms under the Government of the RF
- Selection of latest printed materials and other relevant materials

The seminars were accompanied by a business supplement to the local newspaper (see subsection C) and media relations activities such as issuing a press release, inviting journalists to cover the seminar, and interviews for prominent speakers (such as Sergei Vasiliev, Alexander Polonsky, and Mikhail Dmitriev). In addition, seminars for journalists were also held in 8 of the 12 locations (see subsection F).

The mass media covered the seminars extensively. The seminars were covered in television and radio news reports, and interviews with prominent speakers were included in extended programs. Experts were invited to live radio programs. Each seminar was covered in the press and the business supplements published by the Team.

B1. Challenges

The Team faced political and logistical problems in preparing and implementing the seminars. First, target audiences were distracted from the problems discussed at the seminars because of the vote struggle before parliamentary and presidential elections. Changes occurring in the RF Government and in the Commission on Economic Reform also presented difficulties.

The seminars success depended on support from the local administrations. Local administrations usually helped select audiences and sites for seminars, but were not always helpful. Moscow and field coordinators sometimes had to persuade local representatives to provide more support.

B2. Results

The Team held 12 seminars during the task order. Almost all economically important regions of Russia were covered, including Saratov, Yekaterinburg, St. Petersburg, Kaliningrad, Yaroslavl, Vladimir, Voronezh, Irkutsk, Novossibirsk, Nizhny Novgorod, Vladivostok, and Khabarovsk.

A total of 2,960 individuals participated in the team's seminars, including:

- Directors of enterprises—1,660
- Entrepreneurs and well-known small business representatives—200
- Representatives of Governmental and economic bodies—550
- Representatives of academic and scientific institutions—250
- Bankers and representatives of different financial bodies—175

The participation of leading specialists, such as the deputy ministers of economy and finance, made it possible for local administrations to establish good working relationships with the ministers, to agree on a regular information exchange, and to consult with them.

Educational seminars were not always well received. In several cases, participants who did not support economic stabilization (mostly heads of unsuccessful enterprises who were used to the planned economy and did not want to change) initiated heated arguments.

Through the seminars, participants grew to understand their ability and obligation to participate in the development of economic policies by voicing their opinions. The audience also came to understand the process of reform. The important achievements of these seminars were:

- Development of an understanding by target audiences of macroeconomic mechanisms and tools
- Development of an understanding by directors and leading specialists of large enterprises of their role in macroeconomics and how they can change their approach to solving problems and conducting business

Due to limited resources, the seminars were held in only 12 regions and were short in duration. The Team is hopeful that this important activity of educating opinion leaders on economic policies and their role in development will be continued in some fashion.

C. Business Supplement

As initially planned, this activity was to comprise six supplements in the national business press targeted at entrepreneurs and owners of small enterprises. However, after analyzing the readership of the central business publications, it became clear that their primary audience was the financial community, brokers, and bankers. Therefore, the Team decided to publish a business supplement in regional newspapers in conjunction with our seminars. The purpose of these supplements was to:

- Expand the audience of the educational seminars
- Get the audience interested in macroeconomics
- Initiate discussions of macroeconomic questions among local mass media, interested representatives from local administrations, and businesses
- Prolong the effect of the key messages of the seminars

To reach the task order deliverable requirement of 600,000 copies (six supplements at 100,000 copies) in the regional press, the Team had to issue one supplement for each seminar. As shown in Table VII-1, the combined circulation of all supplements issued was 708,690.

Table VII-1. Supplement Circulation

City	Circulation
1. Saratov	50,000
2. Yekaterinburg	50,000
3. St. Petersburg	50,000
4. Yaroslavl	67,200
5. Kaliningrad	80,000
6. Irkutsk	48,000
7. Novosibirsk	120,000
8. Voronezh	87,990
9. Vladimir	10,500
10. Nizhny Novgorod	30,000
11. Vladivostok	60,000
12. Khabarovsk	55,000
Total	708,690

Publishers of the supplements received many letters and calls from readers. The responses were typically positive and requested practical information and cooperation from the Team.

Business supplements in the regions enjoyed immense popularity. They not only increased the impact of the targeted communications program for the people who could apply the information to their everyday lives, but also deepened the understanding of program messages.

D. Direct Mail

The direct mail program was designed to broaden the impact of the Team's targeted educational program in Russia. The Team identified the following audiences for this activity:

- Heads and specialists of economic management bodies of Russian Federation kraia, oblasts, and republics
- Administration heads of raions and cities with considerable economic potential
- Managers of the large enterprises
- Businessmen's associations
- Chambers of industry and commerce
- Higher educational institutions of economics and finance
- Ministries and departments engaged in drafting and implementing state economic policy, KUGIs, and Property Funds

The Team implemented the direct mail program with the Commission on Economic Reform. Initially, direct mail was viewed as a way to enhance the impact of educational seminars. Because the direct mail program was targeted at the same audiences as the seminars, we planned to distribute slightly modified seminar materials throughout Russia's regions.

The strategy changed in February 1996, when the Team decided to target the direct mail program at a smaller audience of individuals and institutions (less than 1,500), and to provide this group with a package on each of six subjects. Because the seminar topics were not changing significantly over time, the Team began to develop specific materials for each package.

The packages' analytical sections provided consistent coverage of all subjects under the Team's public education campaign. Through direct mail, the Team promoted in-depth understanding of the macroeconomic trends and mobilized support for the Government's economic policy. The Team received many requests from the regions to add institutions and individuals to the mailing list. The list increased from 1,300 to 1,400 during the task order.

From February to July 1996, six direct mailings of approximately 75 pages each were distributed covering the following subjects:

- Package #1: Controlling Inflation is the Basis for Financial Stabilization

- Package #2: Russia's State Budget for 1996 is a New Step Toward Creating an Efficient Economy
- Package #3: Investments and Advancement of Production and the Services: A Necessary Condition of Economic Growth
- Package #4: The Role of Enterprise Restructuring and Small Business Development in Russian Economic Stabilization.
- Package #5: Raising the Standard of Living: The Main Objective Of Economic Stabilization
- Package #6: The Future Economic Policy

Starting March 1996, the Team began to receive responses to the direct mail packages from Moscow and the regions, including phone calls from the Institute of Macroeconomic Research at the RF Ministry of Economy, and the Information Department of the RF President's Administration.

Institutes of higher education and scientific research establishments expressed the most positive reaction. We received responses from the Moscow State Institute of International Relations of the RF Ministry for Foreign Affairs, Saratov State University, Volgograd State Technical University, St. Petersburg State Technical University, Yaroslavl State University, St. Petersburg State Technological Institute, Samara State Technical University, and Saratov State Technical University, among others. The Team received the following comments:

- Novosibirsk State University noted that "the materials were of great use and help to improve the teaching practices," and the Krasnoyarsk State University wrote that the "materials are of great use in teaching"
- The Ulyanovsk State Technical University wrote that the "materials were of significant interest and could be used at the management department of the University and for lecturing as a source of economic data," and that the "materials on enterprise restructuring and small business were particularly useful; they clearly outlined major activities in small business development until the year 2000"
- The Moscow Automobile and Road Construction Institute—Technical University stated that "the use of your materials enabled us to provide more information to the teachers, thus raising the quality of teaching. For higher educational establishments, availability of free reviews has tremendous importance."

The regional administrations, privatization bodies, and economic management departments were the second most positive respondents to the direct mail package. Comments were received from the following organizations: Magadan Oblast Property Fund, Kaliningrad Oblast Property Fund, Sverdlovsk Oblast Committee on the Economy, Magadan Oblast State Property Management Committee, Arkhangelsk Oblast State Property Management Fund, Volgograd Oblast Deputy Administration Head, Tver Oblast Committee on the Economy and Forecasting, City of Kursk Deputy Administration Head, Vladimir Oblast Department of the Economy and Industry, and the City of Novgorod First Deputy Administration head. Examples of the comments received include:

- The Astrakhan Oblast First Deputy Administration Head expressed his gratitude and emphasized that "the materials were of great practical use and help to deal with economic problems of the Astrakhan oblast"
- Committee on Economics of the Tver Oblast wrote that they were "grateful ... for the regular supply of materials on urgent economic issues. The analytical materials ... substantially widened our information field and served as an extremely useful bolster in the work of the economic services within the bodies of state authority in Russia's regions"
- The Committee on the Economy, Forecasts and Investment of the Kaluga Oblast wrote that they "would make use of the materials while developing the social and economic forecast of the oblast of 1996-97, for long-term forecasts and for other work"
- The Center for the Production, Issue, Registration and Flotation of Securities in Leningrad Oblast wrote that "the information was a great help to our center"

E. Informational Bulletin

This activity was added in Amendment #1 and later expanded by the Team. The Union of Regional Economic Journalists helped the Team distribute the bulletin throughout Russia.

Starting in November 1995, the Team continued issuing the Information Bulletin of the Press Service of the Commission on Economic Reform (formerly issued under the Burson-Marsteller task order). The bulletin was an important media relations tool, regularly providing a wealth of information on economic reform and stabilization to media outlets and other organizations. The 20- or 30-page bulletin was distributed to 465 national and regional newspapers and magazines, information agencies, television and radio companies, press services, and top officials of Government bodies and ministries involved in economic reform.

In addition to the Team's direct and electronic mailing, the bulletin and other information on economic reform and stabilization were distributed through the regional branches of the Union of Economic Journalists. The outlets for this mode included: 16 in the North region, 22 in the North West, 15 in the Volgo-Vyatskii region, 11 in the Povolzhie region, 14 in the North Caucasian region, 15 in Western Siberia, 17 in Eastern Siberia, and 20 in the Far East.

Table VII-2 illustrates the distribution of the information bulletin.

Table VII-2. Bulletin Distribution

Where	Who	Mail	Email
Moscow media outlets	Macro Team	99	38
Regional media outlets	Macro Team	53	6
Journalists' associations	Union of Economic Journalists		12
Individual regional journalists	Union of Economic Journalists	210	
Regional newspapers, TV and radio companies	Union of Economic Journalists	41	6
	Total	403	62

Twenty-eight Informational Bulletins were issued covering subjects such as the budget, stabilization, inflation, stock market, privatization, production, business (especially small business), and social issues.

Emphasis was on covering the financial policies of the Russian Government and the steps taken to gain support from such international financial organizations as IMF, Paris and London Clubs, World Bank, and the European Bank for Reconstruction and Development (EBRD).

Bulletin materials and exclusive news pieces were widely used by the national and regional mass media, either reprinted with references to the bulletin or inserted into articles without references. Bulletin articles were reprinted by the following periodicals: *Finansovyye Izvestia*, *Delovoi Express*, *Ogonyok*, *Ekonomika i Zhizn* (national and Moscow issues), *Expert*, *Vestnik Privatizatsii*, *Chelovek i Trud*. The information was routinely used by the Agency of Economic News. The bulletin stories were regularly featured by the leading weekly for stock market professionals, *Rynki Kapitalov*, and the mass circulation journal, *Zhurnal Dlya Aktsionerov*.

The bulletin was useful for mass media outlets, especially in the regions. It provided easy access to economic information, substituting for expensive subscriptions to bulletins sold by information agencies while focusing on a specific topic—macroeconomic reform and stabilization. The bulletin also helped to strengthen independent Russian media, serving as an important tool for disseminating information on economic reform.

F. Journalist Training

Previous public education campaigns have indicated that while journalists of the new Russian independent press enjoy high credibility with their audience, they often lack basic knowledge of economic issues. This situation is aggravated in Russia where there is little or no historical experience reporting on complex, market-based economic issues. Therefore, providing information and professional training to local journalists was determined to be a major need since the beginning of the project.

Held with the educational seminars, journalist seminars were an excellent venue for information exchange and improving the quality of economic reporting. During the task order, six regional (Saratov, Yekaterinburg, Voronezh, Novosibirsk, Irkutsk, and Vladivostok) and three national journalist seminars (St. Petersburg, Nizhny Novgorod, and Moscow) were conducted to educate journalists about the economic issues covered under this task order. The seminars were supplemented by weekly informational packages of reference and resource materials distributed to national and regional media outlets.

Roundtable discussions were an integral part of the Team's educational and professional training efforts. These discussions helped regional journalists understand the issues of financial stabilization, inflation, foreign debt, and western and domestic investments. The seminars, attended by a total of 243 journalists, featured Russia's most prominent opinion leaders and economists, including speakers from the general educational seminars.

G. End-of-Project Seminar

At the end of the project the Team held a seminar on the principles of implementing information and education programs on economic reform and stabilization, and issued a brochure. The brochure and seminar were intended to help state agencies, public and research

organizations, and mass media who actively participated in economic reform and stabilization, particularly those involved in the education and information campaign.

Organized with Leontief Center, the seminar was an effective way for participants to discuss ways to influence economic behavior through public relations campaigns. During the seminar, more than 100 participants representing state agencies, experts, researchers, and journalists created new venues of economic information and identified methods for distribution. The Team's Information Group prepared the brochure "Economic Reform and Public Relations," which was distributed to seminar participants with the informational packet.

This final project activity will help to ensure that the results of the project are perpetuated and the continuation of the public education and information effort.

**SECTION VIII
DELIVERABLES AND BENCHMARKS**

A. Deliverables

Table VIII-1 shows the deliverables required and completed under the task order as of the latest amendment.

Table VIII-1. Deliverables Required and Completed

Task/Activity	Number Required	Number Completed
National quantitative benchmark survey	2	2
National qualitative focus groups	5	45
Individual one-on-one interviews	50	50
General audience newspaper supplements	6	19
Business audience newspaper supplements	6	12
General story placements in print media	130 stories	200 +
Regional TV programs	360 15-minute programs	360
Extended national TV messages	390 minutes	390
Extended radio messages	130 five minute programs	130
Direct mail	6 mailings	6
Sectoral conferences	12	12
Journalist conferences (regional)	6	6
Journalist conferences (national)	2	3
Information modules	0	61
Information bulletins	0	28
End-of-project seminar and manual	1	1
Publication: Stabilization of the Russian Economy	0	1
Regional and national press conferences, briefings, and interviews	0	100 +

B. Benchmarks

The benchmarks in the original task order were modified by Amendment #1 after the first round of public opinion research clarified additional issues to be addressed with the public. Public opinion research has been an essential part of USAID's public education and information campaign in support of economic reform in Russia. Designed to establish the type and content of the messages to be disseminated, it was also used to measure changes in public perception and understanding of key themes promoted by the campaign.

The results of the final public opinion survey demonstrate that the project has achieved more than expected. Without question, a majority of the population has accepted the permanence and irreversibility of the transition to market-oriented macroeconomic policy. In addition, research shows a strong plurality supports the market-oriented nature of macroeconomic reforms.

This is an important movement in public opinion, which over the past four years has supported market-oriented reforms based on the population's opposition to communism as a discredited concept. Today, through our task order, public support for macroeconomic stabilization is based on an understanding of current policies and an ability to apply them to individual well-being.

This result coincides with our quantitative and qualitative findings on the public's expectations of macroeconomic policy and information. Our research shows the population seems to have accepted the irreversibility of international economic integration, private ownership, commercial banking system, and market-based limitations on Government budget spending. The public's desire for information and economic policy is now oriented toward building on the macroeconomic foundation to bring practical economic benefits to the public.

B1. Difficulties in Determining and Measuring Quantitative Results

According to the benchmark analysis on the following pages, the public education campaign has yielded an increase in public support for certain market-oriented economic reforms and a dramatic drop in opposition to them. At the same time, the survey results demonstrated the difficulties in measuring quantitative achievement. These difficulties are twofold:

- Quantitative measurement of educational achievement is difficult in all circumstances and cultural settings. In the United States, meaningful measurement of educational results is a fundamental question in educational reform. This measurement is even more difficult to determine when the subject is as complex as economic transition and reform in the Russian Federation.
- There is little past experience on which to model this type of measurement. USAID has comparatively little experience in public education projects and worldwide, few organized public education projects have been aimed at improving the mass population's knowledge and understanding of issues of macroeconomic stabilization. Similar projects have encountered difficulty in measuring impact.

Because this was one of USAID's first attempts to quantitatively measure the success of such a program, the original benchmarks were set somewhat arbitrarily and without consideration to what Russian commerce spends to gain percentage market share. For example, our project had a \$4 million budget spent over 1 year, whereas the advertising budget alone for Mars candy in Russia is approximately \$5.5 million per month.

A 10 percent improvement in public attitudes about economic reform is considered a remarkable achievement. This task order, with a fraction of the money that Russian commercial entities spend on advertising, in many cases has achieved well over 10 percent improvement in public attitudes.

The Chemonics Communications Team realized early that the original benchmarks were not realistic and proposed that they be modified. It was decided that the benchmarks should remain ambitious but that in the event of a shortfall, new information would be used to improve the design of future benchmarks. It was also recognized that many factors outside the control of this project affect public opinion, and subsequently the ability to reach the benchmarks.

Benchmarks were also set high to motivate us and our Russian counterpart to maximum effort. In some cases, the benchmarks were not met. However, we succeeded in defining a quantitative measurement and in attaining significant achievement despite uniquely difficult economic, social, and political circumstances that negatively influenced the attitudes on market-oriented macroeconomic reform.

B2. Designing the Measurement

Our project had two goals. The first was to improve the mass public's understanding of macroeconomic concepts. This required information as well as persuasion because the macroeconomic concepts conflicted with Russian historical, economic, social, and cultural norms. We embraced this difficult task, understanding that as recently as four years ago many economic concepts we are promoting were considered immoral and illegal by Russian society and culture.

Our second goal was to inform and persuade the public in support of specific macroeconomic reform actions and policies of the Government of the Russian Federation.

Therefore, we designed a measurement that would provide a quantitative examination of our success in meeting both goals. To accomplish this, we conducted comprehensive public opinion research among the mass population to measure educational achievement on certain questions. Additionally, we compared the success of the principal economic reform policies implemented by the Russian Government in relation to the amount of supporting public information work that was conducted.

C. Results

Respondents were asked questions relating to each benchmark in January 1996 and again in July 1996. The following pages will describe the benchmark, the subject of the question, and the results differential between January and July. The complete quantitative survey is appended to this report as Annex D.

The surveys were conducted in 105 cities and villages of the Russian Federation. The sampling of 1,802 respondents (January) and 1,754 (July) represents Russia's population by the demographics and structure of geographical settlement. Statistical error is 4 percent.

C1. State Budget

While there has been a significant increase in support for maintaining a strict budget policy, more interesting is the large increase in the public's understanding of the changed composition and responsibility of the state budget relating to wage payments and arrears. The benchmark analysis for the state budget appears in Table VIII-2 on the next page.

Table VIII-2. State Budget Benchmark Analysis

Benchmark	Survey Question	January 1996	July 1996	% change
<i>50 percent improvement in the public perception that the state budget pays the salaries of only between 30 percent and 40 percent of the population, with the remainder of salaries being the responsibility of fully private enterprises;</i>	Salaries are the responsibility of the enterprise directors and not the state budget	40% agree	53% agree	+ 32.5%
<i>50 percent improvement in the public perception that the size of the state budget is not a direct correlation to the economic well-being of the nation (and that a larger state budget is not equivalent to better national economic well-being), but that instead a number of economic indicators must be taken into account in determining this;</i>	Importance of adherence to strict budget policy	37% agree	42% agree	+ 13.5%
<i>50 percent improvement in the public perception that the state budget is not financing the monetary stabilization program;</i>	Government is not paying wages in order to finance economic stabilization	20% agree	17% agree	-15%
<i>50 percent improvement in the public perception that it is important to strictly adhere to the terms of a pro-market reform state budget.</i>	Importance of adherence to strict budget policy	37% agree	42% agree	+ 13.5%

C2. Inflation

There has been a significant increase in the population's understanding of the practical causes of inflation and the need for economically painful measures to contain inflation, as shown in Table VIII-3. These issues are also related to increased public understanding and support of a strict state budget construction.

Table VIII-3. Inflation Benchmark Analysis

Benchmark	Survey Question	January 1996	July 1996	% change
<i>50 percent improvement in the public understanding of the relationship between the control of money supply and inflation;</i>	Inflation can be controlled by reducing state spending	45%	52%	+ 15.5%
	Government borrowing from the central bank does not lead to inflation	true 11%	true 18%	+ 63.6 %

Benchmark	Survey Question	January 1996	July 1996	% change
50 percent improvement in the public understanding of the relationship between budgetary revenue sources and inflation, namely, the difference between inflationary (Central Bank credits, money supply) and non-inflationary (tax revenues, international and private debt) budgetary revenues in relation to inflation;	Inflation can be controlled by reducing state spending	45%	52%	+ 15.5%
	Government borrowing from the central bank does not lead to inflation	true 11%	true 18%	+ 63.6%
50 percent improvement in the public understanding of the relationship between privatization and inflation, specifically, the role that subsidies to non-privatized enterprises play in fueling inflation;	More privatization leads to reduced inflation	22%	28%	+ 27.2%
	Privatization causes inflation	not true 69%	not true 73%	+ 5.8%
50 percent improvement in the public understanding of the effect of the "inflation tax" on the mass population in terms of price increases, devalued savings, devalued wages, and decreased purchasing power. Particular attention will be devoted to the effect of inflation upon those citizens on fixed incomes (students, pensioners, veterans, unemployed workers).	Inflation is a kind of a tax	true 58%	true 61%	+ 5.1%

C3. Monetary Stabilization

Despite the economic pain caused by the measures to create monetary stabilization as well as the attacks during the election cycle, public support for monetary stabilization has increased, as shown in Table VIII-4.

Table VIII-4. Monetary Stabilization Benchmark Analysis

Benchmark	Survey Question	January 1996	July 1996	% change
50 percent improvement in the public understanding of the positive results of the implementation of a successful monetary stabilization program, as introduced by the Commission.	Stabilization makes life stable and predictable	44%	48%	+ 9.0%
	Stabilization protects people in the low-income bracket	42%	45%	+ 7.1%
	Stabilization slows price increases	37%	40%	+ 8.1%

52

C4. Inter-Enterprise Debt

Significant improvement has been achieved on the issue of inter-enterprise debt among the mass population, as shown in Table VIII-5. This is important for future efforts to restructure enterprises.

Table VIII-5. Inter-Enterprise Debt Benchmark Analysis

Benchmark	Survey Question	January 1996	July 1996	% change
<i>30 percent improvement in the public understanding of the nonpayment of wage issue, specifically a clarification of who is responsible for the nonpayment of wages, tied to the larger picture of the causes and effects of inter-enterprise debt and the state budget.</i>	Nonpayment of wages is the responsibility of private enterprise managers	true 40%	true 53 %	+ 32.5%

C5. International Financial Assistance

Despite intense public attacks on international financial assistance during the election campaign, there has been a significant increase in the understanding of the role of international financial assistance, as shown in Table VIII-6.

Table VIII-6. International Financial Assistance Benchmark Analysis

Benchmark	Survey Question	January 1996	July 1996	% change
<i>30 percent improvement in the public understanding of the value of international assistance as it relates specifically to the monetary stabilization program, and the importance of meeting international debt obligations in order to enable the economic reform program to progress.</i>	Economic stabilization is paid for by international financial assistance	True 7.8%	True 10.8%	+ 38.4%
	Russia is in need of international financial assistance to solve its economic crisis	True 10%	True 13%	+ 30%

C6. Investment and Production

On investment and production, the population has a somewhat confused response, as shown in Table VIII-7. While public support for closing inefficient and unprofitable enterprises actually increased, the election rhetoric from both sides has reduced support for the idea that industrial production is not the only valuable economic activity. This was not a significant drop, but it is a worrisome diversion in a positive movement.

In addition, support grew for banning imports, another minor but worrisome shift. Looking at the election rhetoric, virtually all candidates adopted the populist stance of banning imports. The increase in support came from those who were undecided or had no opinion in the January poll, and not from those who opposed banning imports. In addition, a larger plurality of people

believe that noncompetitive enterprises should be forced out of business rather than be artificially supported by banning imports, and this plurality remained stable.

Table VIII-7. Investment and Production Benchmark Analysis

Benchmark	Survey Question	January 1996	July 1996	% change
<i>50 percent improvement in the public understanding that economic well-being is not only determined by investment in heavy industrial production, but also by investment and expansion of production in other sectors of the economy, including commercial activities such as the service sector, construction, trade, finance, health care, and education, among others.</i>	Unproductive enterprises should be closed	True 41.6%	True 43.1%	+ 3.6%
	Investment should be directed only to industrial production	True 23.7%	True 29.0%	+ 22.3%
	Investment should be directed to all sectors of the economy	True 71.0%	True 68.2%	-3.9%
<i>25 percent reduction in the percentage of people advocating a ban on foreign imports as a means to increasing domestic production.</i>	Imports should be banned to increase domestic production	True 36.6%	True 42.8%	-16.9%
	Bankruptcy laws should be enforced	True 46%	True 44.5%	-3.3%

D. Other Evidence of Audience Impact

In addition to the public opinion survey, we have some impressive anecdotal evidence on program impact from audience feedback.

While the amount of programming produced and aired during the project period far surpassed earlier programs, the broadcast schedule was light in the context of media in Russia. In the regional component, only 30 minutes per month were broadcast. Thus, it was important that journalists produce the most effective and persuasive economic news programs possible in the limited time allotted.

The team does not have impact figures on or analysis of Russian audiences. Traditional western methods of tracking audience viewership such as Nielson Ratings were not available in Russia, nor was an equivalent measurement budgeted for within the project. Furthermore, no organization has yet developed a reliable system to receive audience feedback from television programs. However, impressive anecdotal audience feedback was available from producers, regional newspapers and radio stations, and is cited throughout this report.

An example of program impact can be seen with one of our early programs in Nizhny Novgorod. The regional television production team in Nizhny Novgorod produced a piece on foreign investment that was watched by the local Government administration. In the program, city officials were criticized for not honoring a business agreement with a foreign investor. In response to this program, city officials engineered an audit of the heroes of the television story, a

Russian-German joint venture team. The joint venture partners were scrupulously honest, and every element in the story checked out. The lesson for the Nizhny producers was that broadcast media could do what it is supposed to—interest, inform, and educate its audience.

The word-of-mouth reaction to this program in this region helped make the Nizhny Novgorod show popular and effective. It was one of the first programs of the project and set an excellent tone for the rest of the 14-program series. As an added bonus, this program won the 1995 Best Regional Reporting about Russia Award given by the International Press Center & Club/Moscow and the Foreign Correspondents Association (see photos in Annex B).

Another excellent example of our program's impact is demonstrated through the national radio programs, in particular Radio-One's "New Wave" programming. The Monday-through-Friday broadcast schedule gave it a chance to develop a regular audience. According to a recent Vox Populi public opinion poll, a plurality (25 percent) of respondents named Radio-One as offering the most credible economic news. Radio-One's broadcast schedule was stable, consistent, and predictable, broadcasting to all regions and allowing audiences to listen to programs at local prime time all over the country without time shifting.

The development of an audience following is best demonstrated by the reaction of small businessmen. After airing a few programs on trade as an important contributor to national production, Radio-One received extensive audience feedback from small businessmen such as kiosk owners and shuttle traders. They requested additional programming that showed their profession in a positive light, as well as programming that provided useful information on running a small business.

E. Public Education Support and Economic Reform Policies of GoR

This section reviews the progress of market-based economic reform and its relationship to public education support from USAID. The analysis of progress in economic reform is somewhat subjective, but the analysis presented in Table VIII-8 is broadly accepted as a reasonably accurate assessment of economic reform in the Russian Federation.

Table VIII-8. Public Education Support and Economic Reform Policies of GOR

Economic Reform	Public Education
<p><u>Privatization</u></p> <p>During the years 1992, 1993, 1994, and the first half of 1995, privatization was the most significant market-based reform in the Russian Federation.</p>	<p>USAID aggressively funded Public Education programs in support of this, including large-scale funding for mass communication.</p>
<p><u>Privatization</u></p> <p>During the last half of 1995 and 1996 privatization faltered. An ultraconservative privatization minister was appointed (and later removed), the sales of remaining state shares slowed, resulting in massive public misunderstanding of issues such as "Loans for Shares."</p>	<p>USAID ended all funding for public education programs supporting privatization.</p>

Economic Reform	Public Education
<p><u>Land Privatization</u></p> <p>The second half of 1994 and the first half of 1995 featured the most significant breakthroughs in land privatization to date. Public support for enterprise land privatization grew significantly, and the constitutional and statutory foundation for enterprise land privatization was created through Presidential decree and regional ordinance.</p>	<p>USAID aggressively funded a public education campaign supporting land privatization that worked directly with GoR to implement these significant initial steps toward land privatization in Moscow and the regions. Additionally, the public education project was operationally assisting in the design and implementation of enterprise land privatization almost one year before any of the USAID fund "technical" assistance projects were operational. GoR will confirm the essential nature of the public education projects in this area.</p>
<p><u>Macroeconomic Reform</u></p> <p>The policy of macroeconomic reform and ruble stabilization has been the most effective large-scale macroeconomic reform policy in all of the formerly communist economies of NIS, as well as eastern and central Europe.</p> <p>Inflation in July 1996 was under 1.2%, and the ruble stands on the verge of full convertibility. These results could not have been achieved without the education and support of both the mass population and the leadership of private and privatized enterprises, financial structures, and newly emerging social institutions.</p>	<p>USAID funded a moderate-level public education program that supported the implementation of the macroeconomic reform program.</p>

F. Contribution to USAID Results Framework

The Communications task order has also contributed to the USAID Results Framework in the RF. The task order addressed Strategic Objective 1.3: "Accelerated development and growth of private enterprises," section IR 1.3.1: "Policies, legislation, and regulations conducive to broad-based competition and private sector growth adopted," and, more narrowly, IR 1.3.1.3: "Improved understanding of free market principles by political leaders, Government officials and the general public." There are two performance indicators within objective IR 1.3.1.3: 1) coverage of the public, and 2) public opinion polls, knowledge, attitudes, and practices.

Coverage of the public. Within this indicator, defined as *public education dissemination*, task order performance is measured by the total number of regions with new public education programs. In 1996, the goal is set at 30 regions, up from the baseline of zero in 1992.

Under the task order, USAID successfully implemented comprehensive public education campaigns throughout the Russian Federation. National TV programs reached 51 regions, and 40 million viewers. In addition, regional television programs were aired in 25 regions. It is estimated that regional TV programs reached 22 million households across the country.

The task order radio programs, aired on Radio-One with a 115 million listening audience, were broadcast in almost all regions of Russia (the whole territory of the former USSR was covered with the exception of certain districts in Transcaucasia, Central Asia, Ukraine, and the Baltics). Finally, the general newspaper supplements were printed in a newspaper with a circulation of 2.2 million throughout Russia.

Our targeted communication program also included general seminars and newspaper supplements in 12 cities encompassing representatives from approximately 25 regions, and special journalist seminars in 8 cities encompassing representatives from approximately 15 regions. The direct mail packages were mailed to 1,400 addresses throughout Russia.

Through this program, USAID has provided information to mass and targeted populations in virtually all regions of Russia. The critical information about the processes, Government policies, and benefits of economic reform would not have been available to the general and target audiences without the project, which alone has exceeded USAID's goal to implement public information campaigns in 30 regions by 1996.

Public opinion polls, knowledge, attitudes, and practices. This indicator is defined as *new attitudes*, and is measured by percent change in public opinion. The goal for 1996 is set at 50 percent compared to the 1993 baseline of 0 percent.

This project was tasked with measuring the increase in positive public attitude toward economic reform over the life of the task order. In a number of cases, the task order has achieved more than expected, exceeding USAID's indicator of 50 percent of the public holding positive attitudes regarding economic reform policies and processes.

Table VIII-9 below presents the opinions that in the July 1996 survey exceeded or came close to meeting the 50 percent mark for which USAID was striving.

Table VIII-9. New Attitudes

Survey Question	July 1996
Salaries are the responsibility of the enterprise directors and not the state budget	53% agree
Inflation can be controlled by reducing state spending	52% agree
Privatization causes inflation	73% disagree
Inflation is a kind of tax	61% agree
Stabilization makes life stable and predictable	48% agree
Stabilization protects people in the low-income bracket	45% agree
Unproductive enterprises should be closed	43.1% agree
Investment should be directed to all sectors of the economy	68.2% agree

SECTION IX
LESSONS LEARNED AND RECOMMENDATIONS

A. Lessons Learned

Following are the lessons learned in the implementation of this project:

1. Project success depends on advance planning and lead time, and this must be factored in at project design.
2. Sharing of resources between projects is an opportunity to leverage resources, but provisions must be made in case one activity is not renewed.
3. For a public information campaign on government policy to succeed, a strong and trusting relationship with government counterparts is critical.
4. Russia is a fluid environment in which projects must be able to constantly adapt.
5. Flexibility to adjust benchmarks needs to be maintained as issues change.
6. Subcontractors are needed to implement such a project, especially to institutionalize capabilities. However, reliance on other organizations to complete project deliverables must be managed carefully.

Each lesson is discussed below.

A1. Planning and Lead Time

Because of good planning in the early stages, a remarkable number of activities was accomplished in the allotted budget and time period. Tasks were clearly defined within the first month and, based on the Team's experience in Russia, were challenging but realistic.

At the request of USAID, the task order suspended certain project activities during the parliamentary election in December 1995. To respond to the political situation, the Team adjusted its communications strategy and distanced itself from conflicting political forces and events while focusing exclusively on economic issues, trends, and decisions. The interruption in project activities was considered a potential problem, but it was later used to develop information and establish working relationships with subcontractors. By the later presidential elections, the Team had established itself as an independent source of economic information and therefore did not suspend mass media activities during the presidential elections in June and July 1996.

While there was good early planning in general, there was insufficient advance planning in the broadcast media components for scheduling time for procurement, preproduction training, and information development. Because of the newness and complexity of the subject matter, more time was required than anticipated to increase the knowledge base of the Team and subcontractors, and to develop information packets. While we recognized the need early on, we had to get programming under way to fulfill the deliverables of the task order.

The lesson learned is that future projects with mass media components must budget time for procurement of media, training of journalists, and information development. Of course, the amount of time required depends on the scope of the mass media program, but as a rule, a \$1 million mass media program should allow 6 weeks to undertake a limited competition procurement, and another 6 weeks to train journalists and develop information.

A2. Sharing of Resources

Task order resources were stretched due to the need to share staff between this and a companion public information task order. Because Chemonics had most of its staff in place when the task order became effective on August 21, 1995, the team was able to start work immediately. Start-up and program activities were begun, and 23 local professionals and support staff (most of which were part-time, shared with another public education and information task order) were hired.

We had anticipated working closely with the Burson-Marsteller Public Information task order. This task order was not renewed, which gave rise to a number of challenges. To meet these challenges and ensure that joint activities would be continued, Chemonics took on functions and personnel from the Burson task order. Costs from this were mitigated in part by sharing personnel as described above, and transferring equipment from the Burson project office.

A3. Relationship with the Government

Another important lesson is the value of a close working relationship with the Government counterpart, and how to accomplish this. Working closely with the Government enabled us to provide effective information support to Government policies. In turn, our close professional relationship attracted high-level Government officials to speak at the seminars. The presence of these officials added immense weight to our educational efforts. To work closely with such officials, they needed to be convinced of the value of the program. Early on we established excellent working relations with two such counterparts (Sergei Vasiliev and Arkady Yevstaviev), who supported the project and continued to develop interest within the Government for it.

To succeed, a public education campaign must also establish partnerships with Government economic bodies and independent economic experts. The assistance and professional advice of these experts and opinion leaders proved invaluable in developing the key messages of the Team's mass media and targeted communications programs.

Another element of success is flexibility: the ability to adapt the communications strategy to changes in Government economic policies, as well as public opinion dynamics. By the beginning of 1996, the Team gradually shifted the focus of project activities from direct public education support of the Government stabilization policy to securing and defending the market-oriented macroeconomic reforms.

A4. Strategy/Fluid Environment

The project Team adjusted as the task order went through another change following the resignation of Deputy Prime Minister Chubais and other prominent liberals from the Russian Government. The Team conducted extensive discussions with its counterparts in the Russian Government and economic stabilization program leaders to determine the future direction of the public education program. These efforts culminated in discussions between Russian officials, USAID, and the task order management, confirming that the Team's work was essential to the reforms and would continue with only small adjustments in the general strategy. It was further confirmed that the task order would continue its formal relationship with the Commission on Economic Reform, and would be coordinated with Deputy Minister of the Economy Sergei Vasiliev, vice-chairman of the Commission.

A5. Benchmarks

Based on the first public opinion survey findings and changes the task order underwent between its drafting and our signing, the Team proposed redefining its benchmarks and corresponding amendments. The team met with USAID to discuss these changes. We noted that the population's understanding of economic reform was much lower than originally anticipated, and that political sensibilities were in flux. These issues gave rise to concern that the project might not be able to meet the benchmarks as originally stated for reasons beyond our control. Furthermore, the benchmarks were designed well before the project was initiated, and issues on which several benchmarks were based had become moot. Finally, we noted that the task order's attempt to measure this type of information in Russia was the first of its kind, and that the benchmark levels were not based on past performance of other such projects.

After discussing the issue with USAID, we jointly agreed to keep the level of the original benchmarks because we did not know to what level we would meet them. It was also understood that this was a first attempt to measure change in public attitude as a result of a public information campaign. However, to ensure that public information activities addressed the most pertinent and current issues, we redefined the issue to be measured by some of the benchmarks.

A6. Subcontractors

Subcontracting was one of the most important aspects of the Team's work. The work load could not be handled without local subcontractors, and use of indigenous firms promoted sustainability of project activities. Nevertheless, the Team encountered several difficulties with subcontracting.

After completing only 5 out of 12 supplements of "Economics for All," the circulation of the newspaper *Argumenty i Fakty* dropped dramatically, and the Team was confronted with the need to look for another newspaper for placement of its general newspaper supplement. This was accomplished within a reasonable time frame. Moreover, although Amendment #1 required only 6 supplements, the original contract had asked for 12, and the Team felt strongly that we should complete our plan for 12 supplements. Therefore, *Trud* newspaper was selected to publish the remaining seven, and continued to print the supplements (based on the Team's information) even after the subcontract and payment for the supplements ceased.

Likewise, the subcontract with NEP-TV (national television programming) had to be canceled prior to the original expiration date. NEP's programs were to be broadcast on ORT, but the plan to incorporate the program into the news segment was not working smoothly. Again, the problem was solved quickly by an amendment to IMA-Press' subcontract to include 10- and 15-minute programs broadcast on the national Channel 5. Again, the Team felt committed to exceeding the amended task order requirements and keeping the quantity of deliverables planned at the outset of the project. The Team succeeded in achieving its ambitious goals.

Another problem encountered under the regional television component occurred when several regions had to be dropped due to poor performance, and the programming plan had to be modified. As before, the problem was handled quickly and effectively. The Team committed itself to exceeding the amended task order requirements and keeping the quantity of deliverables planned at the outset of the project.

The key to handling these problems so efficiently was identifying the issue early and remaining flexible in its resolution. The benefits clearly outweighed any short-term problems.

B. Recommendations for Further Public Information Work on Economic Reform and Stabilization

As the monetary stabilization program in Russia approaches its successful completion, other economic reform policies become more critical. So far, these issues have neither been in the focus of public discussions nor received significant media coverage. The new phase of the economic reform will primarily involve institutional change, including:

- Restructuring fiscal system
- Tax reform
- Reducing the size of domestic debt and debt service
- Cutting and restructuring Government expenditure
- Reforming social security system through introducing targeted social benefits
- Demonopolization and control over natural monopolies
- Regulating banking activities and securities market
- Developing investment infrastructure

This next phase of economic reform will be more technically involved, evolve over a longer period of time, and employ a wide range of solutions. To build public awareness and support for such reforms, and to educate the public on options and their possible consequences, it will be crucial to disseminate information to the public. Engaging the population and specific stakeholders in the development of economic policy will continue to be of the utmost importance to the development of a market economy.

All programs implemented under this task order have been successful beyond expectation. Following are recommendations on how to continue various program elements.

B1. Mass Media Program

B1a. Media Relations

The national press has a strong impact on decision making at the federal Government level, and limited but influential readership outside Moscow. To maintain strong professional relationships with central and regional media representatives, the Team held press conferences, issued press releases, provided materials for publication, and conducted one-on-one consultations with journalists. This work is essential to ensuring the success of the Government economic policies and to raising journalists' professionalism and the quality of economic reporting.

In Russia, national publications reach only a small segment of regional audiences, and the circulation of national publications outside Moscow is much smaller than that of regional publications. Thus, it is also important to work with the regional press to ensure nationwide news coverage.

The team's experience has shown that providing information services to the press through direct mailings is the most effective method of press relations at the city and oblast levels. Materials should be distributed regularly and free of charge to any media outlet that will assume an obligation to use them. The cost of a direct mailing program can be reduced even further by

using email, as more regional publications and administration press centers have access to on-line accounts. In addition, personal contacts should be established with well-known, qualified regional economic journalists who need to become involved in targeted communications programming.

Rayon newspapers deserve special mention. There are almost 3,000 such newspapers in Russia, with a total circulation of several million. Outside of cities, such newspapers have a stable, loyal, and rather conservative readership. As rayon newspapers lack high-quality materials or wide access to information, they are willing to publish economic articles from Moscow, especially if these materials are intended for exclusive distribution among rayon-level publications. A weekly economic column including one or two popular articles written by Moscow journalists has been shown to be an acceptable format, and of limited expense.

B1b. General and Business Newspaper Supplements

Continuation of supplements—both national and regional—would promote increased public understanding of macroeconomic issues.

National supplements could be created either as a series in one newspaper that would develop an audience. Alternatively, treatment of a specific economic event could be placed in a number of newspapers, which would result in broader coverage.

Regional business newspaper supplements should adjust to the needs and conditions of the target region. If a rayon business newspaper has a small circulation, a supplement could be placed, as previously suggested, in a regional general newspaper.

B1c. National Television

National programming should be increased in future activities because it reaches the largest audience and has the greatest impact. We have developed a means and format for producing and airing such programs at extremely low cost. However, air time on national television channels is limited and production of TV programs can be costly. Depending on the resources and ability to negotiate an equitable arrangement, an alternative would be to produce video news releases and video news inserts, including interviews with experts to be distributed to producers and used with existing economic and analysis programs, instead of producing original TV programs.

B1d. National Radio

National radio reaches a broader audience and at a lower cost than television. Radio programs on personal economics may be commercially viable, and attention should be paid to see if Europa Plus is able to launch a successful economic news program.

An alternative to producing national radio programs would be to issue radio bulletins of ready-to-air stories (including interviews with experts) distributed free of charge to radio stations nationwide. This highly effective tool was used under the Public Education for Land Privatization task order, is relatively inexpensive, and has proven to have a good impact. Bulletins could include interviews with experts originally prepared for the national radio. If feasible, it is preferable to work with national rather than regional radio and television.

B1e. Regional Television

The aim of our regional television component was to train broadcast producers to effectively communicate economic ideas via television. This was largely accomplished. While improvements could be made to production techniques, the programs range from good to excellent. The major hurdle now is the availability of information to regional television producers. Therefore, the most useful activity to undertake in the future is to continue development and distribution of information modules (such as those produced in this task order) to television producers throughout Russia, with targeted assistance in production as needed.

B2. Targeted Communications Program

B2a. Regional Seminars

These are one of the most successful public education activities. Although costly in terms of cost per participant, the impact is felt more broadly as the target audience is composed of a major contributor to the economy or public opinion leaders, each of whom directly affect the development of economic policy.

The program's unique strength is that it gives participants an opportunity to exchange information and ideas, to discuss regional economic challenges, and to advise on how to address them. Field trips by expert groups should be of longer duration and should include consulting services to decision makers, as well as educational events.

B2b. Regional Journalist Seminars

Journalist training was one of the most important activities of this task order, particularly in the regions. Regional journalists have little access to economic information or to top-level federal officials. Yet regional newspapers are extremely influential, so helping journalists report on economic policies and issues is important and effective. Journalists will continue to use the information and knowledge they gain through the training long after this project is over.

B2c. Direct Mailing

Direct mailing of economic bulletins and manuals is an important component of a public education campaign. Recipients in the regions include professional groups who define public opinion on economic policy issues. Such information is in great demand in the regions and we received extensive positive feedback when we provided it. In addition to regional administrations and the mass media outlets, the mailing list should include higher education libraries. Distribution to libraries will significantly enlarge the readership of the economic materials.

**SECTION X
FINANCIAL SUMMARY**

Following is a summary by major line item of final expenditures compared to budgeted amounts.

	Budgeted	Expended	Remainder
Labor			
FDR Professionals	\$537,218	\$536,201	\$1,017
FDR LOE	638	637	0
Local/Professionals	\$924,603	\$923,972	\$631
Local LOE	6,543	6,534	9
Total Labor \$\$	\$1,461,821	\$1,460,173	\$1,648
Total LOE	7,181	7,172	9
Travel	\$70,974	\$70,756	\$218
Hotel	\$133,114	\$132,633	\$481
Per Diem	\$52,342	\$55,120	(\$2,778)
ODCs	\$556,316	\$562,405	(\$6,089)
Media	\$1,682,143	\$1,675,623	\$6,520
Total	\$3,956,710	\$3,956,710	\$0

Press Relations

No.	Journal	Publication Date	Title	Subject
1	Argumenty i Fakty	27-Jun-96	The Cost of Promises. Inflation Rate in May was 1.6 per cent	non-payments, inflation
2	Business MN	24-Apr-96	The Judge Shuts Down Russian Amber Company	private property rights
3	Commersant	17-Jan-96	Optimism Has not Deserted Government Experts	general
4	Commersant	01-Feb-96	Dear Lord, What a Responsibility	privatization, investments, property rights
5	Commersant	03-Feb-96	The Parliament Goes into Nickel	privatization, investment, property rights
6	Commersant	10-Feb-96	The Government Has Found Itself Under Investigation	privatization, investment, property rights
7	Commersant-Daily	10-Nov-95	Budget-96 is for the Second Time Ready for the First Reading	budget
8	Commersant-Daily	11-Nov-95	Non-Commercial Business: an endless story	general
9	Commersant-Daily	11-Nov-95	The Upper Chamber Made a Present to the Lower One	budget
10	Commersant-Daily	14-Nov-95	Deputies Started Revising the Budget to be yet Adopted	budget
11	Commersant-Daily	14-Nov-95	Results Turned Out not Bad	budget
12	Commersant-Daily	16-Nov-95	Bargain with the Agrarians Proved to be a Success	general
13	Commersant-Daily	21-Nov-95	Russia Invented a New Social Benefit for the Greedy and Stupid	general
14	Commersant-Daily	22-Nov-95	Agrarian Policy Committee Marked a Goodwill Tendency	general
15	Commersant-Daily	23-Nov-95	Russian Got a New Head of the Central Bank in Half an Hour	banking
16	Commersant-Daily	25-Nov-95	The end of the JSC Law Story	general
17	Commersant-Daily	28-Nov-95	Deputies Procured Pills for Headache	general
18	Commersant-Daily	30-Nov-95	Monitoring Results: Privatized Enterprises Perform Better	privatization
19	Commersant-Daily	01-Dec-95	GKI Intends to Carry Through the Loans-for Shares Auctions to the End	privatization
20	Commersant-Daily	02-Dec-95	Yevgeny Yasin Recognizes that the Duma is the Boss	general
21	Commersant-Daily	05-Dec-95	Vladimir Petrov Assigns the Government a Passive Role	general
22	Commersant-Daily	08-Dec-95	The Winners Were Destined to Win	general
23	Commersant-Daily	16-Dec-95	A Deputy is Arguing with the Central Bank, President and Government	general
24	Commersant-Daily	01-Mar-96	President Has Entrusted Privatization to Regions	private property rights
25	Commersant-Daily	06-Mar-96	The Committee is Authorized to Reassure	private property rights
26	Commersant-Daily	12-Mar-96	The Committee's Arms are Becoming Longer	private property rights
27	Commersant-Daily	13-Mar-96	Yet Another Source of Privatization Revenues Has Been Identified	budget, private property rights
28	Commersant-Daily	26-Mar-96	The Situation is as Usual: Back and White	private property rights
29	Commersant-Daily	28-Mar-96	Legal Prosecution Ruined Russian Amber	private property rights
30	Commersant-Daily	27-May-96	Debate about the Ruble	monetary stabilization
31	Commersant-Daily	11-Jun-96	A Glimpse of Our Near Future	budget, tax reform
32	Commersant-Daily	13-Jun-96	Just an Ordinary Miracle	budget, inflation, investments
33	Commersant-Daily	08-Jul-96	Powers above all	investments
34	Delovoi Express	23-Jan-96	Moscow Oblast Will Receive Two Trillion Rubles as Investments	general
35	Delovoi Express	23-Jan-96	The Mainstay of the Country	general

Press Relations

No.	Journal	Publication Date	Title	Subject
36	Delovoi Express	27-Feb-96	Current Economic Policy is Described as Vague	inflation
37	Delovoi Express	27-Feb-96	The House of Soviets for Sale	private property rights
38	Delovoi Express	23-Apr-96	Reorganization of Russian Amber into a Joint Stock Company Has Been	private property rights
39	Delovoi Express	23-Apr-96	Bible for the Shareholder	private property rights
40	Delovoi Express	14-May-96	Obtaining Information about the Work of a Joint-Stock Company	private property rights
41	Delovoi Express	12-Mar-96	A Good Budget is an Open Budget	budget
42	Ekonomika i Zhizn	01-Dec-95	Financial Stabilization Begins in the Russian Economy	stabilization
43	Ekonomika i Zhizn	01-Jan-96	The Outlook is Hopeful	general
44	Ekonomika i Zhizn	23-Mar-96	The Budget Needs Living Money	budget
45	Ekonomika i Zhizn	#14 (April 1)	Politicians Come and Go, while Property Stays	private property rights
46	Ekonomika i Zhizn	#14 (April 1)	Luck Favors the Enterprising	enterprise restructuring
47	Ekonomika i Zhizn	#15 (April 8)	Same Goal, Different Ways	investments
48	Ekonomika i Zhizn	#15 (April 8)	When a Bank Delays Payments to the Budget	budget and nonpayments
49	Ekonomika i Zhizn	#1	The Meat Counter: The Customer Makes the Rules	production and stabilization, enterprise restructuring
50	Ekonomika i Zhizn	#1	Moscow's Financial Flows are Turning to Small Business	production and stabilization
51	Ekonomika i Zhizn	#24	Non-payments Hold the Budget Captive	budget, non-payments
52	Ekonomika i Zhizn	#25	Poor Tax Collection is Explosive to the Budget	budget, non-payments, tax reform
53	Expert	04-Dec-95	Enterprise managers on the Subject of Privatization	privatization
54	Finansoviy Izvestiya	26-Mar-96	IMF Loans Will Ensure Economic Growth	budget
55	Finansovy Vesti	01-Dec-95	Privatized Enterprises Are More Efficient than State-Owned Ones	privatization
56	Interfax-AiF	12-Feb-96	Inflation Creates a Temptation Not to Pay on Time	inflation, nonpayments
57	Interfax-AiF	25-May-96	The JSC Management Can be Trusted but Should Be Monitored	private property rights
58	Izvestiya	18-Nov-95	Seven Myths About Cheated Investors	investment
59	Izvestiya	05-Dec-95	Privatized Enterprises are More Efficient Than State-Owned Ones	privatization
60	Izvestiya	25-Dec-95	The Russian Finance Ministry Pays the USSR's Debts to the People	non-payments
61	Izvestiya	29-Dec-95	The Capital Is Not Groaning for Nothing	general
62	Life and Wallet	#1	The Shareholder Emerges from Underground	private property rights
63	Life and Wallet	#	Inflation and Us	inflation
64	Noveya Vremya	01-Nov-95	Privatized Enterprises	privatization
65	Noveya Vremya	01-Nov-95	This Country Entered the Period of Economic Growth	economic growth
66	Noveya Vremya	19-Apr-96	Privatization Should Not Be Extensive but Intensive	private property rights
67	Noveya Vremya	#1	Downfall of Privatizers	budget
68	Ogonyok	01-Nov-95	It is Difficult to Live Without Difficulties	general
69	Ogonyok	05-Dec-95	Should One Try to Stop a Speeding Train?	general
70	Ogonyok	01-Jan-96	Nothing is too Good for Children	general
71	Ogonyok	01-Jan-96	The Economy of 1995: Grounds for Optimism	general

Press Relations

No.	Journal	Publication Date	Title	Subject
72	Rossiiskaya Gazeta	06-Dec-95	Investments in a Knockdown	investment
73	Rossiiskaya Gazeta	12-Dec-95	...and Defer Our Debts as we are Doing	general
74	Rossiiskaya Gazeta	15-Dec-95	The Missing Billions Found	general
75	Rossiiskaya Gazeta	16-Dec-95	There is No Real Need to Make Saucepans Instead of Missiles	production
76	Rossiiskaya Gazeta	29-Dec-95	Without Waiting for Budget Handouts	budget
77	Rossiiskaya Gazeta	10-Jan-96	The Global Concepts and Local Tricks	general
78	Rossiiskaya Gazeta	13-Jan-96	The Year of 300 IFs (supplement)	general
79	Rossiiskaya Gazeta	20-Feb-96	The Russian Vodka Will Push the Imports Aside with the Help of the State	budget
80	Rossiiskaya Gazeta	02-Mar-96	There Will Be No Empty Money	budget, inflation
81	Rossiiskaya Gazeta	11-Mar-96	Not a Bad Niche, to be Unemployed	production
82	Rossiiskaya Gazeta	12-Mar-96	Amnesty in the Cold Winter of 1996	budget
83	Rossiiskaya Gazeta	12-Mar-96	Foreign Investors Have Joined the GKO Market	budget, inflation
84	Rossiiskaya Gazeta	13-Mar-96	A Soft but Uncomfortable Bed	inflation
85	Rossiiskaya Gazeta	14-Mar-96	Pre-emptory Shouts are No Good for Property	private property rights
86	Rossiiskaya Gazeta	18-Apr-96	On Bankruptcy's Benefits	enterprise restructuring
87	Rossiiskaya Gazeta	20-Apr-96	How to Curb Inflation	inflation
88	Rossiiskiye Vesti	02-Dec-95	A Dish for A Minister	general
89	Rossiiskiye Vesti	02-Dec-95	Restaurant Law in the Economy	general
90	Rossiiskiye Vesti	03-Feb-96	Will the Clot of Nonpayments Dissolve	nonpayment, budget
91	Rossiiskiye Vesti	23-Mar-96	Most Problems Have One Solution: Strict Budget	budget
92	Rossiiskiye Vesti	26-Apr-96	Russian Amber Company is Entangled in Juridical Formalities	private property rights
93	Rynki Kapitalov	01-Jan-96	2 untitled articles	general
94	Rynki Kapitalov	01-Jan-96	Chairman of the Bank for Foreign Trade's Board Appointed	banking
95	Rynki Kapitalov	01-Jan-96	IMF for More Intensive Privatization	international financial assistance
96	Rynki Kapitalov	01-Jan-96	No Revision of the Mortgage Auctions' Results	general
97	Rynki Kapitalov	01-Jan-96	Russian Bankers are Getting Ready for a Congress	general
98	Rynki Kapitalov	01-Jan-96	State Debt on T-Bills is Arousing No Anxiety	general
99	Rynki Kapitalov	01-Jan-96	The Economy of Russia in 1995	economic growth
100	Rynki Kapitalov	01-Jan-96	The Next Round of Negotiations Between the RF Government and IMF Begins	general
101	Rynki Kapitalov	01-Jan-96	The Positive Effect of Privatization Becomes Evident	privatization
102	Rynki Kapitalov	01-Jan-96	The Russian Encyclopedia of Banking Appears in Print	general
103	Rynki Kapitalov	01-Jan-96	The Shares Investments Funds Will Not Be Double Taxed	general
104	Rynki Kapitalov	01-Jan-96	Tobacco Factory in Saratov	enterprises
105	Rynki Kapitalov	01-Jan-96	Western Economists' Comments on the Progress of the Reforms in Russia	general
106	Rynki Kapitalov	12-Feb-96	Negotiations with IMF are Encouraging	foreign debt, financial assistance, budget
107	Rynki Kapitalov	28-Feb-96	Nationalization of Commercial Banks Will Not Help the Budget	budget
108	Rynki Kapitalov	04-Mar-96	Privatization in 1996	private property rights

Press Relations

No.	Journal	Publication Date	Title	Subject
109	Rynki Kapitalov	04-Mar-96	At the Enlarged Meeting of the Board of the Ministry of Finance	budget, inflation
110	Rynki Kapitalov	27-May-96	On the Procedure of the Transfer of Privatized Enterprises to the RF Entities in Federal Ownership	private property rights
111	Segodnya	02-Nov-95	Exporters' attitudes to the Currency Corridor Vary	currency corridor
112	Segodnya	07-Nov-95	Alexander Shokhin believes that the Current Government Will Ensure Economic Growth	economic growth
113	Segodnya	07-Nov-95	Efficient National Enterprises Deserve Protection	production
114	Segodnya	10-Nov-95	Yevgeny Yasin Believes that Financial Stabilization is a Fait Accompli	financial stabilization
115	Segodnya	11-Nov-95	Independent Experts Consider the Cash Privatization Model to be Almost Optional	privatization
116	Segodnya	16-Nov-95	Agreement Signed with the London Creditors' Club on Restructuring Russian Debt	international financial assistance
117	Segodnya	16-Nov-95	Members of the Paris Club Agreed to Reschedule The Russian Debt	international financial assistance
118	Segodnya	17-Nov-95	Anatoly Chubais Thinks that Adoption of the Budget is Quite Real	budget
119	Segodnya	18-Nov-95	The Government Apparatus to be Renewed	budget
120	Segodnya	21-Nov-95	Victor Chernomyrdin Promised to Pay the Budget Debt to the Army Before Year End	budget
121	Segodnya	22-Nov-95	Andrei Illarionov Predicts Inflation Growth in the Winter	inflation
122	Segodnya	23-Nov-95	Customs Laws will Protect National Producers	production
123	Segodnya	25-Nov-95	Anatoly Chubais: In My Dispute with Opponents, I have all the Time in the World	general
124	Segodnya	25-Nov-95	Federal Securities Commission hopes for GKI's fiscal success	privatization
125	Segodnya	25-Nov-95	The Future of the Currency Corridor Will be Decided in a Few Days	currency corridor
126	Segodnya	28-Nov-95	President Considers the Agreement on Restructuring Russian Debt a Remarkable Achievement	international financial assistance
127	Segodnya	28-Nov-95	Russian Exporters' Forecasts are Coming True	production
128	Segodnya	02-Dec-95	Budget-96 Comes up for the Second Reading	budget
129	Segodnya	05-Dec-95	A Voluntary-Forced Repayment of Debts Begins	non-payments
130	Segodnya	05-Dec-95	Anatoly Chubais Declares Reinstitution of a Civilized System of Import Taxation	taxes
131	Segodnya	05-Dec-95	The Exporters Differ About the New Currency Corridor	non-payments
132	Segodnya	05-Dec-95	The Public Prosecutor's Office Examines the Non-payments Mechanism	non-payments
133	Segodnya	07-Dec-95	The Ministry of the Economy to Support 75 Investment Projects	investment
134	Segodnya	09-Dec-95	Alexander Shokhin Makes an Attempt to Sum Up the First Stage of the Russian Reform	economic reform
135	Segodnya	09-Dec-95	At the End of 1995, Underemployment in Russia Stands at Six Million	employment
136	Segodnya	09-Dec-95	The Russian Economic Slump is About to End	economic growth
137	Segodnya	26-Dec-95	The State Taxation Service is Sure That in 1995, Taxes were Collected Much More Efficiently	taxes

Press Relations

No.	Journal	Publication Date	Title	Subject
138	Segodnya	27-Dec-95	Russian Privatization is Still Propelled by the President's Decree	privatization
139	Segodnya	16-Jan-96	Vladimir Panskov is Counting on Cooperation with the Duma in the Work on the Tax Code	general
140	Segodnya	26-Jan-96	Foreign Economic Association Control Eight Percent of the Russian Export	general
141	Segodnya	27-Jan-96	Ministry of the Economy is Trying to Stop Cost Inflation	general
142	Segodnya	30-Jan-96	The Government Introduces Quotas on the Import of Alcohol	general
143	Segodnya	01-Feb-96	Oleg Soskovets Promises to Direct State Money to Social Sphere	budget
144	Segodnya	08-Feb-96	How to Fit the Turn Toward Domestic Producers in the Budget	budget
145	Segodnya	10-Feb-96	In January, the Budget Received Only a Half of the Planned Revenues	budget
146	Segodnya	17-Feb-96	Regions are to Receive Federal Blocks of Shares into Possession	private property rights
147	Segodnya	22-Feb-96	The Ministry of the Economy Fixes Minimum Alcohol Prices	budget
148	Segodnya	28-Feb-96	Managers No Longer Hope the Government Will Help Them Solve Their Problems	budget
149	Segodnya	13-Mar-96	Russia Sets Minimum Liquor Prices	budget
150	Segodnya	19-Mar-96	Turning Russian Amber into a Joint Stock Society was Recognized as Invalid	private property rights
151	Segodnya	08-May-96	Machine Builders are Reaping the First Fruits of Structural Reforms	enterprise restructuring
152	Segodnya	23-May-96	The Structure of the Tax System is Ruining the Budget	budget, taxes, nonpayments
153	Segodnya	24-May-96	The Currency Corridor Has Fulfilled Its Purpose	currency, inflation
154	Segodnya	06-Jun-96	Production Growth is Postponed Until Next Year	budget
155	Segodnya	07-Jun-96	The Government Will Increase Fiscal Pressure on the Market of Alcohol	budget
156	Segodnya	27-Jun-96	The Government Hopes that Public Trust in the Ruble Will Continue to Grow	inflation, stabilization of the national currency
157	Segodnya	28-Jun-96	After the Elections the Government Plans to Streamline its Own Structure. Sectoral Approach to Managing the Economy Will be Substituted by Functional Approach	budget, non-payments
158	Segodnya	08-Jul-96	Victor Chernomyrdin would not like major personnel shifts. The Government is launching a campaign against debts to the budget	budget, non-payments
159	Segodnya	09-Jul-96	IMF insists on stabilization of the Russian budget. The Cabinet is trying to postpone payment for its election promises	non-payments, budget, international financial assistance, inflation
160	Segodnya	09-Jul-96	Russian import is growing faster than export. Oleg Davydov is counting on a balanced turnover	ruble consolidation and foreign trade
161	Segodnya	10-Jul-96	The government to cut down budget expenditures. Main goal of the Cabinet: to ensure economic growth	inflation, budget, investments
162	Torgovaya Gazeta	14-Feb-96	Will Russian Vodka Go Up?	budget, inflation
163	Torgovaya Gazeta	03-Apr-96	Trust in Primavera	production
164	Trud	16-Nov-95	A Battle for Toilet Paper	general

Press Relations

No.	Journal	Publication Date	Title	Subject
165	Trud	23-Nov-95	Once You've Arrived at an Auction, Bid!	general
166	Trud	23-Nov-95	Where is the Field Where Subsidies Lie?	general
167	Trud	21-Dec-95	If Your Money Has Turned into Ashes	investment
168	Trud	27-Dec-95	A Cup of Tea for Three Days	general
169	Trud	11-Jan-96	First Yours, Then Everyone Else's	general
170	Trud	11-Jan-96	The Volga Region: The Rivers of Milk Still Flowing	general
171	Trud	12-Jan-96	Making the Tariff Scale Apply to All	taxation
172	Trud	19-Jan-96	Tibets Come and Go, While Sberbank will Always be Around	general
173	Trud	25-Jan-96	Savings Banks Will Not Change Their Status	general
174	Trud	25-Jan-96	Until When Shall We Continue to Play Second Fiddle	general
175	Trud	02-Feb-96	The Print Press Is All Ready to Go	budget
176	Trud	08-Feb-96	Incombank is Building Plants	privatization, investment, property rights
177	Trud	14-Feb-96	Should Expropriation of the Kulaks' be Hurried	privatization, investment, property rights
178	Trud	17-Feb-96	Expropriation Would be a Costly Business	private property rights
179	Trud	22-Feb-96	Who Will Be the Owner Tomorrow	private property rights
180	Trud	23-Feb-96	Galina Needs a Truck	production
181	Trud	27-Feb-96	The Nickel Bone of Contention	private property rights
182	Trud	02-Mar-96	Legal Protection Guaranteed	private property rights
183	Trud	05-Mar-96	If Financial System Collapses, the State Will Break Down Too	inflation, budget, private property rights
184	Trud	13-Mar-96	Industry at the Cross-Roads	private property rights
185	Trud	13-Mar-96	Should Gaidar Be Held Guilty for Everything?	inflation
186	Trud	16-Mar-96	Big Salary	budget
187	Trud	26-Mar-96	Chubais Will Defend Owners	private property rights
188	Trud	28-Mar-96	Bolshevichk Factory Has a Charter of its Own	private property rights
189	Vek	01-Dec-95	Moscow Proves It is Really the Capital	general
190	Vek	08-Dec-95	The Budget: This Way is Better than No Way at All	budget
191	Vek	29-Dec-95	The Country is Stumbling On	general
192	Vek	01-Mar-96	You Can't Do Without It and It's Nice to Have it	private property rights
193	Vek	12-Apr-96	Owners are Plentiful. Competent Ones Are Few	protection of property rights, enterprise restructuring
194	Vek	26-Apr-96	Intermediate Results of the Transition Period	stabilization, inflation, budget, production
195	Vek	#1	The New Budget is No Joking Matter	budget and taxation
196	Vek	#22	Finance Minister Vladimir Pankov: We did Not Tell the Whole Truth to the Public	budget

Press Relations

No.	Journal	Publication Date	Title	Subject
197	Vek	#22	To Hang or to Drown Oneself? Minister of the Economy Disagrees with the Gloomy Forecasts, Provided	general
198	Vek	#24	Do Not Take the Promissory Note's Name in Vain. It Can Help to Fight Non-payments	non-payments
199	Vek	#24	The Prospects are Gloomy but not Hopeless. That's How Evgeny Yasin, Minister of the Economy Assesses the Situation	budget, inflation, investment
200	Vek	#24	Do Not Take the Promissory Note's Name in Vain. It Can Help to Fight Non-payments	non-payment of wages
201	Vek	#24	The Prospects are Gloomy but not Hopeless. That's How Evgeny Yasin, Minister of the Economy Assesses the Situation	general

Regional TV

General No.	No. in region	Region	Topic	Air Date (Spravka)
1	1	Abakan	Small Business	10-Nov-95
2	2	Abakan	Savings	29-Jan-96
3	1	Astrakhan	Stabilization	14-Nov-95
4	2	Astrakhan	Savings	24-Feb-96
5	3	Astrakhan	Jobs & Wages	09-Mar-96
6	4	Astrakhan	Production	25-Mar-96
7	5	Astrakhan	Inflation	04-Apr-96
8	6	Astrakhan	Budget	17-Apr-96
9	7	Astrakhan	Foreign Debt	30-Apr-96
10	8	Astrakhan	Stable Ruble	14-May-96
11	9	Astrakhan	Taxes & Business	28-May-96
12	10	Astrakhan	Purchasing Power	05-Jun-96
13	11	Astrakhan	Private Property	13-Jun-96
14	12	Astrakhan	Economic Growth	26-Jun-96
15	13	Astrakhan	Production	18-Jul-96
16	14	Astrakhan	Investment	23-Jul-96
17	1	Azov	Tight Budget	21-Nov-95
18	2	Azov	Savings	28-Nov-95
19	3	Azov	Jobs & Wages	20-Feb-96
20	4	Azov	Production	29-Feb-96
21	5	Azov	Inflation	19-Mar-96
22	6	Azov	Budget	26-Mar-96
23	7	Azov	Foreign Debt	16-Apr-96
24	8	Azov	Stable Ruble	23-Apr-96
25	9	Azov	Taxes & Business	14-May-96
26	10	Azov	Purchasing Power	28-May-96
27	11	Azov	Private Property	11-Jun-96
28	12	Azov	Economic Growth	26-Jun-96
29	13	Azov	Production	18-Jul-96
30	14	Azov	Investment	23-Jul-96
31	15	Birobidzhan	Small Business	29-Nov-95
32	1	Birobidzhan	Savings	16-Feb-96
33	2	Birobidzhan	Jobs & Wages	01-Mar-96
34	3	Birobidzhan	Production	15-Mar-96
35	4	Birobidzhan	Inflation	29-Mar-96
36	5	Birobidzhan	Budget	06-Apr-96
37	6	Birobidzhan	Foreign Debt	12-Apr-96
38	7	Birobidzhan	Stable Ruble	26-Apr-96
39	8	Birobidzhan	Taxes & Business	15-May-96
40	9	Birobidzhan	Purchasing Power	05-Jun-96
41	10	Birobidzhan	Private Property	14-Jun-96
42	11	Birobidzhan	Economic Growth	27-Jun-96
43	12	Birobidzhan	Production	12-Jul-96
44	13	Birobidzhan	Investment	26-Jul-96

12

Regional TV

General No.	No. in region	Region	Topic	Air Date (Spravka)
45	1	Bryansk	Inflation	16-Nov-96
46	2	Bryansk	Savings	29-Nov-95
47	3	Bryansk	Jobs & Wages	21-Jan-96
48	4	Bryansk	Production	16-Feb-96
49	5	Bryansk	Inflation	29-Feb-96
50	6	Bryansk	Budget	14-Mar-96
51	7	Bryansk	Foreign Debt	25-Mar-96
52	8	Bryansk	Stable Ruble	11-Apr-96
53	9	Bryansk	Taxes & Business	25-Apr-96
54	10	Bryansk	Purchasing Power	30-May-96
55	11	Bryansk	Private Property	15-Jun-96
56	12	Bryansk	Economic Growth	30-Jun-96
57	13	Bryansk	Production	07-Jul-96
58	14	Bryansk	Investment	18-Jul-96
59	1	Cheboksari	Inflation	06-Nov-95
60	2	Cheboksari	Savings	29-Jan-96
61	3	Cheboksari	Jobs & Wages	14-Feb-96
62	4	Cheboksari	Production	28-Feb-96
63	5	Cheboksari	Inflation	27-Mar-96
64	6	Cheboksari	Budget	10-Apr-96
65	7	Cheboksari	Foreign Debt	04-May-96
66	8	Cheboksari	Stable Ruble	27-Apr-96
67	9	Cheboksari	Taxes & Business	29-May-96
68	10	Cheboksari	Purchasing Power	15-Jun-96
69	11	Cheboksari	Private Property	21-Jun-96
70	12	Cheboksari	Economic Growth	27-Jun-96
71	13	Cheboksari	Production	10-Jul-96
72	14	Cheboksari	Investment	28-Jul-96
73	1	Chelyabinsk	Inflation	08-Nov-85
74	2	Chelyabinsk	Jobs & Wages	22-Nov-95
75	3	Chelyabinsk	Savings	20-Jan-96
76	4	Chelyabinsk	Jobs & Wages	02-Feb-96
77	5	Chelyabinsk	Production	16-Feb-96
78	6	Chelyabinsk	Inflation	16-Mar-96
79	7	Chelyabinsk	Budget	29-Mar-96
80	8	Chelyabinsk	Foreign Debt	13-Apr-96
81	9	Chelyabinsk	Stable Ruble	24-Apr-96
82	10	Chelyabinsk	Taxes & Business	12-May-96
83	11	Chelyabinsk	Purchasing Power	24-May-96
84	12	Chelyabinsk	Private Property	07-Jun-96
85	13	Chelyabinsk	Economic Growth	24-Jun-96
86	14	Chelyabinsk	Production	12-Jul-96
87	15	Chelyabinsk	Investment	26-Jul-96
88	1	Izhevsk	Small Business	18-Nov-95

Regional TV

General No.	No. in region	Region	Topic	Air Date (Spravka)
89	2	Izhevsk	Savings	30-Nov-95
90	1	Kemerovo	Inflation	15-Nov-95
91	2	Kemerovo	Savings	27-Nov-95
92	3	Kemerovo	Jobs & Wages	16-Feb-96
93	4	Kemerovo	Production	23-Feb-96
94	5	Kemerovo	Inflation	14-Mar-96
95	6	Kemerovo	Budget	25-Mar-96
96	7	Kemerovo	Foreign Debt	11-Apr-96
97	8	Kemerovo	Stable Ruble	25-Apr-96
98	9	Kemerovo	Taxes & Business	16-May-96
99	10	Kemerovo	Purchasing Power	31-May-96
100	11	Kemerovo	Private Property	07-Jun-96
101	12	Kemerovo	Economic Growth	21-Jun-96
102	13	Kemerovo	Production	12-Jul-96
103	14	Kemerovo	Investment	19-Jul-96
104	1	Khabarovsk	Inflation	30-Nov-95
105	2	Khabarovsk	Savings	31-Jan-96
106	3	Khabarovsk	Jobs & Wages	11-Feb-96
107	4	Khabarovsk	Production	21-Feb-96
108	5	Khabarovsk	Inflation	09-Mar-96
109	6	Khabarovsk	Budget	23-Mar-96
110	7	Khabarovsk	Foreign Debt	13-Apr-96
111	8	Khabarovsk	Stable Ruble	11-May-96
112	9	Khabarovsk	Taxes & Business	25-May-96
113	10	Khabarovsk	Purchasing pwer	16-Jun-96
114	11	Khabarovsk	Private Property	28-Jun-96
115	12	Khabarovsk	Economic Growth	29-Jun-96
116	13	Khabarovsk	Production	14-Jul-96
117	14	Khabarovsk	Investment	24-Jul-96
118	1	Kirov	Small Business	17-Nov-95
119	2	Kirov	Savings	30-Nov-95
120	3	Kirov	Jobs & Wages	31-Jan-96
121	4	Kirov	Production	22-Feb-96
122	5	Kirov	Inflation	28-Feb-96
123	6	Kirov	Budget	20-Mar-96
124	7	Kirov	Foreign Debt	27-Mar-96
125	8	Kirov	Stable Ruble	13-Apr-96
126	9	Kirov	Taxes & Business	30-Apr-96
127	10	Kirov	Purchasing Power	15-May-96
128	11	Kirov	Private Property	04-Jun-96
129	12	Kirov	Economic Growth	15-Jun-96
130	13	Kirov	Production	01-Jul-96
131	14	Kirov	Investment	11-Jul-96
132	15	Kirov	Standards	29-Jul-96

Regional TV

General No.	No. in region	Region	Topic	Air Date (Spravka)
133	1	Krasnodar	Tight Budget	21-Nov-95
134	2	Krasnodar	Savings	28-Nov-95
135	3	Krasnodar	Jobs & Wages	20-Feb-96
136	4	Krasnodar	Production	27-Feb-96
137	5	Krasnodar	Inflation	19-Mar-96
138	6	Krasnodar	Budget	21-Apr-96
139	7	Krasnodar	Foreign Debt	09-Apr-96
140	8	Krasnodar	Stable Ruble	23-Apr-96
141	9	Krasnodar	Taxes & Business	14-May-96
142	10	Krasnodar	Purchasing Power	28-May-96
143	11	Krasnodar	Private Property	18-Jun-96
144	12	Krasnodar	Economic Growth	25-Jun-96
145	13	Krasnodar	Production	02-Jul-96
146	14	Krasnodar	Investment	16-Jul-96
147	1	Krasnoyarsk	Savings	28-Nov-95
148	2	Krasnoyarsk	Small Business	10-Jan-96
149	3	Krasnoyarsk	Jobs & Wages	31-Jan-96
150	4	Krasnoyarsk	Production	21-Feb-96
151	5	Krasnoyarsk	Inflation	27-Feb-96
152	6	Krasnoyarsk	Foreign Debt	15-Mar-96
153	7	Krasnoyarsk	Stable Ruble	26-Mar-96
154	8	Krasnoyarsk	Budget	12-Apr-96
155	9	Krasnoyarsk	Taxes & Business	26-Apr-96
156	10	Krasnoyarsk	Purchasing Power	07-May-96
157	11	Krasnoyarsk	Private Property	21-May-96
158	12	Krasnoyarsk	Economic Growth	04-Jun-96
159	13	Krasnoyarsk	Production	20-Jun-96
160	14	Krasnoyarsk	Investment	14-Jul-96
161	15	Krasnoyarsk	Standards	22-Jul-96
162	1	Kursk	Privatization	30-Oct-95
163	2	Kursk	Nonpayments	14-Nov-95
164	3	Kursk	Tight Budget	29-Nov-95
165	4	Kursk	Savings	12-Jan-96
166	5	Kursk	Jobs & Wages	12-Feb-96
167	6	Kursk	Production	28-Feb-96
168	7	Kursk	Inflation	12-Mar-96
169	8	Kursk	Budget	28-Mar-96
170	9	Kursk	Foreign Debt	22-Apr-96
171	10	Kursk	Stable Ruble	30-Apr-96
172	11	Kursk	Taxes & Business	17-May-96
173	12	Kursk	Purchasing Power	22-May-96
174	13	Kursk	Private Property	11-Jun-96
175	14	Kursk	Economic Growth	26-Jun-96
176	1	Nizhny Novgorod	Investment	15-Nov-95

15

Regional TV

General No.	No. in region	Region	Topic	Air Date (Spravka)
177	2	Nizhny Novgorod	Savings	17-Jan-96
178	3	Nizhny Novgorod	Jobs & Wages	14-Feb-96
179	4	Nizhny Novgorod	Production	28-Feb-96
180	5	Nizhny Novgorod	Inflation	13-Mar-96
181	6	Nizhny Novgorod	Budget	27-Mar-96
182	7	Nizhny Novgorod	Foreign Debt	17-Apr-96
183	8	Nizhny Novgorod	Stable Ruble	24-Apr-96
184	9	Nizhny Novgorod	Taxes & Business	15-May-96
185	10	Nizhny Novgorod	Purchasing Power	29-May-96
186	11	Nizhny Novgorod	Private Property	12-Jun-96
187	12	Nizhny Novgorod	Economic Growth	12-Jun-96
188	13	Nizhny Novgorod	Production	26-Jun-96
189	14	Nizhny Novgorod	Investment	10-Jul-96
190	15	Nizhny Novgorod	Standards	24-Jul-96
191	1	Novorossiisk	Jobs & Wages	30-Jan-96
192	1	Orel	Inflation	12-Oct-96
193	2	Orel	Tight Budget	24-Oct-96
194	3	Orel	Savings	26-Jan-96
195	4	Orel	Jobs & Wages	14-Feb-96
196	5	Orel	Production	27-Feb-96
197	6	Orel	Investment	12-Mar-96
198	7	Orel	Inflation	26-Mar-96
199	8	Orel	Budget	09-Apr-96
200	9	Orel	Foreign Debt	23-Apr-96
201	10	Orel	Stable Ruble	07-May-96
202	11	Orel	Taxes & Business	21-May-96
203	12	Orel	Purchasing Power	04-Jun-96
204	13	Orel	Private Property	26-Jun-96
205	14	Orel	Economic Growth	23-Jul-96
206	1	Orenburg	Inflation	11-Nov-95
207	2	Orenburg	Savings	30-Nov-95
208	3	Orenburg	Jobs & Wages	27-Jan-96
209	4	Orenburg	Production	10-Feb-96
210	5	Orenburg	Inflation	28-Feb-96
211	6	Orenburg	Budget	16-Mar-96
212	7	Orenburg	Foreign Debt	10-Apr-96
213	8	Orenburg	Stable Ruble	20-Apr-96
214	9	Orenburg	Taxes & Business	30-Apr-96
215	10	Orenburg	Purchasing Power	11-May-96
216	11	Orenburg	Private Property	25-May-96
217	12	Orenburg	Economic Growth	15-Jun-96
218	13	Orenburg	Production	22-Jun-96
219	14	Orenburg	Investment	12-Jul-96
220	15	Orenburg	Economic Growth	19-Jul-96

Regional TV

General No.	No. in region	Region	Topic	Air Date (Spravka)
221	1	Perm	Inflation	15-Nov-95
222	2	Perm	Savings	29-Nov-95
223	3	Perm	Jobs & Wages	14-Feb-96
224	4	Perm	Production	29-Feb-96
225	5	Perm	Inflation	05-Mar-96
226	6	Perm	Budget	27-Mar-96
227	7	Perm	Foreign Debt	07-Apr-96
228	8	Perm	Stable Ruble	24-Apr-96
229	9	Perm	Taxes & Business	15-May-96
230	10	Perm	Purchasing Power	29-May-96
231	11	Perm	Private Property	12-Jun-96
232	12	Perm	Economic Growth	26-Jun-96
233	13	Perm	Production	10-Jul-96
234	14	Perm	Investment	22-Jul-96
235	1	Samara	Jobs & Wages	20-Nov-95
236	2	Samara	Savings	29-Jan-96
237	3	Samara	Jobs & Wages	16-Feb-96
238	4	Samara	Inflation	26-Feb-96
239	5	Samara	Production	11-Mar-96
240	6	Samara	Inflation	25-Mar-96
241	7	Samara	Budget	08-Apr-96
242	8	Samara	Foreign Debt	22-Apr-96
243	9	Samara	Stable Ruble	13-May-96
244	10	Samara	Taxes & Business	27-May-96
245	11	Samara	Purchasing Power	10-Jun-96
246	12	Samara	Private Property	24-Jun-96
247	13	Samara	Economic Growth	09-Jul-96
248	14	Samara	Production	22-Jul-96
249	15	Samara	Investment	29-Jul-96
250	1	Saransk	Inflation	25-Nov-95
251	2	Saransk	Savings	17-Feb-96
252	3	Saransk	Jobs & Wages	29-Feb-96
253	4	Saransk	Production	14-Mar-96
254	5	Saransk	Inflation	28-Mar-96
255	6	Saransk	Budget	11-Apr-96
256	7	Saransk	Foreign Debt	25-Apr-96
257	8	Saransk	Stable Ruble	03-May-96
258	9	Saransk	Taxes & Business	16-May-96
259	10	Saransk	Purchasing Power	30-May-96
260	11	Saransk	Private Property	13-Jun-96
261	12	Saransk	Economic Growth	27-Jun-96
262	13	Saransk	Production	08-Jul-96
263	14	Saransk	Investment	23-Jul-96
264	1	Saratov	Inflation	14-Nov-95

Regional TV

General No.	No. in region	Region	Topic	Air Date (Spravka)
265	2	Saratov	Savings	31-Jan-96
266	3	Saratov	Jobs & Wages	17-Feb-96
267	4	Saratov	Inflation	15-Mar-96
268	5	Saratov	Budget	29-Mar-96
269	6	Saratov	Foreign Debt	08-Apr-96
270	7	Saratov	Stable Ruble	19-Apr-96
271	8	Saratov	Production	30-Apr-96
272	9	Saratov	Taxes & Business	13-May-96
273	10	Saratov	Purchasing Power	23-May-96
274	11	Saratov	Private Property	06-Jun-96
275	12	Saratov	Economic Growth	13-Jun-96
276	13	Saratov	Production	27-Jun-96
277	14	Saratov	Investment	10-Jul-96
278	1	Stavropol	Jobs & Wages	31-Jan-96
279	2	Stavropol	Savings	20-Feb-96
280	3	Stavropol	Production	27-Feb-96
281	4	Stavropol	Inflation	12-Mar-96
282	5	Stavropol	Budget	26-Mar-96
283	6	Stavropol	Foreign Debt	06-Apr-96
284	7	Stavropol	Stable Ruble	16-Apr-96
285	8	Stavropol	Taxes & Business	25-Apr-96
286	9	Stavropol	Purchasing Power	07-May-96
287	10	Stavropol	Private Property	21-May-96
288	11	Stavropol	Economic Growth	11-Jun-96
289	12	Stavropol	Production	25-Jun-96
290	13	Stavropol	Investment	02-Jul-96
291	14	Stavropol	Standards	23-Jul-96
292	1	Tomsk	Inflation	27-Jan-96
293	1	Volgadonsk	Jobs & Wages	30-Jan-96
294	2	Volgadonsk	Savings	20-Feb-96
295	3	Volgadonsk	Production	27-Feb-96
296	4	Volgadonsk	Inflation	19-Mar-96
297	5	Volgadonsk	Budget	26-Mar-96
298	6	Volgadonsk	Foreign Debt	09-Apr-96
299	7	Volgadonsk	Stable Ruble	23-Apr-96
300	8	Volgadonsk	Taxes & Business	30-Apr-96
301	9	Volgadonsk	Purchasing Power	07-May-96
302	10	Volgadonsk	Private Property	21-May-96
303	11	Volgadonsk	Economic Growth	11-Jun-96
304	12	Volgadonsk	Production	25-Jun-96
305	13	Volgadonsk	Investment	09-Jul-96
306	14	Volgadonsk	Standards	23-Jul-96
307	1	Volgograd	Tight Budget	17-Nov-95
308	2	Volgograd	Savings	15-Feb-96

18

Regional TV

General No.	No. in region	Region	Topic	Air Date (Spravka)
309	3	Volgograd	Jobs & Wages	29-Feb-96
310	4	Volgograd	Production	11-Mar-96
311	5	Volgograd	Inflation	21-Mar-96
312	6	Volgograd	Budget	02-Apr-96
313	7	Volgograd	Foreign Debt	15-Apr-96
314	8	Volgograd	Stable Ruble	29-Apr-96
315	9	Volgograd	Taxes & Business	13-May-96
316	10	Volgograd	Purchasing Power	27-May-96
317	11	Volgograd	Private Property	11-Jun-96
318	12	Volgograd	Economic Growth	24-Jun-96
319	13	Volgograd	Production	12-Jul-96
320	14	Volgograd	Investment	24-Jul-96
321	1	Vorenezh	Inflation	02-Nov-95
322	2	Vorenezh	Tight Budget	23-Nov-95
323	3	Voronezh	Savings	09-Feb-96
324	4	Voronezh	Jobs & Wages	28-Feb-96
325	5	Voronezh	Inflation	13-Mar-96
326	6	Voronezh	Production	27-Mar-96
327	7	Voronezh	Budget	10-Apr-96
328	8	Voronezh	Foreign Debt	24-Apr-96
329	9	Voronezh	Stable Ruble	08-May-96
330	10	Vorenezh	Taxes & Business	22-May-96
331	11	Vorenezh	Purchasing Power	05-Jun-96
332	12	Vorenezh	Private Property	26-Jun-96
333	13	Vorenezh	Economic Growth	10-Jul-96
334	14	Vorenezh	Production	24-Jul-96
335	1	Yekaterinburg	Inflation	20-Nov-95
336	2	Yekaterinburg	Small Business	30-Jan-96
337	3	Yekaterinburg	Savings	14-Feb-96
338	4	Yekaterinburg	Jobs & Wages	28-Feb-96
339	5	Yekaterinburg	Production	14-Mar-96
340	6	Yekaterinburg	Inflation	28-Mar-96
341	7	Yekaterinburg	Budget	14-Apr-96
342	8	Yekaterinburg	Foreign Debt	28-Apr-96
343	9	Yekaterinburg	Taxes & Business	14-May-96
344	10	Yekaterinburg	Purchasing Power	28-May-96
345	11	Yekaterinburg	Private Property	14-Jun-96
346	12	Yekaterinburg	Economic Growth	28-Jun-96
347	13	Yekaterinburg	Production	09-Jul-96
348	14	Yekaterinburg	Investment	24-Jul-96
349	1	Yoshkar-Ola	Inflation	28-Nov-95
350	2	Yoshkar-Ola	Savings	25-Jan-96
351	3	Yoshkar-Ola	Jobs & Wages	20-Feb-96
352	4	Yoshkar-Ola	Production	29-Feb-96

Regional TV

General No.	No. in region	Region	Topic	Air Date (Spravka)
353	5	Yoshkar-Ola	Inflation	26-Mar-96
354	6	Yoshkar-Ola	Budget	09-Apr-96
355	7	Yoshkar-Ola	Foreign Debt	17-Apr-96
356	8	Yoshkar-Ola	Stable Ruble	30-Apr-96
357	9	Yoshkar-Ola	Taxes & Business	14-May-96
358	10	Yoshkar-Ola	Purchasing Power	28-May-96
359	11	Yoshkar-Ola	Private Property	11-Jun-96
360	12	Yoshkar-Ola	Economic Growth	26-Jun-96
361	13	Yoshkar-Ola	Production	10-Jul-96
362	14	Yoshkar-Ola	Investment	24-Jul-96

LETTERS

ECONOMIC REFORM

EXPLAIN, HELP, TEACH

Such are the goals set by the producers of the TV program "Reforms" and a radio series "Economic Reforms: Problems, Search, Solutions" which has for a year already been on the air in Kursk.

The state TV and Radio Company "Kursk" is doing a very important job of economic enlightenment by explaining the concepts of market economy and by informing people about the first steps of economic reform in the oblast, related problems and success stories. Researchers and specialists who speak in the programs use the materials of own correspondents and press-releases of the Ministry of the Economy and the RF Government which makes them sound particularly convincing.

As the transition from the planned economy to the market is a difficult process, our people need help. We believe that experts also find answers to many questions in these programs. Particularly interesting were the programs dealing with privatization, state budget, employment, and quality of products. The same is true of the latest program entitled "Savings".

Mindful of the positive effect of such education specialists of the Kursk Chamber of Commerce and Industry are actively cooperating with the producers of the "Reforms", participate in the production of this program and consult the journalists. We believe that this has to be a joint effort. That is why we submit this program produced by V.I.Musnachenko, economic analyst of the State TV and Radio Company "Kursk", to the 1995 contest of the best pieces by economic journalists, which is held by the RF Chamber of Commerce and Industry and the Russian Union of Journalists. We wish the producers of the program "Reforms" every success now and in the future.

ЭКОНОМИЧЕСКАЯ РЕФОРМА

РАЗЪЯСНЯТЬ, ПОМОГАТЬ, УЧИТЬ

Именно эти цели ставят перед собой создатели телевизионной программы "Реформы" и цикла радиопередач "Экономические реформы: проблемы, поиски, решения", вот уже год выходящих в курский эфир.

Гостелерадиокомпания "Курск" взялась за очень нужное и полезное дело экономического просвещения людей, разъяснения понятий рыночной экономики, рассказывает о первых шагах реформирования экономики области, об опыте, о проблемах. В этих передачах принимают участие ученые и специалисты, в них используются материалы собственных корреспондентов и пресс-релизы Министерства экономики и Правительства России, что придает им особую убедительность.

Если учесть, что процесс перехода от плановой экономики к рыночным отношениям проходит далеко не просто, нашим людям необходимы именно такая помощь и поддержка. Думается, что и специалисты находят в этих программах ответы на многие актуальные вопросы. Запомнились, например, такие тематические программы, как "Приватизация", "Госбюджет", "Проблемы занятости населения", "Качество продукции". А недавно мы с удовлетворением посмотрели программу "Накопление сбережений".

Понимая необходимость и полезность такой работы, специалисты Курской торгово-промышленной палаты активно сотрудничают с творческим коллективом программ "Реформы", участвуют в их подготовке, консультируют журналистов. Мы считаем это нашим общим делом. Именно поэтому мы сочли необходимым представить работу автора "Реформ" экономического обозревателя ГТРК "Курск" В.И. Мусияченко на конкурс лучших журналистских работ 1995 года на экономическую тематику, который проводят Всероссийская торгово-промышленная палата и Союз журналистов России. Мы надеемся, что наше предложение будет поддержано, и мы желаем авторам программ "Реформы" новых творческих успехов.

В. ОРДЫНЕЦ

Президент Курской торгово-промышленной палаты

Nizhegorodsky Rabochy, Feb. 6, 1996
Nizhny Novgorod

YESTERDAY, TODAY, TOMORROW

All Over Russia - Which Means Here

The common geographic space of Russia is facing the same problems: the status of the economy and people's lives leave much to be desired everywhere. The year 1995 added to the accustomed range of risks stemming from our new, market-oriented economy the risk of investing our hard-earned money into commercial banks and funds. The banking crisis, aggravated by the industrial slump and nonpayments, undermined trust in purely market institutions and pushed the pendulum of sympathies toward the long-tested Sberbank, although it does not promise superprofits.

You will learn about the revival of the slogan "Keep your money at Sberbank" and why people willy-nilly look to the state as the only guarantor of reliability from Olga Yegorova's program "All Over Russia." Its purpose is to show macroeconomics from inside: people, life, money, its absence, jobs, unemployment - the entire circle of daily problems that face people all over Russia, including ourselves.

Once every two weeks, next time on February 14, we can see Olga on the TV screen, meet our neighbors, friends and strangers, ordinary residents of Nizhny Novgorod, who will share their thoughts and feelings and tell us how they behave in this life, which is testing our endurance every minute. We shall try to understand what it means to be unemployed and how wonderful it is to have a good job. The program will mean 15 minutes of information that will give food for thought about Russia's economic development prospects for 1996. Shall we jump on the band wagon or will Russia once again be forced to look for a way of its own?

R. Magasumova

Н. Новгород Газета «Исторический
рабочий»
И. Рабочий. 6.02.1996г.

ВЧЕРА СЕГОДНЯ ЗАВТРА



По всей России, значит, и у нас

На общем географическом пространстве России и проблемы общие — состояние экономики и жизнь людей одинаково оставляют желать лучшего. К привычному набору рисков, данному новой для нас рыночно ориентированной экономикой, 1995 год добавил риск помещения с трудом накопленных денег в коммерческие банки и фонды. Банковский кризис, усугубленный промышленным спадом и неплатежами, снизил кредит доверия населения к чисто рыночным институтам, качнул маятник симпатий в сторону проверенного, хоть и не обещающего сверхприбылей Сбербанка.

Как возрождается лозунг «Храните деньги в сберегательной кассе», как волей-неволей люди вновь ищут защиты у государства как у единственного гаранта надежности, рассказывает передача тележурналиста Ольги Егоровой «По всей России». Макроэкономика изнутри — таков подтекст: люди, жизнь, деньги и их отсутствие, работа и безработица — весь круговорот ежедневных глобальных проблем стоит перед каждым человеком по всей России. Значит, и у нас.

Раз в две недели, в следующий раз это будет 14 февраля, мы сможем встретиться с Ольгой Егоровой у экранов телевизора, взглянуть на лица наших друзей, соседей, просто незнакомых нижегородцев, говорящих нам о том, что они думают и как действуют в жизни, испытывающей нас на излом, попробовать понять, что такое испытание безработицей и каково это «единое счастье — работа». 15 минут информации к размышлению о том, по каким рельсам покатится экономика России в наступившем году и сможем ли мы удержаться на подножке или вскочить в последний вагон или же нам нужно будет искать свою колею?

Р. МАГАСУМОВА.

■ Происшествия

В одном из домов по улице Чаадаева обнаружен с пятью ножевыми ранениями труп гражданина И., 1953 года рождения. По подозрению в убийстве задержан сварщик Д. С места преступления изъяты 2 ножа.

Во время распития спиртного в гостинице села Троицкого Княгининского района нигде не работающий З., 1959 года рождения, ударом пустой бутылки по голове убил сторожа А., 1950 года рождения. Убийца задержан.

Житель села Силина Шатковского района С., 1974 года рождения, избил свою мать и сводного брата. Он связал его и, приставив к горлу нож, стал требовать от сотрудников милиции автомашину, 2 млн рублей и автомат с тремя магазинами патронов. Прибывшая оперативная группа милиции в количестве 20 человек в течение полутора часов пыталась его уговорить отпустить заложника. Все это время он держал нож у шеи своего брата. В момент передачи С. автомата он был задержан. Заложник не пострадал.

На улице Жуковского в Канавинском районе трое в масках вошли в квартиру, которую симпатизировал милиции.

■ СОТРУДНИЧЕСТВО

Для желающих

Ведущим учебным заведением мендовал себя за четыре года приватизации и управления. компетентных специалистов институт для проведения своих. Недавно в стенах института спективах совместной деятельности (США) и с представителями нашлось много возможностей сотрудничества. В частности чены пути осуществления со нию муниципальной финансов компаний SAIC — программных проектов.

С первого дня февраля на ба и при его активном участии за для приватизированных пред актуальности: «Инвестицион вестигионных предложений» ласта практического бизнес кстати, широкую заинтерес приватизированных предприскоординированным и наст приватизации, Британского ХАУ» и независимой всем «Прайс Уотерхаус».

Приокский районный суд делу, чистосердечное раск рактеристики, то, что ране влекался, учел и просьбу приговорил А.Пестрикова таким же испытательным с

■ Сводка ГАИ

За сутки в Нижнем И дорожно-транспорт получили ранения 3 дорогах не было.

Все пострадавшие — неос ны в Приокском и Сормов. За сутки выявлено 1668 н держано 23 нетрезвых во розыске.

RUSSIA

RF Ministry for the Press and
Information

To: press-service of the RF
Government Commission on
Economic Reform

“Vyatka”, State Television and Radio
Broadcasting Company

(“Kirov Television and Radio
Broadcasting Company ‘Vyatka’”)
610000, Kirov, Uritskogo 34

To: Director of Regional Programs
LAZUTIN V.V.
Fax 290-3706

26.04.96 #
for #

“From the economic angle”

... In their reviews of the macroeconomic programs, the viewers note their specific feature, the presence of a hero, our fellow-countryman who was not broken down and overpowered by the changed circumstances but is trying hard setting himself goals, serving as an example to others.

Kirovspetsmontazh JSC is also trying hard building housing, doing interior decoration, paying taxes, and looking confidently into the future. What has enabled them to succeed and live up to European standards and what is changing in the taxation system is discussed in the program “From the economic angle”.

Vesti, April 26, 1996

Program's host

V. Semenov

РОССИЯ

Министерство печати и информации
Российской Федерации

Государственная телевизионная и
радиовещательная компания «Вятка»
(«Кировская телерадиокомпания «Вятки»)
610000, г. Киров, Урицкого, 34

26.04.96 № _____

на № _____

В пресс-службу Комиссии по
экономической реформе при
Правительстве Российской
Федерации

Директору региональных программ
ЛАЗУТИНУ В.В.

факс 290-37-06

... "С экономической точки зрения"
... В своих отзывах на передачи по макроэкономике зрители отмечают
их особенность — наличие в каждой героя, т.е. просто нашего земляка, кото-
рый не сломался, не потерялся в новой обстановке, а действует, идет к
своей цели, подавая пример другим. АО "Кировспецмонтаж" тоже действует — строит жилье, формирует интерьер.
И платит налоги. И уверенно смотрит в завтра. Почему у них получается —
причем на европейском уровне, и что меняется в налогообложении уже се-
годня, об этом речь в передаче "С экономической точки зрения"...

Из газеты "Вести" за 26 апреля 1996 года.

Ведущий программы

В. Семенов

BEST AVAILABLE COPY

PHOTOS
NIZHNY NOVGOROD PRODUCER'S AWARD



Премия за
"Лучший репортаж
о России"

1995

FOREIGN
CORRESPONDENTS
ASSOCIATION
АССОЦИАЦИЯ
МЕЖДУНАРОДНЫХ
КОРРЕСПОНДЕНТОВ



1995 - МОСКВА - МОСКВА - 1995

FOREIGN
CORRESPONDENTS
ASSOCIATION
АССОЦИАЦИЯ
ИНОСТРАННЫХ
КОРРЕСПОНДЕНТОВ

НАГРАДЫ ЗА ЛУЧШИЙ РЕПОРТАЖ О РОССИИ

1995

AWARDS FOR BEST REPORTAGE ON RUSSIA

СЛУЖБА МОСКВЫ
МОСКВА

НАГРАДЫ ЗА ЛУЧШИЙ РЕПОРТАЖ О РОССИИ

1995

AWARDS FOR EXCELLENCE IN REPORTING



21

ANNEX C

RADIO PROGRAMS

KOPEK, January - July, 1996
(tape recordings)

- #1 ("a") # 1
Association of News Agencies, national, Radio-1 "Ostankino"
1/15/96, five minutes, "Kopek"
Contents: How to protect your money? How to keep the savings to prevent them from devaluing? At present, ruble deposits yield higher interest than foreign currency ones.
- #1 ("a") # 2
Association of News Agencies, national, Radio-1 "Ostankino"
1/16/96, five minutes, "Kopek"
Contents: Money must make more money. One of the options is to invest in securities, for instance, bonds of the state savings loan.
- #1 ("a") # 3
Association of News Agencies, national, Radio-1 "Ostankino"
1/17/96, five minutes, "Kopek"
Contents: Savings. In a market environment, money must not stay idle but should work. Now that the ruble is relatively stable, the favorite options are to open a ruble account or to buy state savings bonds. Bella Zlatkis, head of the securities department of the Finance Ministry, explains the advantages of these options.
- #1 ("a") # 4
Association of News Agencies, national, Radio-1 "Ostankino"
1/18/96, five minutes, "Kopek"
Contents: Savings. Banks are beginning to fight for individual clients, who used to be regarded as not worth the trouble. Interview with A. Grigoriev, Chairman of the Board of Savings Bank "Stolichny".
- #2 ("a") # 5
Association of News Agencies, national, Radio-1 "Ostankino"
1/19/96, five minutes, "Kopek"
Contents: The nascent Russian market will be shaped not by "industrial giants" but by small and medium-sized businesses. In it, a very large place will belong to the services. This program opens up the series devoted to the services sphere in Russia and its place in the country's economy.
- #2 ("a") # 6
Association of News Agencies, national, Radio-1 "Ostankino"
1/22/96, five minutes, "kopek"
Contents: The services as a production sphere. A talk with A. Belshtein, manager and co-owner of the hairdresser's Chance -2, and T. Balanova, deputy director of the Central Scientific Research Institute of the Communal Services.

#2 ("a")

7

Association of News Agencies, national, Radio-1 "Ostankino"
1/23/96, five minutes, "Kopek"

Contents: Trade as a production sphere that produces material wealth. The role of middlemen in trade. A product becomes a commodity only when it is sold; the production process continues at the stage of trade.

#2 ("a")

8

Association of News Agencies, national, Radio-1 Ostankino"
1/24/96, five minutes, "Kopek"

Contents: Medicine. Health and money and, consequently, medicine and the economy, are closely linked. Talk with A. Buglaev, chief physician of Central General Hospital 44. Medicine gets the worker back to the machine tool, enables him to rejoin production, and this is much more important than to manufacture a spare part or some other object.

#2 ("a")

9

Association of News Agencies, national, Radio-1 "Ostankino"
1/25/96, five minutes, "Kopek"

Contents: Sequel to the series dealing with the services and their place in the economy. Travel inside Russia. The country urgently needs a federal program to set up a modern tourist industry.

#3 ("a")

3

Association of News Agencies, national, Radio-1 "Ostankino"
1/17/96, five minutes, "Kopek"

Contents: Savings. In a market environment, money must not stay idle but should work. Now that the ruble is relatively stable, the favorite options are to open a ruble account or to buy state savings bonds. Bella Zlatkis, head of the securities department of the Finance Ministry, explains the advantages of these options.

(#1 "a")

#3 ("a")

5

Association of News Agencies, national, Radio-1 "Ostankino"
1/19/96, five minutes, "Kopek"

Contents: The nascent Russian market will be shaped not by "industrial giants" but by small and medium-sized businesses. In it, a very large place will belong to the services. This program opens up the series devoted to the services sphere in Russia and its place in the country's economy. (#2 "a")

#3 ("a")

10

Association of News Agencies, national, Radio-1 "Ostankino"
1/26/96, five minutes, "Kopek"

Contents: Wages and inflation. Economic reforms abolished such unpleasant aspects of life in Russia as empty shops, food coupons, lines, and shortages. But another problem appeared, inflation. The freed prices jumped up so high that the wage rises were unable to keep pace with them. O. Vite, expert of the Working Center for Economic Reform, talks about the changes in the relationship between wages and inflation.

95

#3 ("a")

8

Association of News Agencies, national, Radio-1 "Ostankino"

1/24/96, five minutes, "Kopek"

Contents: Medicine. Health and money and, consequently, medicine and economics, are closely linked. Talk with A. Buglaev, chief physician of Central General Hospital #4.

(#2"a")

#3 ("a")

#6

Association of News Agencies, national, Radio-1 "Ostankino"

1/22/96, five minutes, "Kopek"

Contents: The services as a production sphere. A talk with A. Belshtein, manager and co-owner of the hairdresser's Chance -2, and T. Balanova, deputy director of the Central Scientific Research Institute of the Communal Services.

(#2"a")

#3 ("a")

11

Association of News Agencies, national, Radio-1 "Ostankino"

1/29/96, five minutes, "Kopek"

Contents: Foreign travel. The country has about 8,000 travel agencies. Tourism is a highly profitable industry all over the world, with about 10 percent of the world GDP and world consumer expenditure falling to its share. Tourism is one of the most lucrative businesses.

#3 ("a")

9

Association of News Agencies, national, Radio-1 "Ostankino"

1/25/96, five minutes, "Kopek"

Contents: Travel inside Russia. The country urgently needs a federal program to set up a modern tourist industry.

(#2"a")

#3 ("c")

12

Association of News Agencies, national, Radio-1 "Ostankino"

1/30/96, five minutes, "Kopek"

Contents: Effect of the economic situation in the country on the wages. Changes in the Polish economy after "shock therapy". Interviews with "shuttle businessmen" who regularly bring goods for sale from Poland. Lech Pentera, trade attache of the Republic of Poland, talks about the methods used to overcome the difficulties of the transition period.

#3 ("c")

13

Association of News Agencies, national, Radio-1 "Ostankino"

1/31/96, five minutes, "Kopek"

Contents: Economic reforms in this country made many changes not only in our life but also in our vocabulary. The expression "to change the signboard" means that, introducing new forms of management and work, a company changes its status, name, and other attributes. Example: a Moscow cafe, which used to be a public catering establishment and became a small private business.

- #3 ("c") # 14
Association of News Agencies, national, Radio-1 "Ostankino"
2/01/96, five minutes, "Kopek"
Contents: The legal department of a company, its functions and contribution to the company's growth. Example: Krasny Oktyabr Confectionery Factory, now a joint-stock company. The legal department provides the legal framework for the company's activities, thus promoting its stable development and improving its production performance.
- #3 ("c") # 1
Association of News Agencies, national, Radio-1 "Ostankino"
1/15/96, five minutes, "Kopek"
Contents: How to protect your money? How to keep the savings to prevent them from devaluing? At present, ruble deposits yield a higher interest than foreign currency ones.
(#1 "a")
- #3 ("c") # 2
Association of News Agencies, national, Radio-1 "Ostankino"
1/16/96, five minutes, "Kopek"
Contents: Money must make more money. One of the options is to invest in securities, for instance, bonds of the state savings loan.
(#1 "a")
- #3 ("c") # 15
Association of News Agencies, national, Radio-1 "Ostankino"
2/02/96, five minutes, "Kopek"
Contents: A company's legal department. Dealing with claims. Example: Krasny Oktyabr Confectionery JSC. Defense of the "Cheburashka" and "Mishka Kosolapy" trademarks.
- #3 ("c") # 16
Association of News Agencies, national, Radio-1 "Ostankino"
2/05/96, five minutes, "Kopek"
Contents: What is economics? Many people would say it is plants, factories – that is, everything that creates GDP. However, the term "GDP" obscures such concrete things as food, clothes, furniture, etc., because in the past, the economy and the consumer seemed to exist separately. This is no longer so. Example: a sports goods store.
- #3 ("c") # 17
Association of News Agencies, national, Radio-1 "Ostankino"
2/06/96, five minutes, "Kopek"
Contents: In our recent past, the country's economy was equated mainly with large enterprises, whose output used to enjoy demand only because of universal shortages. The situation has changed. There is a large number of private companies producing goods and services. Many specialists who had to leave the state sector found jobs in small business. Example: car-repair shops.

- #4 ("a") # 18
Association of News Agencies, national, Radio-1 "Ostankino"
2/07/96, five minutes, "Kopek"
Contents: Profiteers and shuttle businessmen. The prices of the goods they bring. The prices of domestically produced and imported goods.
- #4 ("a") # 19
Association of News Agencies, national, Radio-1 "Ostankino"
2/08/96, five minutes, "Kopek"
Contents: Nonpayments and where they originate. Wage delays.
- #4 ("a") # 20
Association of News Agencies, national, Radio-1 "Ostankino"
2/09/96, five minutes, "Kopek"
Contents: Wages. Incomes – a very pressing concern. On private bakeries and bread shops. Wages and employment in small business.
- #4 ("a") # 21
Association of News Agencies, national, Radio-1 "Ostankino"
2/12/96, five minutes, "Kopek"
Contents: The economy. When shall we begin giving it enough attention? Where are our producers? Interview with the manager of a private company manufacturing men's shirts.
- #4 ("a") # 22
Association of News Agencies, national, Radio-1 "Ostankino"
2/13/96, five minutes, "Kopek"
Contents: Lingerie. "Charm", a Russian company, is making lingerie that sells extremely well. Flexibility of private companies.
- #4 ("a") # 23
Association of News Agencies, national, Radio-1 "Ostankino"
2/14/96, five minutes, "Kopek"
Contents: This story is about furniture. In market conditions, the producers flexibly respond to the demand. "Kontur", a private company, makes cheap furniture to the clients' specifications.
- #4 ("a") # 24
Association of News Agencies, national, Radio-1 "Ostankino"
2/15/96, five minutes, "Kopek"
Contents: Incomes. The minimum wage was raised on February 1, 1996. Public attitudes to the wage rise. What people think about inflation. The minimum wage rise was calculated with account of inflation.

- #4 ("a") # 25
Association of News Agencies, national, Radio-1 "Ostankino"
2/16/96, five minutes, "Kopek"
Contents: The country's finances in the first two months of the year. As a rule, there is a big price rise in January. Customers' opinion about this January's changes in the prices. The financial situation is gradually getting back to normal.
- #4 ("a") # 26
Association of News Agencies, national, Radio-1 "Ostankino"
2/19/96, five minutes, "Kopek"
Contents: On the budget. A short while ago, the very mention of the state budget made people yawn. This is no longer so. Findings of a public opinion poll.
- #4 ("c") # 27
Association of News Agencies, national, Radio-1 "Ostankino"
2/20/96, five minutes, "Kopek"
Contents: Construction and its place in a country's economy. Example; producers of ferroconcrete articles in the town of Vypolzanovo, Tver Oblast.
- #4 ("c") # 28
Association of News Agencies, national, Radio-1 "Ostankino"
2/21/96, five minutes, "Kopek"
Contents: Stability of the national currency and the factors affecting it. Inflation has slowed down, the ruble is getting stronger. The currency corridor.
- #4 ("c") # 29
Association of News Agencies, national, Radio-1 "Ostankino"
2/22/96, five minutes, "Kopek"
Contents: On pensions and wages. The reference point for calculating the minimum pension is the minimum wage. The State Duma decision to raise the minimum wage. Opinions of rank-and-file citizens. Does a rise of the minimum wage lead to inflation? Why it is important to get the budget strictly implemented.
- #4 ("c") # 30
Association of News Agencies, national, Radio-1 "Ostankino"
2/23/96, five minutes, "Kopek"
Contents: Foreign stabilization experience. Poland. The Polish scenario: economic reforms, their purpose, objectives, and similarity to reforms in Russia. Economic reforms in Poland were based on price liberalization and privatization. Interview with the trade attache of Poland Lech Pentera.
- #4 ("c") #31
Association of News Agencies, national, Radio-1 "Ostankino"
2/26/96, five minutes, "Kopek"
Contents: Russia is getting a \$10 billion loan from the IMF. Interview with Oleg Vite, expert of the Working Center for Economic Reform. The purpose of the IMF loan is to promote economic growth, help cover the budget deficit, and combat inflation. The IMF's assistance to Russia is a good thing for the Russian economy

- #4 ("c") # 32
Association of News Agencies, national, Radio-1 "Ostankino"
2/27/96, five minutes, "Kopek"
Contents: Macroeconomic stabilization in the ex-socialist countries. Example: Latvia, its economy, the economic reforms aimed at raising the standard of living. Parallels with economic reforms in Russia.
- #4 ("c") # 33
Association of News Agencies, national, Radio-1 "Ostankino"
2/28/96, five minutes, "Kopek"
Contents: Inflation. According to experts, this year the inflation rate hit a record low since the outset of reforms. A survey conducted by the Moscow Consulting Group, an independent public opinion center, showed that people associate the lower inflation rate with the wage delays. Interview with G. Bolas, State Duma deputy, who explains why inflation slowed down.
- #5 ("a") # 34
Association of News Agencies, national, Radio-1 "Ostankino"
2/29/96, five minutes, "Kopek"
Contents: Economic growth. What does it mean? How does a high inflation rate affect production? Interview with G. Bolas, State Duma deputy.
- #5 ("a") # 35
Association of News Agencies, national, Radio-1 "Ostankino"
3/01/96, five minutes, "Kopek"
Contents: Inflation. Inflation forecast. Inflation rate envisaged in the budget. Planned inflation rate. Interview with N. Kirichenko, editor-in-chief of *Expert* magazine.
- #5 ("a") # 36
Association of News Agencies, national, Radio-1 "Ostankino"
3/04/96, five minutes, "Kopek"
Contents: Lower inflation. The rate of inflation slowed down, price leaps stopped, it is becoming worthwhile to produce, and new jobs are created. Lower inflation is one of the economic factors able to promote Russian economic revival.
- #5 ("a") # 37
Association of News Agencies, national, Radio-1 "Ostankino"
3/05/96, five minutes, "Kopek"
Contents: Road construction. The Federal Road Department drafted a large-scale program for motorway reconstruction and building, which is already being implemented.
- #5 ("a") # 38
Association of News Agencies, national, Radio-1 "Ostankino"
3/06/96, five minutes, "Kopek"
Contents: Current economic situation in Russia. A talk with a person who, having lost his job, began to use his car as a taxi.
- 150

- #5 ("a") # 39
Association of News Agencies, national, Radio-1 "Ostankino"
3/07/96, five minutes, "Kopek"
Contents: The unofficial economy. On the wages and incomes of music teachers.
- #5 ("a") # 40
Association of News Agencies, national, Radio-1 "Ostankino"
3/11/96, five minutes, "Kopek"
Contents: Inflation. The consequences of high inflation. The economy has a number of sectors that benefit from a high inflation rate. Interview with Nikita Kirichenko, editor-in-chief of *Expert* magazine. The currency corridor is a sensible step designed to slow down the price rise and inflation.
- #5 ("a") # 41
Association of News Agencies, national, Radio-1 "Ostankino"
3/12/96, five minutes, "Kopek"
Contents: The IMF and its soft loan to Russia. The average Russian's attitude to the loan.
- #5 ("a") # 42
Association of News Agencies, national, Radio-1 "Ostankino"
3/13/96, five minutes, "Kopek"
Contents: Inflation. What is inflation, generally speaking? The inflation process is analyzed using the price of the Oka car and spare parts for it.
- #5 ("c") # 43
Association of News Agencies, national, Radio-1 "Ostankino"
3/14/96, five minutes, "Kopek"
Contents: Privatization. There are still debates about the wisdom of transferring production into private hands. Studies show that privatized enterprises are far ahead of state-owned in most respects, both financially and economically.
- #5 ("c") # 44
Association of News Agencies, national, Radio-1 "Ostankino"
3/15/96, five minutes, "Kopek"
Contents: The Savings Bank of Russia. Competition for private clients. Russia's finances. The Savings Bank used to be the only one financial institution in the country. At present, the banks' rivalry for individual clients is prompting them to expand the range of services they offer to the public.
- #5 ("c") # 45
Association of News Agencies, national, Radio-1 "Ostankino"
3/18/96, five minutes, "Kopek"
Contents: The harm of soft credits. Soft credits granted by the government to industry and agriculture become a nutritive medium for fraud. It is possible to do without privileges and overcome the crisis without using state money. Example: GAZ and the Gazelle car it began to manufacture

#5 ("c")

46

Association of News Agencies, national, Radio-1 "Ostankino"

3/19/96, five minutes, "Kopek"

Contents: Russia's foreign debt. Many states have foreign debts. The Soviet Union was no exception. After it had fallen apart, the zero option was adopted: Russia became the USSR's legal successor as regards the foreign assets and simultaneously assumed its foreign debt liabilities.

#5 ("c")

47

Association of News Agencies, national, Radio-1 "Ostankino"

3/20/96, five minutes, "Kopek"

Contents: Industrial construction. The building industry is making progress. Construction for production purposes does not mean commissioning more industrial giants but building medium-sized production facilities: small plants, processing facilities, repair shops.

#5 ("c")

48

Association of News Agencies, national, Radio-1 "Ostankino"

3/21/96, five minutes, "Kopek"

Contents: What is economic stabilization? Is the public aware of the stabilization process? Stabilization is making an impact on the life of ordinary people, helping raise the standard of living.

#5 ("c")

49

Association of News Agencies, national, Radio-1 "Ostankino"

3/22/96, five minutes, "Kopek"

Contents: Foreign stabilization experience. Brazil. Other transition economies. There are countries whose economies went into a recession as new economic forms and methods were introduced. Example: Brazil.

#6 ("a")

50

Association of News Agencies, national, Radio-1 "Ostankino"

3/25/96, five minutes, "Kopek"

Contents: The harm of cheap loans for agriculture. The Russian agro-industrial complex is described as a "black hole", a term borrowed from astronomy, for having already devoured a vast amount of money that came from taxpayers' pockets. Agriculture must not be left without support, but it should be given to those farms that have proved their efficiency and take full responsibility for the output.

#6 ("a")

51

Association of News Agencies, national, Radio-1 "Ostankino"

3/26/96, five minutes, "Kopek"

Contents: Purchasing power of the ruble. The incomes of many people in Russia are not only keeping pace with the prices but are running ahead of them. The ruble is getting stronger. The inflation rate is lower than in the previous few years. Individual bank deposits are growing. Wages are rising faster than prices.

102

#6 ("a")

52

Association of News Agencies, national, Radio-1 "Ostankino"
3/27/96, five minutes, "Kopek"

Contents: Savings. Although not all Russians have savings, 90 trillion rubies is held by individuals and households. Is it worth it to save in the current economic situation? Interview with Yuri Lapin, head of consulting company "Your Securities".

#6 ("a")

53

Association of News Agencies, national, Radio-1 "Ostankino"
3/28/96, five minutes, "Kopek"

Contents: The IMF. The \$10 billion loan to Russia. Ambivalent public attitude to the loan. The loan will help Russia to pay the debts of the former Soviet Union. Thanks to it, the budget will be able to pay its debt to the public economic sector, and social reforms could be carried out.

#6 ("a")

54

Association of News Agencies, national, Radio-1 "Ostankino"
3/29/96, five minutes, "Kopek"

Contents: Choosing a reliable bank. It is better to deal with a bank which is backed by the state. The returns on the state savings loan bonds are higher than on the other types of securities and bank deposits.

#6 ("a")

55

Association of News Agencies, national, Radio-1 "Ostankino"
4/01/96, five minutes, "Kopek"

Contents: Economic stabilization. It is relevant to each of us, as is confirmed by the ordinary people interviewed by the program editor in one of Moscow food stores. People can now plan their family budget. Stability of the ruble in relation to the dollar.

#6 ("a")

56

Association of News Agencies, national, Radio-1 "Ostankino"
4/02/96, five minutes, "Kopek"

Contents: Nationalization of the economy. Parliament and the press raised the issue of nationalization. If state control over privatized enterprises is re-established, the burden of de-privatization would have to be borne by the ordinary taxpayer. Entrepreneurs would stop investing in production, competition would suffer.

#6 ("a")

57

Association of News Agencies, national, Radio-1 "Ostankino"
4/03/96, five minutes, "Kopek"

Contents: Economic stabilization. Inflation is now low, there are no sharp price leaps, it makes sense to save. Interest on the deposits in Sberbank has gone down, but on the other hand, people do not spend their money as fast as they used to at the time of high inflation, and can begin saving.

#6 ("a") # 58
Association of News Agencies, national, Radio-1 "Ostankino"
4/04/96, five minutes, "Kopek"
Contents: Delays in the payment of wages and pensions. They, as well as failure to repay bank loans, have become part of our lives. Why are wages delayed? The President is personally monitoring this issue. The solution of the nonpayments problem directly depends on the overall economic situation in the country.

#6 ("c") # 59
Association of News Agencies, national, Radio-1 "Ostankino"
4/05/96, five minutes, "Kopek"
Contents: Small business, the prime mover of all economies throughout the world. We come across it wherever we turn. It is not the giant enterprises but small companies that provide us with everything we need.

#6 ("c") # 60
Association of News Agencies, national, Radio-1 "Ostankino"
4/08/96, five minutes, "Kopek"
Contents: A company's legal department. On investment activities of the company's lawyers. Lawyers are making a tremendous contribution to the work of Krasny Oktyabr confectionery factory in Moscow.

#12 ("a") # 61
Association of News Agencies, national, Radio-1 "Ostankino*"
4/09/96, 5 min., "Kopek"
Contents. Small business. Intermediaries. Small-scale wholesale trade. A lot of small-scale wholesale fairs have opened in Moscow. Many Moscovites use services provided by such trade. Prices are lower at fairs while assortment of goods is bigger. In market economy the middleman's activity instead of boosting the prices bring them down.

#12("a") # 62
Association of News Agencies, national, Radio-1 "Ostankino"
4/10/96, 5 min., "Kopek"
Contents: Small business. Many owners of small businesses believe that it will be much easier for them to survive in the market after the enactment of the Presidential decree "On Support of Small and Medium-Sized Enterprises". Conversation with a food store owner in the town of Bologoe of the Tver oblast.

#10 ("a") # 63
Association of News Agencies, national, Radio-1 "Ostankino"
4/11/96, 5 min., "Kopek"
Contents: Foreign experience. Many countries which initiated reforms in late 1980s faced inflation and unemployment. Slovenia, a former part of Yugoslavian Federation, is one of them. In the course of independent economic development Slovenia have demonstrated certain economic achievements. Interview with the Chairman of Slovenian Economic Chamber Eshko Chouk.

124

#10 ("a")

64

Association of News Agencies, national, Radio-1 "Ostankino*" 4/12/96, 5 min., "Kopek"

Contents: Legal department at the enterprise. Discussion of the work performed by the legal department of Krasny Oktyabr factory is continued. Legal Department Head K.A. Fedenyuk speaks about the processing of the factory's claims.

#7 ("a")

65

Association of News Agencies, national, Radio-1 "Ostankino*" 4/15/96, 5 min., "Kopek"

Contents: Small business. RF President's Decree "On Priority Measures of Government Support of Small Business". Small business will help Russia not only find a place in the world market but raise the standard of living and improve the social climate in the country. It will combat commodity shortages, ensure a high quality of the services, create new jobs, pay good wages, and lead to fair competition. Vladimir Lantukh, an ophthalmologist, director of Spektr Ltd. (Novosibirsk) talks about the medical business.

#7 ("a")

66

Association of News Agencies, national, Radio-1 "Ostankino*" 4/16/96, 5 min., "Kopek"

Contents: Small business. Two years ago, a small business producing sapropel, an organic fertilizer made from silt, was set up on Lake Nemega, Tver Oblast. New jobs were created. Andrei Orlov, Deputy Chairman of the State Committee on Promotion of Small Business, talks about the way it caters directly to the consumer and discusses the opportunities for small business in the Russian economy.

#7 ("a")

67

Association of News Agencies, national, Radio-1 "Ostankino*" 4/17/96, 5 min., "Kopek"

Contents: Small business. The President's Decree "On Priority Measures of Government Support of Small Business" recommends the executive power bodies of the RF entities to draft and approve regional programs in this field for 1996 - 1997. This means, among other things, that the Tomsk company MADZH, which manufactures dentures, will get more money and will be able to raise the quality of its services (although its performance is already fully up to the standards of modern dentistry). Andrei Orlov, Deputy Chairman of the State Committee on Promotion of Small Business, says that some small businesses already produce goods that are competitive in the world market.

#7 ("a")

68

Association of News Agencies, national, Radio-1 "Ostankino*" 4/18/96, 5 min., "Kopek"

Contents: Small business. It first appeared in the Soviet Union in 1988 and reached its peak in 1991 - 1993, when the number of private companies reached 860,000. At present, there are 900,000 small businesses. Why has the process slowed down? There are several obvious reasons - too expensive bank loans, racket, a high crime level, and taxes. What can be done in this situation? To close down, to join the shadow economy, to use cash only? This is what most small businesses are doing, with the state losing as a result. Alexander Livshits, adviser to the RF President, says that "the taxes are our primary concern. Wealth means being responsible for the poor."

#7 ("a")

69

Association of News Agencies, national, Radio-1 "Ostankino*"

4/19/96, 5 min., "Kopek"

Contents: Privatization. Pavel Bunich, State Duma deputy, says about the mistakes made in the course of privatization: "The concessions to workers' collectives were demanded by enterprise managers, and it is they who benefited by them. They managed to get practically all the shares of their companies concentrated in the same hands. The voucher was devalued. The public was disoriented by its understated price." Bunich believes that there should be no pressure in this matter but step-by-step correction of mistakes, including adoption of new laws and individualized treatment of the enterprises that have already been privatized. Says Evgeny Volk, Director of the Moscow branch of the International Heritage Fund: "The main targets of privatization are to create a large stratum of private owners, raise economic efficiency, attract investments, and deal with the social issues. These planned targets were not attained, but this does not mean that privatization was a failure. Over these two years, quite a lot was accomplished: a middle class of private owners was created, a framework for their functioning was set up and free competition appeared. It is small and medium-sized business that is the mainstay of the market economy."

#7 ("a")

70

Association of News Agencies, national, Radio-1 "Ostankino*"

4/22/96, 5 min., "Kopek"

Contents: Small business. The RF President's decree of April 4, 1996 raised promotion of small business to the rank of state policy. Now the state will not only give entrepreneurs financial assistance but also grant them a number of concessions, for instance, as regards taxes. But what do businessmen themselves think and hope for? Viktor Bocharnikov, co-owners of a food store in the village of Ozerny, Tver Oblast, ex-army man, says that his new business has problems, it was not easy to get the shop opened, he has to combine the functions of shop assistant and shipping clerk, the range of goods would have been broader and the prices lower but for the taxes. Bocharnikov is convinced that small business is crucial to the state.

#7 ("a")

71

Association of News Agencies, national, Radio-1 "Ostankino*"

4/23/96, 5 min., "Kopek"

Contents: Small business. Laundries, bakeries, retail trade, gas filling stations are all elements of small business. A plant manufacturing metal products in Bologoe. The prime cost of ferroconcrete slabs rose, the prices went up, and the number of clients dropped. What can be done? Izmailov, the head manager, decides to go into small business: housing construction, trade, bottling mineral water on a contract with a German company.

#7 ("a")

72

Association of News Agencies, national, Radio-1 "Ostankino*"

4/24/96, 5 min., "Kopek"

Contents: Small business. In the Soviet Union, no job was more contemptible than buying cheap and selling expensive. Speculation was a criminal offense. And this is not surprising: in a country with a shortage of both domestically produced and imported goods the destination of each pair of boots and each shirt was decided by officials. This time is long past. A network of middleman services was formed all over Russia. A report from the Izmailovo wholesale market. What do the customers think about this form of trade and the traders?

#7 ("b")

73

Association of News Agencies, national, Radio-1 "Ostankino"
4/25/96, 5 min., "Kopek"

Contents: Small business. Did Russia choose an original way when after the collapse of the planned economy it gave the green light to small business? According to Antola Saba, regional adviser of the UN European Economic Commission, all industrialized countries passed through a transition period and, having abandoned the planned system, began to rapidly develop the private sector, increasing the number of small businesses. It is small and medium-sized companies that played the key role in the reform processes that ensured an economic upturn. Logotek, a Moscow company, deals in car repairs and maintenance. Deputy general director Alexander Ostapenko and mechanic Mikhail Kochergin talk about the company.

#7 ("b")

74

Association of News Agencies, national, Radio-1 "Ostankino"
4/26/96, 5 min., "Kopek"

Contents: Small business. The Commission of the European Union chose Moscow as the venue of the First International Forum of Business Partnership of CIS Small Businesses, to be held in February 1997. Participants will include 200 Western European and several Mongolian companies. The choice of Moscow as the venue was not random: the city and Moscow Oblast are Russia's leaders in the number of small businesses. The forum is being prepared by Berlin-Konsult, the well-known Germany consulting company, and the Moscow Fund for the Support of Small Business. The latter's vice-president Vladimir Gavrilenko says that the principal problems of small businesses, of which Russian currently has about a million, are investments and business partnership among companies.

#7 ("b")

75

Association of News Agencies, national, Radio-1 "Ostankino"
4/29/96, 5 min., "Kopek"

Contents: The congress of representatives of small business held in Moscow confirmed that it is becoming a mainstay of the national economy and is instrumental in creating a healthier social climate. Evgeny Magidov, a congress participant, believes that each entrepreneur can and should create at least 10 - 15 high-paying jobs, which would promote the growth of new economic relations and reduce the level of social tension. His views are shared by Vyacheslav Terentiev, General Director of Apis-Holding JSC, which comprises eight small companies and employs about 500 persons.

#7 ("b")

76

Association of News Agencies, national, Radio-1 "Ostankino"
4/30/96, 5 min., "Kopek"

Contents: Small business. The elements of small business are producers, traders, and go-betweens. Let us talk about producers, who do exist, even if they are not very conspicuous on the vast Russian market. Meanwhile, according to the Izhevsk correspondent, they could replenish the budget of Udmurtia by at least 20 billion rubies.

#7 ("b")

77

Association of News Agencies, national, Radio-1 "Ostankino"
5/05/96, 5 min., "Kopek"

Contents: Small business. According to Vladimir Razumovsky, head of one of Moscow companies, Russian society's dislike for businessmen is not always justified. Be that as it may, a large number of people deal in trade and middleman services and are not ashamed of it. Economic life is unthinkable without trade.

#7 ("b")

78

Association of News Agencies, national, Radio-1 "Ostankino"

5/06/96, 5 min., "Kopek"

Contents: Small business. Small business has found a place in all production spheres in Russia. Small enterprises produce better-quality goods, use up-to-date technologies, and create incentive to employees so as to improve their performance. Many producers are hampered by a shortage of raw materials, equipment, and money. According to Iosif Anastasov, Director of Tselinks cheese-processing plant, Rostov Oblast, they are not working to capacity due to inadequate milk deliveries.

#8 ("a")

79

Association of News Agencies, national, Radio-1 "Ostankino"

5/07/96, 5 min., "Kopek"

Contents: Small business. The RF President's Decree "On Government Support of Small Business" says that beginning with this year, at least \$200 billion will go into providing guarantees to foreign investors giving loans to small businesses in Russia. Foreign investors have recently been more active. This program deals with cooperation of Russian entrepreneurs with foreign partners. A report from Bologoe, Tver Oblast, on the contacts between the local businessman Bashir Izmailov and Stefan Peter, Director of MSB Company, Dortmund, Germany, which supplies bottling equipment.

#8 ("a")

80

Association of News Agencies, national, Radio-1 "Ostankino"

5/08/96, 5 min., "Kopek"

Contents: Small business. In the late 1980s, first private businesses appeared. Now, many years later, the number of private restaurants, bakeries and hairdressers is still lower than in the West. Public mentality often associates small business with crime. Ivan Mikheev, Deputy Chairman of the State Committee for Support of Small Business, talks about the attitude to businessmen.

#8 ("a")

81

Association of News Agencies, national, Radio-1 "Ostankino"

5/12/96, 5 min., "Kopek"

Contents: Purchasing power. What does this concept comprise? An opportunity to buy goods of acceptable quality at an acceptable price. But this is only one component, and not even the most important one. Of more importance is availability of a wide enough range of goods for each person to choose from. A short while ago, in the early 1990s, not only meat, sausage, and butter but also spaghetti, sugar and flour were rationed in most Russian regions. Today, many of us are not wealthy enough to buy everything we fancy, the prices are often too high. But we no longer buy bread and salt in sackfuls. Even in Arkhangels, a city located in the Polar region, mothers - and not rich men's wives either - buy bananas for their children. The prices are rising at a much slower rate than at the outset of reforms. And this means that the purchasing power is rising.

#8 ("a")

82

Association of News Agencies, national, Radio-1 "Ostankino"

5/13/96, 5 min., "Kopek"

Contents: Small business. In the market economies, small- and medium-scale businessmen have long realized that their success is rooted not in the simple registration procedure, tax concessions, or other privileges, but in their personal initiative, honesty in business relations, and ability to find good partners and get them interested. For a beginner, the most important thing is to find an experienced and solvent partner. An interview with a representative of Gran, a Norwegian company which produces refrigeration equipment and has been working in the

Russian market for two years. Apis-Holding JSC, which makes working clothes, has many partners. Says V. Terentiev, its director: "Genuine business cannot be anything but honest."

#8 ("a")

83

Association of News Agencies, national, Radio-1 "Ostankino"
5/14/96, 5 min., "Kopek"

Contents: Small business. We no longer have food shortages - thanks, in part, to small business. At an exhibition in Sokolniki (Moscow), a correspondent talks to an employee of a small enterprise in Volgograd Oblast producing sunflower seed oil in original packaging. The product sells extremely well. Our Arkhangelsk correspondent talks about Arfa Company, which manufactures drugs and vitamins from local raw materials, as well as instant drinks. Their products are very cheap. When small business in Russia reaches a high enough standard, domestically produced food will be abundant.

#8 ("a")

84

Association of News Agencies, national, Radio-1 "Ostankino"
5/15/96, 5 min., "Kopek"

Contents: Price control. A fairly short while ago, the volume of output and the price of goods were controlled by the state. The outcome was large-scale shortages. Vladimir Litvinov, deputy director of the All-Russia Center for the Study of the Standard of Living, talks about Goskomstat's classified reports on the rationing of the various goods in the country's regions. Today, not everyone can afford everything. But at least the producers are forced to "fight" for consumers: improve production efficiency, thus cutting down costs, raise the quality of output.

#8 ("a")

67

Association of News Agencies, national, Radio-1 "Ostankino"
4/17/96, 5 min., "Kopek"

Contents: Small business. The President's Decree "On Priority Measures of Government Support of Small Business" recommends the executive power bodies of the RF entities to draft and approve regional programs in this field for 1996 - 1997. This means, among other things, that the Tomsk company MADZH, which manufactures dentures, will get more money to raise the quality of its services (although its performance is already fully up to the standards of modern dentistry). Andrei Orlov, Deputy Chairman of the State Committee on Promotion of Small Business, says that some small businesses already produce goods that are competitive in the world market.

#8 ("b")

85

Association of News Agencies, national, Radio-1 "Ostankino"
5/16/96, 5 min., "Kopek"

Contents: Taxation. For a Russian, the very word "taxes" became transformed as reforms advanced and is perceived as an almost new one. Before the reforms, people knew only two types of taxes, income tax and the so-called childlessness tax. What the enterprises had to give to the state was called "allocations". What is the purpose of taxes? A correspondent talks with Nadezhda, manager of a Moscow company, which pays the taxes in full because this is necessary for the country's development. The opinion of a woman entrepreneur; the tax system in Russia should be revised and simplified.

#8 ("b")

65

Association of News Agencies, national, Radio-1 "Ostankino"

4/15/96, 5 min., "Kopek"

Contents: Small business. RF President's Decree "On Priority Measures of Government Support of Small Business". Small business will help Russia not only find a place in the world market but raise the standard of living and improve the social climate in the country. It will combat shortages, ensure a high quality of the services, create new jobs, pay good wages, and lead to fair competition. Vladimir Lantukh, an ophthalmologist, director Spektr Ltd. (Novosibirsk) talks about the medical business.

#8 ("b")

68

Association of News Agencies, national, Radio-1 "Ostankino"

4/18/96, 5 min., "Kopek"

Contents: Small business. It first appeared in the Soviet Union in 1988 and reached its peak in 1991 - 1993, when the number of small businesses reached 860,000. At present, there are 900,000 small businesses. Why has the process slowed down? There are several obvious reasons: too expensive bank loans, racket, a high crime level, and taxes. What can be done in this situation? To close down, to join the shadow economy, to use cash only? This is what most small businesses are doing, with the state losing as a result. Alexander Livshits, adviser to the RF President, says that "the taxes are our primary concern. Wealth is responsibility for the poor."

#8 ("b")

86

Association of News Agencies, national, Radio-1 "Ostankino"

5/17/96, 5 min., "Kopek"

Contents: Small business. The Russian economy is no longer possible without small business. At the Krasnaya Presnya exhibition center, Nikos, a group of small businesses from Volgograd, demonstrates packaging materials for foodstuffs. Interview with Academician V.P. Fedorov, Vice-President of the Russian Union of Industrialists and Entrepreneurs, who believes that small business is tantamount to a new economy.

#8 ("b")

66

Association of News Agencies, national, Radio-1 "Ostankino"

4/16/96, 5 min., "Kopek"

Contents: Small business. Two years ago, a small business producing saptopel, an organic fertilizer made from silt, was set up on Lake Nemega, Tver Oblast. New jobs were created. Andrei Orlov, Deputy Chairman of the State Committee on Promotion of Small Business, talks about the way it caters directly to the consumer and discusses the opportunities for small business in the Russian economy.

(#7 "a")

#8 ("b")

87

Association of News Agencies, national, Radio-1 "Ostankino"

5/21/96, 5 min., "Kopek"

Contents: Production restructuring. Participants in the All-Russia Congress of Railroad Workers discuss the complexities of market relations among enterprises reporting to the same administrative department or ministry. Many enterprises failed to adapt to market conditions. A large segment of the Russian market is comprised by insolvent enterprises. Before, industry used to raise the volume of output without giving a thought to quality. The fact that the economy was closed suited the industrialists down to the ground. To improve the economic situation the loss-making enterprises should be subjected to structural reforms with the help of

private investments. The Cherkizovo Meat-Packing Plant, a joint-stock company, is not only efficient but is helping many other enterprises (e.g., Biryulevo Meat-Packing Plant) to overcome the crisis.

#8 ("b")

88

Association of News Agencies, national, Radio-1 "Ostankino"
5/22/96, 5 min., "Kopek"

Contents: Private property. Is private business promoting the country's economic prosperity? In Soviet times we were taught that it did not. Then the doctrine was revised. Specialists estimate that the countries with the highest degree of economic freedom are the wealthiest. Private businessmen also create new jobs. Yuri Lapin, head of the consulting company called "Your Securities", is sure that private property can be used to assess the degree of economic stability. Private property and the way of obtaining it: this tandem determines the stability of society.

#8 ("b")

89

Association of News Agencies, national, Radio-1 "Ostankino"
5/23/96, 5 min., "Kopek"

Contents: Inflation. In the face of it, both businessmen and ordinary individuals are equal. Indeed, the activities of a private company and a household have much in common: an enterprise needs raw materials, and a household - food, clothes, etc. An enterprise needs profits to develop, and a household needs wages, pensions, etc. to survive. Inflation provokes the growth of prices for raw materials and tarnished goods, scares away investors, makes loans unaffordable, and makes it impossible to plan, to save. It is clear that we all benefit if inflation is curbed and economic stabilization begins.

#9 ("a")

90

Association of News Agencies, national, Radio-1 "Ostankino"
5/24/96, 5 min., "Kopek"

Contents: Small business. The word "niche" in modern Russian is often interpreted as a place in the economy where small business can perform successfully. While in the advanced economies there is almost no vacant niches, Veniamin Sokolov, auditor with the Accounting Chamber, Russia's economy is a vast field for small business. Considering the specifics of this country, it should account for 30-40 percent of GDP. The owners of a parking lot in Moscow talk about their niche in the economy.

#9 ("a")

91

Association of News Agencies, national, Radio-1 "Ostankino"
5/27/96, 5 min., "Kopek"

Contents: Price control. At present, most people in Russia are finding the prices too high, because they do not earn enough to afford trendy clothes and delicacies. But should the state control the prices? Is this necessary? A report from the streets. Valentin Fedorov, Vice-President of the Union of Industrialists and Entrepreneurs, is convinced that the prices should reflect the competitive relations in the market.

#9 ("a")

92

Association of News Agencies, national, Radio-1 "Ostankino"

5/28/96, 5 min., "Kopek"

Contents: Restructuring. Bankruptcy: how does it arise and what it leads to? The country needs a structural reform of loss-making enterprises, so that they would begin manufacturing goods having a market demand. Many people are scared by the word bankruptcy identifying it with crash. However bankruptcy also means a painful but necessary procedure leading to an enterprise's cure. It is a signal that the state can no longer support loss-making enterprises, that fiscal policy is going to be severe. Stabilization began thanks to this policy. Many enterprises are doing quite well after structural reform: Gorokhovets Shipyard, Andreevskoe Agricultural Company. Bankruptcy offers a chance to get well, to raise production to a qualitatively higher standard.

#9 ("a")

93

Association of News Agencies, national, Radio-1 "Ostankino"

5/29/96, 5 min., "Kopek"

Contents: Foreign debt. Can a society with a huge foreign debt be prosperous? The interest payments are a heavy burden. Interview with Alexander Privalov, staff researcher of *Expert* magazine: "Having no debts is a Stone-Age virtue. In the modern world, everyone owes everyone else. Loans motivate the economy." However, a debt is a serious responsibility. We must achieve economic upturn and pay our debts without fail.

#9 ("a")

94

Association of News Agencies, national, Radio-1 "Ostankino"

5/30/96, 5 min., "Kopek"

Contents: Taxation. Tax reform is one of the priorities of the President's program. Sergei Pavlenko, head of the Economic Reform Center at the RF Government, believes that the operating tax system makes production activity unprofitable and creates conditions for tax evasion. How are our authorities going to improve the tax law? The new concept proceeds from the need to create a more favorable environment for producers, entrepreneurs. A special commission is working on a tax reform, which is shortly going to be made public.

#9 ("a")

95

Association of News Agencies, national, Radio-1 "Ostankino"

5/31/96, 5 min., "Kopek"

Contents: Price control. What are natural monopolies, and should the state control their prices? Natural monopolies include electricity production, the mail service, railroad transport, airports, etc. Natural monopolies have a chance to set the prices for their goods and services. That's where the government should intervene. Its anti-monopoly committee performs the price-regulating function.

#9 ("a")

96

Association of News Agencies, national, Radio-1 "Ostankino"

6/03/96, 5 min., "Kopek"

Contents: Price control. Who would benefit if the prices of essentials are controlled? The state, producers, trade? Only five or six years ago, these prices, artificially kept at a low level, were unable to raise the standard of living, because most people's earnings were low, it took years to save for such things as a refrigerator, a TV set, or a car. Fixed low prices benefited only those who had access to goods in short supply. The black market was one of the most prominent realities of life in the Soviet Union.

112

#9 ("b")

97

Association of News Agencies, national, Radio-1 "Ostankino"

6/04/96, 5 min., "Kopek"

Contents: Price control. When the state artificially kept the prices low, this produced shortages and bred crime in the sphere of distribution and trade. The government should exercise *indirect* control over price formation, for instance, protect freedom of competition and prevent the emergence and development of artificial monopolies. At the beginning of the year, the number of such monopolies, inherited from our Soviet past, was about 2,500. In the opinion of Valentin Fedorov, Vice-President of the Union of Industrialists and Entrepreneurs, the best way to control prices is through the market.

#9 ("b")

98

Association of News Agencies, national, Radio-1 "Ostankino"

6/05/96, 5 min., "Kopek"

Contents: Price control. Only a few years ago, against the background of large-scale shortages, competition in trade was out of the question. One could get what one needed only on the black market, where the prices were several times higher than in state-controlled trade. Customers had to chase goods. People living in the provinces had to go to big cities in search of many things. Now that the country is moving toward the market the situation is different. Sellers scour the country in search of markets. Competition causes prices to go down. Genrikh Faktor, Doctor of Economics, talks about the competition of prices, which is to the customers' advantage.

#9 ("b")

99

Association of News Agencies, national, Radio-1 "Ostankino"

6/06/96, 5 min., "Kopek"

Contents: Small business. In all industrialized countries, small business is a foundation of the economy and accounts for a large part of GDP. In Russia, the contribution of small business to GDP is not yet over 12 percent. Foreign experience. A clinic in Arlington (Virginia, USA) is a typical example of small business. Specialization: treatment of mental illness.

#9 ("b")

100

Association of News Agencies, national, Radio-1 "Ostankino"

6/07/96, 5 min., "Kopek"

Contents: Taxation. What is obstructing the progress of small business in Russia? Taxes, faults of the tax law. Victor Bocharnikov, owner of a shop in Tver Oblast, says about the tax burden: "Many entrepreneurs are trying to dodge taxes. If the taxes were acceptable, not a single entrepreneur would try to avoid paying - it's too risky. The range of goods would be broader, and the prices lower." By year end, the government commission is planning to complete the preparations for tax reform in Russia.

#9 ("b")

101

Association of News Agencies, national, Radio-1 "Ostankino"

6/10/96, 5 min., "Kopek"

Contents: Small business. Taxes are hampering the advancement of small business. According to Russian entrepreneurs, the operating tax system creates more trouble for them than racket. At present, about 70 percent of bankruptcies in small business takes place because of outsized fines for tax evasion. Tax concessions have recently been granted to small business. Vladimir Gavrilentov, Vice-President of the Moscow Fund for Support of Small Business, discusses the problems of small business

- #9 ("b") # 102
Association of News Agencies, national, Radio-1 "Ostankino"
6/13/96, 5 min., "Kopek"
Contents: Small business. Official statistics says that small business produces 12 percent of Russia's GDP and employees 9 million, or about 10 percent of the work force. This is very little. In the United States, for example, small business supplies 54 percent of the jobs. If we want to live well, we must make sure that small business sharply increases the output of goods and services. Andrei Orlov, Doctor of Economics, Director of the Institute of Small Business, says that the country should have 3.5 - 4 million small businesses.
- #10 ("a") # 103
Association of News Agencies, national, Radio-1 "Ostankino"
6/12/96, 5 min., "Kopek"
Contents: Private sector. The more companies work efficiently, the higher tax revenues are and the lower inflation rate is. The inflation rate is low in the post-soviet economies with dominating private sectors. Interview with Deputy Director of Moscontractprom company Valery Kourbatov on a permanent exhibition center supported by Moscow producers.
- #10 ("a") # 104
Association of News Agencies, national, Radio-1 "Ostankino"
6/13/96, 5 min., "Kopek"
Contents: Foreign experience. Commerce. Owner of an American household store E. Goldmen from Arlengton, Virginia describes how his store operates, relationships with suppliers and customers.
- #10 ("a") # 105
Association of News Agencies, national, Radio-1 "Ostankino"
6/14/96, 5 min., "Kopek"
Contents: Private property. At present private property has become indispensable from the Russian economy. Companies liberated from the shackles of government control perform better than state-run enterprises producing goods of higher quality and paying higher salaries to their employees. But a different attitude towards private property also exists. It is described by Alexander Bouzgarin, Professor of Moscow State University.
- #10 ("a") # 106
Association of News Agencies, national, Radio-1 "Ostankino"
6/17/96, 5 min., "Kopek"
Contents: Small business. In any county it is difficult to start a new business. Lubov Umnova, director of milk-processing plant located in the small town of Yelatma, Kosimovsky raion, Ryazan oblast describes the initial situation at the privatized plant and the current developments.
- #10 ("a") # 107
Association of News Agencies, national, Radio-1 "Ostankino"
6/18/96, 5 min., "Kopek"
Contents: Legal department at the enterprise. Krasny Oktyabr factory is making investment. The factory has opened stores for selling its products in Moscow, Saint Petersburg and some other Russian cities. The head of the factory's legal department explains how legal experts contribute to the factory's success
- 110

#10 ("a")

108

Association of News Agencies, national, Radio-1 "Ostankino"
6/19/96, 5 min., "Kopek"

Contents: Small business. In developed economies small business not only produce a major portion of GDP but also create a lot of jobs, thus, helping to saturate the market with quality good. Since Russia has started transition to the market, the production of goods and services by small and medium-sized companies has begun to grow. Moscow company T.C.T.A. specialize in installation of signaling mechanisms, security devices, and electric wiring works. Director A.S.Vereshagin describes the company's activity. State Duma deputy Irina Khakamada gives an overview of the small business development in the regions.

#10 ("b")

109

Association of News Agencies, national, Radio-1 "Ostankino"
6/20/96, 5 min., "Kopek"

Contents: Inflation. Curbing inflation is a prerequisite of economic growth. State Duma deputy Georgy Balans talks about the impact of inflation on production and emphasizes a visible upward trend in capital construction.

#10 ("b")

110

Association of News Agencies, national, Radio-1 "Ostankino"
6/21/96, 5 min., "Kopek"

Contents: Private property and inflation. During the Soviet time the word "private owner"* had strong negative connotations. Now every reasonable person understands that without private property the society is handicapped. Private companies do not demand budget subsidies, on the contrary they contribute to the budget through tax payments. President of the Moscow Institute for Advanced Training of Civil Servants V.V. Gorlopanov talks about how private property helps to decrease inflation.

#10 ("b")

111

Association of News Agencies, national, Radio-1 "Ostankino"
6/24/96, 5 min., "Kopek"

Contents: State credits. In 1995 the administration of St. Petersburg issued to Petrodvorets Watch-Making Plant a soft credit of 2.5 billion rubies. A few months late, however, the enterprise was on the brink of ruin again. Sometimes soft credits become a tool for making personal fortunes. For instance, there were such cases in Primorsky krai and Belgorod oblast. State Duma deputy (Our Home Russia) P. Veselkin holds forth whether or not the production can ride out the crisis without the use of soft credits from the state.

#10 ("b")

112

Association of News Agencies, national, Radio-1 "Ostankino"
6/25/96, 5 min., "Kopek"

Contents: Private property and inflation. Private ownership of land, real estate, means of production. Private property has become an integral part of the Russian economy. The restructuring of the national economy leads to high rates of inflation. The existing investment policy is aimed at cracking down on inflation. Rector of the Moscow Advance Training Institute for State Officials V. Gorlopanov describes how the institute trains a team of specialists for implementation of the investment project.

- #10 ("b") # 113
Association of News Agencies, national, Radio-1 "Ostankino"
6/26/96, 5 min., "Kopek"
Contents: Small business. Not long ago big enterprises were the basis of the national economy. Today, for lack of funds quite a few of them are not able to pay wages to their employees. Many skilled and experienced workers and specialists leave big enterprises to join small business. They establish private enterprises and companies, thereby creating new handsomely paid jobs.
- #10 ("b") # 114
Association of News Agencies, national, Radio-1 "Ostankino"
6/27/96, 5 min., "Kopek"
Contents: Russian enterprises in the market economy setting. The program deals with small enterprises, not industrial giants. Marina Kameneva is a director of a big privatized book shop. She describes the operation of her enterprise.
- #10 ("b") # 115
Association of News Agencies, national, Radio-1 "Ostankino"
6/28/96, 5 min., "Kopek"
Contents: Purchasing power. A few years ago Muscovites had to produce their "buyer's cards" to buy a limited amount of something. Most goods were not available from the retail outlets. A dialog with a shop customer: The present-day situation is quite different.
- #10 ("b") # 116
Association of News Agencies, national, Radio-1 "Ostankino"
6/29/96, 5 min., "Kopek"
Contents: The issues of macroeconomy. An overwhelming reform of the society is underway in Russia. According to a well-known economist N. Shmelev, Russia will need quite a length of time to ride out the crisis. Interview with Vitaly Naishul, an economist who took part in working out of the economic program of Alexander Lebed (candidate for presidency).
- #11 ("a") # 117
Association of News Agencies, national, Radio-1 "Ostankino"
7/01/96, 5 min., "Kopek"
Contents: Legal department at an enterprise. A creative approach to forming a legal basis of the enterprise operation. Lawyer A. Mamulian describes how lawyers help the enterprise attain financial stability.
- #11 ("a") # 118
Association of News Agencies, national, Radio-1 "Ostankino"
7/02/96, 5 min., "Kopek"
Contents: The new psychology of a man in the market conditions. The changing popular ideas of the market economy. Igor Meshcheryakov describes the operation of an enterprise established by the Afghan war veterans in the village of Tarasovsky (Rostov oblast). V. Gorlopanov, rector of the Institute for Advanced Economic Training, talks about the transition from the centrally planned economy to the market-based one.

- #11 ("a") # 119
Association of News Agencies, national, Radio-1 "Ostankino"
7/03/96, 5 min., "Kopek"
Contents: Monetary savings under the economic stabilization. Money should "work" in the market conditions, however people still keep too much "idle cash". B. Zlatkis, head of the Securities Department of the Ministry of Finance of Russia, talks about the reliability of securities guaranteed by the state.
- #11 ("a") # 120
Association of News Agencies, national, Radio-1 "Ostankino"
7/04/96, 5 min., "Kopek"
Contents: Purchasing power. Such notions as shortage of goods, rationing cards and long queues have disappeared. A shop customer says she has no problem in buying what she wants. V. Litviniv, deputy director of the All-Russia Living Standard Study Center, says that the rise in value of the subsistence level is slowing down.
- #11 ("a") # 121
Association of News Agencies, national, Radio-1 "Ostankino"
7/05/96, 5 min., "Kopek"
Contents: Small business in the sphere of services. A. Belshtein started her private beauty parlor Chance-2 seven and a half years ago. The parlor gives jobs to 42 people and offers a variety of services to its customers. Deputy director of the Central Research Institute of Everyday Services T. Balanova talks about private businesses in the sphere of services and the need to reform the tax system.
- #11 ("a") # 122
Association of News Agencies, national, Radio-1 "Ostankino"
7/08/96, 5 min., "Kopek"
Contents: Investments. Investments are always needed, and they are evidently not sufficient in Russia. Foreign experts say that in order to increase the inflow of foreign investments Russia needs an appropriate legal basis, an orderly tax system, and better accounting system and management. Oxford prof. Peter Oppenheimer talks about attracting foreign investments.
- #11 ("a") # 123
Association of News Agencies, national, Radio-1 "Ostankino"
7/09/96, 5 min., "Kopek"
Contents: Small business. Foreign experience. Small businesses create favorable conditions for the development of so-called middle class making the society more stable. In the West small businesses are found in all sectors of the economy. Michael Karpov tells about the activity of Karpov and Mitnik, a law company in Arlington, VA.
- #11 ("a") # 124
Association of News Agencies, national, Radio-1 "Ostankino"
7/10/96, 5 min., "Kopek"
Contents: Credit. Over three years, Russia will obtain a loan from the IMF totalling \$10 billion. Economist Igor Dmitriev says that this loan will make it possible to carry out a reform in the social sphere.
- 117

- #11 ("b") # 125
Association of News Agencies, national, Radio-1 "Ostankino"
7/11/96, 5 min., "Kopek"
Contents: The "shadow" economy. A conference on shadow economy was held in Moscow by the Independent Charity Fund for Culture. The participants were specialists from Moscow institutes and representatives of the law-enforcement bodies and the government. Professor V. Ispravnikov, former Chairman of the Supreme Soviet, said that Russia needs normal laws to legalize its shadow economy. Another speaker director of the Institute of Labor V. Kulikov noted the need to create interest in making investments in the production.
- #11 ("b") # 126
Association of News Agencies, national, Radio-1 "Ostankino"
7/12/96, 5 min., "Kopek"
Contents: Prices and wages. The present-day level of inflation in Russia is record low for the entire post-Soviet period. The ruble becomes stronger. A. Tjutjunik, expert of the Economic Reform Center says that it is necessary to differentiate wages from incomes. At present, on the average, wages are less than a half of family incomes.
- #11 ("b") # 127
Association of News Agencies, national, Radio-1 "Ostankino"
7/15/96, 5 min., "Kopek"
Contents: Small business. The development of small businesses is a must if Russia is to attain the standard of life comparable to that in the West. Since 1995 the Government of Russia has been pursuing the policy of protectionism in relation to small and medium businesses. Vice-president of the Moscow Fund for Support to Small Business V Gavrilencov explains the need for tax privileges for small and medium-size enterprises to encourage them pay taxes rather than evade. At present there are 900,000 small enterprises in Russia employing over 10 million people.
- #11 ("b") # 128
Association of News Agencies, national, Radio-1 "Ostankino"
7/16/96, 5 min., "Kopek"
Contents: The economic stabilization. The ready availability of a variety of goods and services is indicative of stabilization in trade. Vice-president of the Moscow Fund for Support to Small Business talks about the development of small businesses in the sphere of trade.
- #11 ("b") # 129
Association of News Agencies, national, Radio-1 "Ostankino"
7/17/96, 5 min., "Kopek"
Contents: Private property and inflation. Ex-deputy of the State Duma S. Burkov describes the structural changes of property in favor of private property as a factor cracking down on inflation.
- #11 ("b") # 130
Association of News Agencies, national, Radio-1 "Ostankino"
7/18/96, 5 min., "Kopek"
Contents: Small and medium-sized businesses. The principles of small and medium-sized businesses. A. Voronov describes the activity of Maiskii Chai - a company established in 1991 by the Afghan war veterans.

Dear Editors,

For last three months I have been regularly listening your morning programs Kopeika - presumably the kopeck that saves the ruble. Though pretty dull and propagandistic "Power to the Bourgeoisie" at the beginning, they later turned into interesting radio pieces dealing with matters of everyday interest to anyone. Previously, I used to compare things now and before the perestroika, and the life seemed to be better under socialism. One quickly forgets bad things? It is good that you often make comparisons for those who weeps over the "peaceful" life under socialism. They forgot the nightmare of shortages. They forgot themselves cramming in long lines for goods.

I think that you're making good programs. Thank you. Excuse my poor handwriting.

Sincerely,

Ye. Terentiev

В течение последних
 трех месяцев в резу-
 лате сильного напря-
 жения ваших нервов и
 в том числе так как
 боюсь кончить, которая
 вражде как будто берется
 Если поначалу был
 они откровенно сужде-
 вами и провозгласи-
 сими в отрывке
 "За власть буржуев!"
 Но сейчас иногда и
 интересно почитать, так
 как в основном пошел
 разговор о деле пометки
 в жизни, о том с чем
 сталкивается каждый

день. Раньше не всегда
задумывался, сравнивал,
а что было до переест-
ройки, и что сейчас,
но теперь и много
ввиду. Всё казалось мне,
что вой при социализме
лучше жилось. Плохое
быстро забывается. Правда
бы думаю, что сравнивал
иногда смело, поощряя
ныне по "столовой" жизни
при социализме. А вери-
тельно было комсомол,
Кругом девушки, очереди,
да вой.

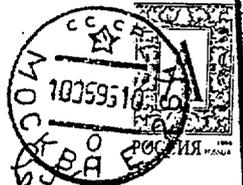
Сincerely: пожалуйста
передача у вас полу-
чена. Спасибо. Увидите
за почете.

До свидания

Е. Терехов



Русский живописец В. Е. Маковский
1846—1920



Куда Москва
станция Радио
"Новая Волна"
Кому _____

Индекс предприятия связи и адрес отправителя

119633

Москва

[Handwritten signature]



Пишите индекс предприятия связи места назначения

[Handwritten mark]

Hi, there!

I like your programs very much, particularly your Kopeikas. I get up early mornings to listen to them. I wish the programs were longer. Very often you select good story-tellers, real professionals crazy about their work, and one readily believes their stories... You touch upon a variety of aspects of the economy, and your programs are never dull. From your programs I learnt a lot about small business. I'd like to run my own business, but I do not know what kind of business I'm going to run. On the one hand there are very many construction and trading companies, on the other hand there are too few companies that produce products of any kind. Most companies trade in air. I'd like to start some productive business - productive as well as profitable and competitive. For instance, do you think it is possible to start producing soft drinks? I filed a lot of interesting traditional recipes of fruit waters and tutti-frutties. Not so expensive and much tastier than pepsi or coke. What should be my first steps? It would be great if your programs teach people like me some lessons: the entrepreneur's rights and opportunities, getting the documents ready for registration, etc. Please excuse my poor typing - I'm not much of a typist. I hope that someday I will type better, and I'm going to learn operating a computer too. I'm looking forward to becoming an entrepreneur.

Thank you very much. Bye!

123

Здравствуйте, уважаемая радиостанция!

Мне очень нравятся ваши передачи, но в последнее время большое впечатление производят передачи "копейка", я не ленюсь пораньше вставать, чтобы успеть ее послушать. Жалко, что они такие короткие. Вам удастся очень часто подобрать хороших, профессиональных рассказчиков, людей увлеченных своим нелегким делом, а потому им и верить больше. Вам удастся затронуть различные стороны экономики, от этого они не бывают однообразными и скучными. Из ваших передач я многое узнала о малом бизнесе, и мне самой захотелось попробовать себя в каком-нибудь деле. Но пока я еще не определила, чем же лучше заняться? С одной стороны посмотрю - вроде все уже есть, очень много строительных и торговых фирм, а с другой стороны - очень мало производящих. В основном торгуют воздухом, а мне хотелось бы заняться каким-нибудь производством, полезным для людей и очень конкурентноспособным. Как вы думаете, можно ли сейчас открыть производство, например, прохладительных напитков. Я уже собрала кучу самых интересных народных рецептов, по которым и не так сложно будет приготовить морсы, компоты, напитки. И не так все дорого. Но зато намного вкуснее всяких там пепси и кока-колы. С чего нужно начинать? Хорошо бы если бы в своих передачах вы бы сделали такой ликбез, рассказали бы о правах и возможностях предпринимателя, о том, как оформлять все документы, ну и так далее. Вы извините, я только учусь печатать на машинке, но я думаю, что у меня получится и на компьютере со временем. Мне очень хочется стать предпринимателем.

Спасибо вам большое. До свидания!

124



Телефон (095) 451-86-77
ПЕРВЫЙ ПЕНСИОННЫЙ ФОНД
Россия, 125445, Москва, ул. Смольная, 24



Куда Москва =
ул. Ан. Королева, д. 19

Кому Новая волна
радиостанция

Индекс предприятия связи и адрес отправителя
105 094 Москва

Б. Семеновская,
д. 42-308
Исаев

1 2 7 4 2 7

Пишите индекс предприятия связи места назначения

175

Hello,

I regularly listen to the New Wave's Kopeika programs, and I like them very much. I like them because when listening to them it is very interesting to learn what you cannot find in the papers or see on the TV screen. The Kopeika's interesting subjects deal with various aspects of the economy, and they often told me things of which I did not have a slightest idea. The life seems to be horrible and rotten - lots of beggars and bandits, the Mafia. On the other hand, some changes for the better are noticeable. It seems to be strange that something can change for the better in the present-day eerie setting. Indeed, just think of all these bureaucrats, bribe-takers, thieves, bandits, the Mafia. The hard-working people, however, still take effort to do something good.

One interesting Kopeika was about a co-op of people who decided to sew overalls on a machine - brave and hard-working people! They are not afraid of anything! More such examples, that's what we all need if our lives are to become less grey and hopeless.

You are right in making programs describing the economic mechanism and telling what is to be done, telling the helpful laws from gritting ones. Such programs are really needed. They are particularly needed for the youth and middle-aged people who hardly know anything about the economy and business.

Thank you.

Sincerely,
Your permanent listener Viktor Shabanov.

Добрый вам день!

Я вам постоянный
слушатель и корреспондент
журнала "Коммуна" в
"Новый Восток". Мне очень
интересно эта программа
потому что очень интересно
узнавать в ней то, что
не пишется в газетах и
не показывается по теле-
зору. Интересные темы
касаются разных сторон
экономики, о чем я
не могу писать в газете.

Все касаемое в жизни
урачено и хорошо. И
много пишут и банди-
ты, морские, но с другой
стороны виднее, как
жизнь все-таки меняется
к лучшему, и конечно

это справился, как
же там в нашу жизнь
интерес и еще что-то
привнесет, Чингизиды -
Тюрякеры - вьетнамцы -
воины - бандиты - мафия
А люди продолжают
все равно существовать
и что-то делать.

История передавалась
была при кооперации
или там что, когда
они решили жить
развину озеру, земля
моя, Рабабуле, и
не будет ниско,
А вот там бы там
примеров, и жизнь
моя будет всемирно-

молиться! Не все
сера и безнадёжно.

В своём письме
вы правильно заметили
что расширяется сфера
жизни как культурно
деятельности, вошли законы
патриархата, а это означает
культурные перемены,
особенно для молодёжи
за и людей среднего
поколения, которые
об этом будущем ничего
не знают.

Спасибо вам.

Ваш настоящий
друг

Виктор
Михайлов



Куда Москва
Останкино,
Радио-1
радиостанция
Новая волна
Кому Шарман-инженеру
Иванову

Индекс предприятия связи и адрес отправителя



Пишите индекс предприятия связи места назначения.

Dear editor of Kopeikas,
Hello from Nikolai Barkovsky, a regular listener to your programs.

My mother has been studying and working for her life. What does she have now? - No savings and 200,000 rubles a month to support herself and my 13-year-old brother. I do not have earnings other than my scholarship. In other words, we live from hand to mouth. That is why I am an active supporter of the reform started in 1991 when I was 14. At that age I did not understand the reform, but now I am aware that the successful reform is a must if we are to live better lives. I understand that the reform must be accomplished, and we should learn from those who have already accomplished their reforms. Kopeikas do tell what is to be done.

I listened to Kopeikas many mornings, and I came to understanding that nowadays it is not the time for complaining. It is time to work hard. It is necessary to run one's own business, it is necessary to be a professional. Being a professional is my intention - I am a student at the Academy of Law. I dream of setting up a legal advice office like one described in one of your Kopeikas.

Thank you for your lessons.
Wishing you every luck,
Your listener N. Barkovsky, 19.

Здравствуйте, уважаемый редактор Радио-аудио, готовящий передачу «Копейка». Шлём привет Вам Николаю Барковский, Ваш постоянный слушатель.

Моя мать училась и работала всю жизнь, а в итоге не имеет никаких сбережений и получает 200 тысяч рублей. На её иждивении мой младший брат — ему 13 лет, да и я имею лишь стипендию. То есть мы живём впроголодь. Вот почему я активный сторонник реформ, начатых в России в 1991 году, когда мне было 14 лет. Тогда я их не понимал, а сейчас ^{знаю} это к чему. Только реформы помогут нашим людям жить по-человечески. Но надо их довести до конца и учиться у тех, кто их уже провёл. Ваша передача и Копейка как раз и учат, что надо делать, чтобы жизнь каждого стала лучше.

Я слушаю её много раз по утрам и понял, что в наше время нельзя скучать и мешаться, а нужно действовать. Обязательно надо иметь своё дело и быть профессионалом. Это я и хочу осуществить после того, как закончу свою учёбу. А учусь я в юридической академии. Хотелаю организовать свою адвокатскую контору, наподобие той, о которой Вы как-то рассказывали

6

«Книжки»

Спасибо Вам за урок.

Всего доброго!

Ваш учитель

Николай Барковский, 19 лет

BEST AVAILABLE COPY



Телефон (095) 451-86-77
ПЕРВЫЙ ПЕНСИОННЫЙ ФОНД
Россия, 125445, Москва, ул. Смольная, 24

113326

Пишите индекс предприятия связи места назначения



Куда 113326 г. Москва
ул. Тяжницкая
д. 25.
Радио 1. Останкино
Кому Нилу Кусарев

Индекс предприятия связи	и адрес отправителя
410064	г. Саратов ул. Лебедева - Кумата Дом 67а кв. 43. Николай Ковер

BEST AVAILABLE COPY

134



№ 126/45

на №

8 июля 1996г.

МОСКВА 127427 УЛ. АКАДЕМИКА КОРОЛЕВА 19

ТЕЛ.217-99-90

ПРЕЗИДЕНТУ АССОЦИАЦИИ ИНФОРМАЦИОННЫХ АГЕНТСТВ
ПАСТУХОВУ Ю.А. ФАКС 215-08-47

УВАЖАЕМЫЙ ГОСПОДИН ПРЕЗИДЕНТ!

ВЫРАЖАЕМ ИСКРЕННЮЮ БЛАГОДАРНОСТЬ ВОЗГЛАВЛЯЕМОЙ ВАМИ АССОЦИАЦИИ ЗА АКТИВНУЮ ПОМОЩЬ В ОРГАНИЗАЦИИ И ПОДГОТОВКЕ СОВМЕСТНЫХ РАДИОПРОГРАММ ПО ПРОБЛЕМАМ МАКРОЭКОНОМИКИ "КОПЕЙКА".

РАБОТА НАД ЭТИМИ ПРОГРАММАМИ ПОМОГЛА РАСШИРИТЬ ЗНАНИЯ СОТРУДНИКОВ НАШЕЙ РЕДАКЦИИ В ОБЛАСТИ СОВРЕМЕННОЙ МАКРОЭКОНОМИКИ, ПОЛУЧИТЬ РАЗНОСТОРОННИЕ ПРОФЕССИОНАЛЬНЫЕ НАВЫКИ.

ЦИКЛ ПРОГРАММ "КОПЕЙКА:БЕСЕДЫ ОБ ЭКОНОМИКЕ" ВЫЗВАЛ БОЛЬШОЙ ИНТЕРЕС У АУДИТОРИИ РАДИО-1, ПОСКОЛЬКУ БОЛЬШИНСТВО ПРОГРАММ БЫЛИ ПОСВЯЩЕНЫ САМЫМ ЖИВОТРЕПЕЩУЩИМ ВОПРОСАМ ЭКОНОМИКИ, СОВРЕМЕННОЙ ЖИЗНИ В УСЛОВИЯХ РАЗВИВАЮЩИХСЯ РЫНОЧНЫХ ОТНОШЕНИЙ И НОСИЛИ ПРОСВЕТИТЕЛЬСКИЙ ХАРАКТЕР. ОБ ЭТОМ ГОВОРЯТ МНОГОЧИСЛЕННЫЕ ЗВОНКИ В РЕДАКЦИЮ И ПИСЬМА НАШИХ РАДИОСЛУШАТЕЛЕЙ.

УЧИТЫВАЯ ПЛОДОТВОРНЫЙ ОПЫТ СОВМЕСТНОЙ РАБОТЫ ХОЧЕТСЯ НАДЕЯТЬСЯ И НА ДАЛЬНЕЙШЕЕ НАШЕ С ВАМИ СОТРУДНИЧЕСТВО.



главный редактор РАДИО-1

В.ЛУТОВИНОВ

135

ANNEX D

FINAL PUBLIC OPINION SURVEY

Независимый исследовательский центр
МОСКОВСКАЯ КОНСУЛЬТАЦИОННАЯ ГРУППА
MOSCOW CONSULTING GROUP

РОССИЯ 107812, МОСКВА
УЛ. САДОВАЯ-СПАССКАЯ, 18, ОФИС 701, 702
ТЕЛ. (095) 207-5893, (095) 207-7829
ФАКС (095) 207-5893

18 SADOVAIA-SPASSKAIA ST., SUITE
701,702
MOSCOW, RUSSIA 107812
PHONES (7-095) 207-5893, (7-095) 207-7829
FAX (7-095) 207-5893

Macroeconomics Processes Respondents' Opinions

Results of a Public Opinion Survey

July 1996

Introduction

We offer for your attention the results of national public opinion polls conducted in January (January 22-30) and in July (July 7-12) in 105 cities and villages of the Russian Federation. The sampling of 1802 respondents (January) and 1754 (July) represents Russia's population by the basic demographics and the structure of geographical settlement. Statistical error is 4% (confidence intervals are plus/minus 2%).

The results are presented in a percentage of the number of questioned respondents (excluding specially stipulated cases). When there is more than one answer to a question, the total percentage exceeds 100.

TABLE OF CONTENTS

PART 1. FINANCIAL STABILIZATION	4
A10.3, A10.4, A17.9, A17.5, A17.7, A17.1, A17.3, A17.4, A14.6, A17.8, A17.10, A13, A12	
PART 2. INFLATION	10
A15.5-A5.8, A4, A3, A1, A2	
PART 3. BUDGET POLICY	14
A16, A15, A19, A18	
PART 4. INTERNATIONAL FINANCIAL ASSISTANCE . . .	18
A11, A14	
PART 5. WHAT IS TO BE DONE?	20
A8, A11	
PART 6. A GENERAL ASSESSMENT OF THE	22
SITUATION IN THE ECONOMY	
A10.1, A9	
PART 7. NEW CONCEPTS OF PRODUCTION	24
A10.1, A10.2, A7.1, A7.2, A7.3, A10.5	
PART 8. FAMILY ECONOMICS	27
A23, A21, A20, A22	
PART 9. CHANNELS OF INFORMATION	30
A6	

129

PART 1. FINANCIAL STABILIZATION

Public Opinion About the Policy of Financial Stabilization

1. Attitudes to the policy of financial stabilization. Curbing inflation: a priority task?

A10. Following are statements made by experts on the status of Russia's economy.

A10.3 With which of the two statements you agree to a greater extent?

	Jan.	July
Financial stabilization are mere words which do not mean anything. The fixed ruble exchange rate will not strengthen the national currency and will not resolve economic crisis	15.2	20.2
Financial stabilization is a necessary pre-condition of industrial growth. The task of the day is to curb inflation and strengthen the ruble by turning it into a reliable and stable currency. Such measures will ensure private investment into production	78.7	75.5
Hard to answer	3.4	2.7
No answer	2.7	1.6

A10.4 With which of the two statements you agree to a greater extent?

	Jan.	July
If we manage to slow down inflation to a monthly rate of 2-3 per cent and reduce the budget deficit, we may expect an intensification of economic activities as soon as next year	69.7	67.1
We think that today 15 per cent inflation is an acceptable level. It is better to live with higher inflation and increase the financing of the social sphere and of a number of national economy branches	21.5	26.2
Hard to answer	5.2	3.8
No answer	3.6	2.9

3. Expectations regarding the policy of financial stabilization

3.1. Respondents' perceptions about the economic consequences of financial stabilization

A17 At present the media often mention financial stabilization. Financial stabilization presupposes an introduction of a currency corridor and a strict state budget.

A17.9 Financial stabilization will cause an inflow of investment into production

	Jan.	July
Disagree	6.5	5.7
Rather disagree	12.2	12.1
Rather agree	39.7	42.9
Agree	32.5	32.1
Hard to answer	4.4	3.6
No answer	4.7	3.7

A17.5. Financial stabilization diverts the money that may be invested in production growth.

	Jan.	July
Disagree	20.7	23.7
Rather disagree	31.6	36.1
Rather agree	21.8	20.0
Agree	14.8	10.7
Hard to answer	6.1	5.4
No answer	5.0	4.2

A17.7. Financial stabilization will put an end to bank speculation on the difference of the exchange rate.

	Jan.	July
Disagree	6.3	7.2
Rather disagree	10.9	15.3
Rather agree	36.7	37.7
Agree	35.9	33.0
Hard to answer	5.4	3.3
No answer	4.8	3.5

A17.2. Financial stabilization will generate additional revenues to the state budget.

	Jan.	July
Disagree	6.9	5.4
Rather disagree	15.0	15.6
Rather agree	38.9	40.8
Agree	30.7	31.8
Hard to answer	4.8	3.6
No answer	3.8	2.8

A17.1 Financial stabilization will slow down the price rise.

	Jan.	July
Disagree	6.7	6.7
Rather disagree	9.7	10.5
Rather agree	39.9	36.4
Agree	37.3	40.4
Hard to answer	3.1	1.9
No answer	3.4	2.2

3.2. Respondents' perceptions about social consequences. The impact of financial stabilization on the life of the average people

A17 At present the media often mention financial stabilization. Financial stabilization presupposes an introduction of a currency corridor and a strict state budget.

A17.3 Financial stabilization in the country will enable people to save in rubles.

	Jan.	July
Disagree	4.7	5.0
Rather disagree	10.9	10.0
Rather agree	36.8	37.6
Agree	40.5	42.6
Hard to answer	3.4	2.2
No answer	3.8	2.3

A17.4. Financial stabilization will protect people in the low income bracket against a quick devaluation of money.

	Jan.	July
Disagree	4.9	5.6
Rather disagree	11.5	8.8
Rather agree	35.6	36.6
Agree	41.7	44.7
Hard to answer	3.2	2.1
No answer	4.0	2.3

A17.6. Financial stabilization will make the rich richer and the poor poorer.

	Jan.	July
Disagree	27.8	25.6
Rather disagree	37.4	40.0
Rather agree	14.4	16.2
Agree	10.5	11.8
Hard to answer	5.5	3.2
No answer	4.3	3.1

A17.8. Financial stabilization will adversely affect the rich by depriving them of profit derived from the constant growth of the exchange rate.

	Jan.	July
Disagree	11.8	12.3
Rather disagree	20.6	25.9
Rather agree	33.0	30.6
Agree	26.8	25.0
Hard to answer	4.5	2.9
No answer	4.3	3.4

A17.10. Financial stabilization makes the life of the average people stable and predictable.

	Jan.	July
Disagree	4.0	4.5
Rather disagree	7.9	6.9
Rather agree	37.0	36.0
Agree	43.7	47.5
Hard to answer	3.4	2.2
No answer	4.0	3.0

**3.4 Currency corridor, stable ruble: who wins?
Respondents' opinions**

A13. Who has benefited as a result of ruble stabilization?

	Jan.	July
The economy in general	28.0	27.2
RF Central Bank	10.4	10.0
Exporters	1.6	3.3
Importers	2.7	5.1
Middle and small businesses	3.9	7.7
Everyone who does honest business	9.9	7.5
People like me	11.5	11.1
Major banks	6.0	9.2
Foreign investors	2.6	5.6
Other	1.4	2.2
Hard to answer	40.7	37.4
No answer	1.2	1.7

3.8 Who will pay for financial stabilization?

A12. From what sources is the financial stabilization program paid for?

	Jan.	July
By the Government delaying the payment of pensions	18.0	22.6
By the Government delaying the payment of salaries to the budget sphere employees	23.7	28.4
At the cost of taxes paid to the federal budget	22.6	24.1
At the cost of international financial assistance	7.8	10.8
At the cost of issuing state bonds (GKO, Government Loan Bonds)	7.7	6.0
The program does not require any special financing	5.8	4.3
Hard to answer	43.7	38.2
No answer	1.8	1.0

145

PART 2. INFLATION

1. Perceptions about the causes and effects of inflation

A5. At present there are numerous opinions about the causes and effects of inflation.

A5.1 Many problems could be solved by printing more money for paying salaries, pensions and social benefits

	Jan.	July
True	6.4	7.5
Not true	71.3	74.4
Hard to answer	21.5	17.6
No answer	.9	.6

A5.2 Privatization allows to lower inflation, because it decreases the state's spending for subsidies to unprofitable enterprises and branches

	Jan.	July
True	14.7	19.9
Not true	36.4	34.0
Hard to answer	47.8	45.4
No answer	1.2	.7

A5.3 Inflation can be curbed if the Government prints new money for paying expenses for which there is currently no money in the budget

	Jan.	July
True	5.4	6.7
Not true	69.4	73.4
Hard to answer	23.9	19.4
No answer	1.3	.5

A5.4 Privatization is the main reason of inflation

	Jan.	July
True	16.8	15.1
Not true	38.4	41.5
Hard to answer	43.6	42.8
No answer	1.2	.7

A5.5 Inflation is a kind of tax, because it consumes part of our money

	Jan.	July
True	57.8	61.3
Not true	10.8	10.4
Hard to answer	30.4	27.4
No answer	1.0	.9

A5.6 If the Government borrows money from the Central Bank in order to patch holes in the budget this does not lead to inflation

	Jan.	July
True	11.4	18.3
Not true	34.6	34.6
Hard to answer	53.0	46.1
No answer	1.1	1.0

A5.7 Inflation lowers when the state decreases its spending

	Jan.	July
True	45.5	52.5
Not true	14.2	14.0
Hard to answer	39.2	32.7
No answer	1.1	.7

A5.8 Privatization leads to a decrease of inflation, because the state does not subsidize joint-stock companies

	Jan.	July
True	22.2	27.6
Not true	22.8	24.1
Hard to answer	53.7	47.2
No answer	1.2	1.0

A4. What is the greatest danger of inflation?

	Jan.	July
In conditions of inflation additional opportunities appear for financial speculation and economic crime	31.3	30.4
In conditions of inflation it is impossible to make long-term investment. Production is disintegrating without investment	24.2	19.4
In conditions of inflation people experience constant fear and uncertainty in tomorrow	41.4	48.5
Inflation creates a favorable environment for social upheavals and unrest	15.0	14.7
Inflation "corrupts" the people's consciousness. They get used to living from hand to mouth, rejecting many traditional values	24.4	25.2
High inflation does not allow the state to finance long-term programs	10.2	12.0
Other	.4	.5
Hard to answer	11.5	10.1
No answer	.7	.3

2. Subjective indicators of inflation

A3. In your opinion, the real inflation is most accurately reflected in:

	Jan.	July
The rise of prices for basic food products (bread, milk, meat, etc.)	74.4	71.9
The rise of prices for durables	8.8	9.3
The rise of prices for real estate, land parcels	9.0	8.3
The rise of prices for transport services	10.4	10.0
The rise of prices for utility services and rent	33.0	33.4
Salary delays	.3	.6
Minimum wage growth	.2	11.6
Dollar exchange rate fluctuations	16.1	17.8
Other	.3	1.8
Hard to answer	4.0	1.4
No answer	1.5	.3

148

3. How strong are the current inflation expectations ?

A1. During the recent months the rate of inflation lowered. Do you think a new expansion of inflation is possible?

	Jan.	July
Yes	66.7	65.0
No	6.5	10.4
Hard to answer	25.8	24.4
No answer	.9	.2

A2. If "Yes" when do you think this will begin?

	Jan.	July
Has already begun	23.6	15.9
In March-April (August)	7.8	11.7
In May-June (Sept.-October)	2.4	8.7
In 6 months (at the end of the year)	5.5	5.0
The situation is unpredictable	22.1	17.4
Do not know	5.3	6.0
No answer	33.0	35.3

PART 3. BUDGET POLICY

Respondents' opinions

1. Attitudes toward a strict budget policy

A16. Imagine that you are participating in passing the country's budget for next year. You see that the expected revenue is modest while spending is large: the country's defense capacity has to be supported, crime should be combated, education, science and culture should be developed and the low income categories of the population should be assisted.

Following are 2 versions of the budget and the possible consequences of each budget.

First version of the budget - 24.4% (January), 24.1% (July)

A large budget is passed. It provides for extensive financing of various state programs, increasing salaries, pensions, benefits, etc. Since the state's revenue cannot cover all the specified spending, the state will have to print new money. The rate of inflation will grow.

The supporters of this version believe that curbing inflation in present-day conditions is not the main thing. It is more important to promote an increase of production and to avoid outbursts of social discontent, that has accumulated in society, by increasing social spending.

Second version of the budget - 37.2% (January), 41.9% (July)

The size of the budget is established strictly in accordance with the revenue on which the Government can realistically count next year. In order to finance basic state spending, belts will have to be tightened, the state will have to follow a policy of rigid economizing, decrease spending for defense and education, limit the growth of salaries, pensions, etc.

The supporters of such a budget hold that a reduction of state spending and a "strict" budget will allow to lower inflation and strengthen the national currency. Only in such a situation it will be possible to ensure an inflow of private investment for reviving the economy. Investment will make it possible to modernize production, create new jobs and increase payments to workers. The people will be freed of the inflation tax.

	Jan.	July
In-between versions	1.4	2.6
Hard to answer	35.7	30.7
No answer	1.3	.7

2. *Perceptions about how the state can increase its revenue*

A15. What steps should be taken first of all, in your opinion, in order to increase the budget revenue?

	Jan.	July
Change the tax system, reduce taxes on producers so they would not conceal their incomes from state agencies	37.4	38.0
Increase taxes on individuals, tax more heavily those with high incomes	9.8	12.0
Improve the system of collecting taxes by introducing more rigorous control by tax agencies	11.5	16.3
Establish a state monopoly on foreign trade so that the budget receives returns from the sale of products and raw materials abroad	14.6	16.6
Increase the sale of arms	5.3	5.5
Cut down aid to the CIS countries and recover the debts of the former Soviet republics for Russian oil and gas	24.2	23.5
Borrow money from domestic banks and commercial structures and for this increase the issue of GKO	2.2	1.9
Attract the people's savings by issuing more Government savings loan bonds	3.3	2.6
Channel investments to the revival of industrial production The more the country produces the richer it is	37.6	41.6
Other	1.6	.6
Hard to answer	13.5	9.6
No answer	1.0	.4

3. Non-payment of salaries: what is the main reason and whose fault is it. Respondents opinions

Whom should the budget sector employees blame?

A19. Why do you think the workers of the budget-financed sector do not receive their wages on time?

	Jan.	July
The state does not have enough funds due to large-scale tax evasion	19.0	24.1
It is the fault of local officials that funds designated for paying wages do not reach their destination on time	33.4	45.2
The Government delays paying wages to the employees of the budget-financed sectors in order to reduce inflation	19.5	17.0
The Government lacks funds due to contingencies such as the war in Chechnya	61.3	51.0
Other	.4	1.0
Hard to answer	9.9	9.4
No answer	.9	.6

152

Whom should the non-budget sector employees blame?

A18. Many enterprises in Russia have been privatized. Despite the fact who owns them now, they have ceased to be state owned.

Lately there were delays in paying wages not only to those employed at the budget-financed but also at privatized enterprises. Who in your opinion is mostly to blame for these delays:

	Jan.	July
Enterprise managers who delay salaries and use the enterprise profits for making money in their own interests	40.3	53.4
Quite often the workers themselves. As shareholders of their enterprises they have a realistic possibility to influence the operation of the enterprise which they fail to do	7.3	7.1
As a rule the main reason is non-payments. Even enterprises that work well are not paid for the goods they produce	29.3	29.9
As a rule the Government that has placed the enterprises in difficult economic conditions	25.8	29.2
As a rule the enterprise management that is unable to efficiently run the enterprise, find investors, start putting out new products and find a solvent buyer	21.6	26.6
Other	.2	.4
Hard to answer	19.2	9.4
No answer	.8	.5

PART 4. INTERNATIONAL FINANCIAL ASSISTANCE

Perceptions about the role of western credits

A11. What does an individual do when he/she does not have enough money for purchasing some badly needed or essential thing? Obviously, he/she will either try to do without this thing, or will borrow money.

The state acts similarly. Suppose, the state annual revenues could not cover all the expenditures (on wages, pensions, defense needs, government maintenance, etc.)

The state can either cut down its expenses or get money somewhere (borrow from another country or from its citizens). But there is also a third option: it can print money. This leads to higher inflation rates. Some economists believe that moderate inflation is permissible, that it is better to accept inflation than cut down social spending or production investments.

What do you think about this?

What policy should be pursued in Russia?

	Jan.	July
It is necessary to reduce state expenditure, to adopt a policy of strict economizing	50.7	56.0
It is necessary to obtain more Western credits, in the present situation they may be of considerable help to Russia.	8.1	8.8
The state can go to its citizens. The issue of state loan bonds, which are popular with the public, should be increased	17.1	17.2
The state should start printing money. The struggle against inflation is not the main thing. At present the most important thing is social protection of the population	8.2	10.7
Other	2.7	3.4
Hard to answer	30.4	24.1
No answer	1.2	.9

A14. Some developed countries and international organizations (International Monetary Fund, European Bank for Reconstruction and Development) have provided financial assistance to Russia.

What in your opinion does this assistance mean for the country's economy?

	Jan.	July
There have been many examples in world experience when international assistance helped overcome economic crisis in different countries. Today Russia is in need of such assistance and such assistance its playing an important role	9.6	12.7
International financial assistance is a positive thing. But its size s insignificant as compared to the scope of our problems	21.1	23.2
Russia can do without international assistance. It possesses extensive internal resources	37.3	40.9
International assistance places Russia in a dependent position and allows international financial circles to pressurize our Government	34.9	39.6
Other	.1	.2
Hard to answer	20.1	15.8
No answer	.8	.7

155

PART 5. WHAT IS TO BE DONE?

1. How to revive the economy? Should unprofitable enterprises be closed, should the economy be restructured or should the domestic market be closed for imported goods? Protectionism or the development of mechanisms of free competition?

A8. Which way Russia should choose to overcome economic difficulties it is facing today?

36.6% (January), 42.8% (July) - It is necessary to ban imports and then people will be compelled to buy domestic goods. Plants and factories will start operating again, as they will get an opportunity to sell their products. This will lead to industrial upturn and overall economic growth.

46.0% (January), 44.5% (July) - It is necessary to enforce the law on bankruptcy. Enterprises that produce non-competitive products, do not pay salaries to their workers and do not pay their debts should be closed down. In their place new profitable productions should be set up by attracting potential investors,

	Jan.	July
Other	4.4	4.5
Hard to answer	9.7	6.3
No answer	3.3	1.8

3. The state's credit policy

A16. What does an individual do when he/she does not have enough money for purchasing some badly needed or essential thing? Obviously, he/she will either try to do without this thing, or will borrow money.

The state acts similarly. Suppose, the state annual revenues could not cover all the expenditures (on wages, pensions, defense needs, government maintenance, etc.)

The state can also either cut down its expenses or get money somewhere (borrow from another country or from its citizens). But there is also a third option: it can print money. This leads to higher inflation rates. Some economists believe that moderate inflation is permissible, that it is better to accept inflation than cut down social spending or production investments.

What do you think about this?

What policy should be currently pursued in Russia?

	Jan.	July
It is necessary to reduce state expenditure, to adopt a policy of strict economizing	50.7	56.0
It is necessary to get more Western credits, in the present situation they may be of considerable help to Russia.	8.1	8.8
The state can go to its citizens. The issue of state loan bonds, which are popular with the public, should be increased	17.1	17.2
The state should start printing money. The struggle against inflation is not the main thing. At present the most important thing is social protection of the population.	8.2	10.7
Other	2.7	3.4
Hard to answer	30.4	24.1
No answer	1.2	.9

PART 6. A GENERAL ASSESSMENT OF THE SITUATION IN THE ECONOMY

Perceptions about ways and means of leading Russia's economy out of the crisis

4. Decline of production: two sides of the coin

A10. Cited below are expert statements about the Russian economy.

Out of each pair of statements select those with which you agree to a greater extent.

54.5% (January), 55.2% (July) - I think that the main cause of the economic crisis is the production slump. This is the most painful and alarming symptom. The main task is to increase industrial and agricultural output.

41.6 % (January), 43.1% (July) - I think that a production slump is inevitable in a transition economy. But this is a natural and healthy process. Those enterprises which used to produce goods that no one wanted have stopped. They have become inefficient in new conditions. We should not merely increase industrial output, but restructure enterprises and whole branches so they would be able to produce competitive goods.

	Jan.	July
Hard to answer	2.4	1.2
No answer	1.4	.6

5. Expectations concerning the development of the situation in the country.

Are there more optimists of pessimists in Russia today?

A9 Many specialists hold that in 1996 we would be able to curb inflation and ensure a revival of production and the citizens of Russia would feel the positive changes in the economy.

Do you believe this forecast?

	Jan.	July
Yes	9.4	12.6
No	62.8	59.1
Hard to answer	27.8	28.1
No answer	.9	.2

159

PART 7. NEW CONCEPTS OF PRODUCTION

1. *Perceptions about the significance of the productive and non-productive sectors of the economy*

A10 Cited below are expert statements about the Russian economy.

Out of each pair of statements select those with which you agree to a greater extent

54.5% (January), 55.2% (July) - I think that the main cause of the economic crisis is the production slump. This is the most painful and alarming symptom. The main task is to increase industrial and agricultural output.

41.6 % (January), 43.1% (July)- I think that a production slump is inevitable in a transition economy. But this is a natural and healthy process. Those enterprises which used to produce goods that no one wanted have stopped. They have become inefficient in new conditions. We should not merely increase industrial output, but restructure enterprises and whole branches so they would be able to produce competitive goods.

	Jan.	July
Hard to answer	1.2	2.4
No answer	.6	1.4

23.7% (January), 29.0% (July) - In order to ensure a revival of the economy the bulk of investment should be directed to industrial production without diverting means to the financial and non-productive spheres.

71.0 % (January), 68.2% (July) - In order to ensure a revival of the economy investment should be directed not only to production, but to the non-productive sphere of the economy: services, education, public health.

	Jan.	July
Hard to answer	3.0	1.7
No answer	2.2	1.0

A7 Do you agree with the following statements?

A7.1 One cannot judge the situation in the economy only by the condition of production. The development of the non-productive sector is an important indicator: the services, public health, education.

	Jan.	July
Do not agree	13.5	14.9
Rather do not agree	11.1	15.8
Rather agree	31.0	34.5
Agree	39.8	32.7
Hard to answer	2.1	1.1
No answer	2.5	1.1

A7.2 The development of the sphere of services always motivates the development of industrial production, because competition in this sphere leads to the appearance of new equipment and materials and even to the appearance of new branches, such as the tourism industry , the recreation and entertainment industry, etc.

	Jan.	July
Do not agree	9.3	9.0
Rather do not agree	15.4	16.3
Rather agree	39.7	39.7
Agree	29.2	31.7
Hard to answer	3.4	1.5
No answer	3.0	1.7

A7.3 The expansion of the sphere of services helps solve many problems: companies that provide service and banks bring additional revenue to the state and also create new jobs.

	Jan.	July
Do not agree	8.0	7.1
Rather do not agree	13.0	20.6
Rather agree	38.9	37.5
Agree	34.9	38.2
Hard to answer	2.4	1.7
No answer	2.8	1.9

A10 Cited below are expert statements about the Russian economy. Out of each pair of statements select those with which you agree to a greater extent

34.8% (January), 34.4% (July) - The development of non-productive branches is as important for the economy as the development of industrial production

60.0% (January), 63.0% (July) - Until production in the country remains idle no revival of banking activity, the development of the spheres of community, transport and other services will help revive the economy.

	Jan.	July
Hard to answer	2.5	1.1
No answer	2.6	1.5

162

PART 8. FAMILY ECONOMICS

2. Family income

A23. What is the monthly income of your family per family member?

	Jan.	July
Less than 50 000	3.3	4.4
51 000 - 100 000	9.2	8.7
101 000 - 200 000	30.7	23.6
201 000 - 500 000	32.6	38.4
501 000 - 1 000 000	8.5	10.6
Over 1 000 000	2.1	2.9
Hard to answer since we do not have a permanent income	8.9	8.2
Refuse to answer	4.2	3.2
No answer	.5	.1

A21. How do you estimate your family's income?

	Nov. 1994	Jan. 1996	July 1996
We hardly make both ends meet	24.9	30.4	31.6
We only have enough for the bare necessities	63.8	55.3	54.1
We can afford large purchases and certain pleasures	15.2	7.2	7.3
We don't refuse ourselves anything	2.2	.6	.6
We can put away considerable sums without refusing ourselves anything	1.0	.1	.4
Hard to answer	.2	2.5	2.6
Refuse to answer	.3	2.9	3.1
No answer		.9	.3

A20. What were your biggest purchases during the past year?

	Jan.	July
Housing, dacha, a land plot, a car	4.0	4.3
Securities (shares, bonds)	1.0	1.0
Home appliances, VCR, furniture	13.0	12.7
Home appliances, clothes, footwear	30.3	35.7
Pieces for art, jewelry	1.2	1.7
Could not afford any purchases	49.4	52.7
Other	.3	.7
Do not remember	3.4	
No answer	5.0	1.3

5. Savings Strategy

A22. You have decided to make a big purchase for you family. The purchase requires expenses that considerably exceed your aggregate monthly income. What would you do?

	Jan.	July
We will start putting away money to a bank account	6.2	4.4
We will save in hard currency cash	7.9	10.0
We will save rubles in cash	7.0	7.5
We will borrow the lacking sum from our relatives or friends	17.8	18.1
We will take a loan at the place of our work	2.4	3.2
We will take a loan at the bank	.8	1.8
We cannot afford big purchases, we only have money for the staples	51.7	56.3
Other	.4	.7
Hard to answer	13.4	8.9
No answer	1.4	.4

PART 9. CHANNELS OF INFORMATION

What are the credible sources of information?

A6. Both foreign and Russian experts and politicians may provide different assessments of the economic situation in Russia. The same indicators, for example, of the rate of inflation may differ in different sources of information. What sources of information do you trust most?

	Jan.	July
I do not trust anyone	5.0	5.7
Information provided by independent international centers and organizations	30.5	31.2
Information provided by independent Russian centers	32.7	26.1
Information provided by Goskomstat	7.6	9.6
Information provided by the President's Staff and the RF Government	5.9	10.7
Information provided by the Duma committees and commissions	10.3	9.1
Other	2.0	2.2
Hard to answer	29.7	29.8
No answer	.6	.7

166