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TO: D. Rathbun, USAID/Sarajevo
Nick Klissas, USAID/Washington
FROM: Bill Cleary, Team Leader, Overseas Strategic Consulting,
Ltd.
DATE: August 28, 2000
Cc: R. Arsenault, OSC/Philadelphia
RE: August Monthly Report

A. GENERAL INFORMATION

1. Project Identification

Title - Public Education and Information, Bosnia and Herzegovina
Contractor - Overseas Strategic Consulting, Ltd.
Bosnia Task Order - EPE-I-03-95-00059-00
Contract Number - EPE-I-03-95-00027-00
Task Order - #3
Modification - #7

2. Project Performance Date

Period of Performance - August 2000
Start Date - August 19, 1997

3. Project Management

Project Manager - Robert Arsenault
Key Technical Advisors:
Team Leader - Bill Cleary
Director, Media/Creative Development - Hope Bryer

4. Project Description

The USAID Public Education (PE) Contractor provides support to privatization and economic restructuring efforts in Republika Srpska and various areas of the Federation. The main objective of this project is to create a high level of awareness and broad-based support for and participation in privatization and market reform initiatives by various market participants: householders, former military, enterprise managers and workers, entrepreneurs and financial market professionals, key government officials and private sector leaders. This is accomplished through the development of a RS, Federation and worldwide information campaign that will utilize the mass media. The campaign will include basic information on the privatization process; definition of and deadlines for all types of privatization programs; and an explanation of the rights of citizens within a developing business/legal framework.

B. PROJECT MONTHLY REPORT

Summary:

During August, the PE Team continued to produce and offer technical assistance in the broadcasting of the television program "Privatization and You" on RTRS. The PE Team produced segments on the topics "How to

Participate in Voucher Offer" (August 3) and "Status of Privatization in the RS" (August 17). The scripts for both shows are enclosed as **ATTACHMENTS #1 & #2**. A package produced for a third program in August was delayed until September for reasons of scheduling conflicts within the Directorate for Privatization and RTRS.

Citizen participation in privatization began in the RS with the delivery of unique citizen account statements and the start of the voucher transaction period. The PE Creative Team developed and produced a TV and Radio public service announcement to inform citizens of the statement mailing, what transactions they can participate in at this time and the procedures involved. (See **ATTACHMENT #3** for the TV and Radio PSA scripts.)

To supplement the TV spot, the PE Creative Team also developed and produced 150,000 copies of a two-color flyer highlighting statement and transaction information. The two-color flyer replaced a previously planned full color brochure as a cost saving measure. (see **ATTACHMENT #4**). A full-color poster answering questions on voucher transactions was also developed and 1,000 copies printed. (see **ATTACHMENT #5**)

The PE Field Team began distribution of these flyers and posters in late August as supplies became available to the standard 280 individual organizations including NGOs where the team has established working relationships. We expect to complete this distribution in the first two weeks of September. This list of organizations is the basis of the PE Team field program. Working in conjunction with these groups, the PE Team conducts privatization seminars, distributes materials (printed, audio and video) and works with local leaders to educate their community on the RS privatization process. A list of the organizations the PE Team works with is enclosed as **ATTACHMENT #6**.

Also in August, the PE Field team distributed the Voucher Transaction PSA to 25 TV stations and 70 radio stations in the RS. (see **ATTACHMENT #7** for list of stations). The team also completed distribution of 150,000 copies of the already produced brochure highlighting unique privatization accounts with a summary of the voucher transaction and offer periods. The brochure was provided as an attachment with the July Monthly Report.

For August, the workshops total was 29 in the RS, 10 in the Federation. Topics in all cases corresponded to materials being distributed at the same time, namely, unique voucher accounts, participation procedures, options to resolve questions or disputes, and investing options (hold/give away/invest in PIFs/individual companies).

1. Completion of, or progress to date, against deliverables:

MEDIA:

"Privatization and You" television program:

The PE Team continued to produce and offer technical assistance in the broadcasting of the television program "Privatization and You" on RTRS as well as produce segments for the August 3 and 17 programs. The segment topics: "How to Participate in Voucher Offer" (August 3) and "Status of Privatization in the RS" (August 17).

"Privatization and You" radio program:

The PE Team continued to provide technical assistance and pre-produced material for the "Privatization and You" radio program. The contractor continued its usual work with the Privatization Directorate to identify and prepare guests for media appearances.

PRINT MATERIALS

Brochures:

Due to the early start of the voucher transaction period, the PE Creative Team quickly responded by developing a low-cost, 2-color flyer that provided an explanation of what transactions citizens could participate in at this time prior to voucher offer. One side of the flyer provided citizens with an overview of the control excerpt statement that were being mailed to citizens from the DFP throughout the month.

Posters:

To correspond with the flyer, the PE Team printed and distributed its third poster, which answers citizens' questions concerning voucher transactions, and highlights a sample filled out transactions form. These posters will be displayed at local SPPs where transactions are made.

Internet:

Although in July, the Privatization Education Team reported that the DFP assumed full responsibility of maintaining the Privatization Directorate web page, in fact, in a meeting August 15, the DFP director claimed this transition never occurred. The April-July 2000 Work Plan and subsequent memos support the fact that the director was informed of this plan. The USAID-Banja Luka representative asked for clarification on this matter, including an assessment of time -- minimum 25 hours per week -- required. The PE Team provided same (**ATTACHMENT #8**). In brief, the memo repeats the offer of technical assistance and training for DFP staff.

CAMPAIGN FOR DISPLACED PERSONS AND REFUGEES:

The PE Team continues to work in conjunction with the organizations outlined in the work plan to provide displaced persons and refugees information on the RS privatization program. For the month of August, the field representatives conducted 10 seminars for groups and organizations on the upcoming steps to the RS privatization program.

The PE Field Team distributed 60,000 copies of the flyer and 200 copies of poster on voucher transactions including the remaining balance of 300,000 copies of the second brochure and the "Control Except Statement" poster through local, national and international organizations.

REGIONAL MEDIA SPECIALISTS:

The media specialists continued to conduct seminars throughout both the RS and the Federation. The goal of the seminars is to familiarize the field representatives with the final steps of the RS privatization program. With the end of the registration campaign, many citizens are unaware of what the next phase of the privatization program will be and how long the process will last. The PE Team current focus is information to the public now so that (when the DFP is in a position to take the next step) it will already have an understanding of the process.

1. FORECAST FOR NEXT FOUR WEEKS:

The PE contractor expects to produce and distribute the following and/or engage in the following activities:

1. One pre-produced segment for each television show entitled "Privatization and You"
(2 total, the show will be aired two times during the month of September).
2. One pre-produced segment for each radio show entitled "Privatization and You"
(2 total).
3. Two "Privatization and You" television programs.
4. Two "Privatization and You" radio programs.
5. 10 workshops on the RS privatization program in both the RS and Federation.
6. Produce and distribute brochure on PIFs.
7. Prepare, develop and seek DFP sign-off on brochure on Voucher Offer.
8. Produce audio / video PSA on PIFs and if information available, a PSA on Voucher Offer.
9. Prepare, develop and seek DFP sign-off on Voucher Offer poster if enough information available.
10. Complete transition of activities to the Directorate for Privatization in accordance with the work plan.
11. Develop and produce a final depository for all PE products produced for the RS Privatization Project
12. Produce and submit final report to USAID

2. Anticipated Problems:

In September, the Public Education Program will conclude with the transition of its activities to the Directorate for Privatization. The PE contractor anticipates significant transitional problems, based on observations regarding 1) quality of the DFP staff and 2) budget constraints. For further comments, see Meeting Highlights. (**ATTACHMENT #9**)

3. Contractor coordination:

PE contractor contacts other USAID contractors on a daily basis to coordinate project work and activities.

4. Accomplished deliverables (cumulative to date) based on new work plan:

MEDIA:

- Two episodes of "Plavi Express"
- Ten episodes of "Privatization and You" television program
- Ten episodes of "Privatization and You" radio program
- Seven PSAs
 - Your UPA and How it functions
 - Extension of RS Registration
 - Three separate auction announcements
 - DP/refugee information spot on the voucher offer program
 - Voucher Transactions Period

PRINT MATERIAL:

- Brochure, "The Next Steps in the RS Privatization Program" (300,000)
- Brochure, "Your Control Excerpt Statement" (150,000)
- Flyer, "Privatization in the RS: What Happens Next?" (200,000)
- Poster, "The Next Steps in the RS Privatization Program" (3,000)
- Poster, "Your Control Excerpt Statement" (3,000)
- Flyer, "Voucher Transactions and UPA Statement" (150,000)
- Poster, "Voucher Transactions" (1,000)

TO: D. Rathbun, USAID/Sarajevo
Nick Klissas, USAID/Washington
FROM: Greg Starosky, Overseas Strategic Consulting, Ltd., Team
Leader
DATE: August 28, 2000
Cc: R. Arsenault, OSC/Philadelphia
RE: July Monthly Report

A. GENERAL INFORMATION

1. Project Identification

Title - Public Education and Information, Bosnia and Herzegovina
Contractor - Overseas Strategic Consulting, Ltd.
Bosnia Task Order - EPE-I-03-95-00059-00
Contract Number - EPE-I-03-95-00027-00
Task Order - #3
Modification - #7

2. Project Performance Date

Period of Performance - July 2000
Start Date - August 19, 1997

3. Project Management

Project Manager - Robert Arsenault
Key Technical Advisors:
Team Leader - Greg Starosky
Director, Media/Creative Development - Brian Ardan

4. Project Description

The USAID Public Education (PE) Contractor provides support to privatization and economic restructuring efforts in Republika Srpska and various areas of the Federation. The main objective of this project is to create a high level of awareness and broad-based support for and participation in privatization and market reform initiatives by various market participants: householders, former military, enterprise managers and workers, entrepreneurs and financial market professionals, key government officials and private sector leaders. This is accomplished through the development of a RS, Federation and worldwide information campaign that will utilize the mass media. The campaign will include basic information on the privatization process; definition of and deadlines for all types of privatization programs; and an explanation of the rights of citizens within a developing business/legal framework.

B. PROJECT MONTHLY REPORT

Summary:

During July, the PE Team continued to produce and offer technical assistance in the broadcasting of the television program "Privatization and You" on RTRS. The PE Team produced segments for the July 6 and 20

programs. The segment topics: "Social Consequences and Benefits of the RS Privatization Process" (July 6) and "The Privatization of the Utility Companies Throughout the RS" (July 20). The scripts for both shows are enclosed as **ATTACHMENTS #1 & #2**.

The PE Field Team continued to distribute the second brochure (in our current series) throughout the month of July. Over 300,000 copies of the brochure are being issued. Distribution took place via over 280 individual organizations including NGOs that the team has established working relationships with over the course of the project. Printing of the third brochure was completed at the end of the month. The 150,000 copies of this brochure will be distributed during the month of August. The brochure is enclosed as **ATTACHMENT #3**.

To correspond with the third brochure, the PE Team printed and began to distribute its second poster which displays the control excerpt statement and walks citizens through the form, tells them how they can access the appeals process if need be and/or how they can file a claim outside of the RS. The poster is enclosed as **ATTACHMENT #4**.

The PE Team continues to add to its network of individuals, non-governmental organizations, labor unions and government ministries ready to help distribute materials throughout the RS and the Federation. This list of organizations is the basis of the PE Team field program. Working in conjunction with these groups, the PE Team conducts privatization seminars, distributes materials (printed, audio and video) and works with local leaders to educate their community on the RS privatization process. A list of the organizations the PE Team works with is enclosed as **ATTACHMENT #5**.

1. Completion of, or progress to date, against deliverables:

MEDIA:

"Privatization and You" television program:

During the latter part of July, a protocol agreement was signed between the DFP, RTRS and the PE Team.

During July, the PE Team continued to produce and offer technical assistance in the broadcasting of the television program "Privatization and You" on RTRS. The PE Team produced segments for the July 6 and 20 programs. The segment topics: "Social Consequences and Benefits of the RS Privatization Process" (July 6) and "The Privatization of the Utility Companies Throughout the RS" (July 20).

"Privatization and You" radio program:

The PE Team continued to provide technical assistance and pre-produced material for the "Privatization and You" radio program. The contractor

continued its usual work with the Privatization Directorate to identify and prepare guests for media appearances.

PRINT MATERIALS

Brochures:

The second brochure was distributed throughout the month of July. Over 300,000 copies of the brochure were distributed to the PE Team's cooperative partners.

The third brochure ("Your Control Excerpt Statement") was sent to the printer and returned to the USAID PE Team during the last week of the month. 150,000 copies of the piece will be distributed during the month of August to correspond with the mailing of the control excerpt statements by the DFP.

Posters:

To correspond with the third brochure, the PE Team printed and began to distribute its second poster which displays the control excerpt statement and walks citizens through the form, tells them how they can access the appeals process if need be and/or how they can file a claim outside of the RS.

Internet:

During the month of July the DFP took on the full responsibility of maintaining the Privatization Directorate web-page. This transfer of responsibility is in accordance with the April through July 2000 work plan.

CAMPAIGN FOR DISPLACED PERSONS AND REFUGEES:

The PE Team continues to work in conjunction with the organizations outlined in the work plan to provide displaced persons and refugees information on the RS privatization program. For the month of July, the field representatives conducted 33 seminars for groups and organizations on the upcoming steps to the RS privatization program.

The PE Field Team continued to distribute 300,000 copies of the second brochure and the "Control Excerpt Statement" poster through local, national and international organizations with whom we share a cooperative relationship.

REGIONAL MEDIA SPECIALISTS:

The media specialists continued to conduct seminars throughout both the RS and the Federation. The goal of the seminars is to familiarize the field representatives with the final steps of the RS privatization program. With the end of the registration campaign, many citizens are unaware of what the next phase of the privatization program will be and how long the process will

last. The PE Team is attempting to give this relevant information to the public now so that (when the DFP is in a position to take the next step) it will already have an understanding of the process. The regional media specialists will also be responsible for distributing all of the printed material and PSAs that the PE Team produces.

1. FORECAST FOR NEXT FOUR WEEKS:

The PE contractor expects to produce and distribute the following and/or engage in the following activities:

1. One pre-produced segment for each television show entitled "Privatization and You"
(3 total, the show will be aired three times during the month of August).
2. One pre-produced segment for each radio show entitled "Privatization and You"
(2 total).
3. Three "Privatization and You" television programs.
4. Two "Privatization and You" radio programs.
5. Workshops on the RS privatization program in both the RS and Federation.
9. Distribute third brochure.
10. Prepare, develop and seek DFP sign-off on fourth brochure.
8. Produce audio / video PSA on the beginning date for the delivery of control excerpt statements (if sufficient information is available by the DFP)
9. Prepare, develop and seek DFP sign-off on third poster.
10. Prepare, develop and seek DFP sign-off on an audio/video PSA which alerts citizens to the mailing of the their control excerpt statements (if sufficient information is available by the DFP).
11. Prepare, develop and seek DFP sign-off on an audio/video PSA which explains the first phase of the voucher offer program; the voucher transaction period, (if sufficient information is available by the DFP).

2. Anticipated Problems:

The PE contractor anticipates occasional production delays due to unscheduled problems at the local level including power shortages, dysfunctional telephones and irregular local business practices.

3. Contractor coordination:

PE contractor contacts other USAID contractors on a daily basis to coordinate project work and activities.

4. Accomplished deliverables to date based on new work plan:

MEDIA:

- Two episodes of "Plavi Express"
- Eight episodes of "Privatization and You" television program
- Eight episodes of "Privatization and You" radio program
- Six PSAs

- Your UPA and How it functions
- Extension of RS Registration
- Three separate auction announcements
- DP/refugee information spot on the voucher offer

program

PRINT MATERIAL:

- One brochure, "The Next Steps in the RS Privatization Program" (300,000)
- One brochure, "Your Control Excerpt Statement" (150,000)
- One flyer, "Privatization in the RS: What Happens Next?" (200,000)
- One poster, "The Next Steps in the RS Privatization Program" (3,000)
- One poster, "Your Control Excerpt Statement" (3,000)

TO: M. Sarhan, USAID/Sarajevo
Nick Klissas, USAID/Washington
FROM: Greg Starosky, Overseas Strategic Consulting, Ltd., Team Leader
DATE: July 12, 2000
Cc: R. Arsenault, OSC/Philadelphia
RE: June Monthly Report

A. GENERAL INFORMATION

1. Project Identification

Title - Public Education and Information, Bosnia and Herzegovina
Contractor - Overseas Strategic Consulting, Ltd.
Bosnia Task Order - EPE-I-03-95-00059-00
Contract Number - EPE-I-03-95-00027-00
Task Order - #3
Modification - #7

2. Project Performance Date

Period of Performance - June 2000
Start Date - August 19, 1997

3. Project Management

Project Manager - Robert Arsenault
Key Technical Advisors:
Team Leader - Greg Starosky
Director, Media/Creative Development - Brian Ardan

4. Project Description

The USAID Public Education (PE) Contractor provides support to privatization and economic restructuring efforts in Republika Srpska and various areas of the Federation. The main objective of this project is to create a high level of awareness and broad-based support for and participation in privatization and market reform initiatives by various market participants: householders, former military, enterprise managers and workers, entrepreneurs and financial market professionals, key government officials and private sector leaders. This will be accomplished through the development of a RS, Federation and worldwide information campaign that will utilize the mass media. The campaign will include basic information on the privatization process; definition of and deadlines for all types of privatization programs; and an explanation of the rights of citizens within a developing business/legal framework.

B. PROJECT MONTHLY REPORT

Summary:

During June, the PE Team continued to produce and offer technical assistance in the broadcasting of the television program "Privatization and You" on RTRS. The USAID PE Team produced segments for the June 8 and 22 programs. The segment topics: The Next Steps in the RS Privatization Process (June 8) and Reactions of the RS Parliament to the Privatization Program (June 22). The scripts for both shows are enclosed as **ATTACHMENTS #1 & #2.**

The PE Team produced a radio and television public service announcement which educates citizens on the upcoming procedure of receiving their control excerpt statement. The piece goes into detail on how people will receive their statements, what the information on the statement means, how they can appeal their voucher allocation if need be and how they can access the process from outside the RS. The script for the PSA is enclosed as **ATTACHMENT #3**.

The PE Field Team began to distribute the first brochure (in our current series) throughout the month of June. Over 300,000 copies of the brochure are being distributed via the PE Field Team's cooperative partners (over 280 individual organizations and non-governmental organizations). The PE Team also wrote, designed and received sign-off from the DFP to begin the printing of brochure number two. The 300,000 copies of this brochure will be distributed during the month of July. The brochure is enclosed as **ATTACHMENT #4**.

The PE Team continues to put together a network of individuals, non-governmental organizations, labor unions and government ministries ready to help distribute materials throughout the RS and the Federation. This list of organizations is the basis of the PE Team field program. Working in conjunction with these groups, the PE Team conducts privatization seminars, distributes materials (printed, audio and video) and works with local leaders to educate their community on the RS privatization process. A list of the organizations the PE Team works with is enclosed as **ATTACHMENT #5**.

1. Completion of, or progress to date, against deliverables:

MEDIA:

PSAs:

The PE Team produced a radio and television public service announcement which educates citizens on the upcoming procedure of receiving their control excerpt statement. The piece goes into detail on how people will receive their statements, what the information on the statement means, how they can appeal their voucher allocation if need be and how they can access the process from outside of the RS.

"Privatization and You" television program:

The PE Team is still in negotiations with RTRS and the DFP to extend the contract of the "Privatization and You" television program until the end of July. The PE Team provided technical assistance for both shows in June, while providing pre-produced segments on the next steps in the RS privatization process (June 8) and reactions of the RS parliament to the privatization program (June 22).

"Privatization and You" radio program:

The PE Team continued to provide technical assistance and pre-produced material for the "Privatization and You" radio program. The contractor continued its usual work with the Privatization Directorate to identify and prepare guests for media appearances.

PRINT MATERIALS

Brochures:

The first brochure was distributed throughout the month of June. Over 300,000 copies of the brochure were distributed to the PE Team's cooperative partners.

The second brochure was written, designed and received sign-off from the DFP to begin printing of the piece. The 300,000 copies of the piece will be distributed during the month of July.

The third brochure ("Your Control Excerpt Statement") will be written, designed and produced at some point during the month of July with distribution envisioned for the latter part of July and early August to correspond with the mailing of the control excerpt statements by the DFP.

Posters:

To correspond with the third brochure, the PE Team will produce its second poster which displays the control excerpt statement and walks citizens through the form, tells them how they can access the appeals process if need be and/or how they can file a claim outside of the RS. The poster will be distributed during the latter part of July and early August.

Internet:

The PE Team continues to maintain a Privatization Directorate web page. The web site features pictures and information on the RS Privatization Directorate, and is used by the RS Government as part of its own Internet web page.

The privatization site features many of the components of the public education program, including: media monitoring reports in Serbian and in English; text of privatization laws and regulations; audio versions of public service announcements; upcoming privatization events; a page for more information and comments; and other relevant materials. Since the beginning of the registration campaign the web page has had information on the process and how someone can download and use a proxy form to participate in the program. The site also has information from the previous brochures and flyers the USAID PE Team has published. The USAID PE Team also publishes information on the auctions that take place throughout the RS.

CAMPAIGN FOR DISPLACED PERSONS AND REFUGEES:

The PE Team continues to work in conjunction with the organizations outlined in the work plan to provide displaced persons and refugees information on the RS privatization program. For the month of June, the field representatives conducted 27 seminars for groups and organizations on the upcoming steps to the RS privatization program.

The PE Field Team continued to distribute 300,000 brochures and the "Next Steps" poster through the local, national and international organizations with whom we share a cooperative relationship.

The PSA developed by the PE Team during the month of June was also distributed by the Field Team throughout Bosnia. The PSA contained relevant information for displaced persons and refugees who may want to access the RS process.

REGIONAL MEDIA SPECIALISTS:

The media specialists continued to conduct seminars throughout both the RS and the Federation. The goal of the seminars is to familiarize the field representatives with the final steps of the RS privatization program. With the end of the registration campaign, many citizens are unaware of what the next phase of the privatization program will be and how long the process will last. The PE Team is attempting to give this relevant information to the public now so that (when the DFP is in a position to take the next step) it will already have an understanding of the process.

The regional media specialists will also be responsible for distributing all of the printed material and PSAs that the PE Team produces.

1. FORECAST FOR NEXT FOUR WEEKS:

The PE contractor expects to produce and distribute the following and/or engage in the following activities:

1. One pre-produced segment for each television show entitled "Privatization and You" (2 total).
2. One pre-produced segment for each radio show entitled "Privatization and You" (2 total).
3. Two "Privatization and You" television programs.
4. Two "Privatization and You" radio programs.
5. Workshops on the RS privatization program in both the RS and Federation.
6. Print and distribute the second brochure.
7. Prepare, develop and print the third brochure.
8. Produce audio / video PSA on the beginning date for the delivery of control excerpt statements
9. Produce, print and distribute second poster.

2. Anticipated Problems:

The PE contractor anticipates occasional production delays due to unscheduled problems at the local level including power shortages, dysfunctional telephones and irregular local business practices.

3. Contractor coordination:

PE contractor contacts other USAID contractors on a daily basis to coordinate project work and activities.

4. Accomplished deliverables to date based on new work plan:

MEDIA:

- Two episodes of "Plavi Express"
- Six episodes of "Privatization and You" television program
- Six episodes of "Privatization and You" radio program
- Six PSAs

- Your UPA and How it functions
- Extension of RS Registration
- Three separate auction announcements
- DP/refugee information spot on the voucher offer program

PRINT MATERIAL:

- One brochure, "The Next Steps in the RS Privatization Program" (300,000)
- One flyer, "Privatization in the RS: What Happens Next?" (200,000 copies)
- One poster, "The Next Steps in the RS Privatization Program" (3,000 copies)