

Academy for
Educational
Development

AED

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FINAL REPORT

Contract No. AID/DSPE-c-0066

March 1, 1980 to August 31, 1984

Clearinghouse on Development Communication

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INTRODUCTION

This report reviews the activities of the Clearinghouse on Development Communication, A.I.D. Contract-DSPE-c-0066 during the period of March 1981 through August 31, 1984. The format of the report follows the outline of the "Scope of Work," as amended August 1982 and January 1984. This last amendment calls for a one-month extension of activities called for under the Scope of Work which was necessitated by the issuance and negotiation of a new competitive request for proposal of Clearinghouse activities.

**CLEARINGHOUSE
CONTRACT
AND
AMENDMENTS**

FINAL REPORT

Contract No. AID/DSPE-c-0066

March 1, 1980 to August 31, 1984

OBJECTIVE:

The objective of the Contract is to provide information and services related to the application of appropriate technologies in development communications (print and non-print media) to A.I.D. and Less Developed Country planners and practitioners. Emphasis is placed on development communications applications in the fields of agriculture, health, education, family planning, nutrition, and community development -- especially for programs designed to reach large numbers of rural and urban poor.

REPORTING PERIOD:

This Final Report covers March 1, 1980 to August 31, 1984.

ACTIVITIES:

The following summarizes the activities undertaken by the Clearinghouse staff to accomplish the contract objective

I. CONTRACT SCOPE OF WORK AND CONTRACT AMENDMENTS

A. OBJECTIVES

The objectives of this Contract are to provide information and services related to the application of appropriate technologies in development communications (print and non-print media) to AID and Less Developed Country planners and practitioners. Emphasis is placed on development communications applications in the fields of agriculture, health, education, family planning, nutrition, and community development--especially for programs designed to reach large numbers of rural and urban poor.

B. STATEMENT OF WORK

To achieve the objectives described in the previous paragraph, the Contractor shall perform the following services:

1. Maintenance of a Library/Reference Service

a. Develop and apply a system for collecting, cataloging, and circulating materials, including designing and applying a cross-referencing system to facilitate a more rapid penetration and responsive retrieval of relevant literature;

Subsection 1. a. amended August 1982 as follows:

a. Develop and apply a system for identifying, cataloging and accessing materials, including designing and applying a manual retrieval system for a selected set of 500 core documents to facilitate their rapid examination and selection.

b. Develop and apply a system for systematically surveying communications development literature to insure that the informational resources are current, comprehensive, and relevant; and

c. Develop and apply a system for the dissemination of material to network affiliates, especially to A.I.D. and LDC field specialists.

2. Production of a Quarterly Newsletter

a. Publish and distribute a quarterly newsletter, through soliciting contributions from the worldwide network and researching, writing, and editing original material.

b. Each issue will consist of approximately 10 pages and have a press run of 7,000 copies.

Subsection 2. b. amended August 1982 as follows:

b. Each issue will consist of a minimum of eight pages and have a press run of 130% of the total number of subscribers.

3. Production of Project Profiles

a. Produce and distribute 10 Project Profiles annually, with a press run of 500 copies each;

b. The Project Profiles will be printed on two sides of a single page, be cross-referenced according to relevant variables, and be distributed in a looseleaf binder format.

c. The format will consist of a terse description of the project, and have headings dealing with target audience, objectives, media, duration, evaluation methods, results and costs.

d. Translation, production, and distribution of each Project Profile into Spanish, French, and Arabic (250 copies each); the total number of profiles to be translated and distributed during the life of the project is 92.

Section 3 amended August 1982 as follows:

3. Production of Project Profiles

a. Produce a total of 30 Project Profiles, and distribute them to A.I.D. subscribers with a press run of 200% of the total number of subscribers.

b. The Project Profiles will be printed on two sides of a single page, be cross-referenced according to relevant variables, and be distributed in a looseleaf binder format.

c. The format will consist of a terse description of the project, and have headings dealing with target audience, objectives, media, donor/sponsor, duration, contact, description, results, of note, and references.

d. Translate, produce, and distribute 92 Project Profiles in Spanish and French with a press run of 250 copies in each language.

Section 3 again amended January 1984 as follows:

3. Production of Project Profiles

a. Produce a total of 30 Project Profiles, and distribute them to A.I.D. subscribers with a press run of 300% of the total number of subscribers.

b. The Project Profiles will be printed on two sides of a single page, be cross-referenced according to relevant variables, and be distributed in a looseleaf binder format.

c. The format will consist of a terse description of the project, and have headings dealing with target audiences, objectives, media, donor/sponsor, duration, contact, description, results, of note, and references.

d. Translate, produce, and distribute 45 Project Profiles in Spanish and French with a press run of 750 copies in each language, and 45 Project Profiles in Arabic, with a press run of 500.

4. Reference Service

a. Devote approximately 30 percent of the Clearinghouse staff's time to providing individualized responses to requests for information, both through written responses and personal interviews with visitors to the Clearinghouse;

b. Prepare and distribute approximately 20 State-of-the-Art reviews in response to specific requests from A.I.D. (DS/ED).

Subsection 4. b. amended August 1982 as follows:

b. Prepare and distribute up to 20 State-of-the-Art reviews, in response to a specific request from AID/S&T/ED.

5. Preparation of Special Materials for Use in U.S.A.I.D. and LDC Conferences, Seminars, and Workshops

a. As requested by DS/ED/A.I.D., the Contractor will produce special materials for use in U.S.A.I.D. and LDC seminars. In response to specific requests for these services, the Contractor will prepare a plan for the production, distribution, and use of this material, including a budget, for the approval of DS/ED, A.I.D.

b. Store, repair, and disseminate on a loan basis, approximately 100 films produced under previous A.I.D. communications projects.

Subsection 5. b. amended August 1982 as follows:

b. Store, repair, and disseminate to A.I.D. on a loan basis, approximately 100 films produced under previous A.I.D. communication projects.

6. In-Service Training Workshops

a. Design, conduct, and evaluate in-service workshops for U.S.A.I.D. and LDC communications specialists. Two workshops annually, of one week's duration each, will be conducted in locations to be determined by DS/ED, A.I.D. Two will be held in Africa, two in Central and South America, one in Asia, and one in the Near East.

b. Submit five (5) copies of a report to DS/ED, A.I.D., summarizing major activities and results of the workshops within 15 days of the completion of each workshop.

Section 6 deleted August 1982

7. Data Collection and Analysis

a. Design, collect, and analyze data for Clearinghouse publications and reference services, both through questionnaires and interviews and through field visits to U.S.A.I.D. missions abroad. Conduct two trips annually, of one week's duration each, for two contractor staff members to sites in Africa, Asia, South America, and the Near East; sites to be selected by DS/ED, A.I.D. These trips will be in conjunction with the in-service training workshops, to minimize extra travel expenses by the Contractor's staff.

b. Submit five (5) copies of a report to DS/ED, A.I.D., summarizing major activities and results of the data collection effort within thirty (30) days of the completion of each field trip.

Section 7 deleted August 1982

8. Formative Evaluation Studies

a. Design, collect and analyze information on the end-use of communications development information in U.S.A.I.D. projects, through case studies in selected U.S.A.I.D. missions; DS/ED, A.I.D., with the advice of the Contractor will select the sites for these in-depth studies. Studies will be planned, insofar as possible, in conjunction with visits of Contractor's staff to conduct inservice workshops to minimize travel and other costs to Contractor. One formative evaluation annually, of one week's duration, is planned. A special report of these evaluation studies (summarizing methodology, activities, and results) will be submitted to DS/ED, A.I.D. (ten copies) within thirty (30) days of completion of field visits.

Section 8 deleted August 1982

C. REPORTS

1. Semi-Annual Progress Reports. Within ten (10) days after the close of each six months activity period, the Contractor shall submit ten (10) copies to DS/ED, A.I.D. of a semi-annual progress report. Each report will contain a description of major activities and accomplishments during the reporting period, problems encountered and solutions applied by the Contractor (or recommendations for solution by parties other than the Contractor), and proposed activities of the subsequent six month period. The last six month report during the life of the project will constitute the final report of the Contractor, and will summarize major project activities and accomplishments, unresolved problems, and recommendations for further development communications activities by A.I.D.

Paragraph 1 deleted August 1982

2. Special Reports. As requested by DS/ED, A.I.D., the Contractor shall submit approximately ten (10) special reports (instructions regarding content, form, submission date, and number of copies will be furnished by A.I.D.) to enable A.I.D. to perform its monitoring function under the project. Examples of special reports include: Summaries of the nature and extent of inquiries to the clearinghouse by network affiliates; reports of visitors, including their organizational affiliations; the results of special surveys of network affiliates by the Contractor; and special reports on clearinghouse activities required by A.I.D. to conduct outside evaluations of project activities.

**CLEARINGHOUSE ACTIVITIES
PER
SCOPE OF WORK**

The following briefly describes the results of activities performed by the Clearinghouse to meet the Scope of Work.

II. MAINTENANCE OF A LIBRARY/REFERENCE SERVICE

- a. Develop and apply a system for identifying, cataloging and accessing materials, including designing and applying a manual retrieval system for a selected set of 500 core documents to facilitate their rapid examination and selection.
- b. Develop and apply a system for systematically surveying communications development literature to insure that the informational resources are current, comprehensive, and relevant; and
- c. Develop and apply a system for the dissemination of material to network affiliates, especially to A.I.D. and LDC field specialists.

Library Reference Service

The Clearinghouse produced a manual card catalog of 500 core documents which is organized by subject, title, and author. In addition to this card catalog another 500 documents, for a total of 1,000, were abstracted and keypunched onto microcomputer disks creating a self-contained micro-based database system of retrieval. This database, funded by another contract, gives CDC the ability to retrieve these 1,000 documents by approximately 5 variables including, country, dates, phrases, words, organizations, authors, subject, etc.

The rest of the Clearinghouse collection of approximately 10,000 items are categorized according to the headings in Appendix A.

In 1981, a subcontract with InterAmerica Research Associates, Inc. provided a study of the existing systems of acquisitions, indexing, cross-referencing, retrieval and dissemination to recommend ways in which it could be improved. Most recommendations were too costly to implement. Suggestions, where appropriate, were adopted. As part of this activity, an original "controlled vocabulary" was developed by InterAmerica with substantial direction, oversight, and correction by Clearinghouse staff. This became a

Thesaurus of Development Communication and was published as Monograph No. 11. Monograph No. 11 appears as Appendix B to this report.

Approximately 80 requests for information per month are made by mail, telephone, cable, telex, or in person, and the Clearinghouse responds through searches of its resource collection, personal knowledge and files of staff members, referrals to individual and organizational resources, Clearinghouse publications, and on-line searches of computerized databases.

Acquisitions to the Clearinghouse collection are received at an approximate rate of 100 items per month, and of these, more than two-thirds are journals or newsletters given in exchange by the network of users. These periodicals are regularly surveyed by designated staff members to keep abreast of the latest development and communication literature. The remainder of the acquisitions are books (some for review in DCR) and fugitive documents from the worldwide Clearinghouse network.

III. DEVELOPMENT COMMUNICATION REPORT

- a. Publish and distribute a quarterly newsletter, through soliciting contributions from the worldwide network and researching, writing, and editing original material.
- b. Each issue will consist of a minimum of eight pages and have a press run of 130% of the total number of subscribers.

During the contract 17 issues of Development Communication Report, (DCR), of 16 pages each, were produced.

The subject or contents of each issue follows. Copies of these newsletters appear as Appendix C to this report.

Development Communication Report:

- No. 30. "The Elusive Goal of World Literacy," April 1980.
- No. 31. "Development Communication in an Urban Setting: The Lusaka Squatter Upgrading Project," July 1980.
- No. 32. "Two-Way Radio for Health Care Delivery," October 1980.
- No. 33. "Energy and Communications," March 1981.
- No. 34. "Training; Logos; Communication," June 1981.
- No. 35. "New Technologies: Applications; Glossary; Writing for Radio," September 1981.
- No. 36. "Inuit Broadcasting; Solar Radio; Policy Questions; Filmstrips; Postcards," December 1981.
- No. 37. "IPDC Conference; Radio for Health; Language Arts; Commonwealth Communication Report; Ag/Info/Needs," March 1982.
- No. 38. "Fuglesang Interview; Microelectronics; Video Training; Lettering Guidelines," June 1982.
- No. 39. "Development Communication Teleconference; Radio Listening Groups; In-Country Training; Teacher Training by Radio," September 1982.
- No. 40. "Forestry Extension Communications; Micros and Information; Community Radio," December 1982.
- No. 41. "Cassirer Interview; TV for Language; Radio for Teachers; Comic Books for Health; Food for Thought," March 1983.
- No. 42. "WCY-83/USTTI; RADECO Project; Botswana Field Research; Puppetry; Information Sources; Radio Outreach," June 1983.

- No. 43. "Development Communication; Educational Media in Africa; Computers for Education; Literacy," September 1983.
- No. 44. "Folktales to Texts; Formative Evaluation; IEC; Ag Extension; Computer Cautions," December 1983.
- No. 45. "Instructional Radio; Teaching Journalists; Electronic Learning Aids; Nutrition Communication," March 1984.
- No. 46. "Policy & Planning; Rehabilitation Resources; Rice-Growing; Microfiche; Micros & Health," Summer 1984.

Network/Mailing List for DCR

In 1980, the Clearinghouse mailing list of 8,000 individuals and institutions receiving DCR was updated by requesting reader feedback in three consecutive issues of the newsletter. These responses resulted in a new, smaller, mailing list which was computerized and classified according to readers' field of interest, professional activity, languages read, media interest, etc.

An investigation of ten computer service companies resulted in the selection of Aztech Corporation for the generation of mailing labels and rosters because of its capability to maintain and update the mailing list, and provide regular printouts of the total group, broken down according to location, occupation, interest, etc. An example of the mailing list roster appears in Appendix D. Shavatt Mailing Service, a small business, was selected to stuff envelopes for international mailing, affix mailing labels, and postage, to sort international and domestic mailings, and to deliver newsletters to the post office.

Chart 1 gives a breakdown of the current profile of readership according to the computerized classifications:

CHART 1

<u>CLASSIFICATION</u>	<u>Number of Readership *</u>	<u>Percentage of Readership*</u>
"My work is in the field of..."		
02 - education	2,215	54
03 - agriculture	917	22
04 - health	985	24
05 - communication	1,992	49
06 - population	531	13
07 - nutrition	680	17
"I spend most of my work time in ..."		
12 - administration	1,716	42
13 - evaluation	1,000	25
14 - research	1,195	29
15 - production	828	20
16 - planning	1,673	41
17 - teaching (includes trng.)	748	18
18 - information	949	23
"I read the following language(s)..."		
20 - English	3,439	85
21 - French	1,018	25
22 - Spanish	1,049	26
23 - Arabic	127	03
24 - Portuguese	189	05
25 - Swahili	122	03
"The media with which I am most concerned are..."		
29 - radio	1,790	44
30 - print	2,402	59
31 - satellites	375	09
32 - TV/VTR	1,204	30
33 - film	993	24

34 - interpersonal communication	1,670	41
35 - audiocassettes	1,017	25
36 - folk media	736	18
37 - data communication	216	05
38 - small media	422	10

*Figures may represent multiple selections.

Subscription Fee for Developed World

Due to increases in printing and postage costs, a discussion took place during the first year of the contract regarding the desirability of charging a subscription fee to newsletter subscribers in the developed world to partially offset increased costs of production and distribution of DCR to the Third World. On August 4, 1981, it was decided to charge subscribers in the developed world \$10 per year for a subscription to DCR.

IV. PROJECT PROFILES

- a. Produce a total of 30 Project Profiles, and distribute them to A.I.D. subscribers with a press run of 300% of the total number of subscribers.
- b. The Project Profiles will be printed on two sides of a single page, be cross-referenced according to relevant variables, and be distributed in a looseleaf binder format.
- c. The format will consist of a terse description of the project, and have headings dealing with target audiences, objectives, media, donor/sponsor, duration, contact, description, results of note, and references.
- d. Translate, produce, and distribute 45 Project Profiles in Spanish and French with a press run of 750 copies in each language, and 45 Project Profiles in Arabic, with a press run of 500.

English-Language Project Profiles

The 30 Profiles produced during the contract pe

Agriculture:

1. Video-Based Training for Rural Development (Pe
2. Rural Television Project (Sudan)
3. Farm Broadcasting Radio (Bangladesh)
4. Barani Project (Pakistan)

Education and Human Resources:

5. Universidad Estatal a Distancia (Costa Rica)
6. University of the South Pacific Satellite Extension Services (Fiji)
7. Pensamento e Linguagem -- A Training Program for Primary School Teachers (Brazil)
8. Social Values Through TV Soap Operas (Mexico)
9. Radio Education Teacher Training Project (Nepal)
10. Jamaican Movement for the Advancement of Literacy (JAMAL) (Jamaica)
11. Radio Language Arts Project (Kenya)

Health:

12. Health Education Radio Dramas (Sri Lanka)
13. Marketing Iodized Salt (Pakistan)
14. Medicine Showmen and the Communication of Health Information (Mexico)
15. Malaria Control Through a Mass Drug Administration Campaign (Nicaragua)

16. Radio MAM: "Let's Guard our Health" (Guatemala)
17. Mass Media and Health Practices (Honduras)

Integrated Development:

18. Cotabato Ngayon (Radio) (Philippines)
19. Radio Bahai (Ecuador)
20. Integrated Rural Project in Education, Health, and Family Planning (Honduras)

Nutrition:

21. Mass Media vs. Direct Education Program (Mexico)
22. National Plan for Feeding and Nutrition (Colombia)
23. Nutrition Education Program (Jamaica)
24. Soybean Promotion Campaign (Bolivia)
25. Nutrition & Behavior Change Project (Indonesia)

Population:

26. Social Marketing Project: Vasectomy Booklet (Bangladesh)
27. Census Communication Support Project (Afghanistan)
28. Profamilia: Family Planning in Colombia (Colombia)
29. Radio & Family Planning (Kiribati)
30. Print Materials for Non-Readers (Mexico)

Copies of these Profiles appear as Appendix E to this report. 72 English Project Profiles produced prior to this contract period were collected and printed in a soft-bound volume and made available for distribution to the Clearinghouse network of practitioners. This volume provided an alternative format for distributing a complete set of Profiles to those requesting them. A copy of this bound volume of English Project Profiles appears as Appendix F to this report.

Foreign Language Profiles

Forty-five Profiles were translated and printed in a soft-bound volume in French, Spanish and Arabic, per contractual amounts of press runs.

French: 750 copies printed

Distributed to AID/W & Missions
March 1982

Spanish: 750 copies printed

Distributed to AID/W & Missions
January 1982

Arabic: 500 copies printed

Distributed to AID/W & Missions
February 1982

Copies of these Foreign Language Profiles appear as Appendix G, with letters of transmittal to AID.

V. REFERENCE SERVICE

- a. Devote approximately 30 percent of the Clearinghouse staff's time to providing individualized responses to requests for information, both through written responses and personal interviews with visitors to the Clearinghouse;
- b. Prepare and distribute up to 20 State-of-the-Art reviews, in response to a specific request from AID/S&T/ED.

Information Requests

From the visitors' log maintained during the course of the contract, (see sample form in Appendix H) Clearinghouse staff has assisted approximately 580 visitors over the life of the contract, at a rate of 3 per week; responded to approximately 3,800 written requests for information during the life of the contract, at a rate of 20 per week; and answered approximately 1,000 telephone queries, at a rate of 5 per week.

The value of these services to the Clearinghouse network members is reflected in Appendix I which contains copies of correspondence received by the Clearinghouse.

State-of-the-Art Reports

The following list represents the State-of-the-Art reports approved by A.I.D./S&T/ED. Corresponding letters of approval for these reports are attached as Appendix K.

1.	Agriculture Packet Mailing	7/80
2.	Education Packet Mailing	9/80
3.	Bob Roberts' Temple University Report	9/80
4.	Educational Technology Report	12/80
5.	Brochure	12/80
6.	Survey of <u>DCR</u> Subscriber Mailing	1981
7.	Poster	7/81
8.	Thesaurus of Development Communication	6/81
9.	Skills Training Institutions and Methods of Instruction	3/82
10.	Communications Inventory I.	2/83
11.	Communications Inventory II.	8/83
12.	Rural Radio Coverage in Africa	12/83
13.	Review of Communications Training Institutions	4/84

VI. SPECIAL MATERIALS/AUDIOVISUALS

- b. Store, repair and disseminate to A.I.D. on a loan basis approximately 100 films produced under previous A.I.D. communication projects.

There are two lists of Clearinghouse audiovisual materials are attached as Appendix J. List A reflects the materials produced by the Academy for Educational Development under another A.I.D. contract and which are loaned by the Clearinghouse, and List B reflects other films in the Clearinghouse collection available only for in-house viewing.

VII. REPORTS

- b. **Special Reports.** As requested by DS/ED, A.I.D., the Contractor shall submit approximately ten (10) special reports (instructions regarding content, form, submission date, and number of copies will be furnished by A.I.D.) to enable A.I.D. to perform its monitoring function under the project. Examples of special reports include: Summaries of the nature and extent of inquiries to the Clearinghouse by network affiliates; reports of visitors, including their organizational affiliations; the results of special surveys of network affiliates by the Contractor; and special reports on Clearinghouse activities required by A.I.D. to conduct outside evaluations of project activities.

The following reports were prepared and submitted during the life of the contact:

1. **Communication Review Board Reports dated:**
October 22, 1981
July 8, 1982
December 7, 1982
2. **Review of Progress, Year One, March 1981**
3. **Semi-Annual Reports**
March 1, 1980—August 31, 1980
September 1, 1980 — February 28, 1981
March 1, 1981 — August 31, 1981
4. **Inventory of Films, September 8, 1982**
5. **Special Report on Activities, October 1, 1981 -- September 30, 1982**
6. **Report on Developing Countries with FM Capability, August 9, 1982**
7. **Five Months Audience Usage Data on the Clearinghouse, January - May, 1982**
8. **Final Report, March 1, 1980 - August 31, 1984, September 17, 1984**