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AN OVERVIEW OF THE FY 1975 PROGRAM

of the

EAST-WEST COMMUNICATION INSTITUTE

The power of communication to increase mutual understanding and cooperation between the nations and cultures of East and West, the importance of its role within nations striving to develop a better quality of life for their people, the nature and impact of popular culture on all human life and society--all these make the study of communication of prime interest to the East-West Center.

The Communication Institute addressed problems in all these areas during the year through the following subdivisions: Developmental Communication, International Communication, and Popular Culture. Through these subdivisions the Institute endeavored to discover new knowledge about communication problems and their solutions, as well as to synthesize and disseminate what is already known in each area. The Institute conducted research and analysis, offered workshops and courses for professional development, arranged seminars for discussion of key questions, offered grants for graduate study, provided information services, and published books and papers.

Highlights of the past year include: 60 participants from 20 countries who spent time during FY 75 at the Communication Institute studying and improving modular materials for training professionals in development communication; the cooperative adaptation and/or publication of modular materials in the Philippines, Korea and Malaysia; the publication and worldwide distribution of a book of English language abstracts of 100 principal Japanese communication studies; the increased bi-monthly circulation of the Institute's Information, Education, and Communication (IEC) Newsletter to 6,000 people and institutions worldwide; the formation of a Pacific Islands News Association with headquarters in Fiji to facilitate exchange of news among the Pacific island states and to assume publication of the Pacific Islands Communication Newsletter; the development of a 275-page book of sources of information on population and family planning that includes an indepth subject index with 400 items; a new project in integrated communication for rural development in cooperation with FAO, the University Sains-Malaysia, the University Pertanian of Malaysia, the Bangladesh Institute for Rural Development, Mindanao State University, the Ford Foundation (Philippines office), and the Planned Parenthood Federation of Korea; the first conference of PEACESAT users and operators to review the work of the four-year-old regional satellite system; a second alumnus of the Jefferson Fellow program winning the Magsaysay Prize, the most prestigious award for Asian journalists; and a conference of the world's leading authorities on the use of communication in development on the anniversary of the influential book Communication and Change.

Over 325 participants joined in the Institute's multinational, multi-racial and multidisciplinary activities. These included 39 degree students from 10 countries or territories of Asia, the Pacific and the United States. Thirty-five of these students took part in Institute-directed field study during the year. Three fellows joined staff in carrying out Institute activities.

THE CONTEXT OF THE AID GRANT: THE OVERALL PROGRAM OF THE INSTITUTE DURING FY 1975

I. Developmental Communication

Early Institute efforts in this area were largely directed toward creating an institutional capability as a resource base for the communication components of population and family planning programs. In response to increasing awareness among development scholars that all areas of development knowledge must move ahead together, the Institute is synthesizing and making available results of its own learning and experience in the population area for application in other areas of development communication, as well as broadening its own areas of inquiry and action. Continuing and new activities have been grouped into three projects reflecting this new approach. The "theory" project addresses the "why" questions--the basic theoretical understandings--of the use of communication in development. The "technology and instruction" project concentrates on the innovative use of media and technology and on models of excellence in the use of communication for instruction. The "application of knowledge" project is designed to facilitate better and wider use of existing knowledge, both by actively sharing knowledge which can improve communication for development and by studying the processes of its application.

A. Theory

Economic and social development can no longer be understood as a single pattern and analyzed by a single model; different nations have different goals for development, and are moving toward them in different ways. The basic theories underlying the different models of development, and particularly the communication theories espoused or used in achieving their goals, have received increased attention in the Institute in FY 75.

Through this project, the Institute strives 1) to help illuminate, by cooperative research and conferences, some of the "how" and "why" questions--the basic theoretical understandings--of the use of communication in support of development; 2) to analyze, interpret and summarize where necessary the knowledge and assumptions of East and West concerning the theory and strategies of using communication in development; 3) to facilitate sharing, in both East and West, of the conclusions of such research and analysis; and 4) to build a structure and example for cooperative work between nations of Asia and the Pacific on theories and strategies of using communication in development.

Activity 1: Summer Program of Advanced Study (July 1 - August 3, 1974)

A program of seminars, discussions and study jointly supported and planned with Stanford University, which focused on the question: how does one differentiate patterns of development and the patterns of communication used to guide human resources toward a given development goal, for example, how does communication relate to development plans. Six countries were studied closely (China, India, Bangladesh, Tanzania, Ivory Coast and Mexico) after papers on each were presented. A report is being compiled and is scheduled for publication next year.

Activity 2: China's Use of Communication: Research on use of communication for development and change in the People's Republic of China.

The activity served to feed into numerous meetings and seminars involving interns and students, which sought to analyze and interpret the knowledge and experience of the East to the West in this field.

Activity 3: Group Decision Making: Several intensive field interviews conducted over a nine-month period with newlywed couples and couples with 2-3 children to assess the relative function of various sources of information and personal experience upon their decision to adopt or to reject a small-family norm. The co-investigators held a joint preliminary workshop in Korea to develop common research and data analysis methods.***Activity 4: Conference on Communication and Change--Ten Years After (January 13 - 17, 1975). Conference of experts, many of whom were here 10 years ago, discussed a topic which they treated here at that time. The conference was preceded by the preparation of papers and followed by preparation of book, reviewing developments in knowledge and understanding during the intervening decade. The book is scheduled for publication by the University Press of Hawaii in early 1976.******B. Technology and Instruction**

This project is a cooperative effort to identify, evaluate and utilize examples of innovation in communication technologies, especially instructional technology. Project activities involve research into innovation in instruction and technology, sharing research and ideas through conferences and seminars, and application of innovations in instruction through the modular program of professional development in population communication conducted by the Institute twice a year.

Activity 1: Institute Media Center. Development of a media/production viewing center for use in educational program preparation of materials and development of instructional media prototypes. The objective is to increase Institute capability to produce media materials, train participants in production and provide orientation to short-term participants.*

*Supported in part or fully by the USAID grant.
 **Participants listed in Appendix D.

Activity 2: Second Modular Program of Professional Development in Population Information, Education and Communication (February 10 - June 30, 1975). About 30 information and education professionals involved in population education participated in an innovative program of professional development designed by the Institute Modular Task Group. A major instructional innovation for this program was the development of 15 problem-centered self-instructional learning modules. Participants were able to choose from among these modules to develop an individual program appropriate to their professional needs and experience. Modules included "Fundamental Human Communication," "People and Population," "Planning Communication Programs and Campaigns," and "Using Existing Media." Based on their use in the first program, the modules are being revised for dissemination and adaptation in Asian and American population IEC education and training programs.* **

Activity 3: Modular PD Materials Development. Revision of modular materials in Population IEC based on formative evaluation data from the first implementation in 1974. The revision included significant expansion of visual components, testing of revised components, consultation with educators East and West, reprinting of revised materials and packaging of visuals. Five of the 15 modules under development were published in revised form.*

Activity 4: Pilot Workshop on Models of Instruction for Trainers of Population Education Personnel (July 8 - 19, 1974). A pilot workshop of 10 Asian and American population educators met in Honolulu to plan for a larger and longer workshop on the same subject that was to be held in September and October 1974.

Activity 5: Materials Preparation for Workshop on Models of Instruction for Trainers of Population Education Staff (July 20 - September 8, 1974). Following guidelines developed in the July Pilot Workshop, consultants developed materials for use in the September/October Population Education Workshop. These materials form the basis for the continued development of one of the Institute's Professional Development modules.

Activity 6: Workshop on Models of Instruction for Trainers of Population Education Personnel (September 9 - October 9, 1974). A workshop of Asian and American educators from formal and non-formal educational programs to analyze alternative instructional models for application to Population Education staff development, to identify constraints on implementation of models, and to begin the adaptation process to apply models in field settings. Working from prepared materials, the 28 professionals who participated in the one-month workshop designed and produced innovative instructional models for training of Population Education personnel for use in their own institutions. The workshop included a three-week seminar in Honolulu followed by intensive two-week field workshops in Thailand and Korea. A video-tape report was produced to describe the way the workshop program functioned.**

*Supported in part or fully by the USAID grant

**Participants listed in Appendix D.

Activity 7: Follow-up Workshop on Models of Instruction for Trainers of Population Education Personnel (October 14 - November 30, 1974). The coordinator of the population education workshop and a workshop participant visited countries in Asia to evaluate the contributions of the workshop to participant professional activity. A final report of the follow-up was prepared for sponsoring agencies.

Activity 8: Library of Expert Experience. Collection of videoc and audio recording of persons visiting the East-West Center who have expertise in communication. Objective is to build an audio and video tape library of important persons for use in educational programs. Seven tapes were completed during the year.

C. Application of Knowledge

Central to the East-West Center's goals is the concept of sharing knowledge, both that which is developed at the Center and that which flows into the Center from all parts of the world. Information exchange results from professional development activities in which participants from several countries gather at the Center, from collaborative research involving teams representing groups of countries, and from response by the Center to a broad range of needs for accurate, appropriately processed information.

The Communication Institute is particularly interested and committed to the study of the process of applying knowledge in intercultural settings. The body of knowledge and experience in planning, implementing and evaluating the role of communication in development is already extensive and rapidly expanding. Organizers and managers of development programs simultaneously suffer from an "information explosion" and from unavailable relevant and useable information, application of communication knowledge in educational programs found to be successful in one sector have often been untried in others. Successful experiences in one cultural setting have been entirely unsuccessful in others. The objectives of this project, then, are:

- a) to facilitate rapid and effective application of development knowledge and experience through selection, adaptation and use of appropriate communication principles and techniques and by conducting applied research and professional development activities focused on the intercultural processes involved;
- b) to analyze, interpret and summarize where necessary the knowledge and experience of East and West with regard to these processes and problems and to add to such knowledge where possible;
- c) to study and evaluate new forms for presenting information growing out of knowledge gained from experience in development programs;
- d) to establish cooperation between institutions of the U.S. and participating countries in the design, conduct, evaluation and funding of appropriate activities;
- e) to strengthen interaction between the U.S. and participating countries through mutual sharing and dissemination of knowledge and experience;
- f) to collaborate with international agencies that are contributing to the objectives of rapid and efficient application of development knowledge and experience, particularly through networks established for this purpose.

*Supported in part or fully by the USAID grant.

Activity 1: International Conference, Integrated Communication for Rural Development (December 2 - 6, 1974). An international conference involving 24 administrators and managers of development projects and programs in Asia and the U.S., planners and practitioners of development support communication, representatives of international assistance agencies and organizations supporting development activities, and scholars and researchers of the development process. The group studied the role of communication as an integrating factor in development programs, using innovative cases as the units of analysis. Special attention was given to current efforts to integrate family and population planning into comprehensive economic and social planning. * **

Activity 2: Case Study: Population IEC in the People's Republic of China (August 26 - December 6, 1974). A case study of the strategies and tactics utilized in the People's Republic of China to promote public support for and individual adoption of family planning practices. The study utilized available documentation in the Institute and the University of Hawaii. Supplementary documentation gained available through institutional cooperation with the Chinese University of Hong Kong.*

Activity 3: Case Study--Implications for Effective Information, Education and Communication of Current Social Marketing Programs. A case study of representative examples of utilization of commercial market research and advertising facilities and techniques which promote acceptance and use of family planning services. The study emphasizes the documentation of decision making and details of implementation, analysis of effectiveness and identification of communication principles involved in the process. Special attention is given to the assembling of IEC materials used in campaigns and the selective processing and dissemination of results.*

Activity 4: Synthesis of Population IEC Experience. A synthesis of the IEC experience of East and West, beginning with documentation available on more than 100 organizations in 20 countries, which made available in useable form the principles gained through experience in mobilizing resources, developing and using strategies and evaluating alternative approaches to IEC problems.*

Activity 5: Information Utilization. In FY 75 initial steps were taken in the development of an international network of institutions with information to share in the field of population/family planning and related aspects of development. Major emphasis was placed on a workshop involving 32 participants from 11 countries to discuss the "Role

*Supported in part or fully by the USAID grant.

**Participants listed in Appendix D.

of Computers in the Development of an International Technical Information Network for Population/Family Planning," which took place in Honolulu April 7-11, 1975. During the workshop considerable attention was devoted to the relationships between national information centers and networks on the one hand, and large-scale international information processing and dissemination programs on the other. A series of specific recommendations was made for follow-up activities by the Institute and other organizations. These are being implemented in subsequent Institute work in this area.* **

Activity 6: IEC Newsletter. The IEC Newsletter is issued to approximately 6,000 individuals and organizations in 133 countries and territories. In addition to regular issues, a special issue dealing with the UNESCO Conference in India on the "Integrated Use of Folk Media and Mass Media to Expand Communication" was published and distributed to approximately 15,000 people. The Newsletter functions as a clearing house of information about resources, events, research and action projects useful to professionals working in population IEC. In addition, the Newsletter serves to disseminate information about the activities of the Communication Institute. Sources for articles include: 1) family planning newsletters and other relevant periodicals from around the world, which the editor reviews for each issue, 2) the Institute's growing network of "extended staff" who previously were participants in professional development programs, and 3) IEC Newsletter readers who contribute articles or photographs to publicize their programs. A "Supplement," added to the Newsletter in 1973, contains annotated lists of materials newly acquired by the resource materials collection which are available to readers on exchange or at cost. A 32-page "Cumulative List" of all population communication materials in the collection was also issued.*

Activity 7: Documentation Intern Program (September 3 - October 11, 1974). This practical experience project for information specialists/librarians and others concerned with communication resource materials involved in 11 Asian and Pacific participants in six weeks of individual training. Program activities included consultation/discussion; observation/participation in documentation and dissemination operations and seminars; and visits to appropriate information centers.*

Activity 8: Professional Development Interns--Teachers. Professional development internships operated cooperatively with communication research and teaching institutions for two in Indonesia. The internships enable teachers to work on adapting instructional materials for their countries or regions, one of the chief needs expressed at a recent conference of Asian research organizations.

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Activity 9: Innovative Methods of Linking Users and Resources. Under this activity, the handbook on Sources of Information on Population/Family Planning was published. It contains profiles that describe the services, activities and subject and geographical coverage of 64 national, regional and international information sources. The Handbook, which is intended as a basic reference tool for administrators, practitioners and researchers in the field of population/family planning, includes six indexes that identify information sources by subject, geographical area and various material formats. Work also proceeded on the third edition of the Directory of IEC Assistance and Services.*

II. International Communication

The Institute's program in international communication has two focal points: the flow of information, ideas and images among the countries of Asia, the Pacific and the United States, and the special problems of communication among the Pacific Islands. Objectives are: 1) to analyze and interpret the knowledge of East and West concerning communication between nations and cultures and the relation of communication to understanding and peace, and to add to such knowledge where possible; 2) to encourage, by research, cooperation and conferences, scholars of different nations to work together and share knowledge on those questions; 3) to study, in cooperation with scholars of other countries, the flow of communication between nations of Asia, the Pacific and North America; and 4) to encourage and assist, where appropriate, communication professionals and professional organizations of the Pacific basin to establish mutually beneficial regional communication and cooperation.

Activity 1: PEACESAT Users Conference (April 28 -May 2, 1975). The one-week conference of users in the PEACESAT satellite communication system in the Pacific Islands concentrated on how the system is working and where it is headed, with particular emphasis on programming developments. A conference report, now being drafted, will summarize PEACESAT experience, with specific reference to how the system is used in education, agriculture, medicine and health, public affairs and community development.

Activity 2: Communication Resources and Needs in the Pacific Conference (May 1 - 6, 1975). The one-week planning conference examined communication needs and resources in the Pacific Islands, with emphasis on the effect of new communication technology on old cultures. Participants examined existing communication systems--traditional and modern media--and their corresponding political, social and cultural contexts, and scheduled a planning meeting for a proposed year-long study of communication in the Pacific.

*Supported in part or fully by the USAID grant.

Activity 3: Jefferson Fellowships (August 4 - December 1, 1974). Sixteen-week program of professional study and exchange among mid-career journalists from Asia and the Pacific. Eight journalists participated in the 1974 program, which included three weeks of professional visitation on the U.S. mainland and 10 days as guests of the Japan Foundation in Japan. The program included professional and public affairs seminars and individual study/investigation papers by the Fellows on topics of their own choice.

Activity 4: Pacific Islands Communication Newsletter. Publication of a quarterly newsletter on general journalism and communication developments in the Pacific Islands, in cooperation with the Pacific Islands News Association. The Social Sciences and Linguistics Institute of the University of Hawaii joined in activity sponsorship near the end of fiscal year, and assumed basic publishing responsibility thereafter.

Activity 5: Mass Communication and Journalism Bibliography of the Pacific Islands. The first comprehensive bibliography of mass communication and journalism in the Pacific Islands was completed in draft form during the fiscal year, with clean up and updating to mid-1975 continuing. It is expected to be submitted to publisher by end of 1975.

Activity 6: Planning and Design of Fair Communication Policy for International Exchange of Information. Preparations are underway for a one-week conference from March 29 - April 2, 1976 dealing with policies and constraints on international communication, particularly political communication. The conference will seek ways communication can be helpful in establishing and maintaining peaceful relations among the nations of Asia, the Pacific and the U.S. An intermediate objective is to facilitate sharing of knowledge between East and West and to encourage scholarly cooperation. A follow-up activity is planned for Spring of 1977.

Activity 7: Planning and Design on Flow of the News. Activity focuses on flow of news among countries of Asia, the Pacific and the U.S., including flow patterns and content, and impact of news and information. A research workshop is planned for early 1977.

III. Popular Culture

Popular Culture consists of the unofficial, everyday behavior of a society. It utilizes informal, rather than formal, means of communication. Because popular culture affects all human life and society it represents a large share of the communication exchanged between cultures. Such informal communication media as the mass and entertainment media often can be seen as decisive factors which shape the popular culture of a society: for example, the belief systems and behavior patterns of the younger generations in many societies today are continually affected by the messages they directly or indirectly receive, either voluntarily or otherwise, through mass media.

Current and planned activities in the Institute are directed toward:

- 1) analyzing, interpreting and summarizing where necessary the knowledge and practice of East and West with regard to the communication of popular culture, and adding to this knowledge when possible;
- 2) analyzing through international research teams and seminars, the significance of popular culture for understanding of a people and their communication;
- 3) analyzing by cooperative research and study, the interaction of popular culture and the mass media;
- 4) synthesizing and disseminating available significant research on mass media and popular culture not now readily available to students and scholars.

Activity 1: Research seminar on Comparative Popular Culture (July 8 - August 1, 1974). The first annual seminar aimed at studying the values of a society through its popular culture. Topic was: "Heroes --East and West." Ten scholars from Asian and American universities and government institutions shared and criticized papers on this topic, and collaborated on a study of the presentation of heroes in elementary school textbooks in the different countries.

Activity 2: Studies of Communication Research in Asia. A continuing research effort aimed at unlocking significant Asian communication research for English language readers. A book of abstracts of research previously available only in Japanese was produced in the first year of the study (1973-1974); a book on Korean research was completed in 1974-1975.

Activity 3: TV and Children in Different Cultures. A book analyzing the results of research on the effect of television on children in different cultures has been compiled and is being edited for publishing. The book aims to provide guidance for countries introducing television or concerned about its possible effect on their children, and to illuminate those effects which are general and which are culture-bound.

PROFESSIONAL DEVELOPMENT ACTIVITIES SUPPORTED BY THE AID GRANT

Considerable stress has been placed by the Institute on using the AID grant to facilitate the professional development of mid-career professionals working in the field of population/family planning IEC. This has focused on the development of learning modules, their administration in Honolulu, and their collaborative adaptation by various Asian and U.S. programs. In addition, some participants have come for varying periods of time as Professional Development Interns or as Documentation Interns with an individualized program of study and application designed in consultation with each intern. Institute activities in population communication have also attracted a number of visitors who have come to look and to learn for a few hours or a few days. During FY '75 eighty such visitors were recorded. Although no students were directly funded by the AID grant, many have been involved directly or indirectly in population and related development communication activities of the Institute, both at Honolulu and in Asia and the U.S. mainland during their field experience.

I. Modular Professional Development

Modular Professional Development in Population/Family Planning IEC began in 1973 with collaborative work to develop professional training materials in IEC, to test these materials in Institute professional development programs, to revise the materials based on evaluation data, and to begin building institutional relationships for eventual adaptation and utilization of the materials in Asian and American educational institutions. The broad goals of the Project have been 1) to develop an effective approach to professional study; 2) to build effective learning materials in various problem areas of IEC; 3) to provide intensive development opportunities for Asian and American IEC professionals; and 4) to collaborate with institutions, East and West, in the adaptation and utilization of EWCI materials.

Early thinking by the staff and Asian advisers led to the creation of the "modular" approach to professional development. The elements of this approach are: 1) self-instructional texts built around an important functional area of professional endeavor in IEC; 2) workbooks for application of concepts; 3) explanation of concept and technique through cases and examples drawn from program activities in the field; 4) synthesis of existing research; 5) experiential learning activities (games, exercises, discussions, simulations) designed as integral parts of modules, and packaged for trainer use in the form of Module Manager's Guides.

The Modular Project has had three major components: Modular Materials Research and Development; Modular Professional Development Programs; and Modular Learning Weeks. The first activity, materials research, has encompassed work to develop and revise materials, as well as work in adaptation and dissemination. The second activity, Modular Professional Development Programs, provided advanced professional training to IEC workers as well as the opportunity to test materials. The third activity, Learning Weeks, enabled the Institute to mount special, short-term learning programs to meet special needs and interests.

Accomplishments in each of these three activities are summarized below.

A. Modular Materials Research and Development

Some sixteen titles have been developed to various stages of completion. Of these, four have been either dropped for lack of relevance or incorporated into new and improved modules. A total of twelve modules will have been completed by the end of FY '77. During FY '75 five modules were published in second-revised versions (to the extent that any module is final, these are). Four more will be published in FY '76, and three in FY '77. The titles of modules may be found in the section on Publications below

Table 1 lists major activities to date involving external adaptation and/or utilization of modules. In addition, there has been other utilization. The module Communication and Education for Rural Development will be used as the basis for seminars in Thailand, Malaysia and Bangladesh in January-February, 1976, reaching 100 or more people. Communication

and Coordination in Family Planning Programs has been ordered by U.S. graduate schools, and is presumably in use. It was used as the basis for a seminar on inter-organizational coordination for community program executives in Honolulu in Spring, 1974. People and Population has been used for undergraduate instruction at Iowa State University.

Projects on the horizon in January, 1976 include joint efforts with FAO in staff development in agricultural institutions, with the American Home Economics Association for home economics teachers teaching population, and with many additional Asian institutions.

Table 1. Module Utilization/Adaptation

<u>Project</u>	<u>Funding</u>	<u>Modules</u>	<u>Persons Reached</u>
<u>Universiti Sains, Penang, Malaysia</u> English version <u>FHC</u> purchased and used with upper division students. <u>FHC</u> adapted/translated into Malaysian for use at university and in government agencies.	<u>Joint.</u> EWCI \$1750 US \$750	<u>FHC</u> (see key at end of table)	150 students (to increase when translation goes into use 3/76.)
<u>Taiwan Provincial Institute of FP; Chinese Center for International Training in FP</u> Four modules to be adapted/translated for local use. One additional module already in Chinese. completion - 10/76	<u>Joint.</u> EWCI \$6100 CCITFP \$10,725	<u>FHC, P&P, and 2 to be determined. Planning</u> already translated	25 health educators 50 new FP fieldworkers per year 450 fieldworkers in-service 30 FP Supervisors Additional staff
<u>Planned Parenthood Federation of Korea</u> Four modules to be adapted/translated for local use. completion - 6/76	<u>Joint.</u> EWCI \$8465 PPFK \$6800	<u>FHC, Planning, HPL, P&P</u>	<u>Testing phase</u> 40 PPFK staff 68 Mothers Club Supervisors Eventual audience all MC leaders 20,000+

<u>Project</u>	<u>Funding</u>	<u>Modules</u>	<u>Persons Reached</u>
<u>Department of Education & Culture, Philippines</u> Development of 12 population education modules for teacher training based on EWCI model & materials. Experimental testing of alternative forms of using materials with cost/effectiveness analysis. completion - Summer, 1976	<u>Joint.</u> EWCI \$9105 DEC \$6509	new modules	<u>Testing phase</u> 600 teachers 50 principals <u>Eventually</u> 35% all elementary teachers
<u>University of Hawaii - MEDEX Program</u> <u>Helping People Learn</u> adapted as basic training materials for trainers of paramedics	MEDEX No EWCI funding, but staff advice collaboration	<u>HPL</u>	<u>Micronesia</u> 20 trainers <u>Pakistan</u> 30 trainers <u>Honolulu</u> 4 trainers
<u>Mahidol University Bangkok</u> <u>People and Population</u> adapted/translated for teacher in-service in population education	Mahidol	<u>P&P</u>	Approximately 30 teachers
<u>Institute of Maternal & Child Health, Manila</u> <u>Clinic Education</u> adapted for use in training clinic directors. IMCH staff member completed the work while EWCI Intern.	EWCI \$2000 Printing/distribution --IMCH	<u>Clinic</u>	Not yet determined

<u>Project</u>	<u>Funding</u>	<u>Modules</u>	<u>Persons Reached</u>
<u>Ministry of Health, Turkey</u> <u>Translation/adaptation of Helping People Learn</u>	MCH with support of UNDP advisor	<u>HPL</u>	MCH Trainers, number not known
<u>Planned Parenthood Association/Chicago Area</u> <u>Planning and FHC used for international training.</u> <u>Clinic Ed adapted by staff member as part of research and training project supported by HEW. Staff member completed work while EWCI Intern.</u>	EWCI \$1000 PP - additional staff costs; eventual printing	<u>Clinic</u>	Not yet determined

Key: FHC - Fundamental Human Communication; Planning - Planning Communication for Family Planning; P&P - People and Population; HPL - Helping People Learn; Clinic - Clinic Education.

B. Modular Professional Development Programs

Three programs have been held, one each in FY '74, '75 and '76. A total of 101 participants from 25 countries participated. In addition, a workshop for twenty population educators was implemented in FY '75 using a Population Education module. Participants in both FY '75 workshops are listed in Appendix D.

Evaluation within the programs has focused on the modules utilized, and the data has been used to revise and improve modules. This data led to minor revisions of all modules, complete revisions of three modules, elimination of two, and the development of two new titles.

Follow-up evaluation of 18 participants in the first Modular Program was conducted by an independent consultant in January 1975--approximately one year after participants returned home.* The data indicated that the program was having impact on participant professional activities, and led to further modifications in the program and the materials. In

*Mary-jane Snyder. "One Year Later." Honolulu: East-West Communication Institute.

addition, field study portions of the second modular program were evaluated in the field in Korea, Taiwan and the United States. These reports confirmed the value of field study, and provided data which helped in modification of field study for the Third Modular Program.

C. Modular Learning Weeks

Approximately 20 short-term visitors have worked with modules in Honolulu. In addition, two special programs have been organized. The first, conducted in FY '75, was a two-week seminar for six population planning officers responsible for implementation of the national population program in Bangladesh. Their names and positions are given in Appendix D. This activity was requested and supported by the World Bank. A second two-week seminar was conducted in FY '76 for three UNESCO fellows from the Population Education Program in Sri Lanka and for Professional Development Interns of the East-West Food Institute. This seminar was a trainers seminar, built around the module Helping People Learn.

II. Professional Development Interns

Professional Development Interns participated in several Institute activities in modular professional development. Mr. Victor Valbuena of the Institute of Maternal & Child Health (Philippines), spent two months at the Institute in 1975 developing modular training materials for use in the Philippines, and teaching in the Third Modular Program. Ms. Jan LaBrie of the Chicago Planned Parenthood Association participated for a month, adapting materials for American use and for international training at the Chicago Planned Parenthood Center. Beginning in April 1975, Ms. Uma Shrestha of the Nepal Women's Organization undertook a one-year internship for materials development and study of development communication. In addition, the Institute shared support for Miss Loretta Santiago, of the National Irrigation Administration (Philippines) for a month's internship in training materials development and techniques for integration of family planning in agricultural education.

In addition, with Ford Foundation support, Ms. Karen Dobrusky of Columbia University spent the summer of 1975 as an intern working with AID-funded activities in the area of Information Sharing and Utilization.

III. Documentation Internships

Two participants from population-related institutions in Indonesia were among twelve Documentation Interns at the Institute during FY '75. A Project Officer of Education and Training with BKKBN in Central Java studied aspects of developing and managing small documentation/information units on population/family planning within the context of a national information network, and prepared a management guide. A member of the Technical Staff in the Central Health Library, Ministry of Health, in Jakarta examined the development and management of a family planning unit within a larger central health library, and produced a manual on operations for such a unit.

IV. Visitors

A total of 80 visitors interested in population IEC were received by the the East-West Communication Institute between July 1, 1974 and June 30, 1975. The majority (52) were from country programs, being either population and family planning workers interested in the Communication components of the program, or IEC specialists. They were on the whole sponsored by USAID, a few by private organizations. The remaining 28 visitors consisted of 23 from the USA, coming from agencies such as USAID, the UN, and universities. Appendix E gives details on all 80 visitors.

Where sufficient notice is given before arrival and information is available about the visitor, special programs are arranged to suit their interests. In addition to consultations with EWCI staff, programs include visits to other resources in Honolulu such as the Department of Health to observe their Health Education programs and Kapiolani Hospital, which has a good collection of audio-visual aids for patient education

V. Graduate Scholars' Participation in AID-funded Activities

Participation in AID-funded activities by graduate student grantees reached a new high during FY '75, as demonstrated by the following list of students and their projects.

1. Chang, Ing-Ell, graduate degree student in the University of Hawaii Graduate Department of Public Health at the master's level, and Chief of the Health Education Division in the Republic of China's National Health Administration (on leave). Mr. Chang participated in the Modular Professional Development Program in Population Information, Education, and Communication.
2. Danziger, Sanford, completed a Master's of Public Health in the University of Hawaii Graduate Department of Public Health. Dr. Danziger formerly was a Research Associate in the East-West Communication Institute and was a graduate medical doctor from the Baylor University Medical College and completed an internship at Cedars of Lebanon Hospital in Los Angeles. Dr. Danziger was closely affiliated with Dr. John Middleton and Dr. Robert Worrall and worked closely in a workshop on models of instruction for trainers of population educational personnel and also served as a trainer in the Modular Professional Development Program in Population Information, Education, and Communication.
3. Farstrup, Gregory, degree scholar at the graduate level, majoring in educational communications and technology, receiving Master's of Education degree. Former Director of the Family Planning Center of Lincoln, Nebraska. Participated in AID-sponsored activities concerned with commercial resources and marketing in family planning services. For field study, Mr. Farstrup visited the AID-sponsored Chinese Center for International Training in Family Planning in Taichung, Taiwan. He also visited Bangkok's United Nations Development Support Communication Service and reviewed family planning communication efforts

there, and also conducted field research and observation in Sri Lanka concerned with the utilization of commercial resources in marketing of the family planning message. He was associated with the family communication project in FPCP and worked closely with the Sri Lanka Ministry of Information and Broadcasting. His East-West Center advisers have been Dr. Robert Worrall, Assistant Director, East-West Communication Institute, and Dr. David Radel, Institute Researcher.

4. French, James, graduate student in Educational Communications and Technology, pursuing the Master's of Education degree, on leave from the United Nations Development Support Communication Service in Bangkok where he is employed as a Research Consultant in family planning communication. Mr. French is concerned academically with technological innovations and training, especially in the field of agricultural education and communication. He is now working with Dr. S.A. Rahim in development communication and has participated in the International Conference on Integrated Rural Development. He is also involved in the formulation of field research on technological innovation, as a thesis endeavor in cooperation with Dr. Rahim.
5. Gonzalez, Hernando, EWC scholar in the Graduate Department of Educational Communications and Technology pursuing the degree of Master's of Education, currently on leave from the Philippine Commercial and Industrial Bank, where he serves as the Director of Advertising. Mr. Gonzalez is concerned with development communication especially in the field of agriculture and has been working closely with Dr. Rahim. Mr. Gonzalez' thesis research will be concerned with determining the relationship between the use of credit by farmers and the flow of information amongst small farmers in selected less developed countries. Farmers will be examined in relationship to institutional credit sources and the use of development communication in facilitating cash credit application for the development of agriculture. Mr. Gonzalez also participated in the Conference on Integrated Rural Development and has worked also with Dr. Robert Worrall.
6. Karuppiah, Rajalingam, from Malaysia pursuing a Master's of Library Science at the University of Hawaii Graduate Department of Library Studies. In the Institute he has been affiliated with Miss Sumiye Konoshima and has been interested in communication documentation.
7. Kim, Ho-Jin, Korea, has changed his graduate status from master's to Ph.D. in the University of Hawaii Graduate Department of Political Science. Mr. Kim is on leave from Wonju College, Korea, where he serves as a Lecturer. He has served also as Chief Researcher for the Korean Broadcasting Station. Mr. Kim works closely with Dr. Lawrence Kincaid in the project, Patterns of Communication, Decisionmaking in Family Planning in Rural Development. In cooperation with Dr. Kincaid, Mr. Kim's Ph.D. thesis is concerned with Leadership and Rural Change in Korea.
8. Kuang, Sunshine, Republic of China, M.A. candidate in the University of Hawaii Graduate Department of Communication. Miss Kuang is on

leave from the Republic of China Government Information Office where she serves as a Special Assistant. Miss Kuang has been working with Dr. Godwin Chu, concerned with the People's Republic of China--communication for family planning IEC.

9. Manuel, Manuel, Philippines, received a Master's of Science from the University of Hawaii Graduate Department of Information Science, was on leave from the University of the Philippines, Laguna, where he was an instructor of statistics. Mr. Manuel worked with Miss Sumiye Konoshima in the computer analysis of resource materials
10. Mauricio, Rebecca, Philippines, currently pursuing a Master's in Public Health at the University of Hawaii Graduate Department of Public Health on leave from the Government of the Philippines where she serves as family planning coordinator for the Philippines Department of Health. Mrs. Mauricio has been working in close cooperation with Dr. John Middleton in the Modular Professional Development Program in Population Information, Education, and Communication. Similarly, she has been working with Dr. Robert Worrall and Dr. Godwin Chu in her interest in family planning IEC in the People's Republic of China.
11. Niyamanont, Lalit, Thailand, is pursuing a Master's of Public Health in the University of Hawaii Graduate Department of Public Health. Miss Niyamanont is on leave from the United Nations Development Support Communication Service in Bangkok. Miss Niyamanont participated with Dr. John Middleton in the Modular Professional Development Program in Population Information, Education, and Communication.
12. Sharma, Lalit, India, completed a Master's of Education in educational communications and technology and was on leave as Assistant Professor of Agricultural Extension and Communication from the Jawharlal Nehru Agricultural University of Jabalpur, India. Mr. Sharma has completed a thesis entitled "A Study of the Effects of Agricultural Radio Broadcasting in Some Selected Central Indian Villages." In his thesis Mr. Sharma worked closely with Dr. Robert Worrall and Dr. S.A. Rahim in the area of development communication. He also participated in the International Conference on Communication for Integrated Rural Development.
13. Thawatwichian, Surachai, Thailand, pursuing a Master's of Education in educational communications and technology. Mr. Thawatwichian is on leave from the Thailand Teachers College, where he serves as an English Instructor. Mr. Thawatwichian is interested in development communication and has been associated with Dr. S.A. Rahim and participated in the International Conference on Communication for Integrated Rural Development. Mr. Thawatwichian is especially interested in educational extension work and the use of communication in education development in rural areas.
14. Yum, June O., Korea, worked in collaboration with Dr. Lawrence Kincaid to conduct research on the development of Mothers' Clubs in the Philippines (using the Korean model with which she is familiar).

INFORMATION SHARING AND UTILIZATION ACTIVITIES SUPPORTED BY THE AID GRANT

A widespread communication problem within and between countries of East and West (and between researcher and practitioners) is the inadequate sharing and utilization of information for problem solving. Consequently the Institute has used some of the AID grant to support activities aimed at overcoming these problems in the population and development community. The objectives of the various activities under this project in Information Sharing and Utilization include: 1) To develop new knowledge about the processes of the exchange of information and its effective use among professionals in population and related fields; 2) To examine and evaluate how different ways of presenting and transmitting information and of using new communication technology can facilitate these processes; 3) To develop, pretest, disseminate, and evaluate Institute publications and other resources on population IEC and related areas as a vehicle for studying these processes; 4) To establish and develop with other institutions continuing, collaborative interaction on the problems of information sharing and utilization in population and related fields; 5) To help develop in Asia and the U.S. professional capabilities that can be applied to the solution of these problems; and 6) To prepare and disseminate research findings and other practical project results to people working on these problems in population and related fields.

I. Computer Application to Information Analysis

Activity in computer application to information analysis resulted in lists of descriptors for the communication field. These lists were shared with Unesco and other institutions working in storage and retrieval of family planning and population information. Work on the lists was incorporated into activities on networking interconnection and coordination.

During FY '75 collaborative arrangements were worked out with over 30 information centers and publication programs to produce a comprehensive list of IEC materials, including books, articles, reports, conference papers, and audio-visual materials. Each item on the list has at least one source guaranteed to make it available to a requestor, and in this sense is quite unlike a typical bibliography. The list, when published in the spring of 1976, is expected to have about 2,500 items on it in English, Spanish, and French. Relevant materials can be identified by users through subject terms (about 100 IEC concepts have been used to index the materials), geographical terms, and types of materials (e.g., training materials, directories, and bibliographies). For example, using these indexes, one will be able to identify all the literature on using radio in Pakistan or on training field workers in Korea and will be able to determine exactly how to obtain those items.

II. IEC Newsletter and IEC Materials Service

A comprehensive, highly illustrated report (in the form of a Special Issue of the IEC Newsletter No. 20) was published on the "Integrated Use of Folk Media and Mass Media in Family Planning Communication Programmes." This publication generated responses from all over the world, and a substantial amount of the material was reproduced in other journals and newsletters. It was accompanied by a Supplement containing annotated entries of publications emanating from a major conference on this subject.

IEC Newsletter No. 19, accompanied by a 16-page Supplement "Newly Acquired Materials Now Available," was published and sent to approximately 6,000 people in 133 countries and territories. The AID office in Pakistan requested 400 copies for distribution to other organizations.

The Third Edition of the Cumulative List of Materials Available contained 32 pages and listed approximately 1,000 materials in the Resource Materials Collection. The list is restricted to the more "popular" items, i.e., those that have already been requested at least three times each.

The Resource Materials Services mailed out approximately 1,300 xerox and 300 microfiche copies of documents on IEC that were requested from approximately 400 organizations from all over the world. Individuals and institutions working in Asia, the Middle East, Latin America, and Africa requested about 55 percent of the total number of items.

III. Innovative Methods of Linking Users and Resources

During Fiscal Year 1975 the following activities were carried out under this heading:

- A. Completion of Inventory-Analysis Project.* A total of 31 country and donor reports were distributed during the year as follows:

July 1974--Arab Republic of Egypt, Colombia, Iran, Korea, Malaysia, Philippines, Singapore, Thailand and Turkey.

September 1974--FPPIA, Overseas Development Administration (U.K.), Population Council (update), WHO, and DSCS.

October 1974--Ecuador, Hong Kong, Indonesia, Mexico, Taiwan and Tunisia.

June 1975--USAID, Asia Foundation, UNICEF, Population Reference Bureau (update), University of North Carolina, Jamaica, Morocco, Nepal, Pakistan, and Sri Lanka. This mailing also included the "Summary Report."

- B. Publication of Sources of Information on Population/Family Planning: A Handbook for Asia. The Handbook is designed to serve as a basic reference tool for all those involved in the population and family planning field. It provides program administrators, practitioners and researchers with information on sources of technical information on virtually all aspects of population and family planning. The Handbook contains profiles of sixty-four national, regional, and international information sources, and includes six indexes which enable the user to identify sources of information by subject, by geographical coverage, and by format. 3,500 copies of the Handbook were printed. Collaborative distribution arrangements were made with ESCAP, IGCC, IPPF, and the Ford Foundation.

*For details see separate Combined Annual/Final Report to AID: Inventory-Analysis of Population/Family Planning IEC (AID Contract csd-2878)

- C. Work on the third edition of the Directory of IEC Assistance and Services. During the fiscal year work was begun on revising and updating this publication. The third edition, which will be published and distributed in 1976, will be similar to the second edition although the number of organizations included will be considerably larger.

IV. Idea Books on Media Use

This activity is designed to share ideas with those producing materials in other places, and to test methods for effective communication of this kind of information. During FY '75 preparations for the first book on posters were made, and black and white photographs of 304 family planning posters were taken. Translations and all available data pertinent to each poster have been provided. Iqbal Qureshi, an EWCI intern, contributed a paper to the project entitled "Some Considerations on the Idea Book Project of EWCI." The black and white photographs of the EWCI posters were also used to provide illustrations for a monograph, Relevant Posters for Family Planning, by Bjorn Berndtson, Donald J. Bogue, and George McVicker, of the Community and Family Study Center, University of Chicago. In order to avoid duplicating this and another recently issued Chicago monograph, EWCI is revising the Idea Book project.

V. Audio-Visual

The A-V materials developed during FY '75 consisted chiefly of slide/tape presentations. Three of these presentations were prepared to support Helping People Learn: a Module for Trainers by John Middleton and Francine Hickerson. Each of the first two, Helping People Learn: Overview and Setting Goals and Evaluating Training, consist of 44 slides and an accompanying cassette tape. Color slides have been taken of the 304 family planning posters in the Resource Materials Collection, and are used as a training aid. Translations and all available data pertinent to each poster have also been provided.

VI. Publications and Mailing List

A. Publications Under the AID Grant

During fiscal year 1975 the following publications were published and distributed under the USAID grant:

1. Inventory-Analysis Report Series

Information, Education, Communication in Population: Reports on Country Programs and Future Needs for International Assistance in Population/Family Planning. (Separate reports on ARE, Colombia, Iran, Korea, Malaysia, Philippines, Singapore, Thailand, Turkey, Ecuador, Hong Kong, Indonesia, Mexico, Taiwan, Tunisia, Jamaica, Morocco, Nepal, Pakistan and Sri Lanka).

- Information, Education, Communication in Population: Reports on International Assistance Agencies' Programs/Services; and Reports on Organizations Providing Training/Information/Consulting Services. (Separate reports on FPIA, Overseas Development Administration--U.K., Population Council--Update, WHO, DSCS, USAID, Asia Foundation, UNICEF, Population Reference Bureau--Update, and University of North Carolina.)
2. Knowledge Into Action: The Use of Research in Taiwan's Family Planning Program. George Cernada and T.H. Sun. July 1974. 44 p. (EWCI Paper Series).
 3. Traditional Midwives as Family Planning Communicators in Asia. Everett M. Rogers and Douglas S. Solomon. 1975. 143 p. (EWCI Case Study Series).
 4. Mothers' Clubs and Family Planning in Rural Korea: The Case of Oryu Li. D. Lawrence Kincaid, Hyung-Jong Park, Kyung-Kyoon Chung, and Chin-Chuan Lee. 1975. 76 p. (EWCI Case Study Series).
 5. Sources of Information on Population/Family Planning: A Handbook for Asia. Sumiye Konoshima, David Radel, and Elizabeth Bentzel Buck. 1975. 263 p.
 6. IEC Newsletter: Information, Education, and Communication in Population. Accompanied by an annotated list entitled, "Newly Acquired Materials Now Available." (Two issues and two supplements in FY 1975).
 7. "Cumulative List of Materials Available." Third Edition. 1971-1974. 30 p.
 8. Professional Development Modules: A Series of Learning Modules for Professional and Administrative Staff Working in Development Communication Programs. John Middleton, general editor.

Modules published in FY 1975:

"Fundamental Human Communication." D. Lawrence Kincaid with Wilbur Schramm.

"Planning Population and Family Planning IEC." John Middleton and Yvonne Hsu Lin.

"People and Population." James R. Echols.

"Helping People Learn: A Module for Training Trainers." Francine J. Hickerson and John Middleton.

"Communication and Coordination in Family Planning Programs." George Beal and John Middleton.

Modules in preparation in FY 1975 and published or to be published in subsequent fiscal years:

"Clinic Education." Sanford Danziger. (FY 1976)

"Pre-testing Communication Products." Iqbal Qureshi and D. Lawrence Kincaid. (FY 1976)

"Using Existing Media." Mary-jane Snyder and Margaret White with Merry Lee San Luis. (FY 1977)

"The Role of Communication in Beyond Family Planning Programs." Robert P. Worrall and O.D. Finnegan. (FY 1976)

"Strangers and Changers: The Consultancy Roles in Birth Control." Ellwood B. Carter, Jr. (FY 1976)

"Using Resource Information for Problem Solving: A Module for Administrators, Information Resource Persons, and Researchers." Sumiye Konoshima, David J. Radel, Generoso Gil, and Elizabeth B. Buck. (FY 1977)

"Integrated Education and Communication for Rural Development." David Kline, Syed Rahim and Robert P. Worrall. (FY 1977)

B. Mailing List and Dissemination Activities

As of December 1974 the coded, computerized mailing list of people interested in IEC, had a total of 3,636 addresses on it. Of these, 534 or 15% were categorized as key IEC policy makers or administrators. This latter group received special mailings of key IEC publications. Notices about these publications were circulated to others in order that those who were particularly interested could request specific items. Most publications were also "advertised" through the IEC Newsletter.

Table 2. Composition of Mailing List

Region	Recipients of IEC Newsletter		Recipients of Special Reports	
	Number	Percentage	Number	Percentage
Asia and the Pacific	1,530	42%	218	41%
Latin America and the Caribbean	341	9%	83	16%
Africa	422	12%	100	19%
U.S.	1,080	30%	98	18%
Other Developed Areas (Europe, Canada, Japan)	263	7%	35	6%
TOTALS	3,636	100%	534	100%

VII. Networking and Linking

To bring about closer cooperation between international information centers, such as PIP and CPC, and Asian national and regional information centers and networks, the Institute sponsored a workshop during the week of April 20 through 25. A concise report of the workshop was published in the September/October 1975 issue of the Bulletin of the American Society for Information Science. This report is reproduced here.

An International Information Network for Population/Family Planning

The "Role of Computers in the Development of an International Technical Information Network for Population/Family Planning" was the title of a week-long workshop held in Honolulu in April 1975. Convened by the East-West Communication Institute, about 20 representatives of Asian, United States, and international information centers met to consider the information needs of population program personnel and of population researchers and to discuss ways to collaborate in meeting these needs. Special consideration was given to the use of computers in facilitating the exchange of information within the framework of any network that might be established in this field. Also participating in the meeting were technical resource persons from the University of Hawaii and the Massachusetts Institute of Technology and representatives of two major funding agencies interested in this field: the Ford Foundation and the Information Sciences Division of the International Development Research Centre, which is located in Ottawa.

The meeting grew out of earlier discussions in Asia on the establishment of a network of Asian population libraries, which had been sponsored by the U.N. Economic and Social Commission for Asia and the Pacific (ESCAP) and the Carolina Population Center (University of North Carolina at Chapel Hill). The meeting also drew heavily upon the

experience of the Population Information Program at George Washington University, which has established an on-line network, POPINFORM, on the East Coast of the U.S.

Formal Network Desirable

The participants were fully in agreement that the establishment of a formal network among population and family planning information centers is desirable. It was noted, however, that to be acceptable, such a network must be consistent with the self-interest of each member; i.e., it should enable each member institution to do its job more effectively than would be possible outside of the network. Participants proposed that the network should evolve out of present patterns of information exchange among different centers, which currently tends to be unorganized, informal, and unsystematic.

In the development of this international network, the workshop felt first priority should be placed on strengthening national population information systems, particularly in the developing countries. Much attention was devoted to the need for better and more widely available training facilities for information specialists and documentalists to staff national centers. It was agreed that a small-scale assessment of present resources and training opportunities

should be undertaken in selected countries. The workshop also noted the importance of bringing the needs of national centers to the attention of U.N. agencies and other funding sources.

Regarding the use of computers, the workshop concluded that worldwide, on-line access, while an ultimate ideal, would be extremely expensive and not easy to realize at present. It was agreed that computerization was basically a matter of time since costs of both computerization and of data transmission between countries is declining. The workshop noted, however, that artificially high telecommunication rates are maintained by international telecommunication businesses in alliance with national postal and telecommunications agencies. It was urged that the developing countries in their own self-interest endeavor to change this situation in regard to the transmission of technical and scientific information.

Another and a more immediately practical approach to reducing the cost of making population information widely available is by adding data bases on population to an existing system such as MEDLINE, which is likely to be the first on-line system to be widely available in the Third World. The workshop urged the establishment of a group representing potential users to investigate the merits of establishing a population data system under the MEDLINE umbrella (or in some other existing data system). To the extent that some of the discipline-oriented information systems (although largely available only in the U.S.) carry information on population, the workshop urged that first priority be devoted to materials not carried by these systems (e.g., MEDLINE itself). Most of these systems do not include reports and other fugitive literature (e.g., MEDLINE is limited to articles from a set list of journals). In addition, many of these systems do not include abstracts, which the workshop participants felt was a serious omission.

Standard Formats

Considerable attention was devoted to the problem of standardization. It was agreed, for instance, that computer files of bibliographic materials should contain certain specified items about each document and that a standardized format should be used for abstracts, which, it was felt, should be in English even when the original document is in another language. Clear indication of the source of the entire document should also be a part of each entry. To have maximum flexibility, descriptor terms should be added to each entry even when a free text search capacity is available.

Many organizations or individual users need other information as well, such as project summaries, rosters of experts, and information on other resources. The workshop concluded that such files should be developed, with priority being given to data on projects, whenever resources permitted, but it was noted that this type of information gets out of date very readily and is hence quite expensive to keep current. Donor agencies were urged to agree on a uniform format for reporting on projects being supported by each agency and to make such information available to each other and to other outside users.

The workshop agreed that a mechanism must be developed to prevent the demand for information internationally from becoming too great a burden on national information centers. It was proposed, therefore, that in due time a system should be developed to assure that each major population-related document produced within any given country is sent by a responsible agency in that country to a central worldwide population information clearinghouse or, if the development of such a central facility is not feasible, to the most pertinent organization specialized along subject-matter lines.

Workshop Recommendations

The workshop specified a series of activities that could be carried out during the next 12 to 18 months by participating organizations and others to facilitate the development of the network in particular and to improve the provision of information services in population/family planning in general. On behalf of the workshop, the representatives of the East-West Communication Institute presented these recommendations to the Board of the Association of Population/Family Planning Libraries and Information Centers, International (APLIC) at its annual meeting, which took place in Seattle immediately after the workshop. A joint committee representing APLIC and the workshop participants was established to coordinate these follow-up activities. The specific recommendations of the workshop include the following:

1) Development of a brief list of terms to be used as subject headings and, perhaps, as broad terms in a common thesaurus for the field.

2) Use of these terms to group items on accessions lists to improve subject access in the field even in the absence of computerization.

3) Specification of other standards for acquisitions lists including, most importantly, information on availability (e.g., costs and publishers' addresses).

4) Analysis by each clearinghouse of the kinds of requests it receives, how

they are answered, and how they might have been answered better or more easily through access to a computerized data base.

5) Compilation for a status report of information on a country-by-country basis regarding the resources already being devoted to population information services, training opportunities for information scientists and documentalists, and availability of computer resources.

6) Presentation at the next full meeting of the International Committee on the Management of Population Programs (ICOMP) of the case for strengthening information resources in support of national population programs.

7) Establishment of an ad hoc committee to pursue the recommendations made by the workshop, particularly to investigate the possibilities of placing population files into other systems (e.g., MEDLINE), to contact relevant institutions not represented at the workshop, and to identify information-rich organizations (e.g., the funding agencies) and to work out methods of making the information they hold freely available to population programs through the emerging international information network.

For a more complete version of the workshop conclusions and recommendations, write to me at the East-West Communication Institute, 1777 East-West Road, Honolulu, HI 96822. ■

In FY '76 extensive activities are underway to follow up on this workshop. Collaborating with the Institute in this are, among other organizations, IGCC, ESCAP, CICRED, UN Population Division, and Ford Foundation. EWCI will be closely involved in the work of the POPINS Technical Task Force, which is preparing a detailed plan of action for a worldwide population/family planning information network for submission to the UN Population Commission.

During FY '75, Ms. Sumiye Konoshima, the Institute's Resource Materials Specialist, in collaboration with the Asia Foundation and IGCC, worked with the BKKBN in Indonesia to help design a national information network. The cooperative efforts of Indonesian family planning agencies to develop this plan have led to the gradual emergence of a national information network.

RESEARCH SUPPORTED BY THE AID GRANT

Although various research activities at the Institute benefited indirectly from the AID grant, the two research activities directly supported by the AID grant during the year focused on the communication aspects of the successful "planned birth" program in the People's Republic of China and on the role of group communication in influencing decisions about fertility in rural areas.

A. Communication for Birth Planning in China

Leonard Chu, now a project specialist at the Center for Communication Studies of the Chinese University of Hong Kong, was brought to the Institute in September 1974 upon concluding his graduate studies at Southern Illinois University to work on this project under the supervision of Research Associate Dr. Godwin Chu. Dr. Chu was formerly Leonard Chu's academic adviser at Southern Illinois.

An extensive search was made of the relevant literature as well as original publications from China. After working on the case for six months, Leonard Chu completed the initial draft of a monograph of some 200 pages. The monograph begins by discussing China's population growth and distribution in the last quarter century as well as the economic and social implications. The twists and turns in the Party's population policy are traced from 1949 to the aftermath of the Cultural Revolution. The organizational features of China's birth planning activities are then examined, with a particular emphasis on the coordination of information campaigns with delivery services. The contents of Chinese planned birth communication are analyzed and the effects of the various approaches explored. The monograph concludes with a general assessment of the use of population communication in the current social and cultural environment of mainland China, followed by a discussion of the transferability of the Chinese experience.

As of January 1976, the monograph was in the final stage of editing, and will be published by the Communication Institute as one of its case studies on population communication.

Research on China's use of communication for planned birth is being followed up by Leonard Chu, who is collecting new materials in Hong Kong for the production of a slide/sound track package. This package will represent an effort to present some of the findings in the monograph in an audio-visual format for general distribution.

B. Rural Development Groups and Family Planning

The main purpose of this research project is to describe the organization and operation of rural development groups and to analyze their impact on family planning and other development goals. The co-investigators, Dr. D. Lawrence Kincaid, EWCI, and Dr. Il Chul Kim, Population and Development Studies Center, Seoul National University, Korea, contributed two papers to the Institute's Advanced Summer Seminar, which elaborated the overall theoretical framework for the study. These will be available in a forthcoming Institute monograph under the same title as the seminar: Communication and Group Transformation for Development.

During August and September of 1975 the research procedures and data collection instruments were designed in cooperation with the Population and Development Studies Center and the Department of Sociology at Seoul National University, and then pretested in three Korean villages. The procedures and instruments were revised and prepared for two complementary studies: (1) a mail survey of 400 male and female New Village Movement Volunteer Leaders from rural villages, and (2) field study of the New Village Movement Volunteer Leaders, the Village Development Councils, and Village Women's Clubs in twenty-five rural villages in Korea, and their respective county government offices. Data collection is scheduled for January and February of 1976.

The research results are expected to provide precise information about how rural villagers obtain relevant information about alternative development projects and obtain the requisite support and joint decision for their successful implementation. The study has been designed to discover (1) how family planning goal setting and practice is integrated into other development activities by the villagers themselves, (2) the nature of the relationship between male and female volunteer leaders and their respective development/family planning groups, (3) the role of peer groups on village patterns of communication and decision making processes, and (4) the nature and impact of outside influence. The final report of the Korean research results will be available by the end of 1976.

THE GENERATION OF NEW IDEAS: THE AID-SUPPORTED ANNUAL "IDEA CONFERENCE"

The East-West Communication Institute for several years has held an annual conference on a major problem in the communication of family and population planning in which there is widespread international interest but limited information available. The scope of these annual international conferences has broadened as the concept of communication of family planning information has evolved from a single-purpose process to one part of the broader framework of communication for total development. In recognition of

this broadened concept of the role of communication in rural development, the "International Conference on Integrated Communication for Rural Development," held in Honolulu in December 1974, examined, discussed, and summarized major elements in the communication and development process.

The role of communication as an integrating factor in rural development was selected as the 1974 Conference theme after extensive inquiries showed both a widespread general concern with the processes and principles of integrated rural development and its communication component and a desire to learn what past and present programs could offer for current evaluation and future guidance.

The "Integrated Communication Conference" considered communication from a broader and more general viewpoint than did the previous conferences. Thus, the planners and participants in the conference implicitly recognized that family and population planning communication can be more effective when carried on as a part of a total development program.

The participants knew the need for integration and they sought in their deliberations to discover some of the factors essential for its success. They searched for ways to align the goals and the processes of single-purpose programs so that they could be more responsive to the needs and aspirations of their people.

Integration means many things to many people. Integration may be vertical--from top to bottom as in an agency devoted exclusively to increasing agricultural production. It may also be horizontal--between two or more agencies or programs, usually at comparable administrative levels. In the conference, integrated rural development referred to horizontal integration, particularly as it operates at local levels. Development for some meant simultaneous improvements in all aspects of the lives of rural people. Successful integrated development meant a situation wherein two or more agencies agree upon and work for common goals; those goals had been discerned after the participants had an opportunity to express their needs and had reacted to the agreed-upon goals of the individual agencies involved, and most important, had a chance to share in local decisions.

The conference agreed on numerous general characteristics of successful integrated development. One clear finding emerged: at the local level there is an important role for communication as a catalyst of local energies and a goad to participation. The conference pointed to the major role of local participation and communication in development; this means actual local decision-making, not merely being informed of a program's objectives, and local execution of the plans.

The concept of local participation is not new, and indeed, it is subscribed to in many programs. It is, however, a concept that is difficult to implement in the usual top-down administration of a national program. Significantly, the "Integrated Communication Conference" put the spotlight on this concept. It showed, in terms of practical and working application, that local participation and communication have a major role to play in development.

The conference discussions outlined two elements or groups necessary to the working application of local participation. One of these is the rural family, the central participating unit and ultimate benefactor of development. The other is a local or community grouping which may vary in nature from place to place, but which always serves the essential function of bringing local people together to identify their needs and interests, and to release the energies of local participation. Such groupings give local people opportunity to learn development objectives and give them the opportunity to suggest needed modifications. Such a grouping enables them to participate in local decisions which, though different from village to village, accomplish the goals which have been established for the development plan as a whole. The local group may be a cooperative as in the Bangladesh IRDP, a village meeting as in the New Village Movement in Korea, or it may develop as a spontaneous expression of local concern and focused action.

Highly important for future development is the recognition that at the local level, informal efforts to mesh the many inputs necessary for unified progress can make the difference between success and failure. In local group interaction the objectives of national programs can be matched with local needs and aspirations. The decision to give local people the chance to communicate freely with those in charge of programs and to take part in making local decisions can spark enthusiasm, stimulate the exercise of local judgment, and trigger new energy within the program.

True integrated communication can take place locally when the representatives of two or more agencies agree on the possible contributions of each agency to a common goal, and then present a united or integrated approach in their face-to-face dealings with the participants in a program. Two good examples of such integrated communication are the training groups of population and extension groups in the Kenya Better Family Living program and the joint appearances in Bangladesh of representatives of the several agencies involved in the Integrated Rural Development Program at weekly training meetings for village model farmers, cooperative managers, and representatives.

Such local integrated communication can best be achieved when two or more agencies agree at the national level on an integration of programs, and when they issue information that is in harmony with those set goals.

The "Integrated Communication Conference" testified to the success of numerous integrated rural development programs. It is expected that the published report of those experiences, which will be available in early 1976, will contribute to the effective integration of communication in support of rural development, wherever undertaken.

EVALUATION AND FEEDBACK: THE INTERNATIONAL ADVISORY COMMITTEE

The International Advisory Committee for the Institute's population communication activities met at the Center March 11-13, 1975. Members of the Committee are: Dr. Gelia Castillo (Consultant on Rural Development for the Ford Foundation, Manila); Dr. Jean Fewster (FAO); Mr. Thomas B. Keehn (World Education); Mr. Joo Hyun Lee (Planned Parenthood Federation of Korea);

Dr. John Ross (Population Council); and Dr. Haryono Suyono (National Family Planning Coordinating Board, Indonesia).

At the end of the three days, the Committee prepared an eight-page report of their impressions, concerns and recommendations. It included the following:

General

1. Some of the East-West Center's project criteria constitute barriers to the realization of the multinational goals which have been established. More progress needs to be made so that initiative in designing, conceptualizing and implementing research projects is more fully shared with individuals and institutions in Asian countries.
2. USAID and the Institute have achieved a better understanding and modus operandi on funding. When the grant expires in mid-1977 specific activities such as the Newsletter and a PD program might be submitted for continued USAID funding.
3. Staff at every level could be strengthened by increasing the number of qualified persons, including women, from the Asian region.
4. The International Advisory Committee should be concerned with all areas of EWCI activities. The Committee might also meet on occasion in an Asian country.
5. Some staff members are over-extended and there may be some duplication or overlapping with other agencies. Serious attention should be given to the establishment of program priorities at the activity level.

Research

6. A vigorous collaborative research program is essential to the quality of the other activities. Field experiments should be used to investigate research questions of particular importance. Some research projects are not drawn up yet and, in light of heavy burdens on staff already, perhaps should be dropped.
7. The rural communication project holds a great deal of promise and should not be limited to study of population programs in order to place population research within a broader and more realistic context.
8. Research integration is needed in the area of studies on communication strategies and messages, especially in the rural sector. The purpose of the integration of existing research findings on the subject is to be able to determine what is known, what is not known, and what knowledge is needed in connection with rural communication.

Professional Development

9. If the Synthesis of Population IEC Experiences activity is to synthesize

the existing body of communication knowledge in a variety of applied areas of which population is only one, this activity could be a solid base for the further development of the Modular Program. If such is the case, the Committee would give this activity highest priority in the next two years. This activity should be expanded in the design and conceptualization stage to include interpretive reporting of the synthesized knowledge.

10. More emphasis needs to be given to the adaptation and testing of modular materials in Asian countries since participation by Asians in the selection of themes and/or the development of modules is not as great as it should be. The thrust of the modular program for the next two years should be on the modification/adaptation/translation of modules for intensive use and testing in countries of the region. Consequently, modular training programs over the next two years should be held in countries of the region willing to work on this activity. Research should be built into the entire process of adaptation in order to study systematically what it takes to develop materials that will influence the end user.
11. The two activities (adaptation of the modules and synthesizing IEC experience) could feed into an Itinerant Training Program in the region which would focus on training national level trainers in the modular approach.

Information Processing and Utilization

12. The information processing/dissemination activities should be accompanied by a research and evaluation component which can be conceptualized as a study in diffusion and adoption.
13. Three activities in this area have achieved a degree of excellence and usefulness which give them high priority for continuation--the IEC Newsletter, the Directory of IEC Assistance and Services, and the Resource Materials Collection. The handbook on Sources of Information on Population/Family Planning should be a useful adjunct to the Directory.
14. User needs should be examined before moving ahead with the Idea Books. Attention should be given to practical ways to relate ideas and methods to action at the field level.
15. In connection with the computerization of the RMC, there was not sufficient time to discuss the Institute's plans in detail. In light of over-extension of staff and other heavy commitments to other activities, the computerization and information network plans should be given greater attention at the next International Advisory Committee meeting.

Concluding Comments

16. Resources of the EWCI in terms of support and logistic services, staff, audio-visual facilities, and equipment are impressive. The other

Institutes of the Center and the University provide additional assets which should be more fully utilized.

17. The proposed December 1975 Conference of IEC Strategies appears to be timely and should be a major input to the Synthesis of IEC Experience project.
18. The Institute's most enduring legacy to the future will probably be in the field of professional development if this program is properly integrated with other activities of the Institute. Research and information processing activities could be more fully integrated with the professional development program to the mutual advantage of all.

APPENDIX A

STAFF**Director**

SCHRAMM, Dr. Wilbur: Was educated at Harvard and University of Iowa where earned Ph.D. in 1932. Later served as research professor and dean at University of Illinois. For 18 years before joining the staff of Institute, was Janet M. Peck Professor of International Communication, and director of Institute for Communication Research at Stanford University. Has done research on four continents and is author of 20 books and more than 100 articles. Within last year, was awarded Missouri Gold Medal, NAEB distinguished service award, Paul Deutschman Award, and National Educational Technology award, for distinguished contribution to, respectively, journalism, broadcasting, communication research and educational technology.

Assistant Director

WORRALL, Dr. Robert P.: Joined East-West Center after four years as assistant representative in India for Ford Foundation with responsibility for information and communication in India and Nepal. Prior experience with Ohio State and Michigan State Universities in agricultural information and communication training. Bachelor's degree in agricultural education from Ohio State University, master's in agricultural journalism from University of Wisconsin, doctorate in adult and higher education from Michigan State University.

Research Associates

CHU, Dr. Godwin: Formerly professor of communication and director of Graduate Research Program at Southern Illinois University, joined the Institute in 1974. Is author of "Learning From Television" and of a number of monographs and scholarly articles on the use of communication and development, especially its use within China. Born in Peking, earned Ph.D. at Stanford.

KATO, Prof. Hidetoshi: Joined staff in 1972, divides time between East-West Center and directorship of Communication Design Institute, Kyoto. Was educated in sociology at Hitotsubashi University in Japan, postgraduate work at Harvard and University of Chicago. Former East-West Communication Institute Fellow (1970-71), is in charge of Institute's program in study of popular culture, which includes study of effect of television on children in different cultures.

KINCAID, Dr. D. Lawrence: Received B.A. in psychology from University of Kansas in 1967, then spent next two years working in urban community development and cooperative organization as Peace Corps volunteer in Colombia. Graduate work in

communication at Michigan State University, Ph.D. in 1973. Main specialization in communication in area of modernization and development, and diffusion of innovations. Is responsible for planning and conducting series of case studies of exemplary and innovative uses of information, education and communication in population programs, and for developing new material for professional development projects.

LIM, Dr. Maggie: Born in Singapore, joined the staff as Associate Specialist in fall of 1971. Was formerly head of Maternal and Child Health Services in Singapore. Has many years involvement with growth of family planning in Southeast Asia through information and education activity with Southeast Asian and Australian Regional Office of International Planned Parenthood Federation. Holds joint faculty appointment as associate professor of International Health Program School of Public Health, teaches courses on population and family planning programs. Currently vice-president, Hawaii Planned Parenthood.

MIDDLETON, Dr. John: Former executive director of Program and Training Council of ACTION/Peace Corps, is chairman of Institute task groups for Population Education and Modular Professional Development. Has served as special assistant to associate director of Peace Corps, and as Peace Corps educational program consultant in Marshall Islands.

RADEL, Dr. David: Came to Center from Nairobi, Kenya, in 1971. Was regional advisor on population matters with Ford Foundation. Undergraduate studies at Harvard in social relations, later as Fulbright scholar did graduate work in Berlin. Received doctorate of sociology in 1973 from University of Minnesota. Coordinates Institute's inventory-analysis project, involving some 60 studies of country program needs for and sources of international assistance in population/family planning communication. Also works closely with various documentation and publication activities of Institute, is conducting research on processing and utilization of technical information in support of development. Recent consulting assignments have included participation in six-week World Bank mission.

RAHIM, Dr. Syed A.: Was chief of Rural Institution Sector in Planning Commission of Bangladesh before joining Institute in April 1974. Worked as director of research in Comilla Academy for Rural Development from 1963 to 1971. Work for more than 15 years has involved study and evaluation of rural development

problems, including communication and institution building. Made significant contribution in formulation of first five-year plan for Bangladesh. Received M.A. in statistics from Dacca University, and doctorate in communication from Michigan State University in 1968.

RICHSTAD, Dr. Jim: Was UH assistant professor of journalism before joining Institute. Received a Ph.D. in mass communication from University of Minnesota, has worked on newspapers in Illinois, Washington, and Honolulu. Engaged in developing directory, bibliographic and newsletter materials on communication and journalism in Pacific Islands, related journalism training and satellite programs. Has worked with Communication and Peace in the Pacific project, and Jefferson Fellows program. Also serves as executive director of Honolulu Community Media Council.

Program Officers

GUGELYK, Ted. Senior Program Office for degree studies holds B.A. in anthropology and M.A. in sociology from UH. From 1970 to 1972 was Dean of Students at Maui Community College. Served as sociologist in UH School of Public Health (1969-70), and as specialist in student personnel, International Student Office, UH (1967-69).

SAN LUIS, Merry Lee: Program Officer. Joined Institute staff in early 1971. Previously served for nine years in Southeast Asia, principally the Philippines, with temporary assignments in Vietnam, Taiwan and Hong Kong. Was head of Office of Information at the International Rice Research Institute and Information/Education Advisor to Agency for International Development, Philippines. At Institute, is concerned with professional development programs in developmental communication.

WHITE, Margaret: Program Officer for Professional Development Activities, joined Institute after working as reporter for Associated Press and conference officer for Pacific and Asian Affairs Council in Hawaii. Holds degree in journalism and political science from Marquette University, and earned M.A. in Asian studies at UH while on East-West Center grant.

Specialists

ARNOLD, Carol: Assistant Resource Materials Specialist, received M.A. in library studies from UH. Before current appointment, had worked in documentation programs in UH graduate library and institute. Holds undergraduate degree from New England Conservatory of Music, and M.A. in music from George Peabody College.

BUCK, Elizabeth: Develops and writes reports and publications in the area of developmental communication. A graduate of Duke University and UH, received MLS in library science in 1967. Previously was Personnel Specialist in the U.S. Office of Education and librarian at Northwestern University library.

GARRETT, Georgia Kay: Publications Officer. Joined the Institute staff after working as Production Editor for John Wiley & Sons, and as copywriter for the University Press of Hawaii. For the past eight years she has worked in various phases of editorial and publications production work. Holds a B.A. in English and sociology from Bowling Green University, Bowling Green, Ohio.

KONOSHIMA, Sumiye: Resource Materials Specialist. Served with East-West Center Library since March 1963. Received undergraduate training in psychology and English literature at Hope College. Holds M.A. in social psychology from Columbia University and M.S. in library studies from UH. Prior to joining East-West Center staff, served eight years as administrative manager for Wenner-Gren Foundation in New York.

SHKLOV, John. Joined Institute in March 1974, as Media Specialist acting as consultant and resource to all Institute programs requiring media expertise, especially in audio-visual production. Before current appointment, worked as media production consultant to State of Hawaii and as production designer for Iolani Palace Restoration Project. Received M.Ed. in educational communications at UH.

YOUNT, Barbara: Responsible for writing and editing "IEC Newsletter," bi-monthly Institute publication, and for research and writing on country studies series. Received M.A. in international law and relations from Columbia while on Woodrow Wilson scholarship, also received Fulbright grant to France. Served as researcher at Woodrow Wilson Institute for International Relations, Princeton, acting as managing editor for "American Scientist." Consultant to UNESCO.

Administration

HONG, Vera: Senior Administrative Assistant, has served with former Institute for Student Interchange at Center since December 1962. Was graduated from UH with B.A. in sociology.

IKEDA, Carolyn: Administrative Assistant. Worked at UH Center for Korean Studies and Multi-Cultural Center of the Hawaii Foundation for History and Humanities before joining Institute staff. B.A. in Education from University of Hawaii.

APPENDIX B

FELLOWS

DURDIN, F. Tillman, Long time chief China correspondent, The New York Times (4/1/74-2/28/75).

Research: Book on recent developments in People's Republic of China and on United States relations with Taiwan.

SCHULLER, Dr. Charles, Emeritus Professor of Education and Director of Instructional Development and Technology Program, Michigan State University (5/1/75-8/31/75).

Research: Revision of book on instructional media, and planning for EWCI work in that field.

ZAMAN, Rafe-uz, General Manager, ETV Division, Pakistan Television Corporation, Rawalpindi, Pakistan (1/1/75-4/30/75).

Research: Problems of introducing instructional television in developing countries.

Visiting Researcher

LERNER, Dr. Daniel, Ford Professor of Sociology, M.I.T., who divides his time between M.I.T. and EWCI (1/1/75-6/30/75).

Research: Communication in the Pacific, effects of remoteness from communication centers.

APPENDIX C

DEGREE STUDENTS

<u>Name</u>	<u>Country</u>	<u>Degree Sought</u>	<u>Major Field</u>
1. ANDERSON, Michael	USA	Ph.D.	Political Science
2. ASSIFI, Najibullah	Afghanistan	MA	Ed. Comm. & Technology
3. BOONYAKETMALA, Boonrak	Thailand	MA	American Studies
4. CHOTZEN, Yvonne	USA	MA	Speech Communication
5. CHUNG, Soon-hee	Rep. of Korea	MA	Library Studies
6. DANZIGER, Sanford	USA	MA	Public Health
7. FARSTRUP, Gregory	USA	MA	Ed. Comm. & Technology
8. IWAMA, Tohru	Japan	MA	Political Science
9. KALISCHER, Peter	USA	Ph.D.	American Studies
10. KANKO, Ryuchi	Japan	MA	Political Science
11. KIM, Ho Jin	Rep. of Korea	MA	Political Science
12. KING, Margaret	USA	Ph.D.	American Studies
13. KUME, Teruyuki	Japan	MA	American Studies
14. KWONG, Elaine	Hong Kong	MA	Ed. Comm. & Technology
15. LOUI, Patricia	USA	MA	Asian Studies
16. MADISON, Curtis	USA	MA	Communication
17. MALOLOS, Maria	Philippines	MA	Communication
18. MARK, Diane	USA	MA	American Studies
19. MANUEL, Manuel	Philippines	MA	Information Sciences
20. MAPPATOTO, Andi	Indonesia	MA	Political Science
21. MIYAZAKI, Kimie	Japan	Ph.D.	Linguistics
22. MOINUDDIN, Khaja H.	India	Ph.D.	Economics
23. MOVIDO-ESCALADA, Monina	Philippines	MA	Speech Communication
24. NIYAMANONT, Lalit	Thailand	MA	Public Health
25. NORTON, Robert	USA	Ph.D.	Political Science
26. O'KEEFE, Robert	USA	MA	Ed. Comm. & Technology
27. OLKOWSKI, Dennis	USA	MA	Ed. Comm. & Technology
28. PARK, Nyon-su	Rep. of Korea	MA	American Studies
29. PIERCE, Diane	USA	MA	Communication
30. PRAKOPHOLE, Rawewan	Thailand	MA	American Studies
31. ROSEGG, Peter	USA	MA	Asian Studies
32. ROWAN, Sandra*	USA	MA	Pacific Island Studies
33. SHARMA, Lalit Nath	India	MA	Ed. Comm. & Technology
34. SITTIANUN, Nitaya	Thailand	MA	Ed. Comm. & Technology
35. WANG, Yaw-nan	Rep. of China	Ph.D.	Political Science
36. WENG, Shieu-chi	Rep. of China	MA	American Studies
37. WHANG, Min Sun Sung	Rep. of Korea	MA	Social Work
38. YANG, Serena	Rep. of China	MA	Ed. Comm. & Technology
39. YUM, June	Rep. of Korea	MA	Communication

JOINT DOCTORAL INTERNS

1. MEISS, Guy T.	USA	University of Wisconsin	Mass Communication
2. HSIA, Hsiao-lan	Rep. of China	University of Michigan	Anthropology
3. SATHRE, Eugene	USA	University of Minnesota	Political Science

*Now Sandra Carney-Rowan

APPENDIX D

PROFESSIONAL DEVELOPMENT PARTICIPANTS
(Selected Activities)

**Integrated Communication
for Rural Development**

Participants

- AXINN, George H.**, Professor and President, Midwest Universities Consortium for International Activities, Michigan State University
- BARGHOUTI, Shawki M.**, Communication and Training Specialist, Arid Lands Agricultural Development Program, Ford Foundation Regional Office for the Near East, Lebanon
- CHEONG, Chi-ja Kim**, ICARP Associate Researcher, The Population Council, Rep. of Korea
- CRAWFORD, Robert H.**, Associate Professor, Department of Communication Arts, Cornell University
- DIAZ, Heliodoro**, Project Coordinator, Puebla Project, National College of Agriculture, Mexico
- DUFF, Mike**, Professor and Specialist for Development, Cooperative Extension Service, University of Kentucky
- ENNIS-DE SAGASTI, Hell**, Research Specialist, Academy for International Development, Washington, D.C.
- ENSMINGER, Douglas**, Professor of Rural Sociology, University of Missouri
- FINNIGAN, Oliver D., III**, Ph.D. candidate in Population and Development Planning, University of Washington, Seattle
- FLAVIER, Juan M.**, Vice President, International Institute of Rural Reconstruction, Philippines
- HOQUE, Anwarul**, Research Associate, Bangladesh Academy of Rural Development, Bangladesh, Michigan State University
- HUNG, Fred C.**, Professor of Economics, University of Hawaii
- KIM, Ho-jin**, Master's Degree candidate in Political Science, East-West Communication Institute

KLINE, David K., Professor, Graduate School of Education, Harvard University

KRYSTALL, Eric R., Project Manager, Programmes for Better Family Living, Kenya

KUMAR, Krishna, Research Associate, East-West Culture Learning Institute

LUYKX, Nicolaas, Director, East-West Food Institute

MATHUR, Kanwar B., Program Specialist, Division of Mass Media in Education, UNESCO, Paris

MORRIS, Milton, Chairman, Public Information Department, College of Agriculture, University of Kentucky

RATNE, Malicca, Head, Communication Division, Federal Land Development Authority, Malaysia

TANG, Teng Lai, Director of Agricultural Services, Federal Land Development Authority, Malaysia

WEBSTER, R. Lyle, former Director, East-West Communication Institute

WOODS, John L., Director, UNDP Development Support Communication Service, Thailand

**Asian Regional
Population Education**

Participants

- CHEW, Tow Yow**, Schools Division Project Coordinator, Curriculum Development Centre, Ministry of Education, Malaysia
- FYZENNESSA, Noorun Nahar**, Assistant Professor, Institute of Education and Research, Dacca University, Bangladesh
- LEE, Shu-Pei**, Head Professor, Health Education Department, National Taiwan Normal University
- MAMURI, Cristina**, Executive Director, Population Education Program, Ministry of Education and Culture, Philippines
- MORALES, Alfredo T.**, Director, National Research and Development Center for Teacher Education, University of the Philippines
- PRAWIROSUDIRDJO, Garnadi**, Director, Population Education Research Center, Bandung Teachers College, Indonesia

SHARIATMADARI, Ali, College of Education,
University of Esfahan, Iran

SHIN, Kuk Bom, Chief, Bureau of Research and
Planning, Korean Educational Development
Institute, Rep. of Korea

UDOMSAKDI, Yupha, Director, Population Educa-
tion Project, Faculty of Social Sciences and
Humanities, Mahidol University, Thailand

WEERASINGHE, Dinaseena, Chief Executive
Officer, Population Education, Curriculum
Development Centre, Sri Lanka

**Communication and Change
in the Developing Countries**

Participants

ALBA, Manuel, Director, East-West Technology
and Development Institute

BLOCK, Clifford H., Educational Research/
Technical Assistance, AID, Washington, D.C.

BROWN, Stuart Gerry, Professor of American
Studies, University of Hawaii

CHAPLIN, George, Editor-in-Chief, Honolulu
Advertiser

CONNORS, Mary, Research Assistant, Institute
for Communication Research, Stanford Univer-
sity; National Aeronautics and Space Adminis-
tration, Ames Research Center, California

DUBE, S. C., Director, Indian Institute of
Advanced Study, India

FELICIANO, Gloria D., Dean, Institute of Mass
Communication, University of the Philippines

FILEP, Robert T., Director, Learning Systems
Center, University of Southern California

HSIA, Hsiao-lan, Joint Doctoral Intern, East-West
Communication Institute

INAYATULLAH, Chaudry, Director, Asia Center
for Development Administration, Malaysia

KATO, Hidetoshi, Director, Communication Design
Institute, Kyoto, and Professor, Gakushuin
University, Tokyo, Research Associate, East-
West Communication Institute

KEARL, Bryant, Department of Agricultural
Journalism, College of Agricultural and Life
Sciences, University of Wisconsin

KHAN, Akhter Hameed, Pakistan Rural Develop-
ment Academy; Visiting Professor, Department
of Agricultural Economics, Michigan State
University

KLEINJANS, Everett, Chancellor, East-West Center

LUYIKX, Nicolaas, Director, East-West Food
Institute

MATSON, Floyd, Professor, Department of
American Studies, University of Hawaii

NAIR, Kusum, Visiting Researcher, East-West
Food Institute

OSHIMA, Harry T., Rockefeller Foundation Field
Representative, Philippines

PALMORE, James, Assistant Director for Research,
East-West Population Institute

RAO, Y. V. Lakshmana, Secretary-General, Asian
Mass Communication Research and Information
Centre, Singapore

ROGERS, Everett M., Professor of Journalism and
Population Planning, Center for Population Plan-
ning, University of Michigan

SATHRE, Eugene F., Joint Doctoral Intern,
East-West Communication Institute

WEBSTER, R. Lyle, former Director, East-West
Communication Institute

WORTH, Robert M., Professor, School of Public
Health, University of Hawaii

YU, Frederick T. C., Professor and Associate
Dean, Graduate School of Journalism,
Columbia University

YUM, June Ock, Master's Degree candidate in
Communication, East-West Communication
Institute

**Models of Instruction
Population Education**

Participants

AHMED, Iqbal, Bangladesh Rural Advancement
Committee, Bangladesh

AKER, George, College of Education, Florida
State University

BROWN, Jerry L., Director, Indiana University
Population Education Project

BURIPAKDI, Challo, Ministry of Education, Thailand

CAHOON, Madeline, Kailua High School

CHUNG, Kyung Kyoan, Planned Parenthood Federation, Rep. of Korea.

DEVADASON, Paul, Curriculum Development Centre, Ministry of Education, Malaysia

DHARMAWARDENA, G., Curriculum Development Centre, Ministry of Education, Sri Lanka

DUGENIA, Magdalena, Population Education Project, Department of Education and Culture, Philippines

HAQUE, Mazharul, Associate Professor, Institute of Education and Research, University of Dacca, Bangladesh

KADAR, Population Education Research Center, Bandung Teachers College, Indonesia

KIM, Jaebum, Korean Educational Development Institute, Rep. of Korea

MASSIALAS, Byron G., Professor of Education, Florida State University

OBAIDULLAH, A. K. M., Senior Specialist, Education Extension Centre, Bangladesh

PARTASASMITA, Suhanda, Bandung Teachers College, Indonesia

RAHMAN, M. Obaidur, Assistant Professor, Institute of Education and Research, University of Dacca, Bangladesh

RANA, Carolyn, School of Public Health, University of Hawaii

RANAWEERA, A. M., Curriculum Development Centre, Ministry of Education, Sri Lanka

SAMAD, M. A., Specialist in Training, Adult Education Division, Ministry of Education, Bangladesh

SANTIAGO, Antonio P., Philippine Rural Reconstruction Movement, Philippines

SHARIATMADARI, Ali, Dean, College of Education, University of Isfahan, Iran

SHIN, Kuk Bom, Korean Educational Development Institute, Rep. of Korea

SUBIANDHANA, Hidajat, Bandung Teachers College, Indonesia

TUMMA-UPAKORN, Sompong, Ministry of Education, Thailand

ULGADO, Antonio, Academic Vice-President, Philippine Women's University, Philippines

VORAPIPATANA, Kowit, Chief, Adult Education Division, Ministry of Education, Thailand

WEERASINGHE, Dinasena, Chief Executive Officer, Population Education, Curriculum Development Centre, Sri Lanka

**Modular Professional Development
Population IEC**

Participants

BALACHANDRAN, Yogambihai, Acting Information Officer, Family Planning Association of Sri Lanka

BARCELONA, Della Parela, Executive Assistant of Training, Family Planning Communication Project, Institute of Mass Communication, University of the Philippines

CASTRO LOPEZ, Silvia Marina, Social Worker, Asociacion Demografica Salvadorena, El Salvador

CAULKER, Frances, Information and Education Officer, Family Planning Association of Liberia

CHANG, Hsueh-Chen (Kay), Acting Chief and Senior Expert, Nursing and Midwifery Division, Bureau of Public Health, Rep. of China

DJALIL, Agus Abdul, Chief, Information and Motivation, Muhammadiyah Family Planning Unit, Indonesia

DUONG, Hung Manh, Chief of Service, Ministry of Information and Open-Arms, South Vietnam

ERALDO, Feliciano, Nurse Training Specialist, Institute of Maternal and Child Health, Philippines

ESLAO, Rufino, President, Central Luzon Teachers College, Philippines

HOR, Sin Rong, Deputy Executive Director, Family Health Project; Chief of IEC, Family Planning Service, Ministry of Health, Khmer Republic

KANE, Sheila, Family Planning Health Educator, Department of Health and Hospitals, Denver, Colorado

KAO, Sue Chin, Director, Taipei Family Planning Promotion Center

KHAM KHOEUP, Inpoth, Administrative Assistant, Khmer Republic Association for the Welfare of the Family

LEE, Jin Sook, Assistant Information Officer and Librarian, Planned Parenthood Federation of Korea

LOMANI, Serupepeli, Health Educator, Ministry of Health, Fiji

LUONG, Uyen Ngoc, Population Information Officer, National Population Council, South Vietnam

MALOLO, Laumeesi, Health Education Officer, Ministry of Health, Tonga

MOKARRAM-AFSHAR, Mahin-Dokht, Research and Evaluation Section, Family Planning Department, Social Insurance Organization, Iran

NGA, Pham Thi, Chief, Bureau of Communication, Ministry of Social Welfare, South Vietnam

QUADER, Abuhossain M. A. L., Program Producer, Radio Bangladesh

ROSARIO, Felix Vitoria, Team Leader and Southeast Asia Regional Consultant for World Neighbors, Inc., Philippines

SANTOS, Rebecca, Deputy Director, Population Information Education Office, National Media Production Center, Philippines

SHRESTHA, Uma, Treasurer, Nepal Women's Organization, Nepal

SJAPATI, Krishna B., Senior Officer, Production and Publicity, IEC Division, Family Planning Association, Nepal

SIMMERS, Emilie Louise, Teacher, Talofof School, Guam

SUDJAK, Marsoedi, Chairman, Student Movement for Zero Population Growth, Indonesia

SUVANICHCHATI, Sukanda, Chief of Social Workers, Family Planning Research Unit, Siriraj Hospital, Thailand

TAGLE, Ramon A., Jr., Chairman and Project Director, Asian Social Institute's Family Center, Philippines

TUWANGYE, Arthur, Information and Education Officer, Family Planning Association, Uganda

WONG WAI TAI, Teresa, Communication Officer, Action Familiale, Mauritius

Human Resources

BEAL, George M., Chairman, Sociology and Anthropology, Iowa State University

ECHOLS, James, President, Population Reference Bureau, Washington, D.C.

PLOPPER, Suzanne M., Training Consultant, California Planned Parenthood

SINGLETON, L. Andre, Director, International Training, Planned Parenthood Association/Chicago Area

TSAI, Jeff, Director, The Chinese Center for International Training in Family Planning, Rep. of China

WHANG, Hichul H., Director of Planning and Evaluation, Planned Parenthood Federation of Korea

Professional Development Program Learning Weeks

Participants

ABDULLAH, Tahrunnesa, Population Program Officer, Ministry of Integrated Rural Development, Dacca, Bangladesh

ARA RAHMAN, Jowshan, Population Program Officer, Ministry of Social Work, Dacca, Bangladesh

KHAN, M. Yahiya, Population Program Officer, Ministry of Information, Dacca, Bangladesh

KHAN, N. M. Momtajuddin, Population Program Officer, Ministry of Agriculture, Dacca, Bangladesh

MASIHUZZAMAN Md., Population Program Officer, Ministry of Labor, Dacca, Bangladesh

OBAIDULLAH, A. K. M., Population Program Officer, Ministry of Education, Dacca, Bangladesh

Population IEC Advisory Committee Meeting

Participants

CASTILLO, Gelia, Consultant on Rural Development, The Ford Foundation, Philippines

FEWSTER, Jean, Population Programme Officer,
Human Resources Division, Food and Agriculture
Organization, Italy

KEEHN, Thomas, President, World Education,
New York

LEE, Joo Hyun, Secretary General, Planned
Parenthood Federation of Korea

ROSS, John, Deputy Director, Technical Assistance
Division, The Population Council, New York

SUYONO, Haryono, Deputy Chairman for Research
and Development, National Family Planning
Coordinating Board (BKKBN), Indonesia

Observer

DAVIS, Griffith, Deputy for IEC, Educational
Services Division, USAID, Washington, D.C.

Role of Computers in an International Population Information Network

Participants

AH MAI, Karen, Research Associate, ALOHA
System, University of Hawaii

BALKAN, Behire, Head, Documentation Center,
Institute of Population Studies, Hacettepe
University, Turkey

BARBER, Richard, Assistant to the Director,
Social Sciences and Linguistics Institute,
University of Hawaii

BRADSHAW, Lois, Manager of Creative Services,
Ortho Pharmaceutical Corporation, New Jersey

BUCKNER, Bates, Director, Technical Information
Service, Carolina Population Center, North
Carolina

CORTE, Arthur, Research Associate, Center for
Policy Alternatives, Massachusetts Institute of
Technology, Massachusetts

DELANEY, Frances, Program Officer, Information
Sciences Division, International Development
Research Centre, Canada

FORGET, Jacqueline, Head, Library and Documen-
tation Service, International Planned Parenthood
Federation, London

GHASSEMI, Homa, Chief, Documentation Center
and Library, Population Affairs Unit, Ministry
of Health, Iran

GIL, Generoso, Jr., Director, Information Division,
Population Center Foundation, Philippines

HARRIS, Alice D., Resource Materials Specialist,
East-West Population Institute

HARRIS, Ira, Assistant Dean, Graduate School of
Library Science, University of Hawaii

HAYDEN, Jay, Information Systems Officer,
East-West Center

HONG, Moon Sik, Chief of Information and Docu-
mentation Section, Korean Institute of Family
Planning

KOLBE, Helen, Deputy Director, Population
Information Program, George Washington
University, Washington, D.C.

LEE, Jin Sook, Mass Media Data Bank, Planned
Parenthood Federation of Korea

LUNDEEN, Gerald, Assistant Professor, Graduate
School of Library Science, University of Hawaii

MOELJODIHARDJO, Soetedjo, Acting Chief, Bureau
of Reporting and Documentation, National Family
Planning Coordinating Board (BKKBN), Indonesia

OLSON, Laura, Chief, Clearing House and Informa-
tion Section, Population Division, UN Economic
and Social Commission for Asia and the Pacific,
Thailand

PIOTROW, Phyllis, Project Director, Population
Information Program, George Washington Univer-
sity Medical Center, Washington, D.C.

WALOEJO, Soegeng, Head of Reporting, Recording
and Evaluation, Province of Bali, National
Family Planning Coordinating Board (BKKBN),
Indonesia

SWEENEY, William, Project Specialist, Population
Office, The Ford Foundation, New York

TSAI, Jeff, Director, The Chinese Center for
International Training in Family Planning,
Rep. of China

TUCKER, Tracy, Special Projects Officer, IGCC,
Malaysia

VERSTEEG, Rolf, Program Liaison Officer, Center for Population Research, National Institute of Child Health and Human Development, National Institutes of Health, Maryland

YEE, Walter, Director, Computing Center, University of Hawaii

Summer Program of Advanced Study
on Communication and Development

Participants

ARROW, Kenneth, Professor of Economics, Harvard University

BLOCK, Clifford H., Educational Research/ Technical Assistance, AID, Washington, D.C.

CONNORS, Mary, Research Assistant, Institute for Communication Research, Stanford University

DUBE, S. C., Director, Indian Institute of Advanced Study, India

EISENSTADT, S. N., Professor of Sociology, Hebrew University of Jerusalem

FOOTE, Dennis, Research Assistant, Institute for Communication Research, Stanford University

HORNIK, Robert C., Research Associate, Institute for Communication Research, Stanford University

HUNG, Fred C., Professor of Economics, University of Hawaii

KLEINJANS, Everett, Chancellor, East-West Center

LENGLET, Frans, Research Assistant, Education, Stanford University

MAYO, John K., Research Associate, Institute for Communication Research, Stanford University

McANANY, Emile G., Research Associate, Institute for Communication Research, Stanford University

NELSON, Lyle M., Executive Head, Department of Communication, Stanford University

RAO, Y. V. L., Secretary-General, Asian Mass Communication Research and Information Centre, Singapore

ROGERS, Everett M., Professor of Journalism and Population Planning, University of Michigan

SOMMERLAD, E. Lloyd, Director of Mass Communication Research and Training, UNESCO, Paris

UHALLEY, Stephen, Jr., Chairman, Department of History, University of Hawaii

VERGHESE, B. G., Editor, Hindustan Times, New Delhi, India

YU, Frederick T.C., Professor and Associate Dean, Graduate School of Journalism, Columbia University

Interns

Participants

DOBRUSKY, Karen, Staff Associate, Division of Social and Administrative Sciences, International Institute for the Study of Human Reproduction, Columbia University (Research Internship)

SHRESTHA, Uma, Treasurer, Nepal Women's Organization, Nepal (Research Internship)

SUWARDI, Harsono, Professor, Fakultas Ilmu-Ilmu Sosial, Kampus Universitas, Indonesia (Teacher Internship)

Professional Development Associates

Participants

ADHIKARYA, Ronny, Assistant Professor, School of Humanities, Universiti Sains Malaysia, Malaysia

DUONG, Hung Manh, Chief of Service, Ministry of Information and Open-Arms, South Vietnam

QURESHI, Iqbal, UNESCO Communication Consultant, Khuzestan Model Family Planning Project, Iran

VOLLAN, Clayton, Faculty of Education, University of British Columbia, Canada

Documentation Internships

Participants

CHEN, Sally, Assistant Director, Training Section, National Institute for Research and Training in Community Development, Rep. of China:
- reviewed the literature on training techniques in community development and prepared a report on training methods used in community development programs in the Rep. of China (9/3/74-10/11/74)

- HO, Chool Hon, Chief Librarian, Lincoln Cultural Center, Malaysia:** examined developments in advanced library systems, communication and dissemination processes, and information services and produced a guide for organizing and controlling pamphlet materials (9/3/74-10/11/74)
- HU, Hung-chiu, Chief, Third Division, Science and Technology Information Center, National Science Council, Rep. of China** investigated information and network systems, and prepared a paper on evaluating the effectiveness of an information center (9/3/74-10/11/74)
- JIH, Florence, Researcher-Editor, Broadcasters Association of China, Rep. of China** participated in activities related to the media and journalism and examined the literature on broadcasting in various countries. She completed a report on Taiwan Television Enterprises and the TV industry in Taiwan (9/3/74-10/11/74)
- JULIASIH, Assistant Librarian, Institute of Rural and Regional Studies, Indonesia** surveyed the literature related to rural development and studied methods of organizing and processing materials. Developed a guide to services for a small, special library (9/3/74-10/11/74)
- SOEMOATMODJO, Soekesi, Librarian, Institute of Rural and Regional Studies, Indonesia.** focused on small, special libraries and their development, and compiled a selected bibliography on rural development (9/3/74-10/11/74)
- CASTRO, Augustine C., Supervisor of Library Services, Marianas District, Department of Education, Marianas Islands:** emphasized activities concerned with library administration and developments in media services, equipment and materials. Completed a project on the reporting of Department of Education programs in the Mariana Islands by local news media (1/20/75-2/28/75)
- CORDOVA, Cecilia, Head of the Documentation Department, CIESPAL, Ecuador.** examined the literature of mechanization and computerization in information storage/retrieval, and completed a report on CIESPAL Documentation Center's plans for mechanization and computerization (1/20/75-2/28/75)
- DJAWOTO, Aisjah, Project Officer on Education and Training Project, B.K.K.B.N., Indonesia:** studied aspects of developing and managing small documentation/information units on population/family planning within the context of a national information network and prepared a management guide (1/20/75-2/28/75)
- LAU, Siew Kheng, Higher Library Officer, Library, Ministry of Foreign Affairs, Singapore:** examined special collections and their organization of information and materials, related to efficient use by a specific agency staff. Analyzed selected U.S. newspapers to determine the image of Singapore as presented by these newspapers (1/20/75-2/28/75)
- SAMUEL, John R., Librarian, New Straits Times Press, Malaysia:** investigated developments in special library operations and focused his project on storage and retrieval of materials on film. Prepared a paper on a photo library and technical considerations (1/20/75-2/28/75)
- SOEKARNO, Susilowati, Technical Staff in the Central Health Library, Ministry of Health, Indonesia:** examined the development and management of a family planning unit within a larger central health library. Produced a manual on operations for such a unit (1/20/75-2/28/75)

APPENDIX E

VISITORS TO POPULATION/FAMILY PLANNING IEC ACTIVITIES
(July 1, 1974 - June 30, 1975)Bangladesh

Ananda Molan Das, Statistical Officer, Health and Family Planning Ministry.

A.K.M. Rafiqz-Zaman, Deputy Director, Bangladesh Family Planning Council, Ministry of Health and Family Planning.

China, Republic of

T.H. Sun, Executive Secretary, Provincial Committee on Family Planning.
Dr. T.S. Wu, Chairman, National Taiwan University, College of Agriculture.
Chung-Sheng Liu, Senior Technician, National Health Administration.
Tweng-Chee Shen, Director, Science and Technology Information Center, National Science Council.

Hong Kong

Timothy Yu, Chairman, Communication Research Center, Chinese University of Hong Kong.

India

Shushun Bhatia, Medical Officer, Rural Health and Research Center.

Pansy Jain, Senior Lecturer, College of Nursing.

K.R. Mishra, Health Education Officer, GOI, Department of General Health Services, Central Health Education Bureau.

D.K. Nair, Statistician, Department of Health.

Indonesia

Lukas Hendrata, Executive Chairman, Council of Churches in Indonesia, Division on Health and Responsible Parenthood, Jakarta.

Gunardi, Agricultural University, Bogor.

Ella Lubis, Trainer, West Java Provincial Training Center, IPPA.

Imam Mochny, School of Public Health, University of Jakarta.

Soenarso Pamgadi, Head, Maduin Municipal Health Services.

Poedji Rachayti, Director, Surabaya Provincial Training Center, Department of Health.

Does Sampoerno, Associate Dean, University of Jakarta and Pathfinder Representative.

Masri Singarimbun, Director, Institute of Population Studies, Gadjah Mada University.

Clair Weeks, Communication Specialist, UNICEF.

Korea

James Brady, Head, Office of Health and Population AID.

Jae Hee Kim, Acting Head, Information Division, Planned Parenthood Federation.

P.J. Koh, Secretary General, Korean Traders Scholarship Foundation.

Malaysia

In Joung Whang, Program Coordinator on Population, Asian Center for Development Administration.

Nepal

Baidya Mukanda, Acting Editor, Family Planning and Maternal Health Project, Information and Education Section.
 Jyoti Shresthra, Family Planning and MCH Officer, Nepal Family Planning and MCH Project.
 Dhan Nani Lohani, Chief Instructor, Assistant Nurse, Midwife Training School.
 Y. Swarna, Chief, Family Planning and MCH.

Pakistan

Mohammed Alauddin, Joint Secretary, Population Planning Division, Ministry of Health and Social Welfare.

Philippines

Belan Apayor, Public Health Nurse.
 Generoso Gil, Director, Information Division, Population Center Foundation.
 Leonida Mesa, Planning Officer, Program Development Commission on Population.
 Joyce Torio, Head, Information Services, International Rice Research Institute.
 Angelina Almanzor, Vice President, International Association of Schools of Social Work.
 Ramon Garcia, Professor of Public Administration and Director of Administrative Development Program, College of Public Administration, University of the Philippines.
 Zacarias Sarian, President and General Manager, Vagrix Publishing Corporation.
 Manuel Ylanan, Consultant.

Singapore

Richard Chin-Bee Lim, Health Education Officer, Ministry of Health, Singapore.
 James Fawcett, Regional Representative, Demographic Division, Population Council.

Sri Lanka

M.P. Alwis, Program Officer, Ministry of Education.
 Wilfred Perera, Program Officer, Ministry of Education.
 Ambihaipakor Ramalingam, Program Officer, Ministry of Education.

Thailand

John Woods, Director, Development Support Communication Service.
 Satoru Izutsu, USOM/HPP.

- Dr. Vitura Sangsingkeo, Visiting Associate Professor, School of Public Health, University of Hawaii, and Secretary, Department of Medical Services, Ministry of Public Health.
- Dr. Somboon Vachrotai, Deputy Undersecretary of State for Public Health, Ministry of Public Health.
- Lance Woodruff, the Third World Focus.

Vietnam

- Nguyen Thi Kim Quy, Instructor, Assistant Midwife School.
Co Thi Bich Thuy, National Midwife Public Health Service.

Western Samoa

- Raja Rao, UNFPA Coordinator for the Western Pacific.

Costa Rica

- Jose Blanch, Director, CIACOP.
Carlos Cordero, Training Director, CIACOP.

United States

- Phillip Harvey, Director, Population Services International.
David Korten, Visiting Associate Professor, Harvard Graduate School of Business Administration.
Richard Manoff, President, Manoff International and Consultant.
Raymond Ragan, Deputy Chief, IEC Division, USAID.
Melvin Thorne, Johns Hopkins University.
Gerald Winfield, Chief IEC Division, Office of Population, USAID, Washington, D.C.
Lyle Saunders, Ford Foundation.
Julia Tsui, Kapiolani Hospital, Honolulu, Hawaii.
Tarzie Vittachi, Secretary, Population Year, United Nations.
Tevia Abrams, Program Specialist, UNFPA.
George Beal, Chairman, Department of Rural Sociology, Iowa State University.
Charles Blackman, USAID.
K. Kanagaratnam, Director, Population and Nutrition Projects Department, IBRD.
George Axinn, President and Executive Director, Midwest University Consortium for International Activities, Michigan.
David Barney, Academy for Contemporary Problems, Columbus, Ohio.
John Cavanagh, President, Fawcett-McDermott Associates, Inc., Honolulu, Hawaii.
Edith Coliver, Asia Foundation, San Francisco.
Heli Ennis de Sagasti, Project Director, Research Specialist, Academy for Educational Development, Inc., Washington, D.C.
Robert Grant, Office of Population, USAID, Washington, D.C.
George Greenleaf, Executive Vice President, Ohio Grain, Feed and Fertilizer Association, Worthington, Ohio.
Hans Groot, Family Planning International Assistance.
Phillip Helfrich, Director, International Center for Living Aquatic Resources Management, Honolulu, Hawaii.

William Ward, Chief of Party, University of Tennessee India Agricultural Program, USAID.

Other Developed Countries

Yvette Abrahamson, Department of Freeflow of Information, UNESCO, France.

Graham Leonard, Adviser on Education, IPPF, England.

Rose Leota, Nurse, Family Planning Association, New Zealand.

James Keegan, Principal Lecturer, Head of Studies, Communication Arts and Media Division, Trinity and All Saints Colleges of Education, England.

Yaropolk Guzevatyi, Institute of Oriental Studies, Academy of Sciences, U.S.S.R.

APPENDIX F

RESOURCE MATERIALS COLLECTION

	<u>1974-75 Additions</u>	<u>Total</u>
Documents and Monographs	636	5,158
Journals & Newsletters (new titles)	52 (44 titles withdrawn)	385
Audio/Visuals	1,500 items	2,568
Documents Distributed	1,251	
Microfiche Distributed	281	
Audiovisual Materials Distributed	50	