

# New Solutions for Serious Problems

## A.I.D. And Development Communications



AUGUST 1983

U.S. AGENCY FOR  
INTERNATIONAL  
DEVELOPMENT

The U.S. Agency for International Development is the bilateral foreign assistance program of the U.S. Department of State. A.I.D. is currently working in over 70 developing countries.

A.I.D. programs are organized around the following main categories: Agriculture, Rural Development, and Nutrition; Population Planning; Health, Education, and Human Resources; Energy, Private Voluntary Organizations, and Special Development Activities; and Economic Support. There is no special category for communications. Such programs function in support of the primary A.I.D. sectors.

A.I.D. programs are worked out in response to the different priorities of individual countries. In addition, central programs carry out research and development with cooperating countries.

Policy emphases are on: institution building; technology transfer; encouraging the U.S. private sector and the private sectors of developing countries to play an increasing role in development; and helping to create a climate conducive to economic growth in the countries where A.I.D. works.

The central focus of serving basic human needs, particularly of the rural poor, remains a guiding principle.

**NEW SOLUTIONS FOR SERIOUS PROBLEMS:  
A.I.D. AND DEVELOPMENT COMMUNICATIONS**

DIVISION OF DEVELOPMENT COMMUNICATIONS, OFFICE OF EDUCATION  
BUREAU FOR SCIENCE AND TECHNOLOGY  
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT  
WASHINGTON, D.C. 20523, U.S.A.  
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August 1983

## New Solutions for Serious Problems: A.I.D. and Development Communications

A.I.D. is assisting more than 40 developing nations in their efforts to use communications to contribute directly to development and to human well-being.

☞ In support of public health, radio campaigns are teaching mothers a lifesaving therapy for their sick infants. Mothers are learning how to mix and administer oral rehydration fluids to prevent death from dehydration, the greatest killer of infants in the developing world. Tens of thousands of mothers are already treating their own children, and the techniques are rapidly being transferred to other countries from their development sites in The Gambia and in Honduras. The results are dramatic -- 50% adoption in under a year, and significant mortality reductions -- thanks to the intensive use of mass communications to motivate and to teach. The key has been a commitment to use the media to make a real difference -- through intensive radio and print use, through partnership with the medical community, through field research, and through careful listening to what mothers themselves have to say about their problems. Taken together, these initiatives have combined radio, simple graphics, and interpersonal support in ways that have empowered people to do something about their own lives, and the lives of their children.

☞ The communications media can also be powerful tools for improving basic education. A.I.D. has worked with developing nations to design radio techniques for successfully teaching mathematics, science, and language -- the core subjects of primary school education. An A.I.D.-developed radio mathematics curriculum for the first five grades of school has produced sharply improved learning in regions as disparate as Central America and Thailand. A system for second-language teaching of English by radio is under development with Kenya, with initial results showing learning soaring by as much as 50% compared to conventional classrooms. A new project developing science education by radio starts next.

These lively and engaging instructional radio programs have proved popular with teachers and students and have filled a void where well-trained teachers are in short supply. While simple to use, they are based on the most sophisticated pedagogical techniques; as a result, they work even with complex educational material, and in the poorest of rural classrooms.

Most dramatic, perhaps, is a program under way in the Dominican Republic. There, radio is bringing the whole of primary education to remote communities which have had little access to schools and teachers -- where community volunteers provide a meeting place and supervision, while radio provides the teaching. Community enthusiasm for this program shows how the powerful demand for knowledge among rural villagers can be met by modern communications media.

 For agriculture and rural life, radio can supply a regular flow of information vital to economic productivity -- farming techniques, market prices, weather information, how to combat disease and drought, how to obtain credit, how to utilize government and private sector services. To do so requires a more systematic and intensive use of radio than has traditionally been the case. A.I.D. has worked with Liberia, Jamaica, Guatemala, and other nations to develop agricultural radio systems so localized and responsive that people in an area consider them their own, stations that provide information specifically tailored to agricultural needs they have defined. Such rural information services are new, but they hold promise for being a vital force in agricultural extension efforts and in rural development generally.

For providing nutrition and family planning information, developing countries are making use of the mass media, many of them with A.I.D. bilateral assistance. The use of mass communications is central to the success of these vital national programs, and A.I.D. assistance is substantial.

A.I.D. is associated with a number of other national efforts to use the media as development tools -- for example, through teacher training in Nepal, through the

development of a national educational communications center in Indonesia, through a rural information network in Liberia. In every instance, all media production is done within and by these nations, with A.I.D.'s role that of trainer and advisor.

Earlier A.I.D. assistance programs, now complete, have become institutionalized: the Republic of Korea's world-class Education Development Institution, now leading a national educational reform relying on new educational technologies; the Philippines' great efforts in the use of communications for agriculture and other areas which A.I.D. training assisted; the robust radio literacy schools of ACPO in Colombia and elsewhere; the continuing pioneer work of the ASEAN "INNOTECH" Center; instructional television in El Salvador; national nutrition education and family planning communications programs in many nations; and the training of many hundreds of communications specialists.

Reliable telecommunications may also be a vital catalyst for rural development. With the new possibilities provided by communications satellites for two-way audio communication, development planners are being given a new tool to incorporate into the development equation. To develop this new potential, A.I.D.'s Rural Satellite Program is cooperating with several developing countries, using the INTELSAT system, national domestic satellites, and NASA experimental satellites. In Indonesia, throughout the Caribbean, and in the South Pacific, satellites have begun to link distant campuses and research centers through audioconferencing, electronic blackboards, and in some cases microcomputers. For the first time, teaching is available to students in their home islands, scarce intellectual resources are being widely shared, and the uniting force of regional institutions is being made more viable.

In a different kind of application, in Peru, remote rural communities are being integrated into the national economic system through satellite earth stations and two-way radio networks supplied by A.I.D. There, Peruvian experts are working with community groups and with development ministries to use this new capacity for rural information and for the extension of services.

☞ The use of other information technologies is being explored by A.I.D. The videodisc and microcomputer will be combined into a tool for first-year university courses, to be tested by the Government of Indonesia. Hand-held teaching devices, microprocessor-based, are being tested with Lesotho, as aids to mathematics learning and to the mastery of English. The microcomputer has begun to be applied to a wide range of development country management, planning, and scientific problems, and further work on instructional uses will begin soon.

☞ The technologies themselves are another focus of A.I.D. research and development, with the objective of creating systems appropriate to rural use. A solar power source for satellite earth stations has been developed in conjunction with NASA, and is to be tested next year, together with a prototype small earth station. The earth station is a new design, created specially for local assembly, which will provide thin-route two-way telephone and data communications through INTELSAT satellites. Such systems of lower-cost earth stations with solar power will be needed to make rural telecommunications a practical reality. A.I.D. also is supporting the investigation of ultra-low-cost, simple, small television receivers of local manufacture.

☞ Through A.I.D.'s information program in development communications and educational technology, the results of these A.I.D.-supported activities, as well as other important developments, are made widely available. A newsletter, Development Communication Report, links a network of 4,500 developing country professionals, as does a newsletter on satellite communications, Uplink. Films and videotapes on key projects have been developed and are made available, on loan, worldwide. Seminars, workshops, and technical planning advice are provided to developing nations.

☞ Training needs loom large everywhere. All A.I.D. projects in communications emphasize both in-country and overseas training. A.I.D. is also cooperating with the new U.S. Telecommunications Training Institute, providing a number of travel grants for the excellent training courses offered free to the developing

world by U.S. telecommunications industries. Through the IPDC, A.I.D. support will be provided for faculty training in development radio at Kenya's Institute for Mass Communications.

In sum, A.I.D. assists nations wishing to use their communications infrastructures for serious support of education, health, agriculture, and other programs which are fundamental to development. Training, technical assistance, and the support of innovative efforts are major elements of A.I.D. assistance. The growth of rural communications, and in particular of radio, is a key area of interest. Together, these efforts are aimed at increasing access to information, information that can be a vital spur to the process of development. A.I.D. looks forward to future support of IPDC programs consonant with such development uses of communications assistance.

C.H.B.  
A.I.D.  
August 1983

## **COMMUNICATIONS INVENTORY**

**Communications Inventory prepared by  
The Clearinghouse on Development Communication  
of the Academy for Educational Development  
for the Office of Education  
Bureau for Science and Technology  
U.S. Agency for International Development.**

United States Agency for International Development

INVENTORY

TOTAL COMMUNICATIONS-RELATED OBLIGATED FUNDS FOR

FISCAL YEAR 82

(In Thousands of \$)

BUREAU FOR SCIENCE AND TECHNOLOGY	11,818
BUREAU FOR LATIN AMERICA AND THE CARIBBEAN	3,207
BUREAU FOR ASIA	2,037
BUREAU FOR AFRICA	9,273
BUREAU FOR THE NEAR EAST (Primarily Economic Support Fund)	<u>64,667</u>
TOTAL	<u>91,002</u>

A.I.D. assistance in communications is most typically directed to facilitating the use of existing communications infrastructures in support of development programs in such areas as health, education, and agriculture.

Support for major infrastructure development is largely confined to special economic export programs, primarily in the Near East.

Further, A.I.D. communications activities are usually designed as elements of broader development projects, rather than as communications project per se.

U.S.A.I.D.

BUREAU FOR SCIENCE AND TECHNOLOGY

<u>TYPE</u>	<u>TITLE</u>	<u>DESCRIPTION</u>	<u>INITIAL YEAR</u>	<u>CUMULATIVE OBLIGATIONS FY 75 THRU FY 82 Thousands of \$s</u>	<u>ACTUAL OBLIGATIONS FY 82 Thousands of \$s</u>	<u>Z TO COMM. FY 82</u>	<u>COMMUNIC. OBLIGATIONS FY 82 Thousands of \$s</u>
Multi-Sectoral	936-5811 A.I.D. Rural Satellite Program	To test the cost-effectiveness of new communications satellite technologies for facilitating rural development programs (Peru, Indonesia, the Caribbean, Senegal, and others).	79	6,790	300	100	300
Multi-Sectoral	931-1231 Development Communications Clearinghouse	To provide worldwide information and services on the application of communications to development problems in education, health, and agriculture, through an information clearinghouse and newsletter.	76	1,083	100	100	100
Multi-Sectoral	931-1109 Communications Studies and Applications	To assist LDCs to introduce communications methods into development programs.	77	3,845	451	100	451
	-Project Development Aid	Activities in Bolivia, Costa Rica, Egypt, Haiti, Indonesia, Jamaica, C.A.R., Lesotho, Liberia, Peru, the Sahel, Sudan, Swaziland, Yemen, Zimbabwe.					
	-National Seminars						
	-Policy Studies						
	-Jamaica Radio	Local agriculture radio broadcasting.					
	-Guyana Health Program	Two-way radio systems in support of health care.					
Education	931-0569 Applications of Radio to Primary School Mathematics (Project Completed)	To develop a low-cost instructional radio system for teaching the primary school mathematics curriculum; to diffuse knowledge of the approach to LDCs (Nicaragua, Thailand).	73	2,798	-0-	100	-0-

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Education	931-1017 Extension of Rural Primary Schools	To design, implement, and evaluate in collaboration with personnel from LDCs, a prototype system of teaching basic language skills using radio as the major medium of instruction. (Kenya)	79	2,602	900	100	900
Education	936-5807 Community Basic Education	To develop a viable, tested, cost-effective community basic education system that extends access of primary-level education to the rural poor children using radio as a primary medium for instruction. (Dominican Republic, first pilot site.)	81	2,020	1,570	100	1,570
Health	931-1018 Mass Media and Health Practices	To develop a system and methodology for the use of mass media in health education by conducting R&D projects in two LDCs aimed at the treatment and prevention of infant and early childhood diarrhea through oral rehydration. (Honduras, The Gambia)	78	3,674	1,225	100	1,225
Health	931-0225 Soybean Utilization (Project Completed)	To develop a methodology for introducing unprocessed and simply-processed soybeans as a food staple among the rural poor in LDCs; uses media to promote the concept. (Bolivia)	76	1,335	-0-	75	-0-
Nutrition	931-1010 Improvement of Maternal/Infant Diet	To provide assistance to LDCs to promote desirable infant feeding practices, including breastfeeding and weaning, and improved dietary practices in pregnant and nursing women. (Bolivia)	79	5,916	2,825	50	1,413

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Nutrition	931-1065 Technical Assistance in Nutrition Education	To develop mediated curriculum and use mass media to teach nutrition to primary health workers. Also involves primary schools and community education.	79	1,244	293	100	293
Population	936-3005 Program Grant to the Population Council	To support the Population Council's programs of technical information to the international population/family planning community, and to provide funds and technical assistance to institutions in developing countries for service, delivery systems, research, evaluation, training, and contraceptive marketing.	78	9,136	3,263	100	3,263
Population	936-3004 Family Planning Information and Education Field Support	To supply technical assistance, develop local media production, develop media campaigns, and evaluate campaigns' impact.	82	607	604	100	604
Population	932-0659 Population Information Program	To accumulate and disseminate population information via publications and computerized database development.	78	7,798	1,700	100	1,700

U.S.A.I.D.

BUREAU FOR LATIN AMERICA AND THE CARIBBEAN

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Multi-Sectoral	598-0581 Rural Communication	To plan and implement rural satellite programs in Latin America and the Caribbean; to identify long-term communications requirements to improve outreach activities.	79	1,819	194	100	194
Multi-Sectoral	598-0627 Rural Press (New Project) (Honduras)	To develop, produce, and distribute a newspaper for low-income Spanish-speaking families in Caribbean Basin countries.	83	-0-	-0-	100	-0-
Agriculture	526-0118 Minifundia Crop Intensifications (Paraguay)	Credicoop audiovisual project (sub-project of Minifundia) is using videotapes and mobile playback units to get agricultural information to small farmers to help in crop diversification.	79	2,250	-0-	2	-0-
Agriculture	526-0109 Small Farm Technology Project (Paraguay)	As improved technologies are developed to increase farming productivity, media is used to spread the word to individual farmers and rural population. Program has public information component.	79	6,000	-0-	4	-0-
Education	598-0574 Educational Media for the Integration of Women in the Latin America Region	To encourage the use of educational media to disseminate technical knowledge and information about rural development services and opportunities to women on small farms.	78	790	80	100	80
Education	526-0503 Bilingual Education (Paraguay) (Project Completed)	Classroom materials developed to use radio.	78	966	-0-	100	-0-

\*Figures may reflect incomplete data from the field.

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Education	517-0163 Radio Santa Maria (Dominican Republic)	Technical assistance to review Radio Santa Maria educational programming.	82	110	110	100	110
Education	517-0133 Rural Radio Education (Dominican Republic)	Radio outreach and extension to rural poor, delivering primary and intermediate education. Uses workbooks and texts as well.	79	187	-0-	100	-0-
Health	521-0087 Maternal and Child Health/ Family Planning in Haiti	Information/education activities including broadcasts, materials production, and training services.	78	2,209	-0-	5	-0-
Health	538-0039 Population and Development (Caribbean)	Includes information and education programs in family planning, maternal-child health, and nutrition.	82	500	500	5	25
Health	518-0026 Population and Family Planning (Ecuador)	To increase national awareness of implications of rapid population growth; to improve and expand the availability of services and inform prospective users. Uses radio, films, print, microcomputers, slide-tapes, and audiocassettes.	81	1,251	900	17	153

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Health	522-0153 Health Sector I (Honduras)	To increase the effectiveness, efficiency, coverage, and use of the health care system of rural population through education and information using radio, audiocassettes, posters, and social marketing campaigns. Working in areas of malaria control, diarrhea control, immunizations, and breastfeeding.	80	14,474	5,321	13	692
Health	504-0066 Rural Health Systems (Guyana)	Develop national primary health care delivery system through Medex training and community health worker training. Continuing education for other health workers; management support systems. Uses two-way radio and print.	79	4,700	-0-	5	-0-
Population	520-0237 Population and Family Planning (Guatemala)	Promotional, informational, and publicity activities.	77	1,050	-0-	10	-0-
Population	519-0149 Family Planning and Population (El Salvador)	Mass media program advertising for family planning services.	66	10,209	1,636	7	115
Population	515-0132 Family Planning Services (Costa Rica) (Project Completed)	Development of education/dissemination materials to promote family planning.	77	1,215	-0-	10	-0-
Population	598-0612 Population Information for Policy-Makers (LAC Regional)	Print, TV, radio for policy-makers in Brazil, Peru, Guatemala, Ecuador.	81	815	390	100	390

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Population	518-0026 Population and Family Planning (Ecuador)	Program of education, information, and services, includes: pamphlets to leaders, posters, print supplements, and radio messages.	81	1,251	900	5	45
Population	519-0149.1 Salvadoran Demographic Association (El Salvador)	The project includes mass media programs, specifically radio and TV, pamphlets, and specially designed advertising for commercial sales.	66	8,625	1,239	5	62
Population	519-0149.97 Health and Family Planning (El Salvador)	(same as above)	66	1,584	397	5	20
Population	521-0087 Family Planning II (Haiti)	Uses pamphlets, broadcast radio, social marketing, film, slidetape, posters, and printed flyers to strengthen promotional and informational activities to increase number of contraceptive users in Haiti's child-bearing age couples.	78	3,620	-0-	18	-0-
Population	517-0161 Institute for the Study of Population and Development (Dominican Republic)	Uses current population data to influence public policy towards population and family planning. Uses broadcast radio, TV, newspaper articles, audiocassettes, films, videotape, slidetape, print, and microcomputers.	82	111	111	40	44

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Population	538-0050 Caribbean Family Planning (RDO Caribbean)	IE&C program to encourage family planning in 18 countries in region using broadcast radio, broadcast TV, social marketing, audiocassette, film, videotape, slidetape, print, posters, telephone/telex, and training for participants.	80	950	400	85	340

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BUREAU FOR ASIA

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Agriculture	383-0049 Agricultural Extension Development (Sri Lanka)	Upgrade the University of Peradeniya Agricultural Graduate program, part of which will be development of instruc- tional and outreach media center.	78	7,500	1,500	6	450
Agriculture	493-0280 Agricultural Extension Outreach (Thailand)	Development of training modules and manuals. Development of videotapes and other audiovisual materials for use by extension workers to educate farmers in new agricultural techniques.	77	2,438	-0-	15	-0-
Education	367-0123 Radio Education Teacher Training (Nepal)	Utilization of radio for the training of primary school teachers.	77	3,534	-0-	100	-0-
Education	879-0254 Communications Technology Applications Satellite University of South Pacific	Demonstrates the utility and effec- tiveness of voice, slow-scan, and microcomputer transmissions by satellite for the operation of regional university outreach and extension program.	78	200	100	100	100
Education	497-0296 Educational Communications Development (Indonesia)	To assist the Government of Indonesia to develop and implement educational communications.	79	2,000	-0-	100	-0-
Education	497-0296 (Loan Portion) Educational Communications Development (Indonesia)	(same as above)	79	4,000	-0-	100	-0-
Education	493-0295 Nonformal Vocational Education (Thailand)	Mobile vans equipped with 16mm films, slide- tapes, audiocassettes, etc., to train small farmers and settlers in new and appropriate agricultural and support vocations.	80	500	-0-	50	-0-

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Population	388-0050 Family Planning Services (Rangladesh)	Government and non-government family planning project. Emphasis on informa- tion and education campaigns to increase public awareness and interest in family planning.	81	35,333	24,333	2	487

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Agriculture	698-0410.19 Seychelles TV-Audio- visuals Project (Africa Regional)	To provide audiovisual equipment and training to produce radio, video, and other audiovisual programming and materials in support of agricultural extension activities.	79	125	-0-	100	-0-
Education	669-0134 Rural Information Systems (Liberia)	To establish a rural development radio network system which supports development activities of Liberian ministries and agencies involved in rural development.	80	2,574	2,074	100	2,074
Education	669-1034 (Loan Portion) Rural Information Systems (Liberia)	(same as above)	80	5,000	-0-	100	-0-
Health	645-0387 Rural Water-Borne Disease Control (Swaziland)	To establish a continuing mechanism for rural basic health education; mass media is being used for this purpose.	79	2,236	-0-	5	-0-
Population	615-0193 Family Planning II (Kenya)	To build institutional capability for family planning. A strong I&E program (\$3 million of total \$4 million) will use all media (electronic, interpersonal, traditional, and non-traditional) in support of this goal.	82	4,000	4,000	75	3,000
Rural Development	698-0501 INADES-Formation (Africa Development Program)	Eighteen-country program to produce print materials for agricultural production and extension, low-level management, health, and nutrition, and to collect and make available audiovisual materials in these areas.	80	631	-0-	80	-0-

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Rural Development	621-0162 Arusha Women's Participation in Development (Tanzania)	Uses films, videotapes, and audiocassettes to enable women to participate in planning, implementation, and evaluation of a development program.	79	400	-0-	10	-0-
Rural Development	625-0940 Sahel Development Program	Development of a telecommunications network between member states, to transmit weather and hydrology data collected within countries to the data processing center in Niamey. Network will return it in usable form to countries for transmission to farmers. Electronic and mechanical elements being readied currently.	82	3,529	3,529	100	3,529
Telecommuni- cations	669-0111 Telecommunications Support (Liberia) (Project Completed)	The project provided a microwave network between Monrovia, Harpa, and the Ivory Coast telecommunications system to connect the Liberian traffic with the INTELSAT ground station there. It also provides the link into the Liberia INTELSAT-B station.	71	10,370	-0-	100	-0-
Telecommuni- cations	650 K 601 Commodity Import (The Sudan)	Sudan radio transmitters and antenna plus installation.	80	2,220	-0-	100	-0-

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Telecommuni- cations	650 K 602 Commodity Import (The Sudan)	Power station for communications equipment, earth station.	81	19	-0-	100	-0-
		(STA) Upgrade kit for INTELSAT earth station; instruction and training.	81	21	-0-	100	-0-
Telecommuni- cations	650 K 603 Commodity Import (The Sudan)	COMSAT antenna upgrade; services and training.	82	600	500	100	600
		Blue Nile Grid rehabilitation. Radio communications.	82	70	70	100	70

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U.S.A.I.D.

BUREAU FOR THE NEAR EAST

<u>TYPE</u>	<u>TITLE</u>	<u>DESCRIPTION</u>	<u>INITIAL YEAR</u>	<u>CUMULATIVE OBLIGATIONS FY 75 THRU FY 82 Thousands of \$s</u>	<u>ACTUAL OBLIGATIONS FY 82 Thousands of \$s</u>	<u>% TO COMM. FY 82</u>	<u>COMMUNIC.* OBLIGATIONS FY 82 Thousands of \$s</u>
Multi-Sectoral	263-0103 Basic Village Services I (Egypt)	Project Monitor Services uses micro-computer for data collection. Radio is used to provide linkages with government and villages where telephone systems don't work. Video is used to train village workers.	80	70,000	-0-	5	-0-
Agriculture	279-0052 Agricultural Development Support (Yemen)	Planned extension activities will use TV, (but not operative yet). Creating an extension library which will contain resource materials on communication in agricultural extension.	79	21,696	9,609	2	192
Education	279-0053 Basic Educational Development (Yemen)	A series of subprojects to improve the quality of primary and secondary education. An ongoing capacity to train teachers in the use of instructional materials and the production of simple television teaching aids will be developed along with development of skills to design materials suitable for mass media instruction in science and math curricula.	79	7,378	1,500	5	75
Education	276-0002 English Language Training (Syria)	Set up in-country language lab for teacher training using audiocassettes.	76	2,367	-0-	10	-0-

\*Figures may reflect incomplete data from the field.

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Education	263-0118 University Linkages (Egypt)	Communication components in the research project linked to U.S. institutions on various subjects to be identified by Egyptian universities; includes study of rural telephony.	80	27,500	-0-	3.6	-0-
Population	664-0295 Family Planning Communications in Tunisia	Uses diversified radio announcements. Assesses the potential of special television programs in French and Arabic to reach illiterate rural populations, and develops special movie theatre announcements.	78	6,234	-0-	20	-0-
Population	263-0029 Family Planning - Egypt Communications Component	To assist the state information service and other government agencies concerned with family planning to mount a national educational program using television, press, film, and print materials.	77	67,400	22,400	100	22,400
Telecommunications	263-0054 Telecommunications-Egypt I	Engineering, supply, and installation of central office telephone equipment to strengthen planning, management, operations, and training functions of the Egyptian national telecommunications operation.	78	40,000	-0-	100	-0-
Telecommunications	263-0075 Telecommunications-Egypt II	(same as above)	79	80,000	-0-	100	-0-
Telecommunications	263-0117 Telecommunications-Egypt III	(same as above)	79	122,000	42,000	100	42,000

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