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EVALUATION OF SANI RADIO

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Executive Summary

Sani Radio is a shortwave radio station based in Puerto Lempira, Honduras. Established under a two-year grant from U.S. Agency for International Development (USAID) to International Rescue Committee in 1985, Sani was seen as a vehicle primarily for nonformal education in Miskito, the chief language of the region, and Spanish. In December 1987, Sani Radio was transferred to Asociacion para la Promocion y Desarrollo Socio-economico (AVANCE), a Honduran private sector, nonprofit institution, under a Cooperative Agreement signed between AID and AVANCE in 1987. The mandate of the agreement called for Sani Radio to do four things: 1) provide interactive Miskito-Spanish language programs for classrooms; 2) provide instructional programs for adults in agriculture, health and nutrition; 3) provide literacy programs for adults; and 4) serve as a distributor for El Agricultor "and other new popular publications throughout the Mosquitia" (p. 8, Cooperative Agreement No. 522-0273A-007128-00). In 1988, Sani Radio's budget was cut; the result was a reduction in staff and the near total elimination of educational and cultural programming. Early in 1990, the station's director was fired by AVANCE; a sub-employee with no formal journalism training was appointed to the position.

At the time of the current study (March 1990), Sani Radio had been operating for about 3 1/2 years. The early initiative to prepare and air Spanish-Miskito programming was never completed. Reportedly, 75 of the 175 planned programs were finished, but the station was not using those 75. Nor has there been any preparation of literacy programs for adults. Some adult educational programs have been developed, most notably an agricultural program called "Naislabila" (Language of the Finca), 52 15-minute programs mandated in an Inter-American Foundation grant received in 1989. By March 1990, the Spanish language programs were complete; translation into Miskito was under way.

Also in 1990, Sani Radio still served as a distributor for El Agricultor, though very few copies arrived weekly in Puerto Lempira. To my knowledge, no "other new popular publications" were available (through Sani Radio or anyone else).

The findings of the current study reinforce the findings of two previous studies and add some insights on the use of Sani Radio by institutions in the region and on potential management and funding for the future. (See Bonnie J. Brownlee, Sani Radio Evaluation, Academy for Educational Development, June 7, 1988; and W.D. Boles, W. Kostrewski, R. Hughes, B. Brownlee, AVANCE: Mid-Term Evaluation Report, Institute for International Research, Nov. 22, 1989). Specifically,

1) Sani Radio continues to be extremely popular with residents of La Mosquitia.

2) Reception of the radio signal is hampered in some cases by a) static at different times of the day and during different seasons of the year, b) the lack (because of high cost) of batteries to run radio sets and c) the lack of radio sets that can pick up the tropical band wave length. (This last problem should be solved with the transition to the AM band sometime in 1990.)

3) Individuals rely on the radio for news and entertainment. Perhaps most important, they rely on the station as a telephone-like service to carry messages about births, deaths, travel plans, emergencies and the like.

4) Likewise, local institutions -- the public health service, churches, development organizations -- rely on Sani Radio as the most reliable method to carry information quickly and accurately to various constituencies.

5) The station sells some advertising; in March 1990, 12 local shops and organizations were airing 30- (or so) second ads during two 10-minute time slots each day. Almost all the ads air only in Spanish (that is, not with a Miskito translation).

6) Problems, including those connected with reception, include a) a lack of a trained manager of the station, b) lack of reporters to adequately cover the news of the region, c) lack of personnel skilled in creating the educational programming mandated in the contract and d) the high cost and variable availability of fuel to run the station's generator.

7) The local economic base is almost certainly not strong enough to support Sani Radio.

8) Nor is AVANCE probably the best long-term solution to the management of the station. (See W.D. Boles et al., 1989, for recommendations regarding AVANCE.)

9) The main recommendation of this report is that AID do what it can to support Sani Radio by pursuing a transfer of ownership from AVANCE to the locally based MOPAWI, a private nonprofit Honduran organization, funded by national and international organizations as well as individual donations, and dedicated to the development of the Honduran Mosquitia and the indigenous people who live there. MOPAWI is involved in programs dealing with education, agriculture, health, credit, women in development and protection of the cultures of the ethnic groups in the region. MOPAWI has proved itself to be the one successful institution in the region whose goal is to work with the indigenous populations to help them help themselves in a variety of development endeavors. MOPAWI has worked with Sani Radio in several projects, and the management of MOPAWI

has indicated an interest in the sustainability of the station. Whether MOPAWI has access to resources sufficient to provide the kind of long-term economic support Sani Radio will doubtlessly need is a key issue and one that should be the top priority in talks between AID and MOPAWI.

I. Introduction

A. Background on Sani Radio

Sani Radio was established in 1985 as a part of AID's "Mosquitia Relief and Development Project" for the Department of Gracias a Dios. The initial focus of the project was public health and transportation, but in July 1985, AID and the International Rescue Committee (IRC) signed a \$900,000 agreement to set up an educational radio service to reach the Miskito and Spanish speaking people of the region. During the rest of 1985 and the first half of 1986, the station was built, a survey was taken of people of the region, a staff was assembled and trained and, in August 1986, Sani Radio was inaugurated.

Following an extension by AID of the operating grant to IRC, the station was transferred in December 1987 to AVANCE, a Honduran private nonprofit organization. AVANCE agreed to operate the station for an additional two years. During that time AID was negotiating a new cooperative agreement with AVANCE. It is my understanding that the current operation of the station, then, is under this new agreement (Cooperative Agreement 522-0273-A-007128-00), signed in March 1987 and running through March 1992. When the current study was conducted -- March 1990 -- Sani Radio was one of four operating functions of AVANCE: the weekly newspaper El Agricultor; interactive radio for community schools; Impresiones Laser, a quick-print operation; and Sani Radio. Another arm of AVANCE, the social marketing group, is involved with both the radio services and with the newspaper.

Several important historic points are worth mentioning by way of introduction. First, the engineering consulting team decided on a shortwave frequency band called the "tropical band" because of its supposed ability to cover more reliably a wider geographic range than either AM or FM, because of the lower cost of both antenna and transmitter and because of an understanding (from a survey taken at the time) that most people in the region could pick up the tropical band on their shortwave sets. (Subsequent studies and anecdotal evidence indicate that neither is the coverage reliable in La Mosquitia nor do the majority of people have shortwave sets capable of capturing the tropical band.)

A second point concerns the station itself. The IRC bought the components for the radio station in the United States and fully equipped a mobile home (the studio), which was shipped directly to Puerto Lempira. Local construction of buildings and installation of the generator and other equipment occurred between March and August 1986.

A staff of 30 people, largely from the Puerto Lempira area, was hired and trained. Most of the training occurred on-site, with

the aid of professionals from other radio programs both in-country and outside. In addition, two staffers were sent to a special program in Quito, Ecuador, for training in community radio.

Early plans called for 40 community listening centers that would provide a structure for more formal educational broadcasts. Such centers have proved successful in other parts of the world. Solar-powered radio sets were procured to be used in these centers, and local promoters were found to organize local participation.¹

Programming included music, local news, recorded news from the Voice of America and HRN, a national Honduran radio station. The station began taping a program of Miskito folk tales. Also a series of bilingual (Miskito-Spanish) educational programs for school children was developed under the leadership of a former Peace Corps volunteer, a specialist in bilingual education.

In December 1987, the person in charge of creating the bilingual programs for school children left Sani Radio, thus ending that endeavor entirely. Sometime in 1988, AVANCE cut the station's funding; the result was the firing of all but a core of employees. The skeleton staff, in turn, meant that only one reporter remained to cover "live" news and that virtually all educational programming, save programming that came from outside services such as Radio Netherlands, ceased. Finally, the director of the station, Jacinto Molina, was fired by AVANCE in early 1990, leaving the station in the management hands of a long-time employee who was neither a trained manager nor a journalist.

At the time of the interviews in March 1990, the station scheduled an eight-hour broadcast day (6 a.m. to 10 a.m. and 2 p.m. to 6 p.m.). Unfortunately, a nationwide shortage of fuel and affected the station's sources; thus, for the previous week or so, Sani had been working on an afternoon-only basis, and it wasn't clear when a resupply of fuel would arrive. Programming from the inception of the station has been in both Miskito and Spanish. Many programs are not translated. For example, only some of the news items during the 5 p.m. newscast air in both Miskito and Spanish; all the advertising except MOPAWI's spot is in Spanish alone. Special half-hour programs in Garifuna and English have from time to time been a part of the programming. A typical hour of broadcasting might switch from language to language, Miskito to Spanish. Attaching exact figures to the number of minutes in one language or another would be an exceedingly difficult task since much of the programming is live and spontaneous.

¹ Much of the information for this section is drawn from an unpublished background report, "Sani Radio: Project Summary," by Richard Martin, January 1988).

In terms of evaluation, the station has been formally evaluated twice, once in 1987-88, an evaluation that surveyed the audience and potential audience in the region, looked at programming and tested the reception of the radio signal. The second evaluation was cursory, in August 1989, and looked largely at management and finance matters as part of a larger evaluation of AVANCE. The 1987-88 survey in six villages found the station to be universally known and extremely popular. Respondents said they appreciated programming in their language -- Miskito -- found the educational content useful, and particularly liked and used the station as a telephone-like service. That is, many people used the station to send messages of importance to friends and family in different parts of the Honduran Mosquitia and, indeed, in the case of Miskito refugees from Nicaragua, to send messages to family back home, who apparently could hear Sani Radio across the border.

B. La Mosquitia

The region where Sani Radio operates, "La Mosquitia," is the traditional name of the land along the Atlantic Coast in Honduras and Nicaragua where the Miskito Indians live. In Honduras, the land, 16,300 square kilometers, consists of the Department of Gracias a Dios and parts of the departments of Colon and Olancho. The population is about 40,000, 80 percent of whom are Miskito. The remaining 20 percent are ladinos, Sumus, Pesch and Garifuna.² Primary language is Miskito; the secondary language is Spanish. Spanish is the official language of the nation, of course, and so schools are mandated to teach in Spanish.

Since the revolution in Nicaragua in 1979, many Miskito people from Nicaragua have fled across the Rio Coco. Numbers vary from 30,000 (which is often given as the official count by the UN High Commissioner for Refugees) and 100,000. These people have to some degree integrated into the region. At the time of the current survey, many had returned to Nicaragua. It remains unclear how many will decide to stay in their new villages in Honduras, but it is worth noting that the indigenous population has swollen during recent years.

C. Scope of Work (See Appendix VII.)

The scope of work for the current evaluation included a review of the 1988 evaluation of Sani Radio (Bonnie J. Brownlee, "Sani Radio Evaluation," AED, June 7, 1988) and an investigation into the issues of the use of Sani Radio to people and institutions in La Mosquitia, Honduras; community support for the station; and the

² This information comes from the 1988 annual report of MOPAWI.

consequences in the region if the station were to cease operations. (This report is written by Bonnie J. Brownlee, chief of party. An assistant, Michael Bonfigli, a master's degree student at Indiana University and a former Peace Corps volunteer in La Mosquitia, helped with the fieldwork.)

Because of time constraints, the 1988 study could not be replicated. In the two weeks we spent in the field, we decided our time was best spent talking to as many people in as many places as possible. Toward that end, we chose the questions from the 1988 surveys we thought most applicable to the current scope of work and replicated those.

We expected little change in the popularity of Sani Radio, and we expected little change in the sense people have of the importance of the radio for communication within the region. Our expectations were largely borne out.

II. Methods

The chief method of investigation was the interview -- both focus groups and individual interviews. We targeted specific leaders -- church, education, health, development -- to interview with one set of questions. We also replicated our 1987-88 questionnaire (with some modification). We chose and trained two Miskito-Spanish speakers (Meri Lu Allen, former MOPAWI secretary; Roldon Brown, a former pastor and MOPAWI employee) to conduct focus group interviews.

The four of us visited seven villages (in addition to Puerto Lempira): Belen, Raista, Cocobila, Ibans, Plaplaya, Brus Laguna and Tuitanta. All of these places are towns along the north coast of the department of Gracias a Dios. In addition, I spent a day in Ahuas, on the Rio Patuka. We traveled by small plane, foot and dugout boat. In each village, we split up to conduct the interviews -- generally, Roldon and Meri Lu interviewed groups and Mike and I set off to talk with individuals. Occasionally, we worked as one group.

III. Findings

A. Individual Interviews

This section reports the findings of interviews with individuals connected with various institutions in the region.

Sani Radio is used by the churches in the region in a variety of ways. One is programming. At least four churches monthly pay L200 for an hour's program on Sunday afternoon. (At the time of the study, the official exchange rate was L2 to \$1.) Interestingly, the Moravian church, the dominant church in the region is not among them. The claim from several sources is there simply is no money in their budget for programming. The churches pay L1 for each minute of broadcast. Their programs last from 15 minutes to an hour.

The churches also use Sani Radio to advise pastors of regional meetings. A Moravian paster in Ibans, for example, told us that meetings are now routinely convened by way of the radio. Radio is the only reliable means to let everyone know about such an event, he said.

Sani Radio is also used by the schools in the region in at least two ways. The superintendent of primary schools for the department (there are primary schools in 105 villages) said that he uses Sani to advise teachers of meetings. Also Sistema de Educacion Interactiva's (SEI) "La Familia de los Numeros" was used last year in some schools. ("La Familia" was broadcast on Sani twice a day -- from 8:30 - 9 a.m. and from 3-3:30 p.m.)

The use of "La Familia," we learned on this trip and during a visit in August 1989, varies by village. In some places (Tuitanta, near Brus Laguna, for one) the reception apparently is fine. One primary teacher there told us he has used the program, with all the classroom materials. In other places, though -- the Ibans area -- the teachers said the reception was so poor as to make the program useless.

Salud Publica, the public health system, also uses Sani Radio. Elena Marley, a nurse in Puerto Lempira, has on occasion offered live broadcasts to talk about various health issues. The accuracy of at least some of these programs was attested to by one of the public health workers we spoke with in Brus Laguna. Salud Publica also uses Sani to announce when vaccinations will be given in the communities. Miriam Dagen, a long-time resident of the region and a former head of Salud Publica for the department, suggested that such announcements result in 80 percent of targeted people coming to the center for vaccinations. In her capacity at the Pan-American Foundation for Development (FUPAD), Dagen was

interviewed on the radio to announce a program that brought youngsters under 17 years old to Tegucigalpa for plastic surgery. We heard that other health workers have used Sani for locally produced educational programs, as well, though were not provided with specifics.

Dagen also spoke to the use of Sani for health emergencies. Neither the Moravian network nor other two-way radios operate on Sunday morning, making communication between villages nearly impossible. Dagen recalled a time when, by using Sani to alert a pilot to evacuate some ill people, three lives were saved. She summed up Sani's role this way: It is "indispensable on some cases but not foolproof."

Other organizations, as well, use Sani to call conferences and to deliver messages and programs. The key user is MOPAWI, the development organization based in Puerto Lempira. More than a year ago, MOPAWI and Sani Radio worked together to produce a series of programs directed toward divers. A major health problem among divers in the region is the bends, which is often crippling and can cause death. The series was a dramatization intended to explain how the bends occurs and what divers can do to prevent it.

MOPAWI also has collaborated with Sani in the production of "Naislabila" (Language of the Finca), the 55 agriculture programs in Spanish and Miskito mandated in the Inter-American Foundation grant received in 1989. (To date, we understand, all the programs are complete in Spanish, and Natan Pravia, a former full-time employee of Sani, is currently translating them into Miskito. The Spanish version is already on the air, and individuals we spoke with in villages reported they like the program.)³

Another organization, CODEFOR, the government's forest service, has purchased time on Sani for a program about environmental matters. To date, however (according to employee Cid Largaspalda), CODEFOR has not produced any programs.

In the past, Sani had a program in Garifuna and another in Sumu. The Garifuna people we spoke with in Plaplaya spoke of the importance to them of this local news, music and culture in their own language. (As of March 1990, this program no longer aired.)

³ A side issue on the IAF: One part of the grant called for training of five reporters in different villages. The plan was for these people to collect information and to report it back to Sani by way of cassette to later air on the radio. According to Delton Allen, the director of Sani Radio since Jacinto Bolina's departure earlier in 1990, the program has not worked because of a lack of funds to reimburse reporters for their time and for the purchase of batteries. There also seems to be a problem sending the cassettes via SAMI to Puerto Lempira.

We learned that city hall employees in Brus Laguna use Sani as a means to alert delinquent taxpayers to pay their fines.

Finally, an increasing number of commercial organizations use Sani to advertise. The list is not extensive, and all ads, except MOPAWI, are in Spanish alone. (Mowpawi's ads are in both Spanish and Miskito.) Nor is it clear what the extent of the advertising contracts is with these organizations. At one store in Puerto Lempira, for example, the owner said he only advertised special promotions at holidays. He said his store really doesn't need Sani Radio to improve business.

In summary, then, it's clear that Sani Radio is important for a variety of organizations in the department of Gracias a Dios. Certainly, a key use is as a postal service or telephone to instantly direct information to specific individuals or groups of individuals. A to-date lesser use is as a vehicle for education programs.

B. Group Interviews

This section presents the findings from a survey conducted with 14 focus groups in six communities. The groups included 52 individuals, 29 women and 23 men. (See Table I and see map in Appendix for locations.)

TABLE I
Summary of Focus Groups

Village	Number of Groups	Women	Village Totals		Total
			Men		
Puerto Lempira	3	7	3		10
Cocobila	2	4	3		7
Ibans	2	5	4		9
Plaplaya	1	2	2		4
Belen	1	3	0		3
Brus Laguna	5	8	11		19
Total	14	29	23		52

Although the number of people interviewed was not large and the range of villages visited were neither large nor necessarily representative of the department of Gracias a Dios, what we heard this visit very much coincides with the information obtained in the 1988 survey of six villages.

Questions were grouped in the following categories:

1. Program Preferences

As before, all groups said they listened to Sani Radio and all preferred it to any other station. Of the 13 groups asked why they like Sani programs, ten groups said Sani is educational and/or informative; one said because some of the broadcasting is in Miskito; one said because there are no newspapers to read; one said because Sani is entertaining.

The programs most liked were news -- sometimes listed simply as "noticias" and sometimes specified as "local" or "national" -- and education. Although the new "Naisiabila" agriculture program was not specifically mentioned by any group, a number of people in the individual interviews mentioned that they liked it. (See Table II.)

TABLE II
Most Popular Programs

Program	Mentions (groups) (Total N=14)
*News in general ⁴	11
*News -- local	5
*News -- national	5
Education (not specified)	5
Music	2
Miskito program in morning	2

When asked what programs people preferred the least, nine groups said they like all the programs; two did not like Garifuna (which wasn't on the air anyway) because there was no Spanish translation; one thought religious programs were too long; and three complained about various sorts of music played.

Regarding length of program, unlike in 1988, no group thought any of Sani's programs were too long. Six groups said the news was too short (no one mentioned this before, but we heard it frequently

⁴ "News" seems to be used variously in La Mosquitia. Sometimes people are speaking of news of the nation and/or world. More often, they seem to mean local events -- sometimes even messages one individual might send to another. (Appendix V is a cassette tape of the hour-long 5:00 p.m. news, taped on March 13. This gives a sense of the sort of news Sani produces.)

on this trip). Three groups thought Diwas, the morning program in Miskito, was too short and one group said educational programming was too short.

When asked about the broadcast day, "Are you happy with the hours Sani broadcasts?", nine groups said they were, but even these said they wished Sani were on for longer hours. Official broadcast day is 6:00 a.m. to 10:00 a.m. and 2:00 p.m. to 6:00 p.m. At the time of the study, Sani was on only in the afternoon, from 2:00 p.m. to 6:00 p.m., because of a lack of fuel.

When asked for suggestions on future programming, the groups had plenty of ideas and the suggestions were very much as before. Table III lists programs and number of mentions.

Table III
Programs that should be added
(by number of mentions)

Hygiene	5
For Children	3
Health	3
Concientizacion	2
"Education"	2
Cooking	1
Prostitution	1
Alcoholism	1
Social Studies	1

Twelve of the groups didn't want anything deleted. One group said to remove programs "not of interest" to the people. "Not of interest" was not defined.

2. Language Preference

Ten of the 14 groups said they preferred Sani in both Spanish and Miskito. Four groups said they preferred Miskito, and one group preferred Spanish alone. These findings vary somewhat from the 1988 study, in which all but two of the groups preferred Miskito. (It is probably not a good idea, however, to make much of this difference. It could be that the way the question was asked varied and thus encouraged the multiple response.)

3. Comprehension and Reception

These questions asked if the educational programs are

presented at an appropriate level for comprehension and if interference during the day or at different times of the year interrupts programs.

As in 1988, all the groups said the educational level was appropriate. We asked if the educational programs were pitched at the right level for understanding, whether that information was correct, what other sorts of programs should be added and what sorts of educational programs should be deleted.

All the groups (save one person in one group) said the level of programming was fine. All but two groups said the information was correct. The other two groups said information should be more "concrete," presumably more specific.

And, as in 1988, interference -- static -- is still a problem. Eight groups mentioned interference during invierno (winter), which, as I understand it, translates into the rainy season, which, in turn, extends from June to March or April. Six groups said reception was poor in the morning, and six said it was poor in the afternoon.

The hope of the Sani staff, of course, is that the shift to AM, scheduled for May 1990, will improve reception locally.

4. Competition

Even if people wanted to listen to Sani all day, they couldn't because of the short broadcast day. We asked what other stations people listened to -- and why. Table IV shows the results.

Table IV
Other popular stations
by number of mentions

Impacto (Costa Rica)	10
Belice (Belize)	7
HRVC (Honduras)	6
HRKK (Honduras)	3
HRN (Honduras)	2
VOA (USA)	2
R. Marti (USA)	1
Sandino (Nicaragua)	1
Voz de la Mosquitia (Puerto Lempira)	1

When asked the reason why people listen to other stations, eight groups said they did because Sani is not always on the air

and three groups said they listen to other stations to get news more frequently.

5. Regional Utility

The last set of questions had to do with the usefulness of Sani to the region.

Twelve of the groups (two did not respond) said Sani is a service to La Mosquitia. Nine of these said it was of value for the information and educational material it supplies. Three groups mentioned its value for providing news and three for providing information about when vaccinations will be given.

Individuals in each group had used Sani Radio to send messages, but only two people said they had paid for the messages. (In light of Sani's policy that people pay to send information, this is a surprising finding.)

C. Should Sani Radio Cease

We asked both the focus groups and individuals to help us focus on ways the station could be funded in the future. (See Appendices I and II for copies of the questionnaires.) This turned out to be a question people found difficult to answer. It soon became clear that for most people, Sani simply exists. The thought that one day it might not exist hasn't occurred to many.

To elicit a meaningful response from the organization people, we asked them to recall a time when the station was not on the air when they needed to send a message or for some other reason.

Since Sani had been off the air for about one month in November and December 1989 and since during our stay March 5-14, 1990, it was off the air in the morning because of a lack of fuel, people had no trouble imagining no Sani.

The responses were generally similar: People at first expressed a great sense of loss ("the station is so important to us"); then when we asked what they would do, they mentioned the certainly less-reliable alternatives of old.

They could use the Moravian mission radios, with two-way communication each morning, some said. They could use the Baptist station in Puerto Lempira (when it is on the air). They could use the two-way health system radios, connecting 11 villages. They could send letters through Osman Paz's less-reliable and more-expensive SAMI air service (an airline that serves La Mosquitia, with connecting flights to Tegucigalpa and La Ceiba). They could use the regular national mail service.

Responses of the groups were similar. Our overwhelming sense from people was that although they could indeed remember how they communicated before Sani operated, no one was comfortable with the idea of returning to the unreliable ways of old. Individuals and organizations have come to rely on the radio as a critical tool of communication.

D. Long-term Support for Sani Radio

It is clear both from the individual interviews and from the focus groups that Sani Radio is important and no one wants to see it go. However, when it comes to long-term financial support, it is not at all clear how viable any alternative is.

Ideas for long-term support of Sani surfaced in our interviews. Several people suggested the churches make more of a financial commitment. Church people, however, weren't so sure. In fact, the Moravian church has not been broadcasting its Sunday program for several months, at least partly because of a lack of funds.

We suggested to several groups the possibility of individuals contributing to support Sani Radio, along the lines of the European model of a tax on radio and television set ownership. Several people thought this might work, if the money were collected through an organization such as the church. Others, however, noted that many people in Honduras don't even pay taxes. Hence, to ask them to pay for the radio would not be a terribly productive idea.

Several people suggested ways in which Sani could, at least, reduce its costs. One idea is to share a generator connection with the hospital, which sits at the side of Sani Radio. Will Siebert, who works at the Bible College in Ahuas, wondered if a cooperative might be set up whereby homes or businesses were linked to the system and the electricity then sold. According to Delton Allen, director at Sani, this idea -- at least the sharing with the hospital -- has been discussed and proposed to the AVANCE board, where it was turned down on the grounds that such a project would be too expensive.

Another suggestion is that Sani sell cassettes of some of its programs. As we thought this through, we wondered if a program that was a mix of educational material and music might sell. Since reception of Sani is poor in some areas, since even when reception is excellent, once words are spoken on radio they are lost forever, and since many people own cassette players, it's quite conceivable that Sani could market tapes, perhaps in villages through MOPAWI's Papabis stores. Whether such a marketing venture could be economically worthwhile would need exploration.

A further suggestion -- admittedly an old one -- is that Sani work harder to sell advertising space on the radio. As it is, about 25 minutes a day are set aside (in five- and 10-minute blocks) for advertising. In my listening to programming March 13, 12 ads aired in about 10 minutes. These same ads aired during a subsequent block of time later in the day.

E. Observations

Before drawing conclusions from the study, perhaps it's worth making some observations not specifically asked for in the scope of work. These are not presented in any order of importance.

1. Reception

The 1988 Sani Radio study reported on a signal test conducted during one week in six locations in the region.

The results showed varied quality depending partly on distance from Puerto Lempira. Although we didn't conduct such a test this time, we found firsthand that reception could be good to, simply, not receivable. In Brus Laguna, for example, I picked up a clear signal late in the afternoon. But in Ahuas, inland on the Patuka River, I could pick up only static on a Sunday afternoon. Some teachers told us that they couldn't use SEI's "Familia" because the reception was so poor.

The expectation apparently is that reception will improve when Sani changes to AM, probably in May.

2. Cost of Radio Receivers and Batteries

The 1988 study indicated that about 36 percent of those sampled owned radios. The 1990 study reinforced the earlier findings that many people either do not own radios or do not own a kind that can pick up Sani's signal. This year we asked questions about the availability and the cost of batteries. Some people told us that they couldn't afford the batteries to keep the radios working since batteries cost L3/pair month. In 1988 we found that a key impediment for some people is the cost of batteries, and we wanted to see if things had changed. Indeed, 12 of the 14 groups remarked that batteries are expensive for them (a pair cost L3 at the time of the study). A number of individuals said that their radios are also tape players and require three sets of batteries, or L9. For many people, the cost to keep the radio working is prohibitive.

3. Quality of Journalism

We heard comments from a variety of places about the quality of journalism produced by Sani. One person spoke of the obvious political slant to the news produced by the former director. (This

person noted that this might change under the new direction.) Others mentioned that the news and information was not always correct. The only specific instance we heard of this had to do with a local incident that the listener said was misreported.

Related to the quality of the product is the number of people gathering and presenting news at Sani Radio. As mentioned earlier in this report, five people were trained to collect and send in news from villages. For reasons mentioned, this is not being done. At the same time, we heard time and again from individuals in villages that they wished Sani would broadcast more information from their villages.

4. Sani Radio's Advisory Board

The IAF grant mandated the formation of a regional advisory group to oversee Sani. It's not quite clear to me exactly what the role of the board is -- even after talking to several people about it. One member, Wilmer Dagen, said that though the plan was to include members from various ethnic and other groups, not much care went into the choices of individuals. He said the committee has "no vision," and to date seems to follow the leadership of Carleton Corrales, director of AVANCE. (Meetings are held every month and Corrales comes to Puerto Lempira, as do the members, to participate.)

5. Costs

Clearly a continuing problem is the cost of running the station. The issue of the availability and cost of fuel is addressed elsewhere in the paper.

IV. Conclusions and Recommendations

The conclusions from this study are much in accord with those of my 1987-88 study of Sani Radio. First, there can be no doubt that the radio station has become a vital instrument of communication in La Mosquitia. Institutions rely on the reach of the station to alert people to a wide range of information. Individuals rely on the station to send important and not-so-important messages to family members and friends outside their villages.

Second, although the potential for the production of educational programming is great, to date the record is slim. MOPAWI has helped with the production of a series of programs to educate divers to the problems of the bends. Sani has aired SEI's "La Familia de los Numeros" math programs for first graders. At the time of the study, Sani was in the process of translating 55 agricultural programs from Spanish to Miskito. People we spoke with said they found the Spanish version informative. In addition, the station runs taped programs sent free from Radio Netherlands.

The problem with local production of educational programs is one of both expertise and personnel. As the station has cut back employees, it has reduced the potential for making new programs. Now, with the departure of director Jacinto Molina, the station has no licensed journalist, no one specifically trained to do the kind of work a professional station should do.

Third, despite this lack of educational programming, it's quite clear that people are pleased with the kinds of programs Sani airs. Both individuals in the focus groups and individuals representing organizations in the region spoke of the importance of programs presented in Miskito and in Spanish. Several said that the use of both languages is helpful in an educational sense, in that those with limited Spanish knowledge can learn from the translations. Others mentioned their appreciation of the religious programs, music of one sort or another, the occasional spot on health information.

A fourth and clearly important issue is the effect on individuals and the region if Sani were no longer to exist. Obviously there is no way to know. The history of the Miskito people in eastern Honduras and Nicaragua has been one of boom and bust, of the arrival of outsiders with jobs and goods to offer followed by the departure of those outsiders, along with their jobs and goods. The result, some anthropologists argue, is that the Miskitos have become an adaptive people who benefit from the influx of goods and services but who are capable of carrying on when those goods are withdrawn. In a fatalistic sense of survival, such response is probably good. In a developmental sense, this sort of

cycling in and out of the benefits of such programs represents failure.

By way of conclusion, I'll part from conventional report style and provide my frank assessment of Sani Radio and the prospects for its future. I have been loosely associated with Sani Radio since its beginning. I was at the site when the radio first tested its power in the summer of 1986, and I have been back several times, both to conduct my own research regarding Nicaraguan refugees and their use of media and to conduct evaluations of Sani Radio. As an evaluator of Sani Radio, I have been chief of party of two evaluations and a member of a four-person team on a third evaluation. Hence, what follows is based on this longer-term association, the current data and on my general knowledge about the use of radio and other means of communication for development purposes.

A little history: I don't think it's difficult to understand the popularity of Sani Radio, a popularity that dates from the first days of broadcasting. What's more problematic is grasping the reasons for its failure to garner the kind of leadership and support needed to produce the kind of programming AID envisioned in the first place. I think an examination of those reasons is important in deciding what now to do with the station.

It's my understanding, both from the many Sani Radio documents and from interviews with key people involved with the station, that the impetus for Sani Radio was largely external to the region. The perceived need for the radio did not come from people in La Mosquitia nor did the resources for building the station or training employees. While such a method of implementation may well be efficient -- and it certainly was in the case of Sani Radio -- the long-term success likely suffers from a lack of commitment, perhaps a lack of a sense of ownership, on the part of the local people. I believe this is what has happened with Sani Radio.

As the three Sani Radio evaluations show, people in the region are great fans of the station and the services and entertainment it provides. But popularity and commitment to maintain it, apparently, are separate things. Again, it seems quite likely that the reason people found it difficult to suggest viable means to keep the station on the air is that they simply are not accustomed to thinking this way. Since they were not a part of the construction of the station, since the funding to maintain the station -- from salaries to educational programming to fuel -- has come almost entirely from the outside, they have no reason to believe that funding may one day not be there. My sense is that this feeling pervades not only the region but the Sani Radio staff itself.

Another possibility regarding the commitment question may have to do with geographic diversity of the people of the region. I've

not heard anyone advance this thought, but one might suppose that if the potential audience is only 40,000 to 50,000 people and if those people are congregated in 175 or so villages of 200 to 500 people per village that garnering a sense of unity for almost any program or project would be a major task. Only a truly indigenous organization with widespread respect and support would likely be successful.

The challenge: And this, I think, is the fundamental challenge for AID or any other organization interested in the future of the station. There is no question that Sani has built a base from which to grow. Listeners abound in La Mosquitia. Organization leaders have no difficulty suggesting ways in which the radio could be used to implement their programs. Members of the Sani staff express an interest in doing more in the way of providing educational and cultural programs. And the record shows that, with the help of MOPAWI and some other individuals, Sani staff can produce some useful programs.

The real problem is transferring the psychological control of -- which I suppose, translates into responsibility for -- the station to people in the region. While I am not wildly hopeful that this can be done, I do think that the best prospect is MOPAWI. As I said earlier in this report, MOPAWI has the base and the network needed. MOPAWI has the respect of people in La Mosquitia. Moreover, and probably most important, MOPAWI has the patience to work with the people of the region -- at their pace.

Recommendations: The obvious choice of an institutional home for Sani (assuming AVANCE will one day let it go) is MOPAWI. This suggestion has been made before (see W.D. Bowles, W. Kastrewski, R. Hughes, B. Brownlee, "AVANCE Mid-Term Evaluation Final Report," IIR, Nov. 22, 1989). We pursued the issue with Wilmer Dagen, former head of MOPAWI and still the driving force behind it, and others again on this trip.

The advantage for Sani is that the station would be managed locally by a solid organization that has built a strong base in the region. Sani needs strong direction if it is to succeed in becoming more than a regional telephone/mail and entertainment service. Educational programs need planning and expertise. The solicitation of advertising and other sources of funding needs someone experienced in that sort of work. The training and maintenance of regional "correspondents" needs commitment and continual follow-up.

Unfortunately, at the moment Sani is doing little in any of these areas. The new director, though he appears to be working hard, has no formal journalism training. Only one person at the station is designated as a reporter, and his time is spent almost entirely in Puerto Lempira. The village correspondents trained under the IAF grant were not producing news at the time of our

visit.

While MOPAWI does not have the journalistic expertise Sani Radio needs, it does have a strong network in communities. MOPAWI is connected to the communities by two-way radio; it also has a vested interest in Sani as a communication tool and, in addition to technical and educational help with programs, has provided Sani with a variety of international newsletters about developing issues.

Whether Sani Radio must remain a public service is something of an open question, but based on what we have learned about the local economic base, it's highly doubtful that the station will ever be able to completely finance itself. More promising is some sort of mix of outside endowment and local/regional support. Again, MOPAWI's experience with outside funding agencies should prove a valuable resource for Sani. I think, too, that Sani Radio's advisory board should be brought aboard to play a larger role in the institutionalizing of the station. To date, the board seems not to know what its function is and certainly has not been an effective advisory body.

In sum, then, I believe some way should be found to continue to support Sani Radio. The hardware is in place -- and will be supplemented with the new AM antenna later in 1990 -- as is a skeleton staff with experience, if not formal training, in radio broadcasting. With the shift to AM, moreover, the station will likely reach even more radio sets in the region. Formal and informal surveys attest to the popularity and usefulness of the station. Finally, Sani Radio is the one medium in the region that has the capacity to reach everyone -- literate and illiterate. It is the one medium that speaks the languages of the region; hence, Sani Radio is the one medium with the potential to help ensure the cultural survival of the Miskito and other ethnic groups while at the same time link them to the larger world of their nation and the world.

If AID is interested in pursuing the MOPAWI-Sani relationship, some issues that should be explored are:

1. Is interest in managing Sani sufficiently strong among MOPAWI's board of directors?
2. Will the phasing out of Wilmer Dagen (who is certainly interested in the possibility) be significant in the decision?
3. Is there good reason to believe that MOPAWI could raise funds to help support the station?
4. What would long term support be from AID?

The most promising route is to pursue the MOPAWI link, with the aim of setting some mutually acceptable goals to reach within appropriate periods of time. These goals -- staffing, training, programming, financing -- should be clear to all, as should the reality that if the goals aren't met, the funding will cease.

CUESTIONARIO

Hola, nosotros estamos para poder platicar con muchas personas para ver sus sentimientos y pensamientos.

Si ustedes quieren ayudarnos lo pueden hacer con libertad.

Nosotros no le vamos a registrar sus nombres, lo que queremos es su manera de pensar y su manera de expresar en las preguntas que le vamos a formular.

Habitantes de otras comunidades opinaran sobre el funcionamiento de SANI RADIO y sus diferentes programaciones.

GUIA PARA ENTREVISTA GRUPAL

I. TOME DATOS DEMOGRAFICOS

A. (vea la forma)

II. OBJETIVO DE LA REUNION

A. Investigación del uso de Sani Radio

B. Investigar como la gente de La Mosquitia usa Sani Radio.

III. EXPLIQUE LA FORMA

(Vea la guía sobre introducción y forma de discusión).

IV. TEMAS

A. ACCESO A RADIO EN GENERAL

A.1. Tienen sus propios radios que funcionan?

A.2. Como esta la situación con las baterías aquí?

A.3. Qué cuesta un par de baterías?

B. ATENCION A SANI RADIO

B.1. Todos ustedes saben que existe Sani Radio?

B.2. Escuchan Sani Radio?

B.3.Cuál es la emisora que prefiere usted?

C. PREFERENCIA

C.1. Cuales programas de Sani Radio les gusta más?

C.2. Porqué?

C.3. Cuales les gustan menos? - Porqué?

D. FORMA DE LOS PROGRAMAS

D.1. En que lengua los programas les gusta más

D.2. Cree usted que hay programas demasiados largos.

D.3. Hay programas que usted considera demasiados cortos?

D.4. Le gusta la hora que salen los programas al aire?

D.5. Cuales son las horas de programación en general?

E. COMPRENSION

E.1. Es la lengua de los programas a nivel apropiado?

E.2. Hay estática u otra interferencia que hace difícil escuchar?

/....

Si, cuando?

Hay diferencia durante el día?

Durante el año?

F. INFORMACION

- F.1. Los programas educativos son a nivel apropiado?
- F.2. Considera correcta la información de los programas educativos.
- F.3. Que otro tipo de información educativa debe incluirse.
- F.4. Que información educativa considera que debe quitarse.

G. COMPETICION

- G.1. Cuales son las otras emisoras que escuchan?
Porqué?
- G.2. Hay aspectos de estas emisoras que deben ser incorporados a Sani Radio?
Qué aspectos?

H. COMUNIDAD

- H.1. Cree usted que Sani Radio esta al servicio de La Mosquitia?
Explique
- H.2. En que manera es util Sani Radio para su comunidad?
- H.3. Ha usado Sani Radio para enviar mensajes? Qué tipos de mensajes? Pagaron para enviar estos mensajes? Cuanto cada uno?
- H.4. Que hace cuando Sani no esta al aire?
- H.5. Ha necesitado enviar un mensaje por Sani pero no pudo hacerlo.
Qué hizo en este caso?

APPENDIX II

Questionnaire for Institutional Leaders

I. Introduction

We're here to talk to leaders in the region and to people in various communities about Sani Radio. Specifically, we want to know how people and organizations use and depend on the radio for news, entertainment and other information.

We'd like to speak with you about some issues we've been asked to pursue. Then, if there are other issues you would like to pursue, we would like to hear them.

II. Use

A. In what ways do you see Sani Radio being used in the region?

1. How effectively is it being used?

B. Is Sani Radio being used by your organization in any way?

1. In what way(s)?

2. How effective do you think Sani is in carrying out the uses you have for it?

3. How could it better be used by your organization?

4. Do you pay for the service(s) Sani provides?

a. If so, how much for what services?

b. Is that an appropriate amount?

5. How have you/would you get your messages out if Sani Radio were not broadcasting? (Provide a specific example of a time you had a message you tried to get out, if you have such an example.)

6. Does Sani Radio provide any programming of its own that complements or reinforces programs that your organization manages?

a. Which programs and how?

III. Other Services

A. Can you think of other services Sani could or should

provide in the region?

- B. If you can, can you suggest ways to implement those suggestions?
- C. In what way(s) could your organization help in the implementation?

IV. If No Radio

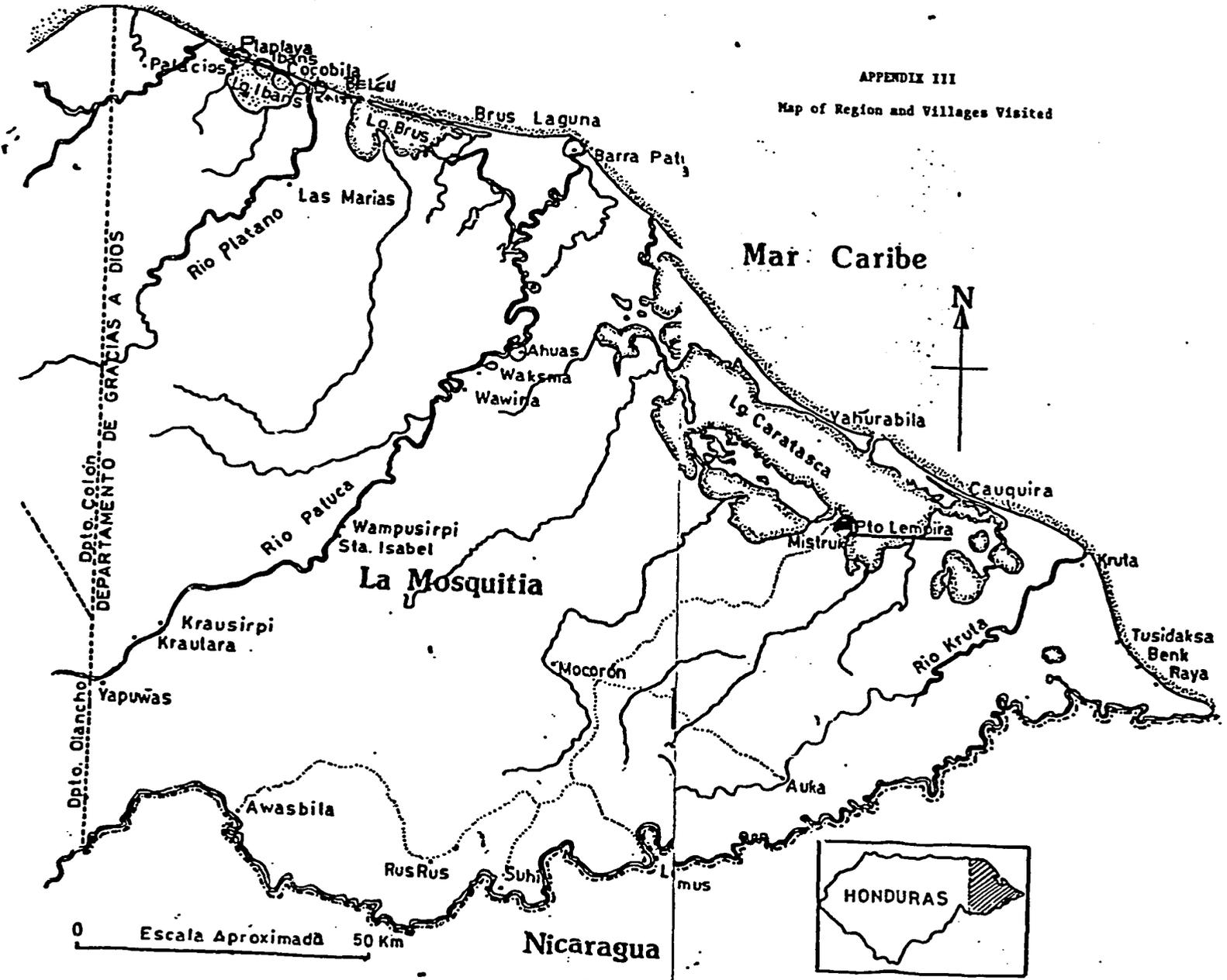
- A. We've been asked to try to assess the impact to the region if Sani were not here. Can you comment on that -- particularly in regard to your own organization?
- B. One key problem with Sani Radio is the issue of funding. Can you help us think of ways the service could be funded -- either locally or from outside the region?

V. Other

- A. Do you have any other issues to raise regarding Sani Radio?

APPENDIX III

Map of Region and Villages Visited



APPENDIX IV
Advertisements Aired on Sani Radio
March 13, 1990

Gran Hotel Flores
Bar Aeropuerto
Pulperia Mari (Rio Platano)
Photo Estudio Chen
*Mopawi
SAMI (the airline)
Episcopal Church (a public service ad about divers)
Matrira Transporte
Comercial Diana
Yampus (a local bar/restaurant)
Setco (the airline)
Iglesia de la Vida Abundante

*Mopawi is the only advertiser that broadcasts in both Spanish and Miskito. All other ads are in Spanish alone.

MOPAWI

MOSQUITIA PAWISA

MOSQUITIA INUGUNI

MOSQUITIA TRUJBAUA

MOSQUITIA BARAKNA

(DEVELOPMENT OF THE MOSQUITIA)

DESARROLLO DE LA MOSQUITIA

ANNUAL REPORT

1988



MOPAWI is a private, non-profit, non-sectarian organization, founded on Christian principles, governed by an independent board of directors and dedicated to the development of the Honduran Mosquitia and its indigenous people. The name "MOPAWI" is an acronym formed from the Miskito Indian words, "Mosquitia Pawisa", meaning "Development of the Mosquitia". The target population are the ethnic groups living in the Gracias a Dios Department --Miskito, Tawahka (Sumu), Garifuna and Pesch (Paya), of which the Miskito group is the largest.

MOPAWI's goal is to improve the quality of life of Mosquitia families through community development projects, income-generating activities and better marketing facilities. People are trained in skills needed to make these improvements in their lives.

MOSQUITIA PROFILE

Name: The "Mosquitia" is the traditional name for a section of the Atlantic Coast in Honduras and Nicaragua inhabited by indigenous people. In Honduras, the Mosquitia is made up by the Departments of Gracias a Dios, and parts of Colon and Olancho.

Land Mass: It covers 16,300 Km².

Population: Approximately 40,000 people living in 175 communities.

People: Miskito (80%), Tawahka, Pesch, Garifuna and Ladino (20%).

Language: Mainly Miskito, followed by Spanish, Garifuna, Tawahka and Pesch.

Religion: Protestant and Catholic. Majority are Protestant belonging to the Moravian Church.

Geography: Mostly flat, sea-level savannah, broken by swamps and swaths of jungle through which flow rivers to the Caribbean Sea. A large, intricate system of lagoons and canals dominate the coast. Mountains tumble from Olancho and Cclon Departments into western Mosquitia.

Climate: Warm and humid, with rainfall averaging 3,000 to 4,000 millimeters per year. Rainy season lasts seven to eight months.

Soil: Mostly acidic, sustaining fragile ecosystems with limited potential for extensive cultivation.

COMMUNITY DEVELOPMENT

AGRICULTURE

Project Objective: To improve farming techniques, crop yields and family incomes using "grass roots" methods that are ecologically and culturally appropriate for the Mosquitia subsistence farmer.

Cacao

Year accomplishments: This year 104 farmers planted a total of 53,890 improved (hybrid) cacao seeds in nurseries. About 25% of the seeds failed because of heavy rainfall after planting. About 23,000 seedlings were transplanted from nurseries into permanent locations in the field. The last issue of seeds was made in October 1988.

It was especially satisfying when the cacao trees planted in previous years through the project in the communities of Wampusirpi and Tukrun produced their first crop; other trees planted in Waksma began putting out their first fruit pods.

Training continued to be an important component of the project. Six courses were given by MOPAWI's extensionists teaching techniques in planting, pruning, shade and harvesting, as well as disease control in the communities of Wampusirpi, Krausirpi, Tukrun, Paptalaya, Waksma and Pimienta.

Agricultural leaders from the Cocobila area were taken on a field excursion to the Department of Atlantida to visit organizations and private farms involved in the cultivation of cacao. Program personnel received training too. MOPAWI's agricultural extensionists also went on a study trip to the Department of Atlantida in cooperation with the Ministry of Agriculture. The main goal was visiting organizations involved in cacao research and extension, the gardens where the

encouraging, they continued to suffer from broken bones and other health problems. Project personnel were able to define however that this is due to a phosphorus deficiency. Because the soils are low in this mineral element, the animals do not acquire it through the pasture grasses. New measures have been taken to provide mineral supplements. Whereas in December 1987 the herd counted with 50-60 animals, by December 1988 it had been reduced to some 30 animals.

Two courses were held in livestock management in Ahuas and Brus Laguna.

Our main goal for the coming year is to research ways for controlling phosphorus deficiency.

EDUCATION

Project Objective: To provide indigenous young people of the Mosquitia with the opportunity to continue their studies so that they can be of better service to their communities and people.

Year Accomplishments: This year MOPAWI was able to assist four gradeschool boys —two Tawahka and two Pesch— to enroll in El Sembrador farm/vocational school in Catacamas, Department of Olancho. With this educational advantage, it is hoped that the boys will one day be sufficiently equipped to serve the Tawahka and Pesch communities.

Secondary School/Student loans:

Nine secondary school students from low income families received loans from MOPAWI to continue their education in the interior of the country. The students specialized in the following areas: agriculture (5), mechanics (1), accounting (1) and nursing (2). These long-term loans charge a 10% interest and allow for payment to begin upon completion of studies.

In connection with this programme, MOPAWI also provided loans to some students already studying in the interior but who were unable to cover graduation expenses because of financial difficulties.

An unexpected study opportunity opened up for seven Miskito students to learn trade skills in Trujillo, Department of Colon and two in Valle de Angeles in Tegucigalpa. The students, who are studying carpentry, metal work, and masonry received partial scholarships from the Honduran government organization, CDI (Centro de Desarrollo Industrial). MOPAWI coordinated and supervised the programme.

In addition MOPAWI has supervised the enrollment and subsequent studies of 21 students, beneficiaries of the German Organization IGFM (Internationale Gesellschaft fur Menschenrechte) Tawahka Programme, who are currently attending the Brus Laguna Highschool, "Renacimiento". Sixteen of the students are refugees whilst the remaining five are Honduran Sumus from the communities of Krautara and Krausirpi.

Adult Education:

Through the IGFM-funded programme, this year MOPAWI was also involved in adult education in the Tawahka communities of Tapalwas, Awastigni, Krausirpi and Krautara. The project used books translated from Miskito into Tawahka printed by Alfalit. The Tawahka-Spanish dictionary written by Dr.G.v.Houwald was also reprinted and was used for both the adult education courses and other Tawahka educational purposes.

Challenges:

Throughout the course of the year, the programme coordinator left MOPAWI to take up a government education post in the Mosquitia. This left MOPAWI's assistant director to fill the post temporarily while we searched for a new coordinator. Although the programme continued with its work, we were not able to carry out some of our activities, especially in the area of curriculum development.

WOMEN IN DEVELOPMENT

Project Objective: To provide women with new skills and improved techniques so that they can raise the quality of their products and have the skills to make new ones. In this way they can contribute to their family incomes. As well as providing technical assistance, MOPAWI encourages the women to come together to discuss their problems and anxieties and to look for the solutions in an organized way.

HEALTH

Project Objective: To provide health leaders and midwives in remote villages with training in preventive health care.

Year Accomplishments:

Kruta River Community Health Project

Two nurses sent by ZOA-Refugee Care Netherlands conducted a community health programme in the Kruta river area of eastern Mosquitia. The project was a joint agreement between MOPAWI, ZOA, and the Ministry of Public Health and followed the ministry's plan for the region.

Throughout the year, the nurses carried out a census of the health situation in the Mosquitia and created an environmental health profile of each village. During meetings held at each of the villages, the communities chose their health leaders who later received training on basic health education covering topics such as: personal hygiene, hygiene in the villages, coughs, fever, parasites. In addition, they received a manual entitled "Health for Everyone" and a kit of basic medicine. Midwives were trained in home deliveries and also received basic equipment. Besides training people, the nurses continued to carry out vaccination campaigns, supplying medicines and supervising local midwives.

Throughout their work, the nurses have encouraged the Indians' long-standing tradition of using plants from the forest to treat illnesses. In July they attended a national congress in Tegucigalpa together with a Miskito herbalist. MOPAWI's concern for the protection of the rainforest, would ensure the preservation of many of the plants with medicinal purposes that are found in the forest.

Challenges:

The main difficulties the nurses faced was the lack of transport. This meant that at times they were not able to visit all the villages in the area assigned to them. This problem will be overcome as the nurses are now acquiring horses to reach the most distant villages. In addition, ZOA, sent two additional nurses in October to cover the upper Kruta river area.

DIVER EDUCATION

Each year, many of the lobster divers from the Mosquitia are either seriously injured or killed as a result of incorrect diving practices. Through this project MOPAWI is seeking to make divers aware of the dangers they face and to provide information on correct diving practices. In 1988 this was done by means of socio-dramas broadcast on the Puerto Lempira based radio station, "SANI-Radio". It has proved to be a very effective way to reach divers since most of them can listen to the programmes on their lobster boats while at sea.

In addition, a three-day course for divers was held in the community of Benk during which the following topics were discussed: how to prevent illnesses; how to help an unconscious diver and how to treat shark bites. A total of 17 divers took part in the course.

LAND LEGALIZATION PROGRAMME

Project Objective: To enable the indigenous communities in the Mosquitia to procure an appropriate and legalized land tenure system. This is urgently needed as large numbers of people are moving onto the land from other parts of the country, clearing the forest for farming purposes.

The LLP is operating with two strategies. On the one hand, it is creating awareness amongst the Indians of the problems they are facing (due to their isolation, many of them do not see the problem until it is too late). Whilst on the other, it seeks to provide channels for the action the Indians may want to take to resolve such problems.

Year Accomplishments: Early in the year, a group of seven Indian representatives from the Mosquitia (one Garifuna, one Pesch, one Tawahka and four Miskitos), together with MOPAWI's sub-director, went on an exchange visit to Yoro, Department of Yoro to meet the Xicaque Indians. The purpose of the meeting was to help the Mosquitia groups gain a greater understanding of land rights issues from the experience acquired by the Xicaques as they struggled to retain their lands. The group also travelled to Subirana, Department of Olancho, to meet the Pesch Indians.

FISH PURCHASE & SALES

CLIENTS	BOUGHT	SOLD
Number of clients	48 fishermen in 12 communities	2 supermarkets, 1 store in Tegus.
Ave. lbs/client	101 (from local fishermen)	1,058 (to the stores)
Total lbs.	4,854	4,231
Ave. price/lbs	1.81	3.14
Ave. Lempiras/client	183.14	3,323.21
Total Lempiras	L. 8,790.95	L. 13,292.85

BALANCE (in Lempiras)

Total sold	L. 13,292.85
Total expenses	11,525.75
BALANCE	1,767.10

PAPABIS PURCHASES

PAPABIS

**LOCAL PRODUCTS PURCHASED
(in lbs)**

	Rice	Beans	Cacao	Batana	Fish
Tusidaxa	36,818.00			81.50	4,823.50
Pto Lempira	1,300.00			1,041.50	3,486.00
Mocoron	17,945.00				
Santa Isabel	314,877.00	5,141.50	7,023.75		
Brus Laguna					
TOTAL	370,400.00	5,141.50	7,023.75	1,123.00	8,309.50

PAPABIS

**INCOME GENERATED
(in Lempiras)**

	Rice	Beans	Cacao	Batana	Fish
Tusidaxa	6,573.86			407.50	12,491.05
Pto Lempira	234.00			5,207.50	5,229.00
Mocoron	3,562.16				
Santa Isabel	64,864.66	2,056.60	7,023.75		
Brus Laguna					
TOTAL	75,234.68	2,056.60	7,023.75	5,615.00	17,720.05

FUNDING AND FINANCIAL STATEMENT

Some of MOPAWI's projects in 1988 were partially self-supporting, among them: credit, PAPABIS and Kabu Yula. All proceeds from these programmes were put back into their respective operations to help maintain them. Later, when the projects become completely self-supporting, funds above those necessary to continue operations will go toward financing development projects.

MOPAWI projects were supported in 1988 by grants or personnel from the following agencies:

TEAR FUND/UNITED KINGDOM
TEAR FUND/HOLLAND
TEAR FUND/BELGIUM
ZOA REFUGEE CARE NETHERLANDS
CHRISTIAN REFORMED WORLD RELIEF COMMITTEE
WORLD RELIEF
WORLD NEIGHBORS
MORAVIAN MISSION
PAN AMERICAN DEVELOPMENT FOUNDATION
IGFM (INTERNATIONALE GESELLSCHAFT FUR MENSCHENRECHTE)

A number of government and private agencies in Honduras provided advice and coordination for carrying out the projects. Among them were:

BANADESA (National Agriculture Development Bank)
BANASUPRO (National Supplier of Basic Consumer Goods)
Ministerio de Educacion Publica (Ministry of Public Education)
Ministerio de Salud Publica/Region No.1 (Ministry of Public Health/Region No.1)
RENARE (Renewable Natural Resources)
FOPRIDEH (Federation of Private Honduran Development Organizations)
ANDI/PYME (National Association of Small Industries)
AVANCE/SANI RADIO (Association of Socio-economic Promotion and Development)
PEACE CORPS
SECPLAN (Ministry of Budget & Planning)
COHDEFOR (Honduran Corporation for Forest Development)
IHAH (Honduran Institute of Anthropology and History)
INFOP (National Institute for Professional Formation)
CAHDEA (The Honduran Advisory Council for the Development of Indigenous Ethnic Groups)
FEPROH (Evangelical Foundation for the Progress of Honduras)
WORLD RELIEF/HONDURAS
HONDURAN MORAVIAN CHURCH
CDI (Centre for the Development of Industries)
UNAH (National Autonomous University of Honduras)
JAPANESE TECHNICAL MISSION
CIDICCO (The International Cover Crop Clearing-house)
HEIFER PROJECT INTERNATIONAL

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LEGAL STATUS

Honduran government Executive Resolution No.46, granted May 21, 1985 in Tegucigalpa, D.C.

AUDITORS

Mendieta y Asociados
Ave. La Paz No. 2702
Tegucigalpa, D.C.
Tel: 32-6137/1617

APPENDIX VII

Primary Education Efficiency,
Component VII, Educational Media
522-0273.1

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Attachment I

STATEMENT OF WORK

Background

On March 4, 1987, A.I.D. signed a Cooperative Agreement with AVANCE, a private non-profit organization. The purpose of the Cooperative Agreement is to provide support for AVANCE's Educational Media Project in order to have a private sector institution assist in improving the quality and efficiency of primary education while attaining financial self-sufficiency.

The agreement supports the Primary Education Efficiency Project by providing a variety of media-based educational services through the Honduran private sector. Page 39 of the Primary Education Efficiency Project Paper states that AVANCE will develop and use mass media techniques to provide quick and visible improvement in the quality of primary education in Honduras. There will be three categories of activities. First, there will be an "interactive radio" component which will provide supplementary radio lessons for use in classrooms. Second, there will be a program for use of the national newspaper, "El Agricultor", for in-service teacher training and to provide supplementary materials for classroom use. Third, there will be a program of experimentation with other possible media-based services which have potential for improving the effectiveness of primary education in the future.

The amount authorized under the agreement is \$3.4 million and L10 million. The FACD is March 4, 1992.

A mid-term evaluation of AVANCE was conducted in August, 1989. The mid-term evaluation focused on level of outputs reached, implementation constraints, progress towards attaining self sufficiency and measures planned to assure that the program is strengthened through 1992.

The proposed evaluation will focus on the benefits produced by specific, AVANCE - managed intervention activities.

Currently AVANCE manages the following media-based educational services:

- a. SBI (Sistema de Educación Interactiva) - an interactive radio service designing and producing "La Familia de los Números", a mental arithmetic series for grades one through three. Summative evaluation of the series has been designed and coordinated by Friend Dialogues Incorporated (FDI).

- b. "El Agricultor" - a weekly newspaper primarily devoted to information and materials designed for classroom use and agricultural information.
- c. Sani Radio - a Spanish and Miskito language radio station broadcasting news, community and cultural information.

The results, recommendations and lessons learned identified in the impact evaluation will be used by AVANCE and USAID/Honduras to evaluate the progress of the component, and to make determinations as to the benefits provided by SANI Radio to its audience.

ARTICLE I - TITLE

Project - Primary Education Efficiency (Component VII Educational Media)

Number - 522-0273.1

ARTICLE II - OBJECTIVE

To provide two individuals who will conduct an impact evaluation of "Sani Radio".

The impact evaluation of Sani Radio will focus primarily on the existing and potential benefit produced by Sani Radio for the people of the Mosquitia.

ARTICLE III - STATEMENT OF WORK

A. Sani Radio

The contractors will be responsible for carrying out the following activities during a two week period in Honduras and a one week period in the United States.

1. Review and update the evaluation of SANI Radio done by Connie Brownlee, June 7, 1988, so that the impact of its programs are concretely measured. A copy of the Brownlee report will be provided by A.I.D. to the contractor upon the team's arrival in Honduras.
2. Conduct focus group interviews with residents of the Mosquitia who listen to Sani Radio and with members of the Interamerican Development Foundation (IDF) grant-funded community advisory group. Determine what programs and services they like, utilize or find interesting. Determine how they would compensate for the lack of these programs and services should they not exist. Determine what other programs and services the Mosquitia residents would enjoy or utilize. Determine if the local population would be willing to provide some financial support to Sani Radio.

ARTICLE IV - REPORTS

The final report shall contain the following information:

Executive Summary - The executive summary shall contain the purpose of the evaluation, study method, findings and conclusions. It must be a self-contained document.

Body of the Report - The body of the report shall include the purpose of the evaluation, the areas and questions examined during the evaluation, evaluation methods (one page maximum) and team findings (any deviation from the scope of work must be explained) conclusions, recommendations and lessons learned. Conclusions and recommendations must flow logically from the information presented.

Appendix - The appendix shall contain the scope of work and lists of individuals and agencies contacted and documents consulted.

Before clearing post, the Chief of Party shall participate in an exit interview and at that time shall provide a written report outline and an oral debriefing defining the issues, major findings, recommendations and lessons learned. Return travel to the team members' point of origin will not be authorized without receipt of the oral report and written outline. The Chief of Party shall submit a draft report to the Project Officer no more than 14 calendar days after departure from Honduras. The Project Officer will be responsible for soliciting comments on the draft report from Mission personnel and providing a composite Mission response to the Chief of Party. The Chief of Party shall submit the final evaluation report to the Project Officer no later than 14 calendar days after the Project Officer furnishes the contractor with comments on the draft evaluation report. The contractor shall supply three copies of the final report, in English, to the A.I.D. Project Officer.

ARTICLE V - RELATIONSHIPS AND RESPONSIBILITIES

The primary evaluator shall serve as Chief of Party. The secondary evaluator shall report to the Chief of Party.

The Project Officer and Project Backstop Officer will schedule an entrance briefing for the team.

The team will report to Ellen Laddy USAID/Honduras Project Officer. Support will also be provided by Margaret Kronhout, Project Support Officer (DF).

ARTICLE VI - PERFORMANCE PERIOD

Contractor shall commence performance on March 1, 1990. Evaluation team members shall arrive in Honduras no later than Monday, March 5, 1990 in order to commence two weeks of field work on Tuesday, March 6, 1990. Six day work weeks are authorized. The final report shall be delivered to the Project Officer no later than May 15, 1990.

ARTICLE VII - WORK DAY ORDERED.

<u>Position</u>	<u>Work Days</u>
Primary evaluator	16
Secondary evaluator	16

ARTICLE VIII - A.I.D. ILLUSTRATIVE BUDGET

See attachment II

ARTICLE IX - SPECIAL PROVISIONS

A. Duty Post

All investigation associated with the Sani Radio evaluation will take place in Honduras. The Sani Radio evaluators can expect to spend time in Puerto Lempira and Tegucigalpa. The draft and final reports will be written in the United States.

B. Language Requirements and other Required Qualifications

Sani Radio (primary evaluator)

Minimum requirements: At least 3 years experience in evaluation-related activities. The candidate should be familiar with qualitative evaluation methods; e.g. focus groups. An FSI S-3/R-3 level of Spanish is required. Desirable: Master's Degree.

Sani Radio (secondary evaluator)

Minimum requirements: Experience in evaluation related activities. An FSI S-3/R-3 level of Spanish and an FSI S-2/R-2 level of Miskito is required. Desirable: previous work experience with indigenous peoples.

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C. Access to Classified Information

Contractors shall not have access to any Government classified material.

D. Logistical Support

AVANCE will provide office space for the evaluation team members.

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APPENDIX VIII

List of Documents Consulted

1. Memorandum to Richard Martin from David Edgerton, "Trip Report: Tegucigalpa, Puerto Lempira, 3-21, 1986," Oct. 1, 1986.
2. Bonnie J. Brownlee, "Sani Radio Evaluation," for Academy for Educational Development, June 7, 1988.
3. Wesley D. Boles, William Kostrewski, Rose Hughes, Bonnie Brownlee, "ADVANCE Mid-Term Evaluation Final Report," for Institute for International Research, Nov. 22, 1989.
4. Richard Martin, "Sani Radio Project Summary," (a background report), draft, January 1988.
5. MOPAWI Informe Anual, 1988.
6. "Introducing MOPAWI." undated brochure.
7. Inter-American Foundation Grant No. HO-168, April 25, 1989.