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IDEAS

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April 7, 1976

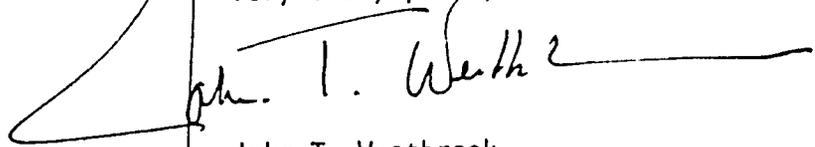
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Dear Mr. Cohen:

Enclosed you will find the third quarterly report for IDEAS' Operational Program Grant titled "Institution of a Specialized Methodology for Adult Non-Formal Education in Dominican Rural Communities".

Please do not hesitate to contact me should any questions arise. Thank you for your consideration.

Very truly yours,



John T. Westbrook
Caribbean Regional Director

Enclosure:
Quarterly Report #3

cc: Michael Stack
John Ulinski
Maurice Kohan
Edward Marasciulo ✓
Paul Bell

JTW:JH:rp

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QUARTERLY REPORT #3
JANUARY 1, 1976 - MARCH 31, 1976

OPERATIONAL PROGRAM GRANT

Institution of a Specialized Methodology
for Adult Non-Formal Education
in Dominican Rural Communities

Submitted to:

Mr. Michael Stack
and
Mr. David Cohen
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT
SANTO DOMINGO, DOMINICAN REPUBLIC

by

INSTITUTIONAL DEVELOPMENT AND ECONOMIC AFFAIRS SERVICE

APRIL 1976

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Darwin Bell • Paul L. Doughy • John E. Nolan • Harold Webber • William Wenrich • Warren L. Ziegler

THIRD QUARTERLY REPORT

on

"INSTITUTION OF A SPECIALIZED METHODOLOGY FOR
ADULT NON-FORMAL EDUCATION IN DOMINICAN RURAL COMMUNITIES"

(Denominated by USAID/DR "Foxfire non-formal Education")

OPERATIONAL PROGRAM GRANT
JUNE 30, 1975

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I. INTRODUCTION AND BACKGROUND

The activities and program steps outlined in Phase IV (Non-print medium presentation) on pages 25 and 26 of the IDEAS' original OPG proposal are those which we will address in this report. In addition to the activities projected for phase IV, IDEAS' local staff undertook to provide a special intensive training program for most of the teaching staff of the Instituto Superior de Agricultura (ISA) in Santiago de los Caballeros, between the 12th and 15th of January, 1976. Twelve additional persons were trained at that time, with the assistance of Mr. Carlos Labour of ISA, who was himself trained in September, 1975.

The Secretary of Agriculture has procured six (not five) complete portable video systems which were introduced into the Dominican Republic on January 31, 1976. This and subsequent intensive planning and organizational activities between IDEAS local representative and those of SEA have assured the institutionalization of this program well ahead of the time originally expected. ISA has been less responsive, by comparison with SEA, though the original trainees of that institution have fulfilled projected program activities on schedule. With regard to ISA it can be said that institutionalization has taken place more in line with that originally expected. The fact that SEA and CNIECA have "picked up the ball" so quickly has caused IDEAS local representative and staff to devote a much greater amount of time to those entities than to the less demanding (and active) ISA.

II. PROGRAM ACTIVITIES PROJECTED AND ACHIEVED FOR THIS REPORT PERIOD

Pages 25 and 26 of IDEAS' OPG proposal of May, 1975 carry the original narrative and expectations for this phase of work. It was noted that the activities during this phase might be variable and would relate in large part to the decisions made locally regarding field work. Basically the period was one of preparation of non-print (Video) communication materials for use at the community level, and represented practically the end of the scheduled training activity for the trainees from the local institutions.

The VIDEO productions were to be done following the consultation with specialists phase (Phase III) which did not actually reach completion for all participants until January 31, 1976. We should note that all original participants did complete this phase (III), however those from Barahona and the Santiago Vocational Training Center were unable to go beyond this phase for reasons which we will specify shortly.

Phase IV was to be completed when actual presentations at the field level were given by the trainees. It should be noted that the original timing for this phase was through February 15, 1976; a full thirty day delay in originally undertaking this program has effectively moved these cut-off dates ahead by one month, and other factors have added approximately another 15 days of delay. Therefore, the entire program is approximately 45 days behind the schedule originally presented, though the additional 15 days actually relate to only one or two trainees, the others being on target.

There were only three basic verifiable indicators for this report period:

1. Trainees work on story-boarding, indexing and editing of non-print presentations
2. Non-print presentations completed and previewed
3. Presentations are made at the community level and reactions and responses gathered through normal interview procedures by selected trainees and local professionals for analysis.

III. VERIFIABLE INDICATORS: ANALYSIS

#1 and #2 "Trainees work on story boarding, indexing and editing of non-print presentations" and "Non-Print presentations completed and previewed."

A. Higüey Region at Agricultural Office and Vocational Center

The production from these trainees was titled "The cultivation of potatoes in the eastern part of the Dominican Republic." Because the Dominican Government is concerned with increasing the production of potatoes for their internal market, a good deal of investigation and motivational effort has been undertaken in the area around Higüey to develop it as a major potato producer. Studies and tests have shown this to be quite feasible. The problem was to convince local farmers of this fact and therefore the trainees produced a basic 20 minute document to be shown in four communities during the week of February 23 to 27, 1976.

B. Instituto Superior de Agricultura (ISA) with Instituto de Tabaco

During this report period Jose Miguel Reyes, formerly an instructor with ISA, resigned and was named to direct the Training and Communication Department of the Instituto de Tabaco (a dependency of the Secretary of Agriculture). This left ISA with only one relatively fully trained person, Carlos Labour. This was part of the reason IDEAS agreed to give a short intensive course in Video and communications to most of the other instructors at ISA in January.

It was agreed that Reyes and Labour would continue their work with the program and make the effort a combined one with INTABAC.

While this change did weaken the thrust of the ISA aspect of this program it still may be positive (Carlos Labor has received a scholarship to study in the United States and will be leaving ISA before June of 1976--this will require further unexpected follow-up with ISA to keep their program on track). The Institute of Tobacco, a major source of assistance to small farmers in the Cibao area, was not originally included in this communications program

but now it is. Since, as mentioned earlier in this report, the trainees at the Santiago Vocational Education Center have been withdrawn from actively participating in the program, the SEA would normally have had nobody centrally located to handle its equipment and programs for the Santiago -- "Linea Noroeste" area; Reyes has been assigned to fill that gap.

The ISA-INTABAC group produced a presentation titled "The cultivation and care of Tobacco plants" in which strong emphasis was placed on the very important "semillero", or seed bed phase of production. Small farmers in the area are notorious for being less than careful with this part of production and that attitude can considerably reduce the ultimate quality and quantity of production. The purpose of the video presentation (well supplemented by written INTABAC materials and good talks) was to orient the rural producers to the problem and show them how to do the job correctly.

This video production was completed and previewed by February 11, 1976, and scheduled for community demonstrations beginning Saturday the 14th of February. Four community areas were selected; two of them in areas where Tobacco is normally not grown but can be, provided the people receive proper technical assistance from INTABAC and ISA.

C. Moca Sub-Regional Agriculture Office.

Throughout the area around Moca the Government is extremely concerned with increasing the production of plantains, a staple in the Dominican diet which has become extremely expensive of late due to low production and natural disasters. The trainee from this area had produced a very good initial documentary on the subject of care of plantain "seeds" (the cepa, actually the underground base of an older plant), disinfecting and selection. Lack of proper disinfection and selection has been a major reason for rapidly declining plantain production in the area, and thus the subject chosen by the trainee was timely. The presentation was completed and previewed by March 31, 1976, then shown in four communities during the week of March 8 through 12, 1976.

D. San Francisco de Macoris Regional Agricultural Office and Vocational Center

Two of our most inventive and creative trainees come from this area. They had developed initial materials on a variety of subjects of value, including basic documentaries on methods of immediate post-natal care for mothers and children. Finally, however, they settled on a difficult but crucial subject for the zone. In many of the areas around San Francisco the Agrarian Reform Institute is recommending the collective system of rice production to newcomers to the AID program. It is generally agreed that it is the only sensible solution to improving production notably.

The difficulty is that the rural people have come to think of "Collectivization" as a term synonymous with Communism. This has led to heavy resistance and a good deal of downright fear and uncertainty among the target groups who are scheduled to be collectivized. It was decided to produce a documentary explaining what Collectivization meant and how it works, using the method of having "parceleros" already under the program to explain, in their own words, how it works, how they like it and what advantages it has over the way things were before. The San Francisco trainees produced a documentary titled "Collectivization

and it was completed and previewed by March 12, 1976 for showing in four communities in the area the week of March 15 through 19, 1976.

E. San Juan de la Maguana Regional Office and Vocational Training Center

In response to demand generated from the Dominican Government (specifically the Secretariats of Education and Agriculture) to promote the establishment of "Huertos Escolares, Huertos Familiares and Huertos Comunitarios" school, family and community vegetable gardens), the trainees undertook production of a presentation outlining the proper procedures for creating gardens of this type.

San Juan trainees had earlier produced a presentation on the value of youth clubs in rural areas, as one trainee is the Secretary of Agriculture's chief youth club promoter. While the youth club presentation was finished, trainees working on the garden presentation were unable to complete the editing phase of their program due to lack of transportation. Therefore a decision was made jointly by IDEAS, CНИЕCA and SEA staff to develop a central editing capacity at CНИЕCA (although this was not planned in the original OPG). By training two or three CНИЕCA staffers in the rather involved techniques of editing from rough original tapes, there would be staff and available equipment to do editing from tapes recorded by others who might find it difficult to get into San Cristobal and edit themselves.

When it became clear that San Juan was going to be unable to edit its projected Huerto production, one of the CНИЕCA editing staff agreed to complete the production, supplementing it with materials produced in Bani. This made it possible to finish the production for San Juan de La Maguana for presentation in three communities (by the San Juan trainees) during the period of March 24 to 29, 1976. These presentations, as was the case in all others, were combined with secondary educational materials such as the production dealing with youth groups.

F. Barahona Regional Agricultural Office and Vocational Training Center

The situation in this area has never been one of the best, and during this report period the situation did not improve. The vocational center has still not gone into production, vehicles are not available, the regional director was canceled for irregularities and our trainees themselves were consistently the poorest of the lot. After they did their original presentations for consulting with experts it became clear that they would need more time and supervision before they could be entrusted with video equipment.

Since the vocational center was still inoperative and there were serious leadership problems, Amilcar Romero of CНИЕCA, with the concurrence of IDEAS, decided to hold continuation of the program in that region in abeyance until later in the year when things become more clear there. The effort in Barahona is not canceled, just awaiting additional training and other personnel.

G. Vocational Training Center, Santiago (La Herradura)

The trainees in this center have been withdrawn from the program after carrying out their consultations but before producing their final field recordings and editing them (their subject dealt with adult rural organization and was to be oriented toward use both in the center courses and in communities).

The withdrawal was the result of lack of available transportation complicated by an extremely heavy training load at the center itself. For the time being Amilcar Romero has decided to leave this position open, then replacing the trainees with two new persons who will work with the new mobile communication units, one of which will be assigned (in April or May) to the same region. IDEAS has been asked to undertake the additional training for these people.

H. CNIECA -- SEA Central Offices in San Cristobal

The relatively large number of trainees working out of the CNIECA center (6) explains why three different subjects were produced for presentations in communities between San Cristobal and Bani. The productions were as follows:

1. Proper cultivation of "hortaliza" crops, emphasizing onions.
2. Planting and cultivating the batata (a. sweet potato).
3. Treatment of milk on the farm (small scale dairy).

There is generally a shortage of batata in the local markets, and it is a popular and nutritious food. The reason for the shortage, in part, is a lack of understanding of proper methods of cultivation and seed selection. This production is timely, particularly for the area between San Cristobal and Azua. Hortaliza crops are also good income producers if properly handled and are always in short supply in local markets. Onion production was stressed because onions are imported in considerable amounts, and local production is needed to reduce foreign exchange loss.

Finally, the documentary dealing with the care of dairy animals and milk processing responds to small farmer needs to orient themselves to the proper and sanitary means of making sure his production is acceptable to the major buyers. The three productions were completed and previewed by March 28, 1976, and the dairy and batata productions scheduled for showings in communities between March 29 and April 2. The hortaliza production will not be shown until the week of April 5 through 9.

I. Bani, Regional Agricultural Office

Responding to a national urgency to increase rice production, our Bani trainee in coordination with other CNIECA staff, visited the Juma rice investigation center near Bonao to document crucial aspects of efficacious rice production. The final video production is too limited an overview, though it does have motivational value. A follow up production will be

Verifiable Indicator #3 -- 'Presentations are made at community level and responses are gathered through normal interview procedures by selected trainees and local professionals for analysis'

Because of the nature of this program and past confusion regarding target groups, it is important to make clear where this program should be at this time with relation to ultimate target groups. We will be very pleased if the quality of productions shown in this phase of development is high and the educational experience for the rural farmer target groups is effective; still, this has not been the interim goal of activity in Phase IV of the program. The major concern of the program in this phase is that the trainees and their institutions be exposed to the full range of activities through field demonstrations and that by this experience, they learn how to produce effective materials.

None of the productions to date is of a quality that we expect for future presentations, yet even the worst of them has served its function, i.e., trainees have learned by their errors, discovered how better to get messages across, and had actual audience response to their productions. Attachment "E" shows the simple, yet valuable, reporting on the part of two trainees regarding their field experience.

In meetings scheduled for April 12 through 14, 1976, all trainees will be together and share their individual experiences, and all will view the work of the others for critical comment and recommendations. Productions after Phase IV will be expected to serve the needs of the target rural poor, the ultimate target group of this OPG.

Community Demonstration Information

A. Higüey Regional Office and Vocational Training Center

Demonstrations were held between February 23 and 27 in three communities south of Higüey, including San Rafael de Yuma and Cano Prieto. The first showing drew 97 adults and numerous children, the second had 86 adults and the third 72. Feedback from observers after the demonstrations was clear and to the point regarding what more they felt they needed and what weaknesses the production had.

Total Adults = 255

Average attendance = 85

B. ISA-INTABAC, Santiago

Demonstrations were held between the 14th and 20th of February in an area southwest of Santiago, including the community of Los Montones near San Jose de Las Matas, and six other small communities. The quality of the production was somewhat inferior to that of Higüey, but served its purpose well, judging by the enthusiastic response of the farmers as well as the trainees. The

presentations were particularly successful because the video was amply supplemented with talks by an expert and the distribution of print and drawing materials dealing with tobacco production. The first showing had 45 adult observers, the second 48 and the last 62. There are no precise figures for the remaining 4 showings, but the total exceeded 600.

Total adults = 600 Average attendance = 85

C. Moca Sub-Regional SEA Office

Field demonstrations were given during the week of March 8 through 12 in four communities to the northeast of Moca, including the town of Los Amaceyes. The subject matter was extremely well treated (the best production to date) and community response was very high. The first showing had 197 adults in attendance (viewing only 4 monitors) and more than that many children. The second demonstration had 89 adults and the third 74. Accurate attendance data on the 4th community is not available.

Total adults = 360 Average attendance = 120

D. San Francisco de Macoris SEA Office and Vocational Training Center

Field demonstrations were given during the week of March 15 to 19 in four communities in the area of Limon de Yuna, southwest of San Francisco de Macoris. While the presentation material itself was not the highest quality, the supplemental products gave the farmers a good overall impression (copies of the agrarian reform law as it relates to collectivization, and a good talk by an expert). The first presentation had 67 observers, the second 73 and the third 35, while the last had 42 adults.

Total adults = 217 Average attendance = 54

E. San Juan de La Maguana SEA Office and Vocational Training Center

Field demonstrations were given during the period March 24-29 in four communities including Pedro Corto and el Pajonal. The key production, that of Huertos (gardens) was very well made and held the attention of the observers. The presentations were supplemented with a follow-up talk by an expert on gardens which met all questions asked. Attendance was 30 adults for the first presentation, 48 the second, 69 the third and 33 on the last.

Total adults = 180 Average attendance = 45

F. San Cristobal (CNIECA/SEA) Presentation #1 (Batata Production)

Demonstrations were carried out between March 29 and April 2 in communities in the area between San Cristobal and Sabana Grande de Palenque. The production, though simple, covered the subject well and was well received. The first two showings for which we have attendance data in this report period had attendance

of 39 adults and 63 adults. Projecting out from that we estimate attendance to be around 48 for the third showing in early April.

Total adults = 150

Average attendance = 50

G. San Cristobal (CNIECA/SEA) Presentation #2 (Dairy orientation)

Demonstrations were also given during the period March 29-April 2, 1976 in only two communities (Madre Vieja, just east of San Cristobal, and Palenque, to the south). Attendance for Madre Vieja was 47, and we estimate no fewer than 39 for the April showing in Palenque. The audience indicated that the demonstration was more technical than necessary, and future adjustments will be made.

H. San Cristobal (CNIECA/SEA) Presentation number 3 (Hortaliza-Onions)

This showing will not take place until the week of April 5, and will be showing in three communities in the Bani-San Cristobal area. We estimate that approximately 170 people will be reached in the three showings. Our impression of the material is that, as with the Batata presentation, it is adequate for the audience.

Projected Adult attendance - 170

Average attendance = 57

I. Bani Sub-Regional Agriculture Office

The rice presentation is somewhat too general in our opinion, and it was borne out by questions from the audience. The showings were between March 28 and April 3, 1976 in communities in the immediate area of Bani, including Fundacion. The first two showings had attendance of 69 and 56, and we estimate the last one to reach at least 45 people.

Total adults = 169

Average attendance = 56

Recapitulation of Community Demonstration Data

Total number of communities exposed to demonstrations to date = 32

Total number of adults exposed to demonstrations to date = 2,217

Average attendance per demonstration = 69

Standard Process of Activity in a Community Demonstration

Prior to the community demonstration, local leaders are contacted through a SEA agronomist. On the day of the demonstration, the trainees arrive in the community two to three hours prior to the pre-arranged time for the showing. The basic equipment and monitors are set up at the demonstration location,

the tapes are cleaned, and then the team goes out with camera and portable recorder and interviews local people, takes shots of local people and landmarks, etc.

This activity revives and creates interest, especially when the people are told that they will see themselves if they come to the demonstration at X hour and X location. Once about twenty minutes of recording is done, which may take an hour and a half, the trainees return to the demonstration site and reconnect all of the equipment.

The demonstration will generally open with an entertainment piece: during this phase (Phase IV) most communities saw the Muhamad Ali-Coopman fight. This will often be followed by a shorter entertainment piece, animated cartoons etc., and then the recordings taken earlier in the community are played. Then come the educational pieces, a major one and a minor one (generally on the value of community organization), followed by discussions and questions and answers, and distribution of any other materials that may be on hand for that purpose. The program closes with entertainment, or often the people want one of the educational programs replayed.

IV. INSTITUTIONALIZATION VS. "OFFICIALIZATION" THE GOOD AND THE BAD

SEA has committed a sizeable amount of money and personnel to this program and, through a constant series of meetings between their staff and IDEAS' representative, is developing what we believe can be a well reasoned and smoothly functioning communication program on a truly national level. The Video program will be the "punta de lanza" -- the central point -- around which the effort will be built. As part of their effort to fully institutionalize the program, SEA has multiplied six times over the basic portable video equipment which IDEAS donated to the program. The continuation and maintenance of this effort is already budgeted for in SEA advance planning. With the exception of a lively collaborative relationship, ISA cannot involve itself anywhere near to the extent SEA has.

Problems have arisen because of the overly positive response of SEA to this program initiative: the demands made upon IDEAS' local representative and staff have been at least double those originally expected, but then the program effort itself has even more than doubled its scope since beginning in June of 1975. Attachment "C" shows the project versus the actual time input only for the IDEAS' local representative, which will give some impression of the situation as it has developed.

There is much greater equipment use taking place, and an expanded equipment base as well, and this has meant much more work for the IDEAS' technical person than expected. Travel too has been at a rate of perhaps five times more than expected since the program (particularly with SEA and the vocational education centers) covers nearly the entire country: in just one seven day period in February the IDEAS' vehicle clocked 2,800 miles, while the SEA vehicle also worked full time.

SEA has requested that IDEAS provide continuing assistance in incorporating film production activities into this program in a supplemental manner. Attachment "D" indicates, briefly, the comparative operational and production costs between film and video productions and underlines quite clearly the cost effectiveness of video as compared to film for educational purposes such as this.

While SEA and ISA trainees have performed very well to this point, they are still in need of considerable more input on the technical side of audio-visual production if they are to improve their skills and thus their finished products. This is commendable, it is where the program should be going, but it is requiring considerable more IDEAS input than expected. The fact that in early April SEA will be adding six mobile communication vehicles to this program has led to even more involvement on IDEAS part, in order to help to plan the best and most rational use of that equipment and its involvement with video production and presentation. The vehicles will be supportive of the vocational training centers as well as regional offices of agriculture.

Because of this unexpectedly quick institutionalization with SEA, and a natural time lag between that and "officialization" (i.e. getting the word out to all areas of agriculture that this is a priority program and should be supported by all other divisions in SEA) there have been difficulties in the field operation, such as those mentioned for the Santiago Vocational Center. Situations like this have made it difficult for the trainees to carry out all of their tasks. Vehicle shortages have been a major stumbling block, as has the lack of understanding of program goals on the part of some regional directors.

The fact that the entire communication and divulgation program of SEA is in reorganization at this time has also led to some slippage between central office and field programs. I have already mentioned special problems in the Barahona area, for example.

Surprisingly, equipment failures have yet to cause more than momentary delays in the program -- questions of half an hour or so -- and those which have been experienced in the field have been temporary and dealt with there by trainees, under supervision, and can be avoided in the future. Of course difficulties with the equipment in field conditions was expected to be part of the training experience so that the trainees will know what the problems are and how to deal with them calmly -- recognizing the symptoms of a particular video problem is half of the battle. Carelessness or poor handling of equipment has been kept at a minimum.

Our greatest difficulty at this point is coming from success, as is indicated in IDEAS' request for supplemental financing to cover deficits incurred and projected. We do need to provide more support to SEA over the next few months than predicted, because the program is far more successful than we predicted. The problem is certainly not that the program is not going well; on the contrary, it is going so well that it has, in our opinion, all the earmarks of being -- in another year or so -- a model to be adapted to a number of developing countries where it will be very well received.

V. LOCAL INSTITUTIONAL COUNTERPART EXPENDITURES FOR THIS PERIOD (APPROXIMATE)

1. Predicted local counterpart expenditures (or values) as outlined in IDEAS OPG for Phase IV:		
A. Coordinators for ISA/CNIECA/SEA...115 days @ \$5.00	=	\$ 575.00
B. Space made available		374.00
C. General supplies		151.00
D. Trainee time: 25 persons (not full time) at 60 days each x \$100 per 30 days		<u>5,000.00</u>
	Total	\$6,110.00
2. Actual counterpart investment for Phase IV is estimated as follows:		
A. Coordinator, Vocational Education (Vargas Payano)		30 days
B. Coordinator, CNIECA (Fremio Mejia)		60 days
C. Coordinator, ISA (Carlos Labour)		<u>12 days</u>
Total of 102 days @ \$5.00 p.d.		\$ 510.00
3. Supervisors time:		
A. CNIECA (Amilcar Romero) 9 days @ \$10.00		\$ 90.00
B. ISA (Jose Paiewonski) 6 days @ 10.00		<u>60.00</u>
	Total	\$ 150.00
	Total Coordinators and Supervisors	660.00
4. Trainee time:		
A. ISA: 12 trainees X 6 days = 72 days (3.5 MM)		\$ 425.00
B. SEA, top staff, Santo Domingo 6 days X 3 persons		200.00
C. CNIECA/vocational education 18 persons X 2.5 mo - 45 MM		4,500.00
	Total trainee time	\$5,125.00
5. Temporary office and training/storage space:		
A. CNIECA: 100 ft X 1.00 X 3 months		\$ 300.00
B. ISA 100 ft X 1.00 X 3 months		<u>300.00</u>
	Total	\$ 600.00
6. Miscellaneous supplies, paper, postage, etc.:		
A. CNIECA: \$15.00 monthly X 3 months		\$ 45.00
B. ISA 10.00 monthly X 3 months		30.00
C. SEA 15.00 monthly X 3 months		<u>45.00</u>
	Total	\$ 120.00

INSTITUTO SUPERIOR DE AGRICULTURA

CALENDARIO Y CONTENIDO DEL CURSO DE VIDEO

DEL 12 AL 16 DE ENERO

1976

- LUNES 12 : Mostrar cinta pregrabada para comentarios de participantes, familiarizar los participantes con el equipo y dividir en dos grupos.
- MARTES 13 : Introduccion al uso y coneccion de los diferentes cables del equipo. Formando dos grupos, salir a hacer tomas de prueba.
- MIERCOLES 14 : Revisar cintas tomadas el dia anterior, comentarios y criticas de participantes. Mantenimiento preventivo del equipo y planear las tomas que haran los grupos al dia siguiente.
- JUEVES 15 : Fuera del area de clase para hacer tomas segun planeado. Regreso para revisar conocimientos generales de equipo. Introduccion a la Edicion.
- VIERNES 16 : Editar trabajos tomados las dias anteriores para hacer al menos un trabajo final con musica, doblar sonido, tecnicas de la edicion en general. Afianzamiento del manejo del equipo de editar.

STATUS OF VERIFIABLE INDICATORS FOR PHASE IV OF USAID/CPG-IDEAS
PROGRAM AS RELATED TO LOGICAL FRAMEWORK DESIGN AND STATISTICS -
INDICATORS NOT FULLY COMPLETED IN PHASE III WILL BE LISTED HERE TO UPDATE STATUS

<u>VERIFIABLE INDICATOR FROM</u> <u>IDEAS ORIGINAL OPG</u>	<u>RELATIONSHIP TO LOG</u> <u>FRAME MATRIX</u>	<u>STATUS PROJECTED TO</u> <u>MARCH 31, 1976</u>	<u>ACTUAL STATUS TO</u> <u>MARCH 31, 1976</u>
MATERIALS, PRINT AND AUDIO-VISUAL, BEING COLLECTED AND INDEXED (CARRY OVER FROM PHASE III)	C.1(6), D.2(6), D.1(5) D.1(9)	COMPLETED	COMPLETED
FINAL PRODUCTS COMPLETED AND IN CIRCULATION TO PROFESSIONALS FOR COMMENTS/OBSERVATIONS. (CARRY OVER FROM PHASE III)	C.1(5); C.1(3), C.1(6) C.2(6), D.1(2), D.1(5) D.1(6)	COMPLETED	COMPLETED
OBSERVATIONS/RESPONSES/SUGGESTIONS OF PROFESSIONALS COLLECTED AND APPROPRIATE ADJUSTMENTS PLANNED. (CARRY OVER FROM PHASE III)	C.1(3), C.1(5), C.1(6) C.2(6) D.1(2), D.1(5), D.1(6)	COMPLETED	COMPLETED
TRAINEES UNDERTAKE WORK ON STORY BOARDING, INDEXING AND EDITING OF NON-PRINT PRESENTATIONS	C.1(3), C.1(6) C.2(5), D.1(3)	COMPLETED	COMPLETED
NON-PRINT PRESENTATIONS COMPLETED AND PREVIEWED	C.1(3), C.1(6) C.2(5), D.1(3)	COMPLETED	COMPLETED
COMMUNITY PRESENTATIONS MADE AND RESPONSES GATHERED	C.2(4), C.2(6) C.1(6), C.1(3)	COMPLETED	COMPLETED */

*/ One presentation will actually not be complete until April 9, 1976
but is scheduled and the presentation finished and previewed now.

RELATION OF TIME ORIGINALLY PLANNED AS INPUT
FROM IDEAS SENIOR STAFF PERSON IN DOMINICAN
REPUBLIC AS COMPARED TO ACTUAL TIME REQUIRED
BETWEEN JUNE, 1975 AND APRIL, 1976.

<u>MONTH AND YEAR</u>	<u>DAYS PLANNED IN CPG DOCUMENT</u>	<u>ACTUAL DAYS WORKED ON PROGRAM</u>
JUNE, 1975	15	17
JULY, 1975	15	22
AUGUST, 1975	10	21
SEPTEMBER, 1975	10	21
OCTOBER, 1975	10	20
NOVEMBER, 1975	10	18
DECEMBER, 1975	5	17
JANUARY, 1976	10	17
FEBRUARY, 1976	10	16
MARCH, 1976	10	22
APRIL, 1976 */	5	15
TOTALS	110	205

*/ Projected on basis of planned work

RECAPITULATION

Projected staff time for senior person was 50% to April, 1976 while actual time has been 93% of full time.

COMPARISON OF VIDEO MEDIUM WITH OTHER "MOVING PICTURE" METHODS IN TERMS OF END PRODUCT COST

INTRODUCTION

We have found that invariably when one speaks of using the medium of VTR (portable video tape equipment) for educational programs anywhere, people immediately have a mental response to the effect that it must be very very expensive, and there is the tendency to shy away from it. It is demonstrably not the case, but it is necessary to spell out the facts to get past the initial "equipment hang-up" which is, understandably, a first impression.

It must be taken as a given that the top levels of effective audio-visual presentations involve moving pictures and sound. The lesser methods, ranging from flannel boards, to overhead projectors and slides are, generally, cheaper to produce and less effective. For the purpose here we will compare production costs of 16 millimeter silent films (which can be given sound by synchronizing sound cassettes, something we have not included in costing this out) and Super 8 silent films with those of 1/2 inch Videotape in black and white.

SIXTEEN MILLIMETER SILENT MOVIE PRODUCTION

About the cheapest, yet acceptable, basic 16 mm movie production equipment available to produce silent films is the Eolex REX V basic box.

A. REX V camera box without lens and capable of shooting one 100 foot reel of film.....	#1,300.00
B. Adapting motor and Nicad battery to avoid wind-up operation (very inefficient).....	570.00
C. Basic simple single lens zoom system.....	575.00
D. Solid movie type tripod.....	100.00
E. Basic editor	250.00
F. Misc. support equipment, carrying cases, etc.....	200.00
Total basic equipment.. \$2,995.00	
G. Repair parts and maintenance (annual) 10%.....	300.00
Total equipment/maint. \$3,300.00 (rounded)	

SIXTEEN MILLIMETER SOFTWARE AND PROCESSING

The basic 100 foot reel will be used with this equipment and each reel provides something less than three minutes of takes. Therefore, to produce a single one half hour production ten reels will be needed. In practice, the very best cine camera operator will require thirty reels of 100 feet (i.e. one and a half hours of shooting) to have the basic materials for a half hour presentation.

Therefore, to produce one one half hour presentation, thirty reels are needed plus ten more to make the first usable copy for projection, or a total of forty one hundred foot reels of film will be exposed.

The cost of processing 40 reels of 100 foot film is as follows:
film cost

- 1. \$14.00 per reel for developing: 40 X \$14.00 \$560.00
 - 2. Developing and processing per reel is \$9.50 X 40..... 380.00
 - 3. Postage,round trip to Miami, at \$4.00 per reel X 40..... 160.00
- Total cost for 1/2 hour product: \$1,100.00(dollars)

A very skilled and prolific cine photographer might be able to produce up to fourteen half hour productions in a given year, provided he had good back-up staff to assist in editing and other basic chores. This would mean then that for the first year of production in a 16 millimeter program, costs would break out as follows(including basic equipment cost as well)

- A. Cost of basic equipment and maintenance, year # 1.....\$3,300.00
 - B. fourteen half hour presentations at \$1,100. each.... 15,400.00
- Total cost \$18,700.00 (dollars)

Dividing \$18,700 by the number of productions (14) gives a final first year cost per production of \$1,336.00(dollars).

Second year production costs would go down, of course, since the entire equipment cost has been divided out in first year production costs. Still, each half hour production in the second year will cost \$1,100.00 or, for fourteen productions in year two, the cost will be \$15,400.00

SUPER 8 MILLIMETER COSTS

As an oversimplification, we can simply indicate that costs can be reduced by approximately 50% by going to Super 8 production(a ctually it would be somewhat less of a reduction). This means that in year one of Super 8 production the per half hour production cost would be approximately \$ \$ 565.00, and costs the following year would be \$550.00 per half hour production.

ONE HALF INCH VIDEO PRODUCTIONS, WITH SOUND

The cost of one basic camera and portable video recorder and basic accessories for operation in the field is approximately.....\$2,000.00

To provide good electronic editing of raw field tapes, two additional editing machines would be needed. Combined cost apx..... 4,500.00
Sub total, Equipment \$6,500(dollars)

Normal maintenance and parts for one year, including parts plus cost of a maintenance person on contract,.... 1,740.00(dollar:

Total basic equipment and maintenance
cost for one complete video setup ..\$8,240.00

ADDITIONAL COSTS:

Since there is no "processing" cost to Videotape, only the software itself, we need only include the cost of reels of 1/2 hour in 1/2 inch tape.(\$14.00 each). Our experience shows that a basic portapac backed up by an editing system can easily produce 24 one half hour productions in a given year, which at software cost of \$14.00 each, totals out to be \$336.00

To recap, then, in the first year of a video production program (which will have sound already on it, which was not the case with the cine examples given previously), the total costs will be as follows (including equipment and maintenance)

A. Basic equipment and maintenance.....	\$8,240.00
B. 24 one half hour reels of video tape....	<u>336.00</u>
Total first year cost....	\$8,576.00

Dividing this total of \$8,576.00 by the number of productions to be expected in the year (24) produces a final per production cost of \$357.00 for year one.

Second year production costs will go down considerably of course after deducting the initial cost of equipment. Leaving the maintenance costs together with the tape costs, second year costs are \$2,076 for the year, in which 24 productions are produced. This gives a per half hour production cost of \$86.50 per presentation

RECAPITULATION

MEDIUM	BASIC EQUIPMENT COST	PRODUCTION(SOFTWARE) COST PER 1/2 HOUR FIRST YEAR	PRODUCTION(SOFTWARE) COST PER 1/2 HOUR SECOND YEAR
16 MILLIMETER SILENT	\$3,300.00	\$1,336.00	\$1,100.00
SUPER 8 MILLIMETER(SILENT)	1,250.00	665.00	550.00
1/2 INCH VIDEO B&W(W/SOUND)	\$8,240.00	357.00	86.50

SOME FINAL NOTES

Since Videotape is reusable as many as thirty times, actual second year and subsequent year production costs can be reduced even more, as earlier productions can be erased and the tape used for other things. The addition of additional portable camera and recording equipment does NOT require the addition of more editing equipment and thus there is a real economy of scale involved in any major training program, as each portable video set can produce 24 (or more) half hour productions in a given year, while the same editing equipment serves six, eight or even more portable camera setups. We have not included personnel time in these projections since you would need the people whichever medium you might choose (though cine cameramen must be much more highly trained than video cameramen). We have not projected out the cost of Color video, though the basic difference would be about six thousand dollars in the initial portable set and editing equipment, and then software costs only go up about 35%—still providing an end product that will be 700% cheaper than filmed products.

ATTACHMENT "E"

Salvaleón de Higüey, R. D.
26 de febrero de 1976

Señor:
John Westbrook
Director de IDW/S
Santo Domingo, D. I.

John, hicimos dos presentaciones más después de la primera en que tú participaste, una el 24 en la sección Caño Prieto de Yuma, donde asistieron 85 personas mayores que siembran papa, - hicimos el serdeo y nos comunicaron que a la cinta debía agregarsele lo siguiente:

- 1- Los surcos más estrechos que los que dice la cinta.
- 2- Las formas de los surcos.
- 3- Que se vea aplicando insecticidas de suelos, debido a que por la zona hay muchos casinos de suelos que atacan la papa.
- 4- Que se mencione el momento de aplicación de insecticida y dosis.
- 5- Que se vea aborcando.

La otra presentación fue el 25 en la sección el Cascadal de Yuma; asistieron 72 personas mayores, la mayoría interesados en el cultivo de la papa.

Nos hicieron las siguientes sugerencias:

- 1- Que se aplique insecticidas.
- 2- Que se aborque.
- 3- Momento de aplicación de insecticidas.
- 4- Que se vea sembrando la papa y que se diga la profundidad (en pulgadas) que debe sembrarse.

Todas las presentaciones estuvieron con mucho entusiasmo, con mucha alegría y todos nos manifestaron su interés porque cosas así se repitan, no sólo con el cultivo de la papa, sino con otros u otras cosas.

Aprovechamos la oportunidad para darte las más sinceras gracias, por tu decidida cooperación que nos prestaste en el trabajo, extensivos a Aminta y a Fremio, que tanto esfuerzo desplegaron para que saliera bien el trabajo.

Esperamos seguir recibiendo tu cooperación, lo mismo que de Aminta y Fremio. Excusa nos las molestias.

Deferentemente,

ING. EGPC. ~~XXXXXXXXXXXXXXXXXXXX~~ GARCÍA LEZ

ING. AG/CR. JOSÉ MARTÍNEZ

EG-JM/brs.