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COMMUNICATION FOR TECHNOLOGY TRANSFER IN AGRICULTURE PROJECT
(AID/S&T 936-5826)

CTTA
MONTHLY PROGRESS REPORT
MAY 1987

This report summarizes the activities and plans completed during this period. Contributors include:

PRIME CONTRACTOR:

Academy for Educational Development

SUBCONTRACTORS:

Cornell University's College of Agriculture and Life
Sciences

Applied Communication Technology, Inc.

The Communication for Technology Transfer in Agriculture (CTTA) Project is jointly managed and funded by the Offices of Education, Agriculture, and Rural Development of the Bureau for Science and Technology of the United States Agency for International Development in collaboration with Regional Bureau Technical Staff and the USAID Mission at each collaborating site. Technical services are provided by the Academy for Educational Development under Contract No. DPE-5826-C-00-5054-00.

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HIGHLIGHTS

Second-stage developmental investigation and first-stage summative evaluation surveys began in three regions within the Honduras pilot project area.

In Honduras, radio spots advocating and explaining soil conservation techniques are being produced and aired on a regular schedule, and plans are being finalized for a daily, 15-minute agricultural radio program.

In Peru, data collected during developmental investigation were analyzed and organized into a report. Results were used to support plans elaborated in the first draft Integrated Action Plan.

Also in Peru, plans were completed, trainers arranged for, and participants invited to a radio training workshop scheduled for 15-27 June.

A draft implementation plan and alternative budgets for CTTA Pilot Project activity in Indonesia were prepared and submitted to USAID/Jakarta and recruitment began for long-term advisors.

A draft implementation plan and alternative budgets for CTTA Pilot Project activity in Jordan were prepared and submitted to USAID/Amman.

COUNTRY ACTIVITIES AND STATUS

HONDURAS

MNR:

Second-stage developmental investigation and first-stage summative evaluation surveys began in three regions within the pilot project area. The surveys are being jointly conducted by the Ministry of Natural Resources/CTTA communication team and Applied Communication Technology, Inc., (ACT) summative evaluation staff.

Developmental investigation activities will determine farmers' knowledge levels, attitudes, and behavior relative to maize, bean, and rice crops and soil conservation. Some emphasis is being placed on identifying farmer media use and preferences.

Extension agents from San Jerónimo, San Luis, and El Rosario are being fully involved in each step of the surveys, and excellent participation has been received of farmers and other cooperators.

Radio spots advocating and explaining soil conservation techniques are begin produced and aired on a regular schedule, and plans are being finalized for a daily, 15-minute agricultural radio program beginning mid-to-late July. Radio spots, the daily program, and other communication materials will feature the character "Ingeniero Martin."

Weekly training continued with presentations on nonformal adult education and color theory and its application to publicity and communication planning and training of CTTA personnel in Comayagua was increased to support developmental investigation.

Through the training, media production efficiency within the DCA is increasing. For example, for the "Semana de los Recursos Naturales y el Medio Ambiente," the Media Production Section in one week prepared several radio spots, a pamphlet, and two posters.

L. Fuentes contacted the Director of the Villa de San Antonio Extension Agency regarding expansion of CTTA Project activities to the Comayagua Valley.

O. Hernandez searched, collected, and reviewed documents and research reports related to agriculture and agricultural development in Comayagua; identified cadastral information for the area and evaluated it for possible utility as a sampling frame for summative evaluation; visited the pilot site and participated in a variety of project meetings. D. Foote and S. Hussein travelled to Honduras in late May. Their first priority was to assist in developing a questionnaire for developmental investigation.

FHIA:

Cornell University requested and is awaiting FHIA indication of short-term technical assistance needs through 30 September 1987, including schedules for short-term assistance in:

- writing and editing technical publications, as suggested in Dr. David Thurston's March trip report;
- communication strategy and planning;
- developing and training in biometrics and information systems; and
- development planning.

As an initial in-country fundraising activity, the FHIA Development Office sent to all FHIA Board members a letter soliciting contributions on the Foundation. Some donations already have been received from Honduran sources.

C. Millensted and Blanca de Rivera, FHIA assistant to the Director of Development, visited Winrock International to study fundraising and development administration. Additionally, Millensted, with F. Fernandez, visited New York, Washington, and Michigan on a fundraising mission.

PERU

Data collected during developmental investigation were analyzed and organized into a report. Results of the analysis were used to support plans elaborated in the first draft Integrated Action Plan, prepared by J. Mata and M. Cruz, which describes communication strategy for the Huaraz pilot project area.

Training guides, which describe the technologies selected for transfer for each crop, were edited and reproduced for extensionists. Meetings also were held with OCT in Lima and Huaraz to inform involved personnel of CTTA Project activities.

Plans were completed, trainers arranged for, and participants invited to a radio training workshop scheduled for 15-27 June. In addition to communication and extension staff in the pilot project area, participants were invited from other extension regions and from the central Office of Technical Communications.

Survey and evaluation instruments were finalized for the baseline summative evaluation survey, for which data collection began.

Footnote and Hussein reviewed and refined the questionnaire for the first phase of the Peruvian summative evaluation, made some changes

in format, and made two major modifications -- questions on farm practices were separated from those on farmers' knowledge about recommended technologies, and the section on farm practices was expanded to include questions about up to three plots.

SITE DEVELOPMENT

Indonesia:

A draft implementation plan and alternative budgets for CTTA Pilot Project activity in Indonesia were prepared and submitted to USAID/Jakarta and recruitment began for long-term advisors. If the budgets and implementation plan are approved, implementation could begin in September.

Jordan:

A draft implementation plan and alternative budgets for CTTA Pilot Project activity in Jordan were prepared and submitted to USAID/Amman.

HOME OFFICE ACTIVITIES AND STATUS

ACADEMY FOR EDUCATIONAL DEVELOPMENT

Home office staff concentrated on support of country activities in Honduras, Peru, Jordan, and Indonesia. Major effort focussed on updating budget formats and projections for the remainder of FY87 and FY88.

APPLIED COMMUNICATION TECHNOLOGY, INC.

Foote, Hussein, and other home office staff concentrated on support of Peru and Honduras country activities.

PERSONNEL AND TRAVEL

Shakir Hussein	Peru	30 Mar to 2 May
Dennis Foote	Honduras	20 May...
Shakir Hussein	Honduras	25 May...

PENDING OR UNRESOLVED ISSUES

The Honduras MNR Department of Communication 1987 budget was cut by \$30,000. Communication equipment purchases will be seriously affected. MNR and AID are developing ways to avoid future cuts and are exploring alternatives for a permanent solution to the DCA/CTTA budget issue.

Resolution of issues relating to J. Cano's present position as Senior Communication Advisor and Acting Director of the FHIA Communication Division remains to be accomplished, as does a decision regarding a request by F. Fernandez, FHIA Executive Director, that some funds in the budget for short-term consultants be reallocated for other purposes.

Lack of computer access in Peru and Honduras is slowing some developmental investigation and evaluation activities.

ACTIVITIES PLANNED FOR JUNE 1987

In Honduras, developmental communication data will be collected and data tabulation will begin; new radio spots will be broadcast; production of a regular agricultural radio program will begin; CEDIA project proposals will be analyzed; and a DCA plan for organizing MNR publications will be presented to the Ministry.

In Honduras, ACT will focus on developing a summative evaluation plan and a questionnaire for its first phase, and training O. Hernandez and other personnel in the use of SPSS/PC+ and computer data entry and wordprocessing programs.

In Peru, a radio training workshop will be held for CTTA counterpart staff and OCT personnel, baseline data will be collected for the pilot project area, and an integrated action plan for communication interventions will be completed and reviewed.

Site development activities will continue for Indonesia and Jordan, as will planning for Africa technology identification activities.