

ROSCON
Quarterly Report No. 6
July-September 1994

Academy for Educational Development
Cooperative Agreement No. CCN-0008-A-00-3045-00



Academy for Educational Development

December 30, 1994

Mr. Allan Reed
USAID/Moscow
Novinsky Blvd.
Moscow, Russia

Dear Allan:

Please find enclosed a copy of the sixth quarterly report of the Russian Social Conversion Project (ROSCON).

If you have any questions or comments, please do not hesitate to call me at (202) 884-8747.

Sincerely,

Gregory R. Niblett
Vice President
Social Development Division

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ROSCON 6th Quarterly Report, July-September 1994

EXECUTIVE SUMMARY

During this time period, ROSCON developed and began implementing its phase-out plan which designated the formal end-date for the project as December 31, instead of November 30. This revised end-date ensures time for administrative close-out following the end of field activities in November (Phase-Out Memorandum is provided as Appendix I).

MANAGEMENT AND ADMINISTRATION

Some \$12,500 was re-allocated from the sub-contract with REN-TV. This production company had been contracted to produce two programs for ROSCON on advice on how to survive in the current economic climate. One program was produced. ROSCON has decided to discontinue the series thereby making funds available for reallocation.

PROJECT ACTIVITIES

One pilot project, the Norma Ltd. "Father and Son" comic book series, still remains in production. The comic book series is based on the Norma Ltd. video programs and will cover such economics basics as money, taxes, competition and taxes. The text of the comic book continues to be revised to eliminate several inaccuracies and to strengthen its message.

During this quarter, ROSCON work focused increasingly on analysis of research and experience. Several documents are being prepared summarizing the ROSCON findings. These include: *Using the Media to Convey Economic Messages in the Russian Environment* (a summary of each of the communication pilot-tests and a presentation/analysis of the focus group reactions and lessons learned); the *situation analysis* - a basic document to the social marketing process establishing a foundation for formative research and the design of a social marketing intervention; and a *background analysis*.

To disseminate analysis and findings of the ROSCON experience, a workshop was proposed for collaborators to be held in Moscow in late Fall 1994. The workshop will review lessons learned with sociologists, psychologists, political scientists and economists who have collaborated with ROSCON. Training efforts will be summarized as will technology transferred (social marketing, qualitative research). The workshop will assure that achievements are understood and will enable the project to end in a most positive way.

Other Programs

Work continued on the ROSCON collaboration with ARD/CHECCHI under Rule of Law Judicial Media Project. During July-September efforts focused on post-production of three training videos, and on a long-form documentary; all programs dealing with the introduction of trials by jury in Russia. After reaching the fine cut stage, the three training videos were shown to focus groups in three Russian cities: Moscow, Elista in the Kalmykia Republic and in Sestroretsk, located in the St. Petersburg region. Analysis of the reports led to some reorganization of the programs' contents, as well as to the addition and deletion of sequences. The post-production work was conducted in Washington, D.C., where producer-director George A. Vicas was joined by Sergei A. Pashin, Central Legal Administration section head of the Presidential Law Directorate (GPU), and Alexander M. Gordeev and Ludmilla Karnozova, both of GPU. The GPU group wrote and recorded new texts in the course of their 10-day stay, and had the opportunity to work with on-line editing. The three training videos were completed in Moscow with the insertion of the final narration segments which replaced the temporary narration texts written and recorded in Washington.

Producer-director George A. Vicas traveled to Moscow in September, taking with him the almost completed training videos, as well as the documentary "fine-cut" which underwent focus group screenings in Moscow, Pskov, Volgograd, and Kemerovo located in Siberia.

FINANCIAL REPORT

ROSCON QUARTERLY REPORT
Academy for Educational Development
Project Year Data
Second Quarter (July-September 1994)
Cooperative Agreement No. CCN-0009-A-00-3045-00

Category	Budget	Expenditures:			1994-95	Total	Total
		July	August	September	2nd Quarter Total	Calendar Year Expenditures *	Cumulative Expenditures *
Labor	\$488,800.00	\$16,673.52	\$10,268.99	\$23,853.78	\$50,796.29	\$215,086.26	\$438,925.18
Fringe	139,700.00	5,002.06	3,080.70	7,156.13	15,238.89	\$64,526.88	\$131,677.53
Consultants	27,600.00	729.39	0.00	0.00	729.39	\$26,693.39	\$45,751.39
Travel	306,200.00	8,096.63	(6,148.45)	11,677.15	13,625.33	\$74,179.80	\$187,423.62
Other Direct	95,100.00	8,390.01	5,070.50	8,295.88	21,756.39	\$103,488.33	\$188,708.57
Subtotal	\$1,057,400.00	\$38,891.61	\$12,271.74	\$50,982.94	\$102,146.29	\$483,973.66	\$992,486.29
Overhead	327,800.00	12,056.40	3,804.24	15,804.71	31,665.35	\$150,031.83	\$307,437.22
Subcontractors	457,700.00	20,465.22	2,853.40	3,571.70	26,890.32	\$141,422.77	\$300,257.45
G&A	18,300.00	818.61	114.14	142.87	1,075.62	\$5,656.92	\$10,421.95
Overseas Allowances	384,504.00	41,373.76	18,816.76	13,756.76	73,947.28	\$143,765.84	\$294,292.07
Equipment	31,500.00	0.00	0.00	0.00	0.00	\$10,078.45	\$33,031.70
Total	\$2,277,204.00	\$113,605.60	\$37,860.28	\$84,258.98	\$235,724.86	\$934,929.47	\$1,937,926.68

* Does not include prior quarter encumbrances

APPENDIX I

ROSCON Phase-Out Plan



Academy for Educational Development

July 21, 1994

TO: Allan Reed

FROM: Gregory R. Niblett

Greg Niblett

SUBJECT: ROSCON PHASE-OUT

In preparation for our meeting, the below comments and attached schedule represent our thinking for the phase-out of ROSCON through November.

As ROSCON has gathered considerable and valuable information about using the media to convey economic messages in the Russian environment, AED feels the priority mission over the remaining months of ROSCON should be a compilation and dissemination of lessons learned to aid Russian organizations in carrying on that task after ROSCON has closed and to aid USAID in its design and implementation of similar programs. Though emphasis will be placed on "lessons learned" and dissemination, there remain a few media and research projects to be completed or brought to closure, thus ensuring that ROSCON honors its sub-grants to Russian organizations. ROSCON has avoided embarking on any major new initiatives over the last few months pending the results of the evaluation and USAID's decision on new funding. Therefore allocation of remaining funds for incomplete or new contracts should be minimal. The prudent use and re-allocation of existing funds should allow the project to phase out in a professional and effective manner. For example, the re-allocation of furniture, research, housing and personnel expenses should provide some additional funding to retain staff in the field for the purposes of completing research analysis, reporting, and dissemination through November.

AED feels strongly that the professional closure of ROSCON, characterized by a sensitivity to the Russian partners and organizations with which it has worked, will reflect more positively upon USAID and American assistance interests, than would a hastily implemented shut-down.

Attached for your consideration is a first draft of activities to be completed and implemented during a phase-out of ROSCON. The proposed plan is a discussion document with issues to be addressed jointly by AED and USAID. Keep in mind as you review the attached document that during late July and August Russian counterpart organizations basically cease functions and AED/ROSCON staff have scheduled vacations. We have also included a new pipeline budget.

ROSCON PHASE-OUT ACTIVITIES
JULY-NOVEMBER, 1994

I. EXISTING SUB-CONTRACTS AND ACTIVITIES

A. NORMA, Ltd. "FATHER/SONS Economics Education
Info-mercials

AED gave a sub-contract to the St.Petersburg production company, NORMA, Ltd. to produce 7 five-minute info-mercials using a "Father-Son" discussion aimed at educating young people about such basic economic concepts as money, inflation and competition. These productions were among the best produced in ROSCON's pilot-test approach and aired March through June on Ostankino, Channel One, NIS-wide. The pilots have tested well but have factual errors and confrontational material that should be corrected. ROSCON has asked NORMA, Ltd. to make the necessary improvements in the series to ensure that correct, quality programming is left behind since the "Father-Son" series has great potential for repeat airing on Russian television. Of more immediate concern is the fact that the British government is providing funding to NORMA, Ltd. to produce multiple copies of the series for use by the education ministry.

AED expects that correction of the video series will be completed by the end of August, though we are concerned that since August is such a heavy vacation month in Russia the completion of the project could lapse into September. We are hopeful that the corrections can be made through editing only, rather than the use of new footage. However, we are allocating \$5000 for additional expenses to complete the project.

COMPLETION DATE: September 15
RE-ALLOCATED FUNDS: \$2000 (MAY NOT BE NECESSARY; AVAILABLE
FOR RE-SHOOTING)

B. NORMA, Ltd. "FATHER/SON" COMIC BOOK SERIES

ROSCON has given a sub-contract to NORMA, Ltd. to produce 20,000 comic books which communicate the economic concepts presented in the "Father/Son" video series. Again, we anticipate this effort would be completed by August, though the summer season could delay completion until September 15. Scripts and artwork will be reviewed this month. These materials will be distributed in Moscow, St. Petersburg, Murmansk, and Ufa and published in newspapers. In keeping with the process ROSCON has followed, these materials should be audience tested. We would look for USAID's guidance in deciding if they would like the material tested to contribute

to the body of knowledge on what communications approaches work best with target audiences.

FOCUS GROUPS COMPLETED AND ANALYZED: September 15
PRODUCTION COMPLETION DATE: September 30
EXISTING FUNDS ALLOCATED: \$12,500 (half of contract)
RESEARCH FUNDS ALLOCATED: \$3000

C. REN-TV

ROSCON has a sub-contract with REN-TV to produce a two program economic series with advice on how to survive in the current economic climate. ROSCON is not pleased with the material seen to date. Funds should be discontinued.

EXISTING FUNDS RE-ALLOCATED: \$12,500

D. CEMINTELL -- ADMINISTRATIVE AND TECHNICAL CONSULTANTS/PARTNERS

ROSCON has a contract through March, 1995 with Cemintell, the full value of which will probably not be realized due to early termination, though we expect there will probably be some acceleration of expenses for their work in assisting in the preparation of any workshops that are approved. Their contract would be terminated upon the final closing of the project.

II. RULE OF LAW ACTIVITY

The ROSCON field staff is providing logistics and focus group support for AED's activity on the production of Rule of Law jury and judge training videos and a documentary on the jury trial system. Completion depends upon whether the judge training video will be required.

ACTIVITY COMPLETED: September 15 or November 15.
FUNDING: None needed under this contract.

III. ADMINISTRATIVE REPORTING

A. Quarterly Reports

Completion of Quarterly Reports for:

April-June
July-September
October-November (Final report)

IV. ANALYSIS OF RESEARCH AND EXPERIENCE

A. Pilot-Test Report and Lessons Learned

"Using the Media To Convey Economic Messages in the Russian Environment"

A summary of the each of the communication pilot-tests and a presentation and analysis of the focus group reactions and lessons learned, with emphasis on the attitudes of various Russian target audiences on market economics and economic reform.

COMPLETED BY: October 1

B. Situation Analysis

This is a critical document to the social marketing process establishing a foundation for formative research and the design of a social marketing intervention. As significant work has been done on this document, AED would recommend its completion for the valuable insights and conclusions it will provide to USAID, our Russian partners. This can possibly serve as model for design of future social marketing in Russia.

COMPLETED BY: September 15

C. Background Analysis

This is a companion document to the above situation analysis which will provide USAID with a "window on Russia." Third Draft now in process with completion expected by 15 September. This draft should be circulated within USAID, AED/ROSCON writer to be available for briefings or individual meetings with interested USAID personnel. Close-out date for new information should be 30 September, and final edition submitted to USAID by 15 October.

COMPLETED BY: September 15

D. ROSCON Experience (for Russian Collaborators)

A document which records and interprets the history of ROSCON, the social marketing process (phases in designing and executing campaign), social marketing in the context of Russian history and current transformation, and provides model of multi-disciplinary collaboration which would have been implemented by ROSCON. Conclusion will encourage all Russian counterparts to complete the ROSCON

plan. Major fragments of this document already exist; process of compilation, editing and publishing should take a month.

COMPLETED BY: September 30

IV. Dissemination of Analysis and Findings to the ROSCON Network

- A. Phase One: publication and circulation of appropriate ROSCON documents above as completed.
- B. Phase Two: meetings and briefings with organization leaders, and staff (as appropriate), to allay suspicions, assuage disappointments, and assure that positive achievements are accepted and budgetary rationale believed.
- C. ROSCON Workshops for Collaborators:

(1) Media Workshop

Following a period of individual meetings with media producers for the purpose of reviewing focus group evaluations, a workshop should be planned to share general lessons learned by the first serious, systematic encounter of Russian media with audience feedback and audience research.

WORKSHOP DATE: October 15

(2) Social Science Workshop

Sociologists, psychologists, political scientists and economists who have collaborated with ROSCON should be provided a technical workshop to summarize training imparted and technology transferred (social marketing, qualitative research) and, again, to assure positive achievements are understood and budgetary rationale believed.

WORKSHOP DATE: October 30

Academy for Educational Development
 USAID Cooperative Agreement No. CCN-0009-A-O-3045-00
 Pipeline

ROSCON PIPELINE

COST ELEMENT	CONTRACT BUDGET	EXPENSES THROUGH 05/31/94	ENCUMBERED THROUGH 05/31/94	DIFFERENCE	PROJECTED EXPENSES THROUGH 12/31/94	REVISED CONTRACT BUDGET	DIFFERENCE
SALARIES AND WAGES	488,800	366,204	2,612	119,984	125,391	494,207	(5,407)
EMPLOYEE BENEFITS	139,700	109,861	784	29,055	37,617	148,262	(8,562)
CONSULTANT FEES	27,600	44,722	1,060	(18,182)	0	45,782	(18,182)
TRAVEL/TRANSPORTATION	306,200	162,242	15,176	128,782	61,411	238,829	67,371
OTHER DIRECT COSTS	95,100	153,052	19,034	(76,986)	86,560	258,646	(163,546)
SUBTOTAL DIRECT COSTS	1,057,400	836,081	38,666	182,653	310,979	1,185,726	(128,326)
INDIRECT COSTS	327,800	258,852	12,373	56,475	99,513	370,838	(43,038)
SUBCONTRACTS	457,700	253,855	54,231	150,114	32,000	339,586	118,114
G & A OVERHEAD	18,300	8,546	2,169	7,585	1,280	11,995	6,305
ALLOWANCES	384,504	215,850	5,603	163,651	113,403	334,256	50,248
EQUIPMENT	31,500	23,803	9,500	(1,803)	1,500	34,803	(3,303)
TOTAL	2,277,204	1,595,887	122,542	558,675	558,675	2,277,204	(0)