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Workshop Reports

Paper No. 16
Workshop I: Enlisting of Participation of Private and Commercial Organizations in Development and Production of DevCom Oriented Radio, Film and TV Features

ROLE
A. Private and commercial organizations can:
   1. Provide funding support
   2. Contribute resources in terms of
      - expertise
      - talent
      - materials
      - facilities/equipment
      - others, like networking w/GOs
   3. Assist in identifying their priority concerns vis-à-vis devcom-oriented programs.

Government agencies will
   1. Provide funding for communication research
   2. Identify development program/message priorities
   3. Facilitate the devt, production and implementation of devcom programs/features on radio, film and TV
   4. Coordinate activities and participation of both govt agencies and private/comm organizations toward devcom programmes

Definitions
Private orgn - Includes NGOs, funding agencies, religious institutions, social orgns, specialized orgns, related professional orgns and other non-profit orgns.

Commercial orgn - All profit-oriented orgns, eg MNCs, local manufacturing firms, PR and advertising agencies.

STRATEGIES
I. Call a regional meeting to:
   - initiate plans and programs on regional and national strategies toward enlisting participation cooperation of G0s and NGOs and commercial organizations toward devcom
- identify regional and national level orgns that can contribute toward the realisation of the project objectives
- identify regional level issues that could affect national level planning and strategy formulation
- identify national sub-committees to pursue the project in the respective countries

II. Call national meetings to:
- identify relevant private, commercial and gov't organizations that could participate in the project, specifically to formulate plans and strategies on the national and local levels
- come up with a directory of potential participating organizations, names of PR heads, advertising companies, manufacturing companies, funding agencies to include their priority concerns and other relevant information and resources
- solicit support, cooperation and participation of organizations represented through special committees, resolutions, or memo of agreement
- establish a network of national and local participants in the devcom project

ALTERNATE STRATEGY

Conduct a regional and national survey to identify potential participants - private, commercial and govt orgns, their heads, etc - in the project

SOURCE OF FUNDS

AMIC will initiate fund sourcing particularly on the research aspect and in initial meetings
WORKSHOP III:

HOW TO TAP ADVERTISING AGENCIES FOR
SUPPORT TO DEVCOM PROGRAMMES

Group Members:

Chairman: R. V. Rajan
Secretary: Zuraidi Ishak
Members: Joseph Leong
Ina R. Mariani Suparto
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Woo Hyun Won
INTRODUCTION

Almost all countries in Asia are now using advertising agencies for development purposes. Therefore, the role of advertising agencies in DEVCOM is very clear, which is to effectively help disseminate development messages to the specific target audiences.

SUPPORT STRATEGIES

Based on the importance of advertising agencies in promoting developmental messages to the masses, we have recommended the following support strategies for advertising agencies in DEVCOM:

(1) To get advertising agencies to contribute their own advertising campaign for any development message or programme. In doing this, they could ask the print media or the broadcast media to donate some free spaces or air-times for the specific campaign.

(2) To get advertising agencies to produce commercials or print advertisements and donate them to the government
who will then cover the cost of airing or publishing the advertisements.

(3) To persuade clients to incorporate development messages in their regular commercial-based advertisements.

(4) To establish an independent body to handle the dissemination of developmental messages. The budget for establishing and running this body should be generated from advertising agencies, television/radio stations, and newspaper/magazine publishers, who will donate some percentages of their incomes to the body. For example, government could establish a policy which stated that TV/radio stations and newspaper/magazine publishers should contribute 10 percent of their advertising income to the body. In a similar manner, advertising agencies should contribute 1 percent of their advertising commission to the body. This is being done in Korea.

(5) To get the central body of advertising agencies (such as the AAA of India) to directly involve in DEVCOM. In this instance, the central body could act as the "middle person" between advertising agencies and government agencies. It will coordinate the cooperative effort between the advertising agencies and the government bodies in disseminating developmental messages.
(6) To pull government resources together so that they can be used more effectively. This will help minimize the problem of overlapping in the process of disseminating development messages.

(7) To encourage individual contribution from advertising professionals by conducting creative competition on specific development programmes. The competition should be open to all advertising professionals.

(8) To create opportunities for advertising agencies and professionals to visit the fields so that they can get the first hand experiences of the problems and opportunities that they are going to deal with in the overall process of the campaign.

(9) To get the government to form a committee of experts from the advertising agencies who will help government bodies with various kinds of professional input regarding the dissemination of developmental messages to the masses.

(10) To establish an exclusive agency to deal with DEVCOM.
RECOMMENDATIONS FOR RESEARCH PROJECTS

We have recommended the following research projects in order to find out how advertising agencies can contribute to DEVCOM programmes:

(1) Case study should be conducted in every country to examine the specific and general roles of advertising in DEVCOM. These studies will be used as a foundation for future research and planning.

(2) Study on the content of advertising should also be conducted. It will cover such topics as:
   (a) development vs. anti-development messages in advertising;
   (b) the content of development messages in commercial-based and public-based advertising.
   (c) the projection image by advertising.
   (d) to examine whether or not advertising is always anti-development in nature.

(3) Evaluating the role of advertising agencies in DEVCOM. The outcome of the evaluation will be used to get commitment from them for future plan of action.