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Television - The Pervasive Medium
- a Vehicle For Change

By

Anne Fouillard
"TELEVISION - THE PERVERSIVE MEDIUM - A VEHICLE FOR CHANGE"

URBANIZATION, SUSTAINABLE DEVELOPMENT AND THE MEDIA

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When I was six years old, television came to the small French Canadian village of 400 people where I grew up. It opened up the world. I became a citizen of the global village even though everything was in English and I could only speak French.

When I was twenty six years old, I was a member of a delegation of rural development extension workers and educators to the Peoples’ Republic of China. I was struck by the power of radio in the culture. It was everywhere and it was working for Mao Tse Tung.

Since then I’ve wondered why TV has not been the vehicle for social change that it can be. Why haven’t Madison Avenue techniques been used for the social good.

Last year on my first visit to Hanoi, I saw hundreds of people on Hanoi’s dark streets at night, crouched in front of a 12 inch black and white screen watching "Simplemente Maria" or as translated "Even the Rich Cry". The Vietnamese were rivetted by a programme about a simple Mexican country girl who was employed by the rich. Through her strength, resourcefulness and charm, she had a positive impact on this family - this community. What also impressed me was that the dialogue, although in Spanish, was dubbed in Russian and overlayed with a single Vietnamese male voice. And, they were still rivetted.

I asked - Why is there no local indigenous programming that reflects the society here? And I asked more and more people about it? CARE Vietnam was also asking the same question. This is what I’d like to touch upon today.

Whether rural, urban, young or old, there is a yearning for values, for good teaching and for learning. And, the media has not been properly tapped to achieve this. Traditional developmentalists think TV for development is a flaky approach, one that does not have the desired impact on policy. However, what has been tried in development during the past 4 or more decades has not always borne fruit. As development workers, we have not tapped the resource at hand to work more effectively for equity and better livelihoods for all.

This takes me to the crux of the matter - If AGENDA 21 is to implemented, it will have to become more than policy initiatives of government and NGOs. Sustainable development must work its way into the hearts of people so that they can change their behavior, their mind-sets and ultimately their behaviors for more sustainable
lifestyles. How have you done it in Singapore, people are asking. This might be an interesting question to ponder following all of our presentations.

As a public education campaign vehicle, the use of the media, namely television is at its most effective and critical time globally. Use of this medium for environmental education and public awareness provides the quickest way to change attitudes and values about the environment. Coupled with a strategic environmental curriculum targeting the primary and secondary school systems, a generation of young people can be educated to consider how integral the Earth and the environment are to their lives. They need to understand how complex the environment, economic and equity links are. They need to know how fundamental it is to link the environment, the economy and equity to a better livelihood for the majority of the world’s people.

People need and want to be motivated to change their attitudes and their behavior. It’s not a quick-fix. Social marketing strategies and behavioral research claim it takes seven years before people hear about a potential changed behavior to the time they actually internalize and change that behavior. Given these statistics, the power of the media in promoting these changes is phenomenal. Using the media adeptly and with strategic focus is our most powerful tool.

An example which struck me recently, for good or for bad, was China’s seeking to hold back the tide of information from abroad. Last fall, the Chinese Government published new rules for banning individuals and businesses from using or setting up satellite television dishes. This ban was the latest in a series of steps aimed at tightening the state’s grip over the flow of information. It took effect immediately. From that point, one was allowed to install these dishes only with government approval. Unauthorized manufacturers and retailers were closed down. Non-compliance is meeting with severe penalties. This is a very interesting phenomenon as China already has 41,000 satellite earth stations but the number of private satellites at the time of the ban was thought to be in the millions. This speaks to the power of television and the fear governments have of loss of control. It also speaks to the hunger people have for information, facts, entertainment and ultimately for being part of a larger world.

If we agree with the fundamental precepts advanced in Chapter 36 of AGENDA 21, entitled “Promoting Education, Public Awareness and Training - then we are bound, committed and compelled to work broadly for sustainable development.
This chapter highlights the need for both "formal and informal education as being indispensable for changing people’s attitudes so that they have the capacity to assess and address their own livelihood concerns. It is also critical for achieving environmental and ethical awareness, values and attitudes, and the skill and behavior consistent with sustainable development and for effective public participation in decision making. To be effective, environment and development education should deal with the dynamics of both the physical and biological, the socio-economic environment as well as human and spiritual development. It goes on to say that Sustainable Development should be integrated in all disciplines and should employ formal and non-formal and effective means of communication.

For many years, specialists in the field of development support communications have worked at finding ways to encourage change. We have used radio, theatre, music, puppets, film and television with varying degrees of success. Many of the social marketing campaigns on family planning and AIDS have been award winners. But, too often, the communication component of projects have been add-ons rather than being fully integrated into the project from the beginning.

Few local indigenous programmes provide an entertainment package that also respond to the three objectives of:

- social mobilization
- community participation
- behavioural change.

The entertainment value is particularly important especially in light of the growing competition among networks who are commercially producing programmes that do not focus on behavioral change. Furthermore, it can be projected that by the end of the decade, television will have reached most parts of the world, if not directly, then through video.

The challenge of articulating the concept of sustainable development to the citizens of a country lies in the complexity of the concept itself. We are discovering this in policymaking circles as well where individuals are accustomed to dealing with complex issues. The issue of how we educate and work with public awareness campaigns, how we propose to deal with major groups is very critical because all of the policy initiatives in the world will not move anything unless the public agrees that things have to change. It is immaterial whether we live in the city or
Contrary to single issue campaigns such as AIDS and family planning, national strategies for sustainability involve achieving a number of economic, ecological/environmental, and social/equity objectives. And, in many cases, sustainable development involves fundamental changes in the way people are currently living their lives.

That being the case, the Sustainable Development Initiatives programme is promoting the development of multi-media approaches for capacity building within comprehensive sustainable development strategies. This is to address and reinforce the importance of sustainable lifestyles at the public and civil society levels.

Television is an incredibly powerful medium. Its pervasiveness in the region makes it an ideal vehicle for bringing about attitudinal change on the issues related to sustainable development.

Mass audiences prefer entertainment to education. Most people are interested in fictionalized accounts of life as in telenovelas. They are especially captivated by soap operas. As exemplified in Brazilian and Mexican soap operas, this is a phenomenon that transcends class barriers. They like to see themselves reflected on their screens. This is why locally produced soap operas have so much potential. The soap opera approach is responsive to the articulation of country governments who have requested an overall communication and education strategy for AGENDA 21. Further, the soap opera format is well suited to the dissemination of the concept of sustainable development because the multiple story lines can cover a multiplicity of issues. Soap operas are also applicable in terms of meeting the needs of AGENDA 21.

Locally produced soap operas/teledramas/televised folk theatre have the potential to become an important part of a country's overall campaign in public education, awareness and communications. These will form integral part of broad based national social marketing strategies for sustainable lifestyles. Communications is a vital component of each National Sustainable Development Strategy and attitudinal change is critical if the strategies are going to have any success.

What SDI is proposing is not the funding of soap operas but rather the establishment of locally appropriate processes and mechanisms for consultation, coordination and management. Through a substantive advisory group, the content and issues to be tackled in the soap opera will be defined. The advisory members
would include the major stakeholders in a country's national strategy for sustainability: relevant government departments, international agencies, non-governmental organizations, the private sector, academia and research bodies.

We are attempting to broaden environmental awareness and educate the public through an ongoing soap opera (teleroman) modelled on successful Brazilian soap operas. These soap operas document the life of a complex extended family that reflect the society at hand. The thematic approach addresses key environmental issues through the main characters of the soap opera, including ethnic minorities in the constellation of characters. This encompasses the urban as well as the rural links. The stories proposed are ongoing, appeal to wide audiences. They have a healthy injection of romantic liaisons and family drama. They show ideals while inspiring. These soap operas promote changing values to deal with the complex issues of environment and their links to broader economic issues and human needs. The whole range of environment and sustainable development issues are encountered: transportation, energy and air quality issues in the city, hazardous waste dumping on the edge of a city, a river or in the country, reforestation and rehabilitation of denuded lands, population issues and family planning, agricultural life and its importance for urbanites, coastal zone management and rehabilitation of mangroves, waste management, water resources, and the changing needs of a population as it becomes a society more oriented toward consumerism.

Many proposals are currently in development for National Public Education, Awareness and Communication Strategies in Asia and the Pacific based on Social Marketing Approaches for Sustainable Lifestyles. For Example

A REGIONAL WORKSHOP ON SOAP OPERA DEVELOPMENT IN VIETNAM IS PROPOSED FOR EARLY 1995

The Sustainable Development Initiatives Programme is building toward a regional workshop in 1995. The workshop will be underpinned by a preliminary study of successful soap operas for social change in Latin America. Premised upon a study conducted by two senior film directors/producers of the North and the South who have produced multimedia strategies using development support communications methodologies. These individuals have developed ongoing series for both entertainment and education. They will bring their best knowledge toward conducting a study in Latin America. They will provide a report which will serve as a guiding document for the development of the workshop format. The report
will also serve as background for the participants in this event.

The Brazil and Mexico Soap Opera models will be used to serve as internal advocacy models to convince decision-makers within UNDP of the validity and necessity of this approach. Interestingly in the the countries where we work, there are no doubts as to the power of the medium and the need to have commercial productions assuming this role.

Interested countries and the various players who will be part of the production of a commercial soap operas funded by the private sector will be invited to participate. These individuals will be hand-picked and selected for their strategic, visionary and funding/fundraising capabilities. The workshop will have at least three SDI participating country groups working on a strategy focussing on:

1. knowledge of substance - an introduction to the concepts of sustainable development
2. trials for indigenous script development
3. fundraising and obtaining private sector sponsorship for this entreprise.

We are speaking here of a capacity building approach for indigenous public awareness building tools using the most effective medium as our disposal - television.

Vietnam will be the locus of this important regional workshop on soap operas as commercially viable approaches for sustainable lifestyles. Given the relatively undeveloped state of television in Vietnam, much could be learned from the experience of other countries. This event would have the greatest impact in Vietnam as an indigenous capacity for TV is developed, shared and profiled. CARE Vietnam is currently involved with this soap approach working on AIDs and environmental awareness with the World Bank and IDRC support.

In the Philippines, the Pasig River Programme is proposed through the development of a National Sustainable Development Strategy for Public Education, Communications and Awareness to mobilize multimedia programming for behavioral change. This will entail a National Sustainable Development Strategy
and Public Awareness Action Plan for the Philippines utilizing the Pasig River as a model of Community Building and Action for Sustainable Development in the Philippines. This involves a collaborative multidonor strategy working through the Pasig River Secretariat to develop a focussed strategy for sustainable lifestyles. Private sector funds are being sought for the sustainability of this approach. The Pasig River Social Marketing Strategy is to be a first focussed example that demonstrates the viability of this approach on a pilot scale with the goal of national application.

Let me tell you about the Pasig River. The Pasig River is the symbolic artery through the heart of Manila. Around 4 to 5 million people, about half of the population of Manila live within the catchment area of the Pasig River, an area which represents about one-third of the land mass of the metropolis.

1. The condition of the Pasig River, the major river system in Metro Manila has deteriorated over the years. Given the historical, economic, social and ecological importance of the River, the people of Manila are wanting its rehabilitation.

2. The Pasig watershed is not limited only to Manila. It flows from a major lake, Laguna de Bay which is encircled by different sized communities and industry. There, people fish, grow rice and manufacture goods. Similarly, the Pasig River is longed by many polluting industries and its several tributaries are subjected to similar polluting inputs from both domestic and industrial sources. What is interesting is that the problem’s resolution lies a very complex inter-organizational approach that exemplifies Sustainable Development. This is now being tried through the Pasig River Secretariat. The support of the many players will be critical to any success story of the rehabilitation of the Pasig. It is clear that this approach is a long-range scenario requiring a multitude of simultaneously coordinated and integrated activities that will address how this plan is actually implemented.

The Thames of London, the Chicago River and Singapore’s main river system were all cleaned up. But, this occurred over long-term horizons and with economic, political and social commitment behind these efforts.

The private sector, the main polluters of the Pasig, the Local Government Units (LGUs), the mayors of the various municipalities that long the Pasig need to be
brought together to begin the development of a social marketing plan that will assist the public toward making the behavioral changes needed.

In a broad-based public education, awareness and communications campaign to change behavior and attitudes toward sustainable lifestyles in the area, a highly publicized, professional state-of-the-art social marketing strategy and campaign will address the fundamental behavioral changes required by the population. There are several ways to approach this:

1. A social marketing strategy that includes focussed campaigns on certain behaviors.

2. The development of a school curriculum for dwellers along the river as vehicle to work the campaign through the schools throughout Metro Manila and to all urban centres of the Philippines. To develop an equivalent rural curriculum to serve Laguna de Bay rural communities as well as communities along the Pasig River tributaries is another element.

3. Community, social action and NGO groups involved in implementing parts of the strategy - the community development aspects as proposed by the Sagip Pasig Movement, an umbrella organization of NGOs, peoples' organizations and government agencies to spearhead community-based information and informal education projects to mobilize communities and industries along the river to clean up the Pasig.

4. LGU strategies for cleaning up their barangays (neighborhoods) as a means of developing a barangay community action model that could be applied nationally.

5. The development of an ongoing teledrama series to broadly target sustainable lifestyle issues. Occasional programmes will focus on a family on the Pasig as a means of promoting awareness of issues plaguing Pasig communities. This will also be a way to introduce positive behaviors that address clean up, mobilize public will and effect changes in government and industry.

6. Other print and audio visual media such as radio, comics, posters, ad campaigns, among other social marketing techniques.
A coordinated approach to the Pasig River between the various donors, the MEIP, the World Bank, the ADB and the United Nations will demonstrate the benefits of an integrated approach to the Rehabilitation of the River and its Watershed. Working closely with donors, the private sector, NGOs and through the Pasig River Secretariat:

1. The private sector companies currently polluting the river will be brought together in the development of a broad-based social marketing strategy for sustainable lifestyles through the efforts of Mrs. Ramos and her position as President of the Sagip Pasig Movement.

2. A mayoral strategy for LGU clean-up along the Pasig will be developed.

To tie into and add to the Social Marketing Strategy for the Pasig A Proposed Teledrama for Philippine Television is also in development.

As the producer and director of the series says, "Television, the dramatic arts and more specifically teledramas can be utilized to enlighten the public of prevailing social, political and cultural issues in Philippine society. Teledramas have the capability to inform, entertain, educate, inspire, motivate and involve people's participation in the development goals of the government as well as the public and private sectors".

A wide range of themes or issues including agrarian reform problems, environmental awareness and natural resources management, AIDS, child labor, the Japayuki phenomenon, natural disasters and how to manage these and all types of livelihood problems will be covered. A wide range of lifestyle and sustainability issues: maternal health, child labour, use of pesticides, agrarian reform, and the Pasig River will also be incorporated.

Social issues will be tackled incrementally. These include the plight of street children, women's issues, the handicapped, ethnic communities, human rights, housing problems, urban poor and healthy lifestyles, livelihood opportunities in the countryside, medical care, respect for the law, tourism, local government activities and adherence to peace and order goals.

To enable viewers to identify with these themes or issues, traditional Filipino values have to be reinforced. Some of these traditional values are: hard work,
respect for elders and women, family unity, community service, and cooperation among others.

Varied themes or issues will be presented in the proposed teledrama to enable the Filipinos understand them and to resolve problems in a positive way. It also works to reaffirm Filipinos’ self-esteem and national pride by presenting their cultural heritage, folk arts and traditions. The concept wishes to drive home how the Filipino nation can move toward a sustainable future.

Treatment of the Teledrama

The principal character symbolizes everything that is good in the Filipino psyche. Developed by the producer and director, a successful Filipino filmmaker, Alfredo Cruz, M.D. is:

- A medical doctor. He symbolizes prevention and cures for the broad range of social maladies. He encourages behavioral changes in the population.

- A lovable, credible and trustworthy individual without the usual sins. He not prone to partisanship or political ambition. He is automatically a sympathetic soul.

- Seriously concerned with the environment.

- A man whose trade and his lifestyle is such that it transcends the various levels of the social strata. This makes it easier to create his "extended family" both legally and professionally.

- is duty-bound, officially and morally, concerned with the well-being of everybody whether rich, poor, young or old.

- Knowledgeable in many aspects of life and people believe him even on matters outside of his professional field.

- A good judge of character, comfortable with the various idiosyncrasies of people - he meets all sorts everyday. People tend to confide their most intimate secrets to him while under his care.
• He comes from the provincial town of Santa Monica.

• His father is a retired municipal judge from the rural areas. His mother is a retired school supervisor. His family is middle class and well respected in the community. He is the only son but has two sisters.

• Appealing to the Filipino need for romance, he is a handsome bachelor, 38 years old with an aura of mystery in his personal life. He also typifies himself as married to his profession. He is the envy of men in his circle, desired by a lot of women.

Dr. Alfredo Cruz’s professional activities will be:

• As a doctor and co-owner of a private clinic in the city, established in partnership with friends in the same profession.

• Connected to an orphanage, a charitable institution for street kids which has also a ward for the elderly who were abandoned by their relatives.

• Visiting his hometown to provide free medical services to the rural folks, including the ethnic minorities.

This teledrama in the Filipino language will portray the best in the Filipino way of life.

PAKISTAN

In Pakistan, a Television Series on the State of the Environment and the Promotion of Sustainable Lifestyles in Pakistan entitled "THIS IS OUR STORY" is now under discussion. The National Conservation Strategy of Pakistan is officially recognized by the Government of Pakistan as a National Sustainable Development Strategy (NSDS). Over the past five years, the NCS has planned, developed and coordinated and comprehensive approach toward social mobilization and community development. The teledrama series on sustainable lifestyles working within the AGENDA 21 framework of the National Conservation (i.e. Sustainable
Development) Strategy for Communication and Education is in the works.

As they say in Pakistan, experience from the past decade points to a more researched, carefully designed and tested format, a combination of education with entertainment, and more personal and human interest stories to capture and persuade audiences. The television series is designed so that it absorbs a wide range issues and creates role models for the audiences. Episodes are designed to create desired effects, raise questions and offer possible solutions.

So far in Pakistan, there have been few attempts to use media for development support communication. Restrictions on the media have perpetuated a form of unthinking rhetoric, using the same format, dialogues and characters which do not provoke or inject any new thinking.

Where the television signal is reaching, viewership will increase as access to remote areas improves during the next five years. There is a growing need to explain and inform the audiences about their own livelihood issues, what surrounds them, as well as to provide direction in their own contexts. In this way, viewers can identify with the characters and the stories and help in their own development process toward positive social change.

Creating productive and responsible television programmes will require more time dedicated to research, to learning about the specific audiences, to the media, and to the complex issues before messages can be developed, and human interest stories can be incorporated into the overall message.

Television series based on facing prevalent problems, the creation of a dialogue with the masses/viewers requires liberal sponsors, prime-time viewership, and a liberal censor code. Corporations and donors are key to the sponsorship and funding strategy. Prime-time showing on television is also critical to the success of this TV series. This air time will be negotiated with the Ministry of Information as part of the Government of Pakistan Commitment to the National Conservation Strategy (NCS).
The Television Series Proposed

What is the thinking behind this?

1. Environmental degradation stretches to all parts of Pakistan. Environmental and health concerns are increasing at an alarming rate with deforestation in the North down to the southern coastal zone mangrove forests through to polluted waters throughout the country. Educating on the critical balance between the deteriorating quality of life and the sustainability of limited natural resources.

The proposal for an ongoing television series for broadcasting will build awareness on environment and sustainability.

Objectives

- To highlight the issue that if environment in Pakistan continues to deteriorate at this rate, the growing population will face disaster for lack of opportunity and sources of livelihood. People’s inability to understand or cope with growing problems in their daily lives and the irreparable loss of natural resources will be featured along with potential solutions.

- To show concretely that these problems can be solved by the community itself. Teledrama characters will carry the message; will manage their resources in the best interests of nature, humanity, and the future. Local skills and indigenous knowledge will be recognized and featured. The series will demonstrate that through determination, struggle, will and collective action, people can achieve a balance between human needs and the environment.

The story line will be further developed through field research, working closely with proper resource institutions and script writers to ensure the sustainable development message.

Story Outline

Existing life patterns of a large spectrum of Pakistan life and culture, the urban and the rural, exploring the socio-economic picture and its relationships to the
environment within the context of sustainable development will be portrayed. The story revolves around a truck driver, Rafique. He comes from an agrarian background. His job takes him from the coastal areas in the South to the northern areas where he sees a wide range of environmental destruction and degradation. Since Rafique comes from a farming village, his family's community where his father, wife and son live is a prime location that shows village level problems:

2. Growing population/health care.
3. Depletion of resources (fuelwood/clean water)
4. The lack of use of traditional skills/indigenous knowledge.
5. Literacy.
6. Migration into cities for work.
7. Need for cooperatives.

The truck driver's assistant is Billa who takes care of the truck and travels with him. Billa comes from a large city and his family lives in a Katchi Abadi (slums) close to an affluent neighborhood. His parents work in the city. His fianceé who also lives in the same Katchi Abadi (slums), works in the affluent household of a city trader who has a family of daughters. Since Billa is from the urban slums, the issues profiled are:

1. Overpopulation
2. Literacy
3. Land space
4. Pollution (industrial/auto/garbage/domestic)
5. Clean drinking water and health
6. Community building and cohesion

The main story revolves in 2 locations (urban and rural) and around the different spots travelled by the truck.

The lead characters confront the main issues of environment and sustainability. The format appeals to a broad audience and transcends class barriers. A positive image and inspirational message attracts the audience to participation, and interaction with the content of the teledrama. A discussion period is tentatively proposed following an airing of the series. People from different walks of life would be invited to participate and animate the discussion on television following
the airing of the drama.

We are now mobilizing the development and testing of a first prototype in close collaboration with the Communication Strategy of the National Conservation Strategy of Pakistan. This effort is to be an integral part of the social marketing strategy of IUCN-Pakistan as one of many tools to promote public education, communication and awareness.

We will bring together a Canadian Filmmaker Barde and Shireen Pasha, a Pakistan filmmaker of the Filmmakers to mobilize models of cooperation and collaboration where these teledrama/soaps are being tried. These filmmakers will be the team who will conduct the Latin American research, design and lead the workshop in Vietnam.

A corporate fundraising strategy for the teledrama series and a strategy to access PTV are currently in development. A fundraising strategy will be devised aimed at the multinationals and the commercial television stations. "The Filmmakers" and the IUCN will closely collaborate within the context of the NCS Communications Strategy, supported by the SDI.

There will be a strong focus on young people between the ages of 10 and 18 as we’ve been advised that youth is critical to the changes required.

The Soap Opera Mobilization Process

How are we going about it?

SDI is facilitating the establishment of locally/nationally appropriate processes and mechanisms for consultation, coordination and management. The advisory members to these mechanisms and processes include the major stakeholders in a country’s national strategy for sustainability: relevant government departments, international agencies, NGOs, the private sector, academia and research bodies.

In the Philippines, I was introduced to Nick Lizaso in October 1993, a well-known Filipino film-maker, television producer and director. The Concept of Soap Operas from discussions already held in Vietnam, Sri Lanka and Pakistan during the Spring of 1993 was discussed. What followed were a series of meetings to scope out the concept, to consult with various individuals and to further develop
how the teledrama series would evolve and how the process and consultation mechanism would be organized.

Donor and Corporate Sponsors

Over a period of three months, fundraising attempts have brought favorable results and the development of a donor and corporate fundraising is well underway. UNDP indicated its interest in providing a first contribution. The Department of Health (DOH) is also interested in the series and will benefit from the popular Dr. Flavier, Secretary of Health. The MEIP has also been contacted and is interested in being part of the Steering Committee. Several bilateral donors have indicated an interest: CIDA and USAID.

Other members of the UN family to include UNICEF, UNFPA, ILO and FAO will be tapped.

The Steering Committee

Given the complexity of the teledrama treatment, a Steering Committee of technical and subject matter specialists as well as social marketing advisors is being formed. Its role is to assist the producer/director and script writers in the ongoing production of the series. It will also guide the development of the teledrama treatment: the story boards for a full 13-week series. This committee will ensure the proper testing of the messages and contents before the series is produced and will ensure thorough testing of the prototype prior to launching a full production of the series. Characters and story lines are being fully developed before producing the first prototype. A social marketing firm is being brought in to develop this testing process. Other institutions will also be invited to participate such as Haribon, a well-known and established NGO with a solid 20-year record on issues of the environment.

Supporting materials for schools, youth groups, young family programmes and motivator groups could be developed in parallel with this project through the broader Public Education, Awareness and Communication Strategies.

Fundraising strategies will be devised aimed at the multinationals operating in the respective countries and the commercial television stations.
In the South Pacific, an interest has been verbalized as a way to open up indigenous programming as yet not developed except in radio form. An ongoing soap opera radio programme featuring agricultural extension has met with great success and had lasting effects in the Solomon Islands.

In Indonesia, the discussions are still preliminary but I hope to pursue these when I return in May.

So what awaits us in effectively communicating for the nineties, whether our focus is urban or rural:

1. More time will be spent on research, learning about specific audiences, the media and background before developing messages.

2. Products will be carefully tested before being widely distributed.

3. Peer group communication is gaining ground. Parliamentarians/decisionmakers/Journalists/Women’s clubs/conferences/workshops/motivators etc.

4. Good communicators will not just educate or entertain, but 'enter-educate'.

5. Audiences will participate more actively in community mobilization and in individual involvement (maximum participating means maximum learning).

6. Messages will be more personal and human interest stories will capture and persuade the audience.

7. Multiple media will be used and be more effective.

8. The best quality entertainment material will be able to compete with commercial products and produce revenue as well as provide entertainment.

9. Campaigns and communications will be oriented towards large regional markets so that messages will reach as many people as possible for the lowest costs

10. More creative communication will increase acceptance.