



**MEDIA FOR DEVELOPMENT INTERNATIONAL, INC**

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## **Annual Report 1993**

This is the third year of activity for Media for Development International (MFDI). This report will summarize the work done in 1993 by MFDI, covering its projects, financial and administrative issues of 1993, and plans for next year.

### **MFDI Projects in 1993 --**

#### **Project 1-01 -- Support of Media for Development Trust (MFD) in Harare, Zimbabwe**

This year we did not provide any funds to MFD for their general overhead administration, but we did provide quite a bit of man-hours working with MFD to help it develop as an agency. In fact, for the first year ever, we have provided no funds (that were not brought in specifically for MFD) to MFD or for the support of John and Louise Riber. They spend most of their time helping MFD get organized and functioning. The Ribers are MFDI employees, and all funds for their 1993 wages and benefits were covered by outside donors for projects they worked on.

#### **Project 1-08 -- The Faces of AIDS distribution**

We initiated this project in 1992. It is funded by Family Health International with USAID funds. In 1992 we completed the mastering of English and French versions, the print materials to go with them, and launched the distribution efforts. In 1993 we completed the planned distribution efforts of festival entries, newsletter reviews, conference shows, a mass mailing, and mini-premieres and local promotion efforts in three countries around Africa. This year also we completed a few evaluation activities and a detailed evaluation report of the project and the number of videos and films distributed. We also completed a Broadcaster's Guidelines and sent broadcast quality videos to URTNA for distribution to all of Africa's television networks.

We also had the project extended and additional funds added to it to produce and distribute a Swahili-language version. John Riber engaged and worked with dancetheatrestudio, (DTS) in Tanzania to do the version. It was completed in late 1993. The Swahili-language video will be distributed to 66 African agencies around East Africa in early 1994 through our "Swahili Library" project.

The total funding for this project is \$100,795.00, and we have earned \$8,629.04 from the sales of videos (at US \$19.95). These funds will be totally exhausted by the end of February 1994 for project activities. This project has been able to pay for the time of Steve and Sally Smith and Doni Orndorff at their USAID rates. Also it is able to pay MFDI a total of \$26,848 towards MFDI's overhead at MFDI's established USAID rate of 33%.

### **Project 1-09 -- Production of a Swahili dub of Consequences**

During 1993 we finalized an agreement with Ford Foundation to produce and distribute a large number of Swahili 16mm films and videos of Consequences. We received \$46,250 for the project. John Riber traveled to Tanzania and worked with dancetheatrestudio (DTS) to produce the Swahili version. It was completed at the end of 1993. The master mix sound track was sent to MFDI in early 1994. We will then produce duplication masters, and distribute quantities of the film and video in early 1994 with our "Swahili Library" project.

This project is something we've been working on since the mid-1980s. We produced Consequences in English and then made French, Setswana, Shona and Ndebele versions. Ford Foundation was the third donor we submitted detailed proposals to for this Swahili language version project, and the negotiations with them extended over several years. Swahili is the third most widely spoken language in Africa, after English and French. This project will be distributing about 40 16mm films and 200 VHS videos of Consequences in early 1994 and will bring this film to millions of Africans. Our research has shown that a film in the local language better delivers its messages.

### **Project 1-12 -- The production of a Luganda version of It's Not Easy**

In 1993 we started the production of a Luganda version of It's Not Easy for use in Uganda. World Learning provided MFDI with \$6,008 for this project. They also engaged Faustin Misanvu, the film's director, to produce the Luganda language track. Unfortunately, there have been several problems with this track, and it is still being re-worked in Uganda. It will be completed in 1994 and sent to John Riber in Zimbabwe for mixing with the music and sound effects, then it will come to MFDI to produce masters and copies for shipping to Uganda.

### **Project 1-14 -- The production of More Time, an AIDS and adolescents film**

This project was initiated in 1992. It was actually shot in November/December 1992 in Zimbabwe. Steve and Sally Smith went there for the shoot (not with MFDI funds). In 1993 the film was edited, pretested and completed. In October, just before its release, More Time won the Best of Festival awards at the MNET and Southern African Film Festivals in Johannesburg and Harare. It also won three best actress and one best editing award. The film was released in Uganda (through a pre-sale with World Learning) and Zimbabwe in late-November.

In 1994, the accompanying materials were completed (trailer, flyers, posters, and video sleeves, T-shirts and caps). We will work on distribution of this film in 1994. We expect very big distribution of this film, as we feel it is our best yet.

A total of \$193,634.29 was received by MFDI for this production. All but 5% was spent on direct expenses related to the production. Thus, \$9,681.71 covered MFDI handling and financial costs.

### **Project 1-16 -- Maasai warrior project**

During 1993, Mpeti Ole Surum visited MFDI in Maryland twice, for a total of three weeks. During this time we booked him into local schools to give talks on his culture and life. We produced a demo video and press kit on Mpeti for publicity purposes to help in booking him into schools. We also prepared a detailed, full proposal for the production of a film on him, primarily for western audiences and submitted it to ITVS.

Unfortunately they were unable to fund it. We are continuing to look for funding. We are re-writing the proposal in 1994, breaking it into stages and lowering the budget. Also Mpeti is coming again for three weeks in March 1994 to do more school talks.

**Project 1-18 -- The production of a film on peace for Africa**

This has been our biggest effort at MFDI in 1993. The idea was suggested to us by the Mennonites in early 1993. Our consultant Cheryl Groff then produced a full proposal for the development of this film. We met several times with representatives of the Mennonite Board of Missions and Mennonite Central Committee, who supported this project with \$5,000. Then in September we organized a Design Team meeting of 12 experts when John Riber was in the USA on his bi-annual home leave. A detailed minutes of this meeting were prepared, and a search started for an African author to help with the research and to draft the script.

In 1994 we will work to raise the funds for the focus group discussion research trip around Africa and script preparation. Then, with that in hand, we will be able to raise funds for the production. We also hired Christine Schlegel, who has experience in peace work in Africa, as our first full-time Program Officer. She will have a considerable role to play in getting this film produced and distributed in 1994 and 1995.

**Project 1-19 -- Production of a video on family planning counselling for Johns Hopkins Center for Communication Programs**

John Riber worked as a consultant for JHU/CCP during the year organizing and shooting this video in Africa which will be on the GATHER methodology for counselling. It is almost complete and will be finished in early 1994. This work helped cover some of John's MFDI salary.

**Project 1-20 -- Production of a video for JHPIEGO**

John Riber worked as a consultant for the Johns Hopkins JHPIEGO project producing a video of their training project in Harare. This work helped cover some of his MFDI salary.

**Project 1-21 -- Swahili library project**

This project evolved as we had donor support to provide Consequences and The Faces of AIDS Swahili-language films and videos to various agencies around Africa. We can send copies of other Swahili videos that we distribute at little additional cost to these agencies, creating a "library" of educational/social message videos/films.

We got support from IPPF to cover the distribution of Two Mothers. They donated \$500 for shipping and 100 videos. StreetKids International of gave us \$1625 to cover 125 Swahili-language videos of Karate Kids. Also Charles Scheurhoff and Associates, (CSA) the agency that allows DSR to distribute Born in Africa, said that DSR could donate the royalties payable to CSA to MFDI for it to purchase 30 Born in Africa Swahili-language videos to distribute with this project. Also, we will provide a limited number of Swahili versions of It's Not Easy, Clean Hands, and Clean Teeth with our own funds.

In total we will ship in early 1994 over 800 Swahili-language message videos and over 50 Swahili 16mm films of these eight titles. We feel this project will have a significant impact on the entire Swahili-speaking area of Africa. Swahili is the third

most widely spoken language in Africa after English and French. The NGOs, government agencies, church groups and television networks that get these films and videos will see that millions of viewers see these powerful programs.

#### **Project 1-22 -- Neria Swahili dubbing project**

We received \$28,296.50 from NORAD/Tanzania to cover the costs of dubbing Neria into Swahili. John Riber started work with dancetheatrestudio (DTS) in Tanzania on the project. We expect it to be completed in 1994.

#### **Project 1-23 -- Neria Portuguese dubbing project**

We received a \$14,120 grant from SIDA/Mozambique to cover the costs of dubbing Neria into Portuguese. The Stockholm Group for Development Studies worked with local dramatic artists in Mozambique and completed the new language track in 1993. The final lab work to produce video, 16mm and 35mm masters will be completed in 1994.

#### **Project 3-02 -- Access to Credit Media project**

In 1993, MFDI became the financial agent for Robert Rooy in the production of a video on access to credit and how critical credit is in developing nations. MFDI received funds from the Ford Foundation and Mott Foundations. All but 5% of these funds will be spent on direct project activities, under the supervision of Robert Rooy. The remaining \$3,607.10 will stay with MFDI to cover financial and administrative handling costs.

#### **MFDI finances and administration**

In 1993, we continued with Orndorff Enterprises for our accounting. In September we negotiated a fixed price of \$500 a month. This was a bit below the average of what we had paid her on an hourly basis over the preceding 9 months.

Again, Dr Cheryl Tropf, an outside CPA, audited our 1993 books and found that our accounts conformed to accepted standards.

John and Louise Riber continued on the MFDI payroll. At mid-year we were able to provide them a raise closer to what they should be earning. Starting in 1994, we will pay them on a fortnightly basis instead of quarterly. They will continue to get a bi-annual home leave as we are able to fund it. They took their third such home leave in mid-1993.

Perhaps the most significant administrative event at MFDI in 1993 was hiring Christine Schlegel as our first full time Program Officer. She started work in mid-January 1994. We anticipate that with her on board we will be able to get a great deal more accomplished. Our student intern (Ann Hudock) and part time consultant (Cheryl Groff), both completed their work with us and left for overseas positions in August.

Sally and Steve Smith worked for MFDI as they were able. We paid them at USAID rates for work on the Peace Film, Neria premiere, and other specific tasks. They did a large amount of overall MFDI work and a myriad of smaller tasks on a voluntary basis.

We held an Annual General Meeting by phone and fax in September, and plans are for the same again in 1994. We continued our Executive Committee of Ayo Ajayi, John and Louise Riber, Steve and Sally Smith as they are in regular contact. All major decisions were decided by this committee.

Financially MFDI did well in 1993. We ended the year with \$130,000 in assets, mostly prepaid funds from donors that are earmarked for specific projects. We have a net of \$16,697 as a fund balance that we can carry forward to 1994.

MFDI paid off the \$50,000 interest free loan from DSR in 1993, and secured a \$20,000 line of credit at the bank for the next time MFDI needs credit.

In 1993 we had total revenues of \$384,480 and expenses of \$365,972. Development through Self-Reliance, Inc. (DSR), was able to donate \$7,000, and Sally Smith made a personal donation of \$48,000. Other project-specific donors included: Ford Foundation, NORAD, DANIDA, SIDA, JHPIEGO, JHU/CCP, IPPF, Mott Foundation, Mennonite Central Committee, Mennonite Board of Missions, World Learning, Family Health International, and a number of Maryland schools and PTAs contributed for Maasai warrior performance support.

### **The future for MFDI in 1994**

We anticipate continuing and completing the projects listed above in 1994. The Peace Film will be our major effort.

Also we are working with Rockefeller Foundation on a project to facilitate video and film distribution around Africa. John Riber helped draft a project document in early 1994 and we now plan for a project meeting in June in Harare, which hopefully Steve Smith will attend. This meeting will develop a document for a five-year plan of action that will be presented to a large number of representatives involved with African distribution, perhaps at Rockefeller's conference center in Italy.

We also plan on a grassroots funding effort. We have drafted a letter and will take advice from several experts and do a mass mailing in mid-1994. Also, we hope to approach many potential individual donors for support.

John Riber will continue to do consultancies for JHU and JHPIEGO. He will produce an entire video for JHU/CCP in Nairobi as well. He and Louise (who may also work on the JHU/CCP video) will visit Kenya several times in 1994 on these projects.

Steve and Sally Smith will visit Media for Development Trust, in Harare in August of 1994. Doni Orndorff, our accountant will visit MFD in May 1994 to help them get their accounts more computerized and review their financial management procedures. These trips will be completely funded by DSR. Steve may also visit in June with Rockefeller support, and September/October to work on the Peace Film.

We also have many small projects in the works. Zulu, Xhosa and Tsepedi dubs of Consequences were requested by the Government of South Africa, so we are searching for funds to do that. The African Council on Communications and Education has asked Steve Smith to give a talk at their Ghana conference in October, and we will look for support for him to travel there. We have worked out a

joint project with URTNA to seek funds to produce a French version of Neria and distribute it to all of Africa's television networks. Hopefully we will be able to find support for French, Swahili, and perhaps other language versions of More Time.

### **In Summary**

This was MFDI's third year of activity. In the first year it had only \$62,000 in income; in the second \$266,000; and in 1993, \$384,000. Thus we are growing and feeling pretty secure that we are here to stay.

We look forward to a fourth year that will see more activity and accomplishments than ever. We have made significant contributions in 1993, and continued to built up our reputation.