

**FEASIBILITY STUDY REPORT
ON
THE RADIO AND TELEVISION
DEVELOPMENT PROJECT
IN
THE DOMINICAN REPUBLIC**

MAY, 1985

JAPAN INTERNATIONAL COOPERATION AGENCY

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ON
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P R E F A C E

PREFACE

In response to the request of the Government of the Dominican Republic, the Government of Japan decided to conduct a feasibility study on the Radio and Television Development Project and entrusted the study to the Japan International Cooperation Agency (JICA).

The JICA sent to the Dominican Republic a study team headed by Mr. Hiroshi Tsukada, Radio Station Inspector, Land Communication Division, Radio Department, Telecommunications Bureau, Ministry of Posts and Telecommunications, from August 27th to October 9th, 1984.

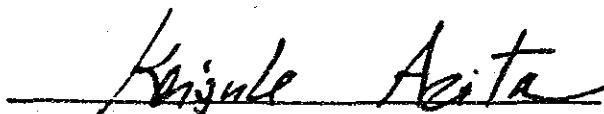
The study team exchanged views on the Project with the officials concerned of the Dominican Government and conducted a series of field surveys.

After the team returned to Japan, further studies were made and the present report has been prepared.

I hope that this report will serve for the development of the Project and contribute to the promotion of friendly relations between our two countries.

I wish to express my deep appreciation to the officials concerned of the Government of the Dominican Republic for their close cooperation extended to the team.

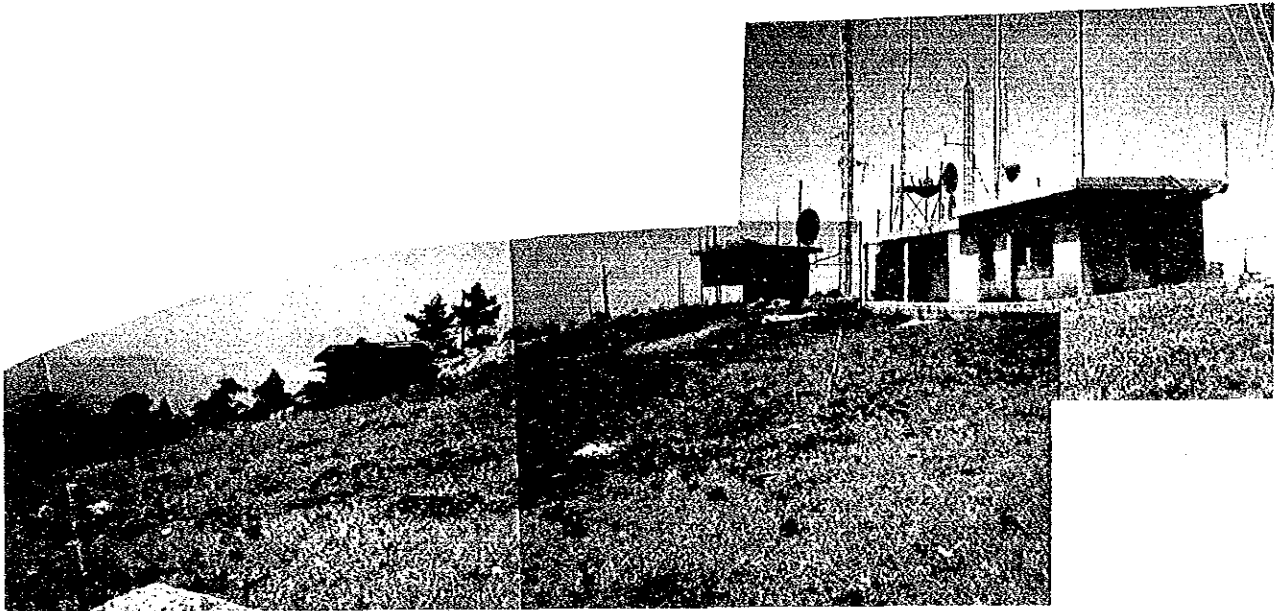
May, 1985

A handwritten signature in black ink, reading "Keisuke Arita", is written over a horizontal line.

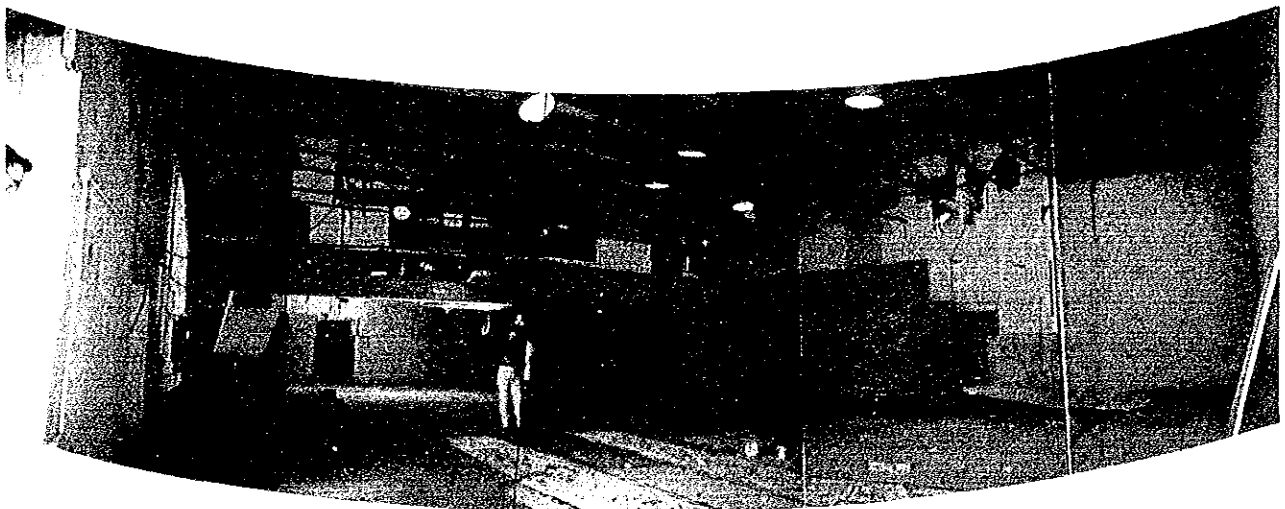
Keisuke Arita
President
Japan International
Cooperation Agency



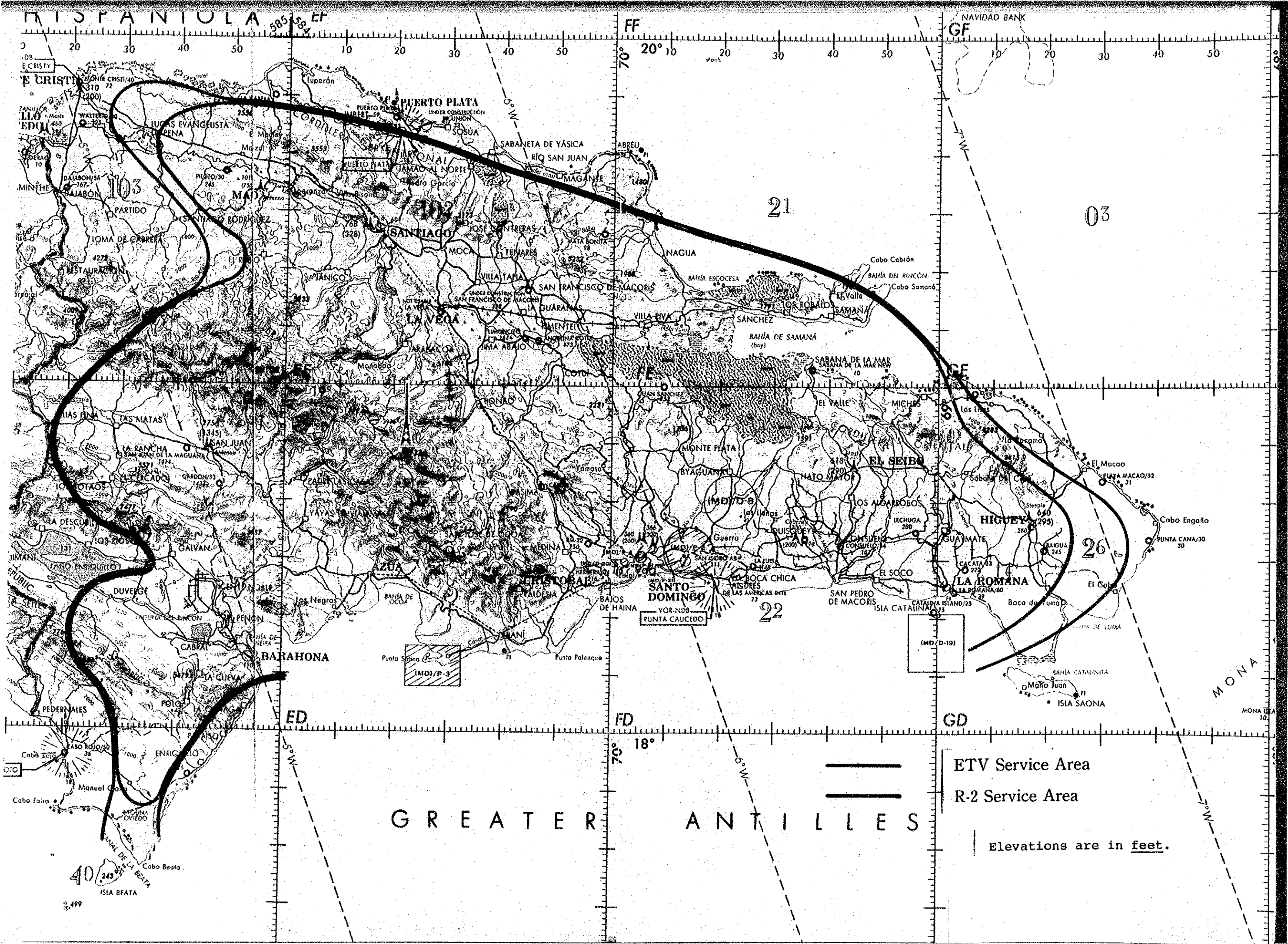
SIGNING OF THE MINUTES



ALTO DE LA BANDERA



STUDIO TV-B

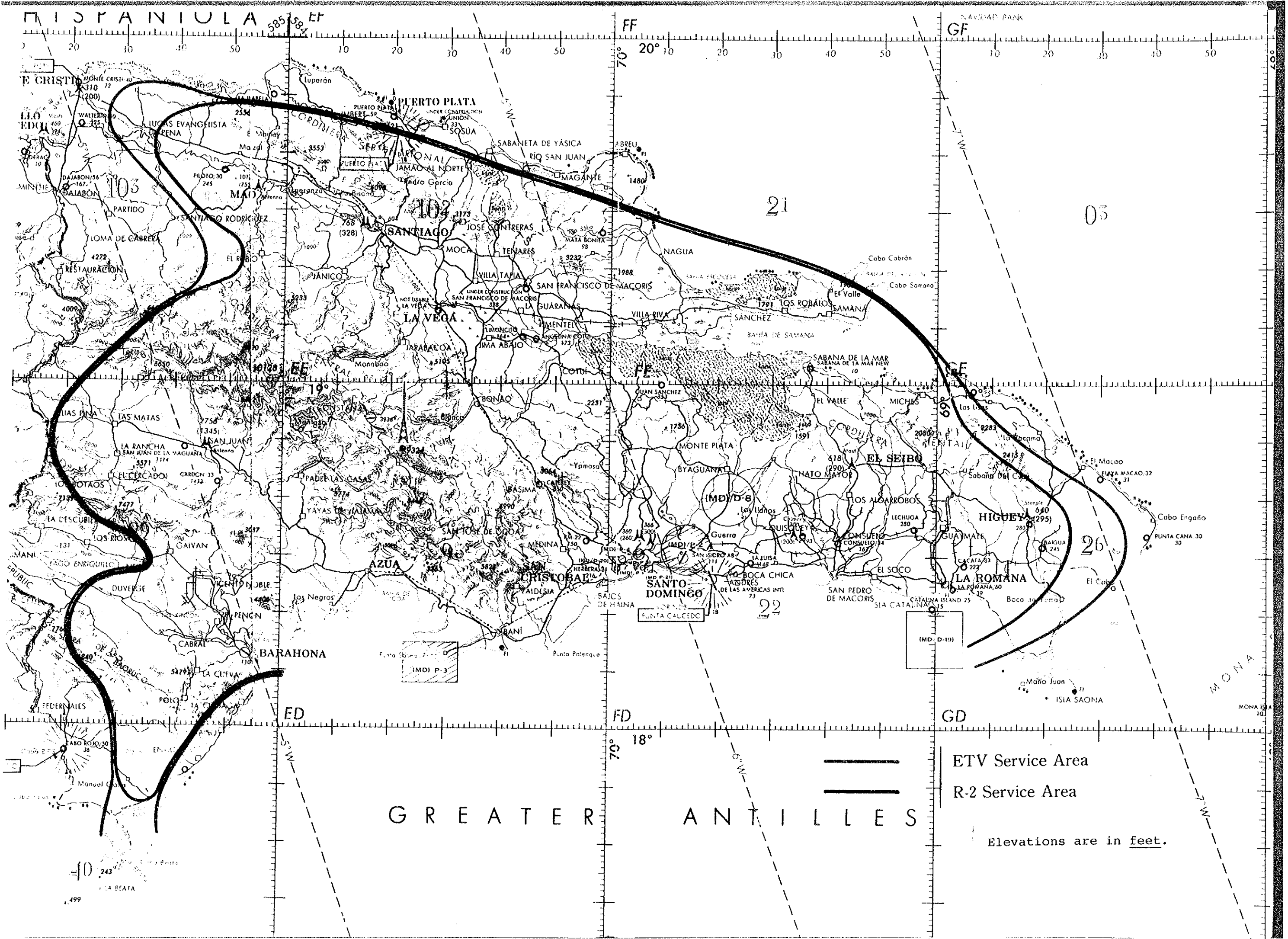


ETV Service Area

R-2 Service Area

Elevations are in feet.

GREATER ANTILLES



ETV Service Area
 R-2 Service Area

Elevations are in feet.

G R E A T E R A N T I L L E S

499

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SUMMARY

SUMMARY

This is to report the results of the Feasibility Study for the Radio and Television Development Project in the Dominican Republic conducted from August 1984 to March 1985.

1. Program Compilation Planning

In the drawing up of this plan, consideration was given to the fact that it would be difficult to install television receivers in schools for school broadcasts in the first stage due to the large capital investment which would be initially necessary. Also, it was felt that the existing radio programs for schools conducted by the Ministry of Education should be further developed and strengthened and upon improvement of program production capabilities, emphasis on school programs can be gradually shifted towards television.

To this end, planning was divided into the following three stages:

Stage 1 (1989 - 1990) emphasis be placed on school programs by radio mainly for lower grades of primary school, television to be directed towards home users with programs mainly for the eradication of illiteracy. Program durations being radio - 10 hours daily and television - 8 hours daily.

Stage 2 (1991 - 1993) radio to cover all grades of primary schools, school programs by television to start for primary school grades. Program durations being radio - 13 hours daily and television - 14 hours daily.

Stage 3 (1994 - 2000) school programs by radio to be continued with general culture programs to be gradually increased, and at the same time, educational and cultural radio programs including programs for the eradication of adult illiteracy to be strengthened. At this stage, television school programs will cover all grades of primary and secondary education and will be the main medium for school programs. Program durations for both radio and television to be 17 hours daily.

After the second stage, it is proposed that producers of radio school programs be put in charge of television school program production from the next stage as well as to consider the re-broadcast of accumulated programs as a means of smoother and more effective operational schemes.

2. Nationwide Use of Broadcast Programs

As radio and television education programs will be an important element in school broadcasts, a prerequisite for the carrying out of this Project will be the installing of receivers in all schools including those in farming and rural areas by the Ministry of Education. Thereby, the plans for installation and an economic evaluation of the necessary expenditures is noted.

3. Program Production Facilities Planning

All program production will be carried out in the studios of RTVD in Sto. Domingo upon restoring of the existing facilities.

According to estimations of Program Composition Planning, it will be necessary to additionally construct two FV rooms for television broadcast use and remodel and restore the unfinished TV studio (TV-B) in the present building. As for radio, four talk studios will need to be constructed on the 4th floor of the building.

Besides this, to account for the shortage of television studios, the existing hall on the 4th floor, the lecture room on the first floor and the outdoor stage will need to be equipped with lighting facilities and portable mixers, etc. plus facilities for the moving and carting of camera equipment for usage as production studios.

In addition, electric and air conditioning facilities will need to be repaired and replenished.

4. Broadcast Network Planning

(1) Educational radio network

The following two plans were considered for the educational radio network.

1) Plan-1 (MF plan)

Newly establish stations operating on 5 kW to 20 kW at the Sto. Domingo and four other stations. Of these, three stations will jointly utilize through the double-feed method of their existing antenna. The programs to be transmitted between Sto. Domingo and Alto de la Bandera by UHF link.

2) Plan-2 (FM plan)

According to the desk plan, RTVD is already allocated 99.9 MHz and this frequency can be utilized for FM with transmission from Alto de la Bandera.

Upon studying Plans -1 and -2, it was revealed that in the former case there was no room for any further allocation in the frequency allocation of MF frequencies in the Dominican Republic. If any new frequency is to be allocated, rearrangement of existing private stations will be necessary. Also, it was found through the study that because much of the broadcasting facilities, transmitting antennas were in an obsolete state in the existing stations, it would be difficult to operate reliable double-feed and from the standpoint of construction costs, operation and maintenance, the plan would be impracticable.

In the case of the Plan-2, while there was a problem on the diffusion of FM receivers, figures revealed that in 1983, 87.7 % of the total radio receivers in use in the country are capable of FM reception.

As a result, Plan-2 was decided and the use of 10 kW FM transmitter from Alto de la Bandera will cover 85.3 % of the country's population. Refer to SATT-1.

(2) Television Network

1) ETV network plan

In view of the situation on the allocation of TV channels in the Dominican Republic, it will not be possible to newly allocate frequencies on VHF. Thus, it will be necessary for ETV to allocate Ch 5 which at present is being used as relay for GTV broadcasts, and by transmitting ETV from the top of the Alto de la Bandera with an output of 20 kW, the entire countryside can be covered. For the distribution of the existing GTV programs to local translator stations and for the population in remote mountainous areas who viewed GTV through Ch 5, three alternate plans were drawn up. They being:

a) Plan-1

The use of SHF and UHF links for the distribution of GTV programs to local translator stations as well as the construction of four new translator stations, one station boosting its power.

b) Plan-2

For the population in remote mountainous areas who viewed Ch 5, Ch 3 can be utilized for the southeast direction by means of a directional transmitting antenna from atop Alto de la Bandera. At the same time, for the northeast relay station, SHF and UHF links can be used as GTV program distribution. An additional relay station will need to be built.

c) Plan-3

The 20 kW transmitter of Ch 4 being utilized for the transmitting of GTV within the city of Sto. Domingo to be placed atop Alto de la Bandera. From this site both GTV and ETV to broadcast nationwide utilizing existing relay stations.

With regard to Plan-1, the allocation of new relay stations would be difficult and the problem of high costs would rise for transmission by UHF link. As for Plan-2, there will be such

problems as adjacent-channel interference, the high costs of utilizing SHF and UHF links and in the case of directional transmitting antenna, since GTV and ETV would differ, independent transmitting antennas would become necessary.

Thus, in comparing these points, it was decided that Plan-3 would be the most adaptable. By this plan, effective nationwide coverage would be practicable through the usage of the already allocated to RTVD channels, Ch 4, 5 and 12. Furthermore, adequate field strength (70 - 85 dBu) can be assured in Sto. Domingo by signals sent from Alto de la Bandera. Likewise, the field strength in the remote mountainous areas throughout the country will be improved.

Also, through Plan-3, the television transmitting facilities for ETV and GTV will be installed at the same site on the Alto de la Bandera as radio (FM), thereby, contributing to cost reduction in construction, operation and maintenance. An additional merit is that most viewers would be able to receive ETV and GTV in the same direction as radio (FM). Therefore, the population coverage for ETV would be 85.3 %, and that for GTV be 88.0 % including the cover area by the existing relay stations. Refer to SATT-2 and -3.

5. Construction of Station and Transmitting Facilities Planning

(1) Site

While it will be a necessity that construction of television transmitting facilities be on the top of the Alto de la Bandera, it will be possible to procure a site in the military controlled land which will not interfere with communication facilities of the Army, government and private and also will not present any difficulties in the course of construction.

The antenna tower to be a self-supporting type that will not obstruct other communication facilities. Refer to SATT-4.

(2) Transmitting facilities

The main transmitting facilities to be as follows:

1) Transmitting antenna

One lot each of 2-dipole panel antenna for radio (FM) and TV use.

2) Transmitting equipment

10 kW Radio (FM) transmitter: one lot each for R-2 and R-1.

20 kW TV transmitter: one lot each for ETV and GTV.

3) STL (between Sto. Domingo and Alto de la Bandera)

960 MHz band for radio: one lot each for R-2 and R-1.

SHF band for TV: one lot each for ETV and GTV.

(3) Measures for TV transmitting stations in local areas

For the conversion of Ch 5 to Ch 4 as television relay station for GTV-distribution channel, it will be necessary to convert the receiving channels of eight stations.

6. Construction Schedule

27 months will be necessary after the drawing up of the Consultant Contract. Construction work will mainly be executed in Sto. Domingo and the Alto de la Bandera.

7. Estimation of Construction and Operation Costs

(1) Construction costs

Construction costs for this Project to be about 3 billion yen of which 2.844 billion yen (RD\$37,484,000) will be in foreign currency and 179 million yen (RD\$2,364,000) will be in domestic currency.

The calculations are as of November 1984, and the exchange adopted is that of January 1985 at the rate of ¥245 = US\$1 = RD\$3.23.

(2) Operation costs

Upon the completion of this Project, there will be an increase in yearly operation costs of, 1st stage - RD\$1,514,000, 2nd stage RD\$2,211,000 and 3rd stage RD\$2,460,000.

In addition, appropriation costs totalling RD\$8,985,000 for installing of radio and television receivers in schools (to be installed over a period of 12 years) by the Ministry of Education will be necessary.

8. Personnel Planning

For the execution of the Project, the estimated number of personnel necessary during the three stages of the development plan is estimated about 100 persons including PDs of the Ministry of Education and RTVD personnel in the 1st stage, 150 persons in the 2nd stage and 180 persons in the 3rd stage.

9. Economic Analysis

(1) Analysis of costs and benefits

1) Direct benefits

For this economic analysis, the alternative cost assesment has been taken in which the reduction in educational costs resulting from the implementation of educational broadcasts is calculated. This is defined as "Project Benefit" and calculation of such benefits is performed for two cases, in-school broadcasts and broadcasting outside the school.

a) Calculation of benefit of in-school educational broadcasting

To calculate the Project Benefit for this analysis, a rate of 10 % was set as the contributing factor of radio and television broadcasting.

If, in this case, it is assumed that the costs for the elevation in scholastic level is proportionate to education costs, the reduction in education costs brought about by educational broadcasts per hour, per pupil of primary school, if multiplied by the number of hours of educational broadcasting per year (165 hours) and the total number of pupils for every year through the year 2000, the cumulated sum comes to RD\$29,400,000.

b) Calculation of benefit of out-of-school educational broadcasting

To calculate the benefit in this category for out-of-school educational broadcasting, the target was limited to primary and secondary school age students and illiterate adults, and an audience rate of 4 % was assumed to estimate the number of program viewers/listeners. A value of 40 % was selected as a conversion coefficient which is a ratio of the effectiveness of the home viewing/listening to that in classroom learnings. Finally, the yearly benefit would be reached by multiplying the education costs per hour-pupil, and the broadcast hour per program-category, and the conversion coefficient.

Using this method, the cumulative amount of benefit of out-of-school educational broadcasting through the year 2000 would be approximately RD\$80,860,000. When this figure is added to the figure earlier derived for benefit of in-school broadcasting (RD\$29,400,000), the overall economic benefit of the Project would come to RD\$110,260,000.

2) Economic costs

The costs of this Project will fall into three categories: construction costs, broadcast operating costs and in-school broadcast receiver equipment costs.

In converting the economic costs, both the inherent taxes and the 5 % added in as a cost reserve fund were discounted. Also, the value of the tower and building to be constructed atop Alto de la Bandera was calculated according to the fixed sum method and added into the figures for the year 2000 as a minus figure.

It should be pointed out that in addition to the programs produced by the Project having a bearing in this evaluation, other educational and vocational programs will be made. However, in the economic analysis only operating costs relating to the programs directly involved in benefit calculation have been calculated.

Thus, in accordance to the above procedure, the total for the economic costs of the Project through the year 2000 based on analysis of costs and benefits would be RD\$57,700,000.

3) Internal rate of return (IRR)

As described above, as against the total investment of RD\$57,700,000, the cumulative value will be RD\$110,260,000 up to the year 2000 and the internal rate of return (IRR) 13.8 %.

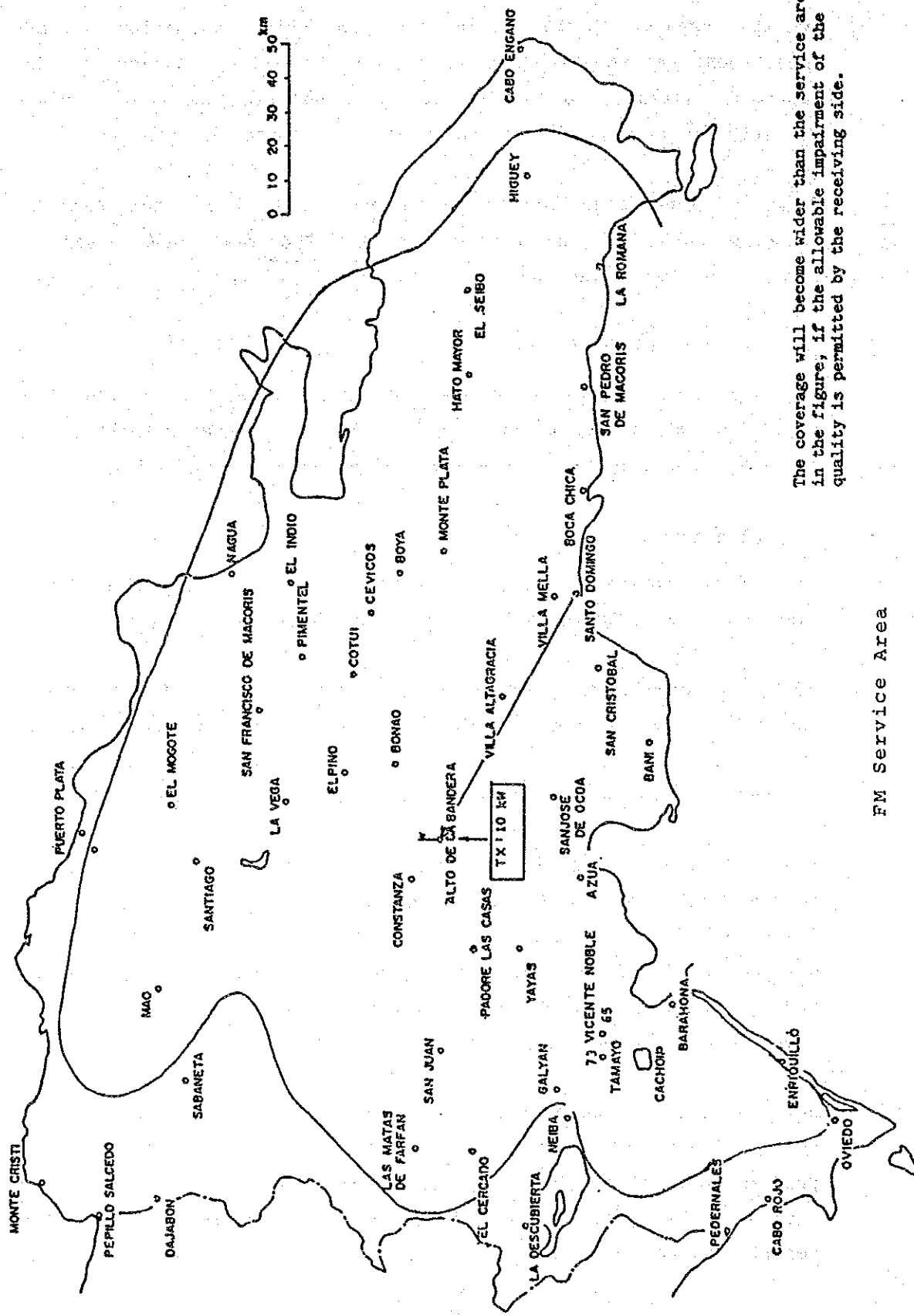
(2) Capital demand

The total investment cost required for construction will be RD\$39,850,000 including a local currency portion of RD\$2,360,000.

While the broadcast operating costs are set between RD\$15,500,000 and RD\$2,500,000 per annum, this will be covered through a subsidy by the Dominican Republic Government. The foreign currency portion through standard borrowing conditions are shown in SATT-5.

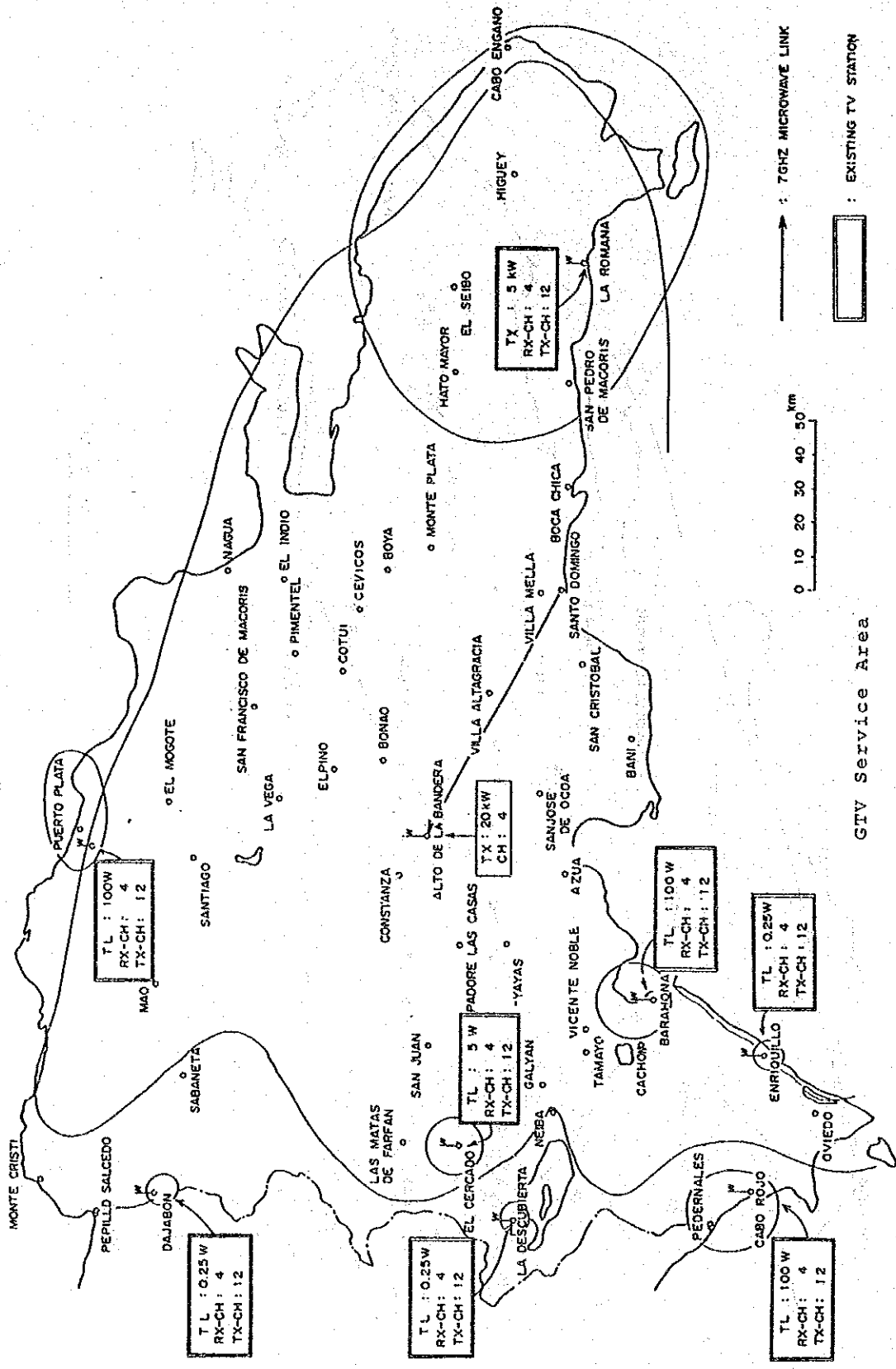
The Project will yield no financial income and it will be necessary to compensate for annual losses through fiscal aid provided by the Government. However, judging from the capital procurement difficulties of the Dominican Republic, especially in acquiring foreign currency capital, low-interest long-term financing shall be required to as great an extent as possible.

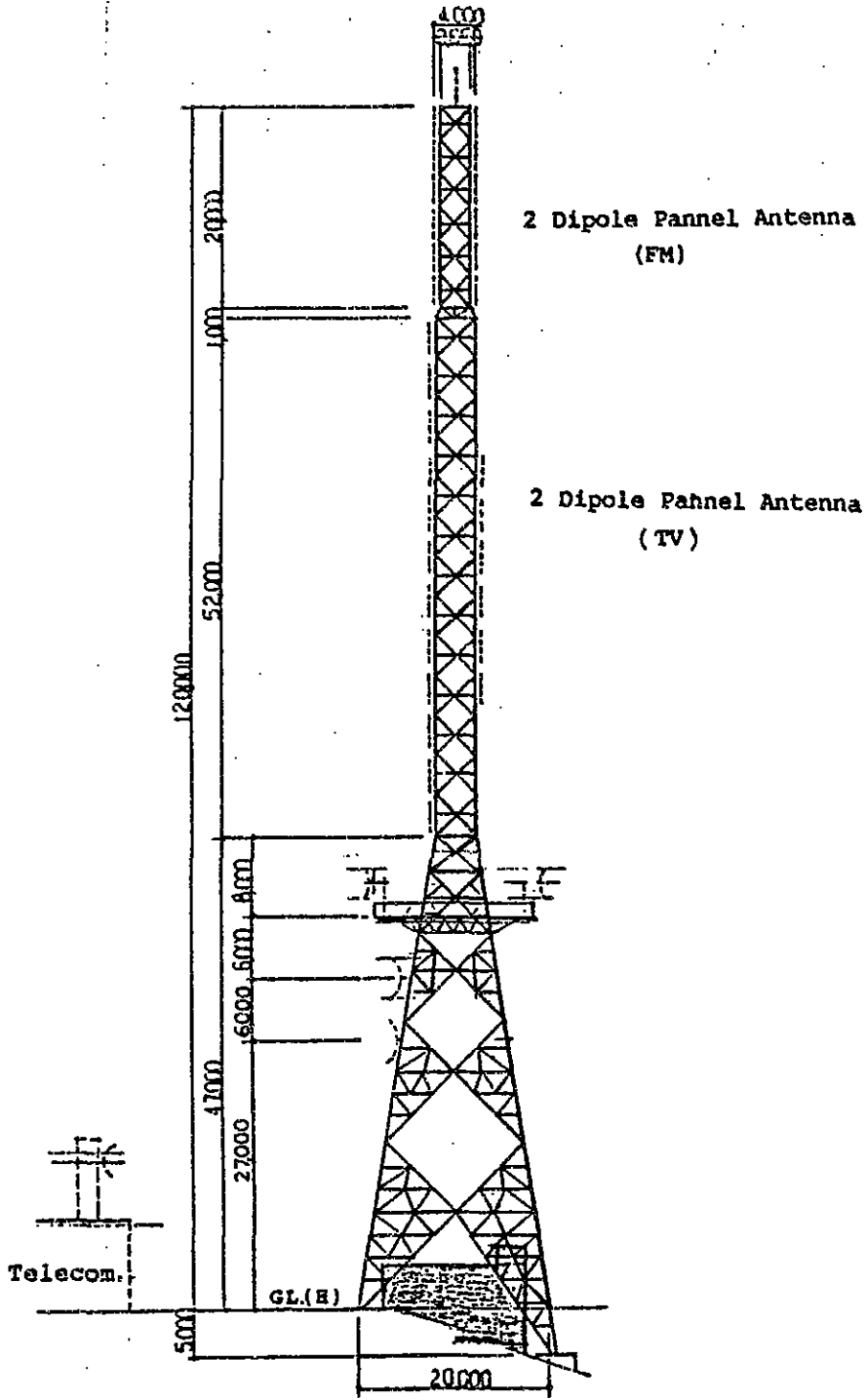
While as shown in this analysis, the comparison with economic costs performed on a limited target would underestimate the economic profitability of the Project, the internal return is calculated as 13.8 %. This means that this Project has extremely high public benefit and the value is well worthy of implementation.



The coverage will become wider than the service area in the figure, if the allowable impairment of the quality is permitted by the receiving side.

FM Service Area





Transmitting Antenna and Tower
(ALTO DE LA BANDERA)

Table 1-8 Capital Plan of Project

(Unit: 1 x 10³ RD\$)

	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
1. Cash Inflow	6,395	30,478	4,237	1,515	2,212	2,212	2,212	2,460	2,460	2,460	2,460	2,460	2,460	2,460
1.1 Gov. Contribution	44	2,320	1,263	1,515	2,212	2,212	2,212	2,460	2,460	2,460	2,460	2,460	2,460	2,460
1/2 Long Term Foreign Loan	6,351	28,158	2,974	-	-	-	-	-	-	-	-	-	-	-
2. Cash Outflow	6,570	31,602	6,217	3,577	7,077	6,919	6,760	6,850	6,691	6,532	6,374	6,215	6,057	5,898
2.1 Construction cost	6,395	30,478	2,974	-	-	-	-	-	-	-	-	-	-	-
2.2 Operation Cost	-	-	1,263	1,515	2,212	2,212	2,212	2,460	2,460	2,460	2,460	2,460	2,460	2,460
2.3 Repayment of Foreign Loan	-	-	-	-	2883	2,883	2,883	2,883	2,883	2,883	2,883	2,883	2,883	2,883
2.4 Payment of Interest	175	1,124	1,980	2,062	1,982	1,824	1,665	1,507	1,348	1,189	1,031	872	714	555
3. Surplus/Deficit	-175	-1,124	-1,980	-2,062	-4,865	-4,707	-4,548	-4,390	-4,231	-4,072	-3,914	-3,755	-3,597	-3,438

Note: The outstanding balance of long-term foreign loan to be repaid after 2000 is RD\$8,653 million.

PART I

INTRODUCTION

PART I

CHAPTER 1 INTRODUCTION

1-1 Back-ground of the Project

The Government of the Dominican Republic has been putting emphasis on agriculture, medical-care and education as the three important fields for its economical and social development policy. In the educational field, the Government has been endeavoring to decrease the ratio of illiteracy in the nation which is said to be about 30%.

The government has planned a nationwide educational radio and TV broadcasting project, recognizing that, this is the most effective method to achieve its target by dint of audio-visual education through radio and television covering the whole country.

According to the initial plan of the project which includes

- (1) construction of 5 educational radio stations including Sto. Domingo station.
- (2) construction of educational TV transmitting station on Alto de la Bandera mountain which can provide nationwide service throughout the Dominican Republic.

In order to make the feasibility study for that project the Dominican Government has asked the Japanese Government for technical cooperation.

1-2 Objectives of the Survey and the Circumstances so far

The objectives of this survey is to carry out the feasibility study of the development project of educational radio and television broadcasting of the Dominican Republic on the request of the government. Prior to the survey, the preliminary mission team headed by Mr. Hiroshi Tsukada was dispatched to the country. The team confirmed the scale and the contents of the project and agreed upon a

Scope of Work with Radiotelevisión Dominicana (hereinafter called RTVD), and gathered the necessary data such as the circumstances of the society in the Dominican Republic.

This feasibility study made a field survey covering the entire territory of the country on the basis of the above mentioned Scope of Work, and based on discussions with the related officials including RTVD of the Dominican Republic.

The team has planned the optimum allocation of transmitters, assignment of the frequency channel, and at the same time, planned fundamental planning, necessary for the execution of the project as well as technical feasibility study.

The period of field survey in the Republic was 44 days from Aug. 27, 1984 to Oct. 9. The team was composed of 11 numbers headed by Mr. Hiroshi Tsukada as follows.

1-3 Members of the Team

Leader Hiroshi Tsukada
Radio Station Inspector, Land communication Division,
Radio Department, Telecommunications Bureau,
Ministry of Posts and Telecommunications.

Sub Leader Toshinori Miura
Acting Director International Div.
All Japan Radio & Television Engineering Services Co.,
Ltd. (AJTS).

Group 1

Mitsutoshi Kikuchi
Senior Engineer,
Monitoring & Administration Div., Radio Dept.,
Telecommunications Bureau, MPT.

Yutaka Hara
Senior Engineer International Div., AJTS.

Tadashi Kinoshita
Senior Engineer International Div., AJTS.

Masatada Mizutani
Engineer (Registered Architect) Architectural Div., AJTS.

Group 2A

Kenji Hibino

Manager International Div., AJTS.

Toru Karigane

Senior Engineer International Div., AJTS.

Group 2B

Koretaka Ogata

Senior Engineer Technical Development Div.,
Engineering Headquarters,
Japan Broadcasting Corporation (NHK).

Junkichi Yamazaki

Economist International Div., AJTS.

Koichiro So

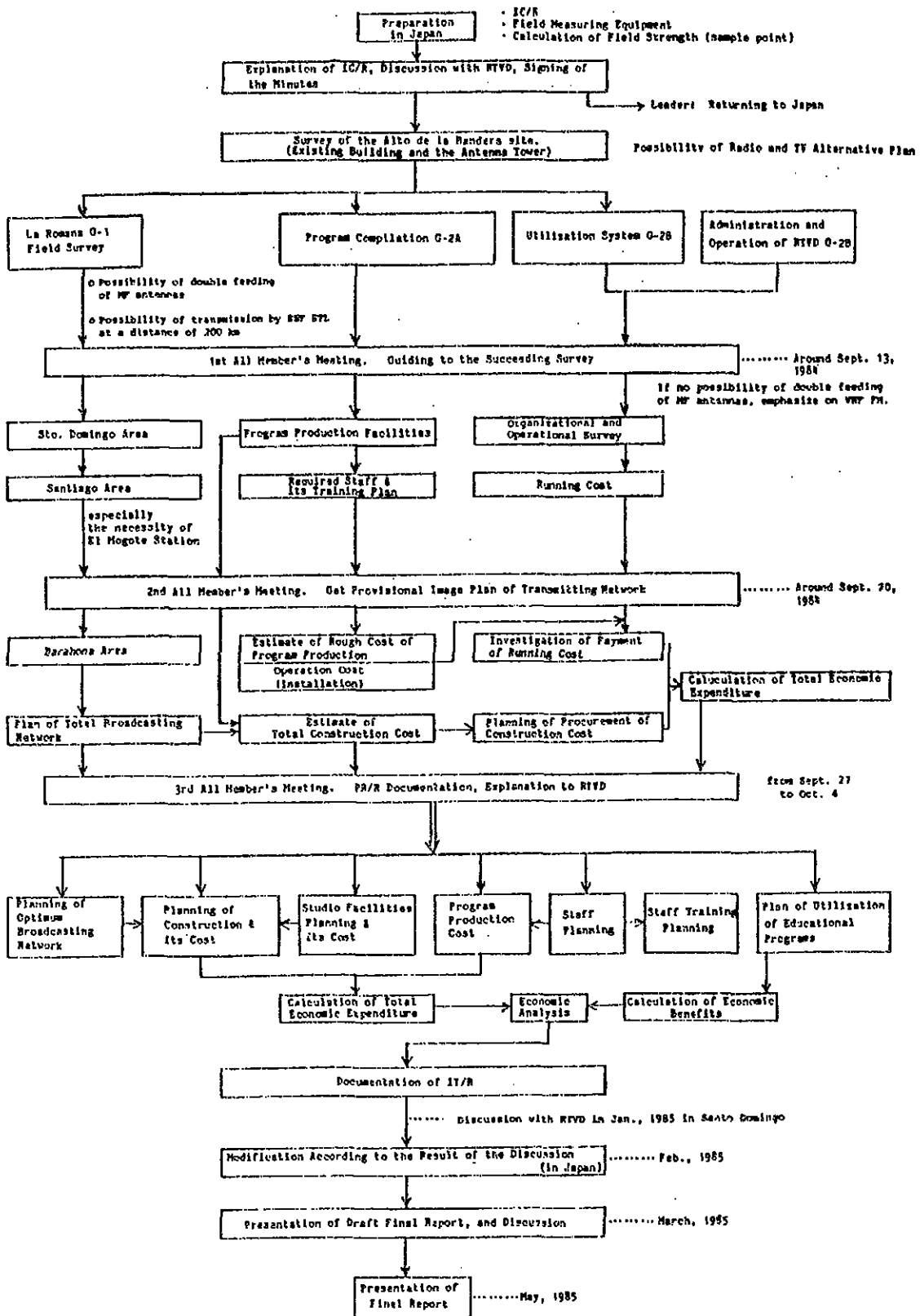
2nd Development Survey Div.,
Social Development Cooperation Dept.,
Japan International Cooperation Agency (JICA).

1-4 The Objectives of the Study, Scope of Work and the Period

The basic items of the study were agreed and signed between RTVD and the JICA preliminary team on April 6 described in the S/W. (The document is shown in Attachment 1.) Namely, the objectives of the study are to establish educational radio and television broadcasting covering the whole territory of the Dominican Republic and also the necessary modification of the existing broadcasting facilities in compliance with the setting up of educational broadcasting.

The survey covers the field survey in the whole territory of the Dominican Republic and is composed of investigations in the country and intensive analysis work after returning to Japan. The practical itinerary of the survey, the contents and so on are shown in Attachment 2. The flow-chart of the procedure of the feasibility study is shown on the next page.

Flow-chart of the Procedure of the Feasibility Study



PART II

PRESENT STATUS OF RADIO AND
TELEVISION BROADCASTING IN
THE DOMINICAN REPUBLIC AND
THE NECESSITY OF THIS PROJECT

PART II PRESENT STATUS OF RADIO AND TELEVISION BROADCASTING IN
THE THE DOMINICAN REPUBLIC AND THE NECESSITY OF THIS
PROJECT

CHAPTER 1 CURRENT BROADCASTING STATUS IN THE DOMINICAN REPUBLIC

1-1 Administration Bureau of Broadcasting

The main administration bureau for broadcasting is Secretaría de Estado de Obras Públicas y Comunicaciones, which executes review and approval of RTVD's program compilation and assignment of frequency channels of the broadcasting as well as permission of new broadcasting station and tele-communication enterprises.

1-2 Present Broadcasting

(1) Radio broadcasting

In the Dominican Republic, there are two kinds of radio broadcasting organizations, one is the national broadcasting organization (RTVD) and the other is private commercial radio broadcasters. There are 31 radio commercial stations in Sto. Domingo, 18 stations in Santiago, the 2nd largest city in the country, and 63 stations in the other areas, in total, 121 stations are operating using 91 frequency channels. Among them, about one-fourth of the stations are located in Sto. Domingo area. This number seems to be too large for a city of this size. The transmitter power of the radio stations are widely varied ranging from 25 W to 50 kW. As a result, in the case of ordinary receivers, interference of reception between adjacent stations is not a rare occurrence.

(2) FM broadcasting

With regard to FM broadcasting, there is no government station (RTVD is only sending FM signals from Alto de la Bandera with 1 kW transmitter for the purpose of distribution of the existing radio (R-1) programs to MF AM transmitter station in rural area of the country). All are private commercial FM

stations using frequency band 88 MHz to 108 MHz and the channel spacing is 200 kHz. There are nationwide 82 FM stations operating at 68 frequency channels, of which there are in Sto. Domingo 34 stations with 34 channels, in Santiago 16 stations with 16 channels, and in other areas 32 stations with 32 channels are licensed. Concerning the license regulation pertaining to the FM stations, there is no regulation with regard to the directional pattern characteristics of the antenna and to the effective radiated powers except antenna feeding powers which range from 10 W to 10 kW with wide variation. The on-air-programs are mainly music.

The channel spacing in the same area is 400 KHz at present in the Dominican Republic.

(3) TV broadcasting

The Dominican Republic has a very long history of TV broadcasting and the service was started two years earlier than Japan. Frequency bands used are from 54 MHz to 88 MHz with 5 channels, and from 174 MHz to 216 MHz with 7 channels, in total 12 channels. UHF band is not in use yet. The color system is NTSC, same as in Japan.

TV broadcasts are operated by 5 private commercial TV companies besides RTVD, however those commercial TV companies are concentrated in Sto. Domingo and other three cities, Santiago, Puerto Plata and La Romana.

TV channels which are used in Sto. Domingo are 2, 4*, 7, 9, 11, 13 (*mark is for RTVD).

The transmitting antennas are not concentrated at one point but located at different places in the city, which is different from the case of Japan. Therefore, viewers are forced to direct their TV antennas to a specific station when they want to get good picture quality. Some homes in Sto. Domingo have rotary TV antennas. Many are using in-door antenna which causes reception interference such as ghost.

Number of TV receivers was officially reported as 540,000 (Custom Office figure) three years ago and about 740,000 in 1983.

The price of a TV receiver is about RD\$1,000 - 1,500 for color, which is 2 - 3 times of ordinary worker's salary for a month.

(4) CATV

At present, in Sto. Domingo, there are two cable TV companies, one is Cable-TV Dominicana and the other is Tele-cable Nacional. These are operating service to each subscriber by feeding cable TV programs received through American satellite. The program contents consist of 6 domestic TV station's programs and 6 satellite TV programs. Cable-TV Dominicana provides services through UHF channel both in Sto. Domingo and in Santiago. In Sto. Domingo, Telecable Nacional has 8,000 subscribers and Cable-TV Dominicana, 2,000 with subscriber's fee of RD\$ 21 for the former, and RD\$ 31 for the latter. The difference of the fee is due to the UHF channel service with its more attractive entertainment programs.

The subscribers of the cable television are limited within comparatively wealthy families and the reason of the contract is deemed to be mostly for learning English.

The CATV programs are composed of satellite programs and self-made advertisement and are checked by the Secretaría de Estado de Obras Públicas y Comunicaciones and regulated to comprise programs related to social welfare and education at least 10%.

1-3 Present Status of RTVD

(1) Out-line of RTVD

RTVD (Radiotelevisión Dominicana) is operating its nationwide service with radio and television broadcasting as the sole national broadcasting station. As to TV broadcasting, RTVD started its service two years earlier than NHK in Japan. However, at present, because of financial reasons, RTVD has not been able to take care of replacement of the old equipment, still using 30-year-old transmitters as some of the on-line facilities. Consequently, some stations have been broken down for two years without any repair.

RTVD obtains income from commercial broadcasting, which amounts to 2/3 of the total revenue and the rest 1/3 from the governmental subsidies.

(2) Transmitting stations

1) Radio broadcasting

Station	Freq.	Antenna power (on-line/standby)	Manufacturing date
Sto. Domingo	630 kHz	15kW/10kW	1977/1980
La Vega	1,360 kHz	250 W	1958
Santiago	1,270 kHz	10kW/ 1kW	1980/1952
Puerto Plata	1,500 kHz	1 kW	1967
Monte Cristi	1,360 kHz	1 kW	1956
El Seibo	1,310 kHz	1 kW	1957
San Juan de Maguana	1,390 kHz	1 kW	1957
Barahona	1,370 kHz	500 W	
Pedernales	1,400 kHz	250 W	1954

The program relay by STL (Studio Transmitter Link) is used between Sto. Domingo studio and Alto de la Bandera where FM transmitter distributes the program to the whole country by 96.1 MHz, FM signal.

Each radio station receives the FM signal and then re-broadcasts as MF AM radio signal.

2) TV broadcasting

<u>Stations</u>	<u>Ch.</u>	<u>Antenna power</u>
Alto de la Bandera	Ch 5	6 kW
Sto. Domingo	Ch 4	16 kW
La Romana	Ch 12	5 kW (now broken down)
Santiago	Ch 4	250 W
Puerto Plata	Ch 12	100 W (broadcasting at decreased power)
Dajabón	Ch 12	0.25 W
Descubierta	Ch 12	0.25 W

Barahona	Ch 12	100 W
Cabo Rojo	Ch 12	100 W
Enriquillo	Ch 12	0.25 W

The nationwide TV network is composed of more than 10 TV stations. The program relay is between RTVD studio in Sto. Domingo and Alto de la Bandera by STL (Studio Transmitter Link), from where, the TV programs are distributed by Ch 5 transmitter to all directions.

Each rural TV station receives the Ch 5 signal and re-broadcasts the programs at Ch 12. This on-air-program relay system is not only for the purpose of program relay but also for serving the programs for peripheral areas surrounding Alto de la Bandera. However, due to the long distance transmission (La Romana: 180 km), the receiving picture quality at a far away station is degraded.

(3) Studio facilities

The RTVD building in Sto. Domingo is located in the middle of the city, which was built in early part of 1950's as a 4 story high building. The building is well designed and rigidly constructed.

1) TV facilities

a) Studio TV-A

About 400 m² studio (seating space for studio audience about 120 m²).

Sub-control room : about 24 m²

Concerning studio facilities (color), 3 camera-chains made by RCA are originally provided, one of which is out of order and a JVC made camera is used in mixture.

Lighting control console with dimmer control

(made by BERKEY COLOR TRAN)

Video switcher (made by AMERICAN DATA)

Audio mixer (made by TAPCO)

VTR (made by SONY)

Monitor (made by RCA and SONY)

These facilities are shared by News studio.

The sub-control room is next to the Master Control Room separated by a glass wall giving visible access with the Master Control Room.

b) Studio TV-B

Studio floor : about 350 m²
including 100 m² of gallery space
sub-control room : 40 m²
with no facilities provided.

Studio floor equipment : only with fixed lighting battens,
and no air conditioning
facilities.

c) Studio TV-C

Studio floor 40 m²

Studio control facilities are shared with Studio TV-A.

d) Master Control Room

Having 20 m² in area, the Master Control Room is provided with equipment made by RCA, SONY, TEKTRONIX and 3 M, etc.

e) OB Van

RTVD has assembled by itself an OB Van equipped with three JVC cameras purchased in 1981, but the other facilities are obsolete (more than 5 years old).

2) Radio studio facilities

a) 1F Lecture Room

Total floor size is 240 m² including audience seat area of 150 m².

Control room (6 m²) of the Lecture Room is with no studio control facilities, located next to the studio associated with the Radio Master Control Room.

Acoustic isolation between the rooms is poor.

b) Radio Studio A

Floor area of 100 m² with the control room (20 m²) provided with facilities.

Radio studio A is the sole radio studio now working in RTVD, however, the facilities are fairly obsolete.

- c) Master Control Studio
Having floor area of 12 m², this studio is being used for the continuity.
- d) Master Control Equipment
Control console is made by MARTIN: AMPEX, SINTRONICS, SPOT MASTER companies.
STL transmitters (with stand-by) for Alto de la Bandera and Villa Mella (945 MHz; 8 W) are installed on a corner of the Master Control Room.
- e) others
Two other studios (providing with no control facilities) having floor area of 50 m² and 40 m² are currently used for record room and archive, respectively.

(4) Program contents

Although being a governmental station, RTVD is broadcasting commercial programs similar to the other 5 private commercial TV stations in the country. Thus, as the main source of revenue, RTVD has to depend upon the income from the commercial programs, since government subsidy is not enough. Also, as it is difficult to find sponsors for educational programs, such non-earning programs are more or less neglected. Likewise, due to financial difficulties, many programs are re-broadcast or even repeatedly re-broadcast.

1) Television of RTVD

- a) Broadcasting duration
Broadcasting duration per day is 15 hours from 10:00 to 1:00 past midnight from Monday to Friday, on Saturday from 9:30 to 0:30 past midnight, 15 hours, and on Sunday from 9:15 to 1:00 past midnight, 15 hours and 45 minutes.
The length of one program is about 60 minutes.
- b) Present status of on-air-programs
The on-air-program compilation of RTVD is categorized as 47% for movie and animation, 14% for news and information for housewives, 11% for public relations programs of the Government and public organizations, and 7% for music and religious programs.

Table 1 - 1 Television Program

	Monday to Friday	Saturday	Sunday
9		Children (Foreign)	LA SANTA MISA (O.B.; Live)
10		Educational (Foreign)	(Foreign)
11		Children (Foreign)	Optional Program
12		CLUB 700	(Foreign)
	DOCUMENTOS (provided by Foreign Embassy)	"Saturday Specials" Dominican Music (by National Production)	Artistic Program (by National Production)
	RTVD INFORMA		
1	CLUB 700 (Foreign, Religious)	National Production	Foreign Cinema, etc.
	Information by Public Organization		
2	National Production or Foreign Embassy	Foreign Cinema, etc.	Sports, etc.
	Children (Foreign)		
3	Educational (Foreign)		
4	BUENAS TARDES A LA ORDEN	Foreign	Foreign Sports Documentary
5	MUJER 2000	Foreign Cinema	Foreign Cinema, etc.
6	DOCUMENTO (Foreign)	Artistic (National)	DOCUMENTO (Foreign)
	Information (Public)		
7	Programs (Public)	National Production	Musics (Foreign)
	RTVD INFORMA		
8	Sports (Domestic or Foreign)	Cinema or Musics (Foreign)	Foreign Cinema
9	CINE DE LA NOCHE (Foreign)		
10	-----	National Production	Cultural (Foreign)
11	RTVD INFORMA	Cinema or others (Foreign)	Foreign Cinema (Cine en Domingo)
12			
1			

Among these, RTVD produced programs are about one quarter of the total hour.

News is telecast 3 times a day at 12:30 (30 min.), 19:00 (60 min.) and 23:30 (30 min. repeat news). There are no arrangements for transmission of foreign news through satellite.

Foreign movies occupy about half of the total on-air-programs, however, most of them are fairly old movies, or at times black and white movies.

Saturday and Sunday night top hours are occupied by such movie programs which are rather poor in comparison with the popular songs, music shows and quiz programs of the commercial TV stations.

On the whole, due to factors such as shortage of budget, deterioration of studio and transmitting facilities, the sound and picture quality of RTVD broadcasts must be judged as very poor.

2) Radio of RTVD

a) Broadcasting duration

Broadcasting duration of radio per day is 19 hours and 45 minutes (5:15 - 1:00 past midnight) from Monday to Saturday, and on Sunday, 19 hours and 15 minutes (5:45 - 1:00 past midnight). Length of each program is 60 minutes (70%), 30 minutes (30%).

b) Present status of on-air-programs

From Monday to Friday, the on-air-program pattern is the same. The programs contain wide range of variety such as agriculture, religion, culture, sports and music, and as a whole, are very instructive. However, programs for children and housewives are scarce.

News are broadcast at 6 a.m. and noon for 60 minutes each, and 6 p.m. and 10:30 p.m. for 30 minutes each, in total 4 times a day for 3 hours. Emphasis being put on news as the national broadcasting station.

On Saturday, news is presented 3 times and it is almost the same as the weekday except for many music programs in the afternoon.

On Sunday, from noon to 6:30 p.m., there is a live relay program of national lottery which has a high audience rating. No news is presented.

Among the regular programs, 7 programs are produced by the Ministry of Agriculture, the Ministry of Education, the Police Office, the Commodity Price Office and the National Lottery. The method of program production is that the officials of the respective authorities come to RTVD studio to make their own programs, which are broadcast by RTVD's transmitters. The Ministry of Education produces 2 types of programs which are broadcast from Monday to Saturday as 30-minute educational and cultural programs.

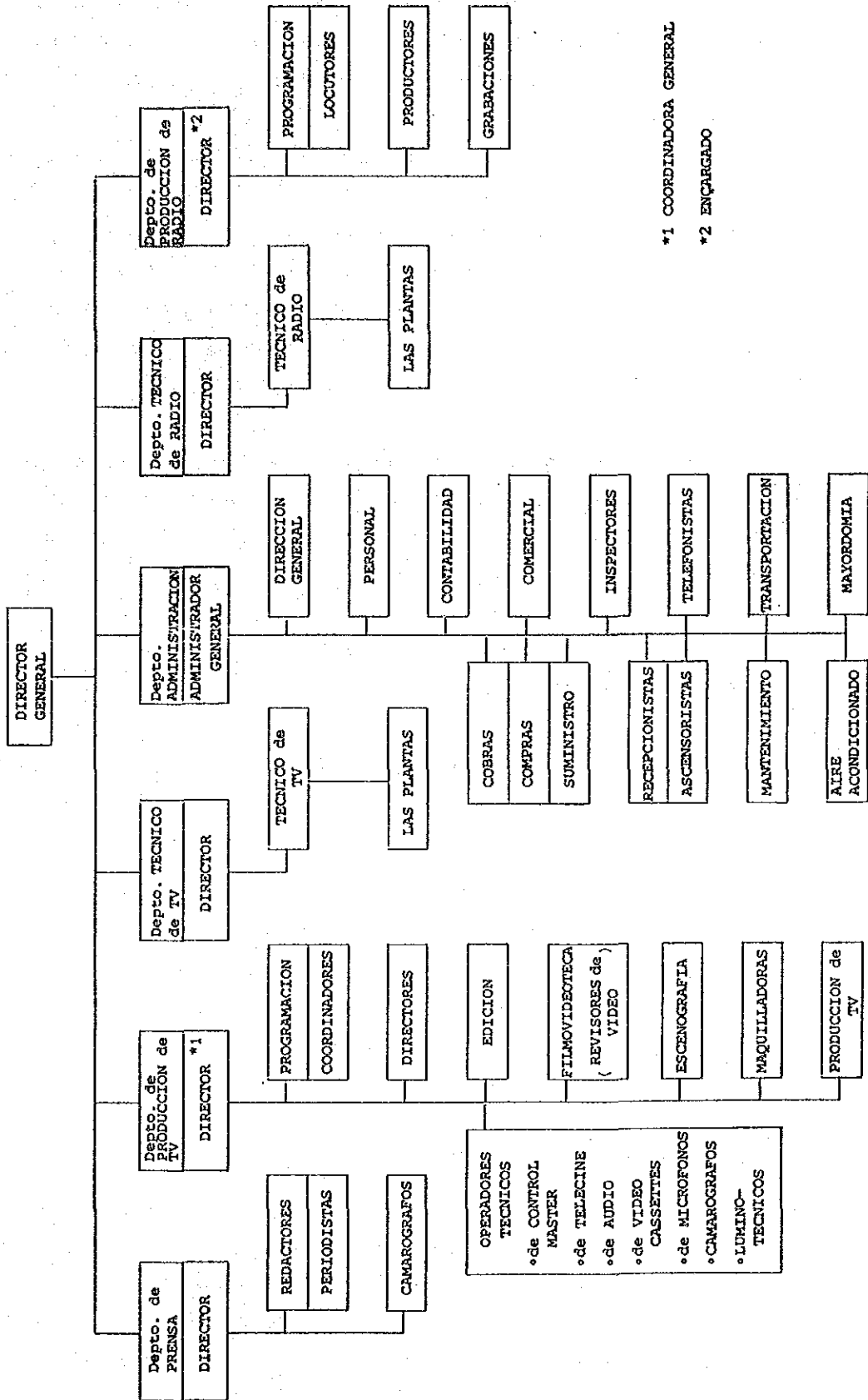
1-4 Organization and Administration of RTVD

(1) Present status of RTVD's organization

RTVD officially is under the Bureau of Information and Press of the Administrative Secretariat of the Presidency (Secretariado Administrativo de Presidencia). Practically, RTVD is controlled by the administrative committee which is directly under the Presidency in terms of basic guiding principle. But, of course, the daily operation is being run under the competence of the director general of RTVD. Therefore, intention of the Presidency can reflect directly upon the RTVD's operation.

Although it is a governmental station, RTVD is broadcasting commercial programs, and depends greatly upon the advertizing revenue for its fiscal source.

The details of the fiscal status will be described later, but roughly the total revenue in 1983 amounted to RD\$3,423,000 including RD\$2,327,000 from advertizing and RD\$1,096,000 from the governmental subsidy. The organization chart of RTVD as of Oct. 1984 is shown in Fig. 1-1.



*1 COORDINADORA GENERAL

*2 ENCARGADO

It consists of 6 departments which are Administration, TV Technical, Radio Technical, TV Production, Radio Production, and News. Each department has its director or an alternative responsible person.

The total number of staff is 357 (as of October 1984), among which 35 technical operators at Alto de la Bandera, Villa Mella and other re-broadcasting stations are included.

TV Production dept. has 87 staff, Radio Production dept. 33 staff, TV Technical dept. 34 including 11 technicians at transmitting stations, and Radio Technical dept. 39 staff including 24 technicians at transmitting stations.

The particular features of the RTVD's staff organization are that the number of program producers is very scarce (Radio 4, TV 5), and among the program production staff, the switcher belongs to TV Technical dept., while the other staff such as cameramen belongs to TV Production dept.

This seems to be a rather irregular case in comparison with other broadcasting stations.

For the future consideration of organization and administration matters necessary for RTVD, the following items are summarized:

- a) Possibility and necessity of combining radio and TV production departments into one department.
- b) Possibility and necessity of combining radio and TV technical departments into one department.
- c) Study and consideration of present organization system.
- d) Activation of general television (GTV).

(2) Financial Affairs of RTVD

RTVD is a state-owned station with approximately 60% of its income dependent upon advertising income. There are other small income sources other than advertisement, such as rental of the open theater and so forth. The deficit resulting from income shortage has been balanced by receiving the governmental subsidies.

Table 1-2 shows the ratio of advertising income and governmental subsidies (including extraordinary subsidies) to the total income in each year for the past ten years (except 1977). Annual increase rate for advertising income and governmental subsidies is shown in Table 1-3 and Table 1-4 respectively.

The advertising income for the TV department can be classified into the time-sales (espacios) and spot advertisements (cuñas). A public relations program such as that for tourist is a non-profit program.

For radio broadcasting, most of its income, approx. 80%, is concentrated in the rental of studios utilized for sports programs. A public relations radio program is also non-profit, same as in TV.

The tariffs for advertisement have been revised two times in the past ten years, in 1978 and 1984.

The tariffs in effects, in 1984, are presented in Table 1-5.

The subsidies from the Central Government can be classified into "ordinary" and "extraordinary" and the extraordinary subsidies are allocated for the import of materials and equipment.

RTVD officials report that the budget allocations for program production and for maintenance of equipment and facilities have been scarce.

Table 1-2 Evolución de los Ingresos en RTVD durante 1974 - 1983

(En miles RD\$)

Año	Anuncios	%	Otros	%	Subsidios	%	Total	Increm.
1974	1,114	63.3	48	2.7	600	34.0	1,762	-
1975	1,181	65.1	33	1.8	600	33.1	1,814	2.9
1976	1,219	65.5	23	1.2	620	33.3	1,862	2.6
1978	1,747	70.5	30	1.2	700	28.3	2,479	(33.1)
1979	1,767	52.4	363	10.8	1,243	36.8	3,374	36.0
1980	1,957	65.6	1	X	1,025	34.4	2,983	-11.6
1981	1,640	55.3	315	10.6	1,010	34.1	2,966	-0.6
1982	1,538	55.6	0.6	X	1,228	44.4	2,767	-6.8
1983	2,101	61.4	227	6.6	1,096	32.0	3,425	23.8
*	-	60.9	-	4.4	-	34.7	-	-

* : Promedio (10 años)

Fuente: ESTADOS FINANCIEROS DE RTVD

Table 1-3 Evolución de los Ingresos por Anuncios según Radio y TV (1974 - 1983)

(En miles RD\$)

Año	TV	Increm.	Radio	Increm.	Total	Increm.
1974	1,016	-	98	-	1,114	-
1975	1,080	6.3	99	1.0	1,181	6.0
1976	1,128	4.4	90	-10.0	1,219	3.2
1978	1,640	(45.4)	106	(17.8)	1,747	(43.3)
1979	1,533	-6.5	233	220	1,767	1.1
1980	1,711	11.6	245	5.2	1,957	10.8
1981	1,415	-17.3	224	-8.6	1,640	-16.2
1982	1,338	-5.5	199	-11.2	1,538	-6.3
1983	1,861	39.1	239	20.1	2,101	36.6

Fuente: ESTADOS FINANCIEROS DE RTVD

Table 1-4 Evolución de los Subsidios del Gobierno (1974 - 1983)

(En miles RD\$)

Año	Ordinario	Increm.	Extraord.	Total
1974	600	-	-	600
1975	600	0	-	600
1976	600	0	20	620
1978	600	0	100	700
1979	800	33.3	443	1,243
1980	986	23.2	38	1,025
1981	900	-8.7	110	1,010
1982	900	0	328	1,228
1983	900	0	196	1,096

Nota:

Fuente: ESTADOS FINANCIEROS RTVD

- (1) No se obtuvo información del año 1977.
- (2) X menos de 1%.

Table 1-5 Tarifa Vigente 1984 (TV)

Tiempo Espacios	5"	10"	15"	20"	30"	45"	60"
AAA	60	80	90	115	150	175	200
AA	30	45	55	65	90	115	135
A	15	25	30	40	50	65	80

Fuente: RTVD

Venta de Espacios (TV)

Espacios	Precio Hora	Espacios
AAA	1,650	AAA de 7:00 P.M. al Cierre
AA	1,500	AA de 3:00 P.M. - 7:00 P.M.
A	850	A de 12:00 - 3:00 P.M.

Fuente: RTVD

Tarifa Vigente 1984 (Radio)

Tiempo Cuñas	15"	30"	45"	60"
Programación Regular	6	10	13	18
RTVD Informa	6	10	13	18

Fuente: RTVD

Table 1-6 Condición Estadística: Educación Primaria

Conceptos	Ambas Zonas		Urbana		Rural		Colegios Privados
	Cant.	%	Cant.	%	Cant.	%	
Escuelas	4,977	100	450	9	4,527	91	1,350
Aulas	17,701	100	5,554	31	12,147	69	
Alumnos	955,100	100	345,658	36	609,442	64	44,466
Profesores	19,617	100	7,574	39	12,043	61	1,366

Fuente: EDUCACION EN CIFRAS 1982 - 1983, SEEBAC

CHAPTER 2 IMPORTANCE OF THIS PROJECT

2-1 Actual Status of Education in the Dominican Republic

(1) The Government of the Dominican Republic recognizes that education is one of the most important factors for the nation. Therefore, the Ministry of Education (SEEBAC) is taking steps to expand and reform the educational facilities. The educational situation in general is as follows:

- Illiteracy rate of the population of five years old or older is 31.4% according to the national census in 1981.
- The rate of schooling at the primary level is around 75%. Approximately 300,000 school-age-children are not enrolling in schools.
- Numbers of school buildings, class-rooms and school teachers are scarce.
- The capability of school teachers presents a problem.
- The drop-out-rate is high and reaches between 3-11% at the primary school level. Generally speaking, the rate becomes higher in the lower grades.

(2) Educational level and projects for illiteracy

From the view point of the educational levels and school facilities, the disparity between urban areas and rural (including mountainous areas) is observed. The disparity was discussed with the Government officials concerned and reported as follows:

- Most of the pupils in rural areas do not have the necessary textbooks due to their economic situation.

- Materials such as notebooks, pencils, chalkboards, chalks and so forth are scarce.
- School teachers are not willing to work in rural areas. This means there are more informal teachers.
- The drop-out-rate is higher in rural areas than in urban areas.
- Annual schooling hours in rural area are relatively shorter due to the labor needs like cultivation of sugarcane and so forth. Such pupils receive schooling only for about 350-400 hours a year, only 60% of the regular school hours.
- In rural areas, some of the pupils studying at small scale schools attend the school only for 3 years, even though the compulsory period of primary school education is a 6-year period.
- The illiteracy rate of the population of 5 years old or older is 20.9% in urban areas, while 43% in rural areas according to the census in 1981.

Number of schools, class-rooms, teachers, etc., are shown in Table 1-6. Table 1-7 details on the illiteracy rate in both urban and rural areas based on the national census of 1981.

In order to improve the present educational situation, the Ministry of Education has tried repeatedly to create new Educational Programs to enable the illiterate people to receive vocational and technical training. However, PEEC (Programa Especial de Educación Ciudadana) and RADECO (Educación Comunitaria Básica Asistida por la Radio) do not seem to be sufficiently effective due to the limitation of efficiency of aural educational materials. Officials of the Ministry are expecting to obtain more effective method such as video materials.

Table 1-7 Población de 5 años y más por Condición de Alfabetismo y Tasa según Zona y Sexo

Zona y Sexo	Total	Alfabetos	Analfabetos	*
Ambas Zonas	4,845,169	3,325,971	1,519,198	31.4
Varones	2,424,245	1,653,487	770,758	31.8
Hembras	2,420,924	1,672,484	748,440	30.9
Urbana	2,552,924	2,019,580	532,695	20.9
Varones	1,212,045	969,061	242,984	20.0
Hembras	1,340,230	1,050,519	289,711	21.6
Rural	2,292,894	1,306,391	986,503	43.0
Varones	1,212,200	684,426	527,503	43.5
Hembras	1,080,694	621,965	458,729	42.4

* : Tasa de Analfabetismo

Fuente : CENSO DE POBLACION Y VIVIENDA 1981

In such circumstances, both parties, RTVD and JICA, strongly recognized that this nationwide educational TV/Radio broadcasting project would provide the illiterates with visual and aural programs and at the same time educational opportunity that would be more effective not only in reducing the illiteracy rate but also in improving the capability of educators.

2-2 Project Necessity

The Government of the Dominican Republic has set forth development of agriculture, which is one of the nation's most important industries, and development of electric power generating capability, which is indispensable for industrial activities, as two major targets of the nation's economic development. At the same time, it is also promoting the improvement of the social infrastructure. However, the area which has been given the highest priority, is education.

In most developing countries, major problems are posed by a critical lack of human resources equipped with outstanding skills, knowledge and technical expertise. This circumstance is true also in the Dominican Republic. To overcome this situation, the Dominican Government is making efforts on job training, aiming of expansion of the nation's labor force. In this connection, the Government is taking positive steps in the area of education by improving and expanding facilities which conduct such job training. As a prerequisite to technical training, it is necessary simultaneously to broaden the base of general education as well. For this purpose, the government authorities, particularly SEEBAC (Ministry of Education), have been carrying out a variety of educational development projects under a 5-year plan covering the years 1981-1985.

In terms of school attendance rates for compulsory education, the level of education in the Dominican Republic has been rising every year. However, qualitative indicators such as class attendance figures and student failure rates point up the necessity for major improvements in the system. Adult literacy education has also made steady progress in the past several years. Nevertheless, the

illiteracy rate continues to exceed 30%. The Dominican Government now seeks to eradicate illiteracy completely by the year 2000. Also, in terms of educational forecast through the year 2000, and this, combined with rising incomes, can be expected to greatly expand educational demands.

The diffusion rates for television and radio receivers are already high in the Dominican Republic, and it is predicted that such goods will soon be prevalent even throughout agricultural villages and among the low-income class.

Against the background just described, the Project looks to audio-visual education as an effective and economical means of spreading education in the Dominican Republic, in order to develop and secure a labor force capable of high productivity. The Project is believed to have extremely high potential in achieving the goals which have been set for the nation.

PART III

STUDY

PART III STUDY

CHAPTER 1 PROGRAM, RESOURCES, PERSONNEL AND TRAINING PLAN

Basic Conception of Program Compilation

A long term plan for program compilation, amount of resources, number of staff and staff training schedule was referentially drawn up according to the following three stages:

1st stage	1989 - 1990	two years
2nd stage	1991 - 1993	three years
3rd (Final) stage	1994 - 2000	

In order to produce satisfactory results of this Project, it is desirable to install radio and television receivers in primary and middle schools and town halls throughout the country. A great deal of effort by SEEBAC (Secretaría de Estado de Educación, Bellas Artes y Cultos) will be eagerly expected.

The basic concept of program compilation was drafted in consideration of the practically expected diffusion of receivers in future.

RADIO

In the 1st stage, the school education programs will be concentrated on radio, due to the difficulty of nationwide diffusion of television sets in schools in this period.

First, the radio in-school educational programs will cover the lower grades, and then all grades in the 2nd stage. The TV school programs will commence at this stage.

In the 3rd stage, the programs for primary school education will be continued, and the comprehensive cultural and educational program compilation, including the illiteracy programs, will be established by increasing cultural programs.

TELEVISION

Although the diffusion of TV sets in schools may be a few at the start, the total number of sets in the Republic reaches more than 740,000 (1983), which means that about one half of the households have TV sets.

Accordingly, the illiteracy programs, aiming at adult illiterates in homes equipped with TV sets, will be focused in the 1st stage. Then, the full-scale school programs will be started in the 2nd stage and will cover the whole grades of the primary education and the middle school education in the final stage.

1-1 Program Compilation Plan for Educational Radio Broadcasting (Refer to Table 1-1)

As mentioned above, emphases will be laid upon primary education for schools in the 1st stage. However, the final target of the educational broadcasting is to include the wider variety of educational and cultural programs and to be listened selectively by all listeners from infant to aged people according to their needs. At this point, it should be definitely characterized apart from the general program (R-1) which aims at the general public.

Because this new program will be broadcast in the FM stereo system, which is the first time for RTVD, it is desired that music programs be produced to utilize the system's merit.

1-2 Compilation in the 1st Stage (1989 - 1990, two years) (R-2)

(1) Broadcasting hours

Broadcasting hours will be 10 hours per day, in which the newly made programs are four hours for schools and one hour for the illiterate and new cultural programs, including stereo music, alternatively, for a total of 5 hours which will be re-broadcast. Re-broadcasts will contain programs of the same day as well as suitable programs aired previously. Broadcast time is to be shifted to later in the day.

RADIO

Monday to Friday

Time	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	
<u>1st Stage</u> 1989-1990 (10h/day)	1																		
<u>2nd Stage</u> 1991-1993 (13h/day)	1																		
<u>3rd Stage</u> 1994-2000 (17h/day)	1																		

- 1: In-school education programs for 1st to 4th grade of primary school.
- 2: Illiterate adult educational and cultural programs.
- 3: In-school education programs for 5th to 6th grade of primary school.
- 4: English conversation course
- 5: Cultural programs for general
- 6: New educational & cultural programs for adult

Dash means re-broadcast programs.

Saturday and Sunday

<u>1st Stage</u>	A																		
<u>Saturday</u>	A																		
<u>Sunday</u>	A																		
<u>2nd Stage</u>	A																		
<u>Saturday</u>	A																		
<u>Sunday</u>	B & A																		
<u>3rd Stage</u>	A																		
<u>Saturday</u>	A																		
<u>Sunday</u>	B & A																		

- 7: "TEACHERS' HOUR"
- 8: Vocational education programs
- 9: Middle-class english conversation course
- A: Music programs in stereo
- B: Rebroadcast of cultural programs including those from GTV.

(2) Compilation plan and production in R-2

The new programs will be compiled and produced under the close cooperation between SEEBAC and RTVD, and other officer concerned.

Research on the effects of the broadcast project will also be undertaken jointly by the two organizations.

Programs will be mainly produced at the new studios in Sto. Domingo station, and a part of production works will be entrusted as has been done to SEEBAC. The outside productions will be conducted actively in order to break the monotony of studio programs and to effectuate rural education.

Promptitude, an important factor in general radio, is not necessary for educational programs, rather continuity and reiteration are required.

Thus, by packaging taped programs in advance, these can be broadcast according to program schedule and the same program can be rebroadcast at a later date.

(3) Object of new programs of R-2

1) School education Radio (1)

Language (Spanish) and mathematics for the primary education, 1st - 4th grades will be chosen, and the programs will be elaborated in accordance with the prevailing plans of SEEBAC. The possibility to introduce these programs in class hour in the schools will be considered. Pupils may participate in the program. All school programs will be broadcast both in the morning and in the afternoon, taking the double session system into consideration.

2) Teachers program Radio (7)

Provides training for school teachers in rural areas. Their appeals and requests are gathered on the spot and reflected on the broadcast programs.

- 3) Illiterate adult education Radio (2)

PEEC (Programa Especial de Educación Ciudadana; Special Program for Citizen Education) Project, which is presently undertaken by SEEBAC, will be best adapted for radio using the conventional textbooks.

Furthermore, RADECO (Educación Comunitaria Básica Asistida por la Radio; Basic Community Education Assisted by Radio) Project, which is also undertaken by SEEBAC for the rural children, will be broadcast in nationwide scale.

- 4) Cultural program (for general adult) Radio (2)

It will aim at a new cultural program including stereo music, utilizing the characteristics of FM broadcasts, to build a more familiar image of educational radio.

1-3 Expansion Plan after the 1st Stage (Table 1-1)

- (1) The 2nd Stage (1991 - 1993, three years)

The following two programs will be added to the 1st stage's ones:

- 1) Language (Spanish), mathematics and social studies for 5th - 6th grades of the primary school Radio (3)

- 2) English Conversation Course, 30 minutes. Radio (4)

To consist of basic grammar and daily conversation with tourists from abroad as well as for travel and stay in the U.S.A.

In this 2nd stage, as far as concerned with the primary school educational programs (1st - 4th grades), about half of the produced programs during the 1st stage for 2 years, might become reusable, the surplus man-power of producers can be assigned to TV program production.

These two programs will be rebroadcast. In this stage, the broadcasting will be 13 hours a day, in which the newly made programs are 9.5 hours.

(2) The 3rd (final) Stage (1994 - 2000)

In accordance with the diffusion of TV sets in schools, the full-scale school programs will be started in television. In the radio programs, the primary education for 1st to 6th grades, the illiterate and English language programs will be gradually transferred to TV.

For the school programs, the stock of tapes, which were recorded in the previous stage, will be fully utilized.

Aiming at the full-scale cultural and educational radio broadcasting, new cultural programs for general adults, workers and housewives will be newly produced. .. Radio (5)

The compilation ratio in this stage are 50% for culture, 40% for school, 10% for illiterate.

The broadcasting will be 17 hours a day, of which the newly made programs will be 12.5 hours.

(3) Programs on Saturday and Sunday (Table 1-1)

On Saturday and Sunday, considering the living patterns of the listeners and viewers, the cultural programs of familiarity, as well as the highlights of the R-1 programs (rebroadcast) will be presented.

As for production programs, teacher's program will start from 1st stage, vocational programs from 2nd stage and from 3rd stage the language lesson programs for students and the unemployed.

Rebroadcasting of R-1 program will decrease gradually, and in the 3rd stage, it is desirable to compile newly made programs exclusively. (for R-2, because of increase of stocked programs.)

(4) Practical use of outside production

For lack of visibility, the radio studio productions are apt to be monotonous. In order to relieve it, and to make cultural exchange between rural and urban areas, school and cultural programs will be preferably produced outside from time to time.

Live concerts will be performed with the audience at the outdoor stage, audience hall (4th floor) and concert halls in the capital city, and be broadcast live on stereo.

In the disc jockey program, requests for the music will be accepted so that ties with music lovers may be strengthened.

1-4 Basic Compilation Plan for the Existing Radio Program (R-1)

As stated before, R-1 contains many cultural programs. By transferring these into R-2, a new wide information program can be suggested for R-1.

This program, aiming at car drivers and field workers with portable radios, will include a variety of social information, such as news, weather forecast, commodity/market price, social event, agricultural knowledge, etc., along with light music, some by listeners' request.

At the same time, the programs for infant, pupils, house wives, aged persons, other than adult male, will be considered according to living patterns.

Finally, the rate of news, culture and entertainment should be well-balanced for the general program (R-1) which aims at general public.

1-5 Required Resources (Studio etc.) and the Number of Production Staff for Educational Radio Broadcasting (R-2)

Table 1-2 shows the programs necessary to be produced in accordance with the development plan through the 1st stage to the final stage.

Table 1-2

RADIO

1st Stage

PROGRAM NAME	*1	*2	
		*3	*4
In-school education for 1st - 4th grade of primary school	30	(8)	40
Teachers' Hour	60		1
Illiterate adult educational and cultural programs	60		5
Music programs in stereo (Disc Jockey; live) from R-2 continuity room or Studio-A			

2nd Stage

In-school education for 1st - 4th grade of primary school	30	8/2	20
In-school education for 5th - 6th grade of primary school	30	(6)	30
Teachers' Hour	60		1
Vocational education	60		1
Illiterate adult educational and cultural programs	60	(1)	5
Cultural programs for general	60	(1)	5
English conversation course	30	(1)	5
Music programs in stereo (Disc Jockey; live) from R-2 continuity room or Studio-A			

3rd Stage

In-school education for 1st - 4th grade of primary school	30	8/2	20
In-school education for 5th - 6th grade of primary school	30	6/2	15
Teachers' Hour	60		1
Vocational education	60		1
Cultural programs for general	60	(1)	5
New educational and cultural programs for adult	60	(3)	15
Middle-class english conversation course	60		1
English conversation course	30	(1)	5
Music programs in stereo (Disc Jockey; live) from R-2 continuity room or Studio-A			

TELEVISION

- *1: Time duration in minutes.
- *2: Number of production
- *3: Number/day
- *4: Number/week

PROGRAM NAME	*1	*2	
		*3	*4
Illiterate adult education	60	(2)	10
Teachers' Hour	60		3
Foreign production programs	60		2
Children's Hour	60		1

In-school education for 1st - 4th grade of primary school	60	(2)	10
In-school education for 5th - 6th grade of primary school	60	(2)	10
Teachers' Hour	60		3
Illiterate adult education	60	(2)	10
Foreign production programs	60		2
Children's Hour	60		1
Middle-class english conversation course	60		1

In-school education for 1st - 6th grade of primary school	60	4/2	10
Teachers' Hour	60		3
Educational programs for 7th and 8th grades	60	(1)	5
Illiterate adult education	60	(2)	10
Foreign production programs	60		2
Children's Hour	60		1
Middle-class english conversation course	60		1
English conversation course	60	(1)	5

In the following, the required resources and the staff will be defined step by step on a certain assumption.

(1) 1st Stage (1989 - 1990)

- 1) In-School Education Programs for 1st - 4th Grades of Primary School. (SEEBAC: in charge of) Radio (1)

Supposing that a scenario writer shares the program production, and take 2 days for writing the scenario and 1 day for the production, in total 3 day span is taken for one program to be completed, the producing schedule pattern is shown on Table 1-3.

Since 5 days program producing for a week is carried out by three: A, B and C groups, A and B groups make two programs a week, while C group one, therefore one scenario-writer of the C group will make a Teachers' Hour which is broadcast on Saturday during the week.

The required staff

SEEBAC	PD (8 PDs x 3 day)	24
RTVD	Announcer	4
"	Mixer	4

- 2) Illiterate Adult Educational and Cultural Programs (RTVD: in charge of) (Refer to Table 1-4),..... Radio (2)

Since this type of programs might not be series-programs like in-school education programs and contain much independent contents, 5 producers of RTVD will make the programs. The allocated studio is St-5.

RTVD	PD (1 PD x 5 day)	5
"	Announcer	1
"	Mixer	1

- 3) Teachers' Hour. (SEEBAC : in charge of) Radio (7)

As written above, one of the C group producer is in charge of the producing. Therefore, no additional producer is needed. The allocated studio is St-5. (Refer to Table 1-4)

Table 1-3

Studio	A group		B group		C group	
St-1	PD-1 M-1 -----	PD-2 M-1 -----	PD-9 M-1 -----	PD-10 M-1 -----	PD-17 M-1 -----	PD-18 M-1 -----
St-2	PD-3 M-2 -----	PD-4 M-2 -----	PD-11 M-2 -----	PD-12 M-2 -----	PD-19 M-2 -----	PD-20 M-2 -----
St-3	PD-5 M-2 -----	PD-6 M-3 -----	PD-13 M-3 -----	PD-14 M-3 -----	PD-21 M-3 -----	PD-22 M-3 -----
St-4	PD-7 M-4 -----	PD-8 M-4 -----	PD-15 M-4 -----	PD-16 M-4 -----	PD-23 M-4 -----	PD-24 M-4 -----

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
A	B	(C)	A	B	C	-	A	B	(C)	A	B	C	-

RADIO

1st Stage

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Crew	SEEBAC		RTVD	
								'1'	'2'	'1'	'2'
St- 1	'1'	'1'		'1'	'1'	'1'	1	24 *1			5
St- 2	'1'	'1'	'1'	'1'	'1'		1				
St- 3	'1'	'1'	'1'	'1'	'1'		1				
St- 4	'1'	'1'	'1'	'1'	'1'		1				
St- 5	'2'	'2'	'2'	'2'	'2'		1	**		5	

An: Announcer

'1': In-school, primary 1st to 4th grade education

'2': Illiterate adult, educational & cultural

'7': "TEACHERS' HOUR"

*1: Including existing six.

** : Additional duty

Table 1-4

- 4) Music Program in Stereo (RTVD: in charge of)

On Saturday and Sunday, music programs will be broadcast live from R-2 Continuity Control room or Studio A if it is possible in the style of disk jockey.

- (2) Second Stage (1991 - 1993) (Refer to Table 1-5)

- 1) In-School Education Programs for 1st - 4th Grades of Primary School. (SEEBAC: in charge of) Radio (1)

Since this series will be started from the beginning, it will be possible to re-use the stocked tapes recorded during the 1st stage for two years. Hereupon, assuming that about 50% of the programs will be re-usable of the stocked tapes so that the required newly made programs can be reduced to 50% in number. Therefore, the number of staff of A, B and C groups can also be reduced to half. This means that $8 \times \frac{1}{2} \times 3 = 12$ PDs can be transferred to make "Teachers' Hour" by one, "Vocational Program" by one and ETV In-School Programs for 1st to 5th Grades by the rest 10 PDs.

At this stage, among A, B and C groups each consist of 4 staff, C group has one spare-production day for a week, for same reason mentioned above, this man-power (4 PDs/week) can be assigned to make ETV In-school Programs for 5th and 6th Grades.

Resources are St-3 and St-4.

- 2) In-school Education Programs for 5th - 6th Grades of Primary School. (SEEBAC: in charge of) Radio (3)

As well as the case of In-school Education Programs for 1st to 4th Grades, additional three groups A', B' and C', each consists of 6 staff, so that new 18 staff will be assigned to this series of program production. By the same condition mentioned before, 6 staff of C' group can share the production of ETV in-school education programs once a week.

The resources for the programs are to be St-1 and St-2.

RADIO

2nd Stage

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Crew	SEEBAC				RTVD				
								'1'	'3'	'7'	'8'	'2'	'5'	An		
St- 1	'3'	'3'		'3'	'3'	'3'	2		18							5
St- 2	'3'	'3'		'3'	'3'	'3'	2									
St- 3	'1' '5'	'1' '5'	'5'	'1' '5'	'1' '5'	'1'	2	12						5		
St- 4	'1' '4'	'1' '4'	'4'	'1' '4'	'1' '4'	'1'	2								**	
St- 5	'2' '7'	'2' '8'	'2'	'2'	'2'		1			1*			5			

- '1': In-school, primary 1st to 4th grade education
 - '2': Illiterate adult, educational & cultural
 - '3': In-school, primary 5th to 6th grade education
 - '4': English conversation course
 - '5': Cultural programs for general
 - '7': "TEACHERS' HOUR"
 - '8': Vocational education
- An: Announcer
 * : PD transferred from "Primary 1-4" ('1')
 ** : PD on additional duty

Table 1-5

The required staff

SEEBAC	PD (6 PDs x 3)	18
RTVD	Mixer (2 shift)	2

- 3) Illiterate Adult Educational and Cultural Programs
 Radio (2)
 Same as the 1st stage, as regards to the staff and resource.
- 4) Teachers' Hour
 Radio (7)
 PD will be a staff from 1st to 5th grades primary in-school program as described before. Studio is to be St-5.
- 5) Vocational Programs
 Radio (8)
 PD will be a staff transferred from the A, B and C groups. Studio is to be St-5.

- 6) Cultural Programs for General (RTVD: in charge of)
 Radio (5)
 Newly recruited 5 PDs are necessary for RTVD to produce this series of program. Supposing St-3 will be allocated to this studio, and the mixer has to be two shifted duties.

The required staff

RTVD	PD (1 PD x 5 days)	5
"	Mixer	1

- 7) English Conversation Course (RTVD: in charge of)
 Radio (4)
 Already recruited RTVD's 5 PDs of the illiterate adult educational and cultural programs are to cover this series of program production. The studio is to be St-4 and the mixer will be two shifted.

The required new staff

RTVD	Mixer	1
------	-------	---

- (3) 3rd Stage (1994 - 2000) (Refer Table 1-6)
- 1) In-school Education Programs for 1st to 4th Grades of Primary School. (SEEBAC: in charge of) Radio (1)

RADIO
3rd Stage

	SEEBAC							RTVD		
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Crew	'11' '3' '7' '8'	'2' '5' '6'	An
St- 1	'3' _____	'3' _____	'3' _____	'3' _____	'3' _____		2	9		
St- 2	'6' _____	'6' _____	'6' _____	'6' _____	'6' _____		2			5
St- 3	'1' _____ '5'	'1' _____ '5'	'1' _____ '5'	'1' _____ '5'	'1' _____ '5'		2	12		
St- 4	'1' _____ '4'	'1' _____ '4'	'1' _____ '4'	'1' _____ '4'	'1' _____ '4'		2			
St- 5	'2' _____ '7'	'2' _____ '8'	'2' _____	'2' _____ '9'	'2' _____					

An: Announcer
**: PD on additional duty

- '1': In-school, primary 1st to 4th grade education
- '2': Illiterate adult, educational & cultural
- '3': In-school, primary 5th to 6th grade education
- '4': English conversation course
- '5': Cultural program for general
- '6': New educational & cultural for adult
- '7': "TEACHERS' HOUR"
- '8': Vocational education
- '9': Middle-class english conversation course

Table 1-6

Production system in the 3rd stage will be as in the 2nd stage regarding the production staff, and the resources are St-3 and St-4.

- 2) In-school Education Program for 5th - 6th Grades of Primary School.(SEEBAC: in charge of) Radio (3)

Since this series of program starts in the 2nd stage, the necessary number of the PD staff will be reduced down to half by utilizing the stock programs recorded during 2nd stage. Therefore, half of the original 18 staff, 9 PDs can be transferred to ETV in-school education program production.

5 PDs are assigned to 5th to 6th grades of primary school TV program productions and 4 PDs are to TV productions of educational programs for the 7th - 8th grades.

- 3) Illiterate Adult Educational and Cultural Programs Radio (2)
- 4) Teachers' Hour Radio (7)
- 5) Vocational Programs Radio (8)
- 6) Cultural Programs for General Radio (5)
- 7) English Conversation Course Radio (4)

These are produced as same as in the 2nd Stage.

- 8) New Educational and Cultural Programs for Adult... Radio (6)
(RTVD: in charge of)

9 PDs are recruited to RTVD at this stage and divided into 3 groups (A, B and C) which rotate every three days.

Studio is to be allocated to St-2.

The required new staff

RTVD	PD	9
------	----	---

- 9) Middle-class English Conversation Course (RTVD: in charge of)
...Radio (9)

One of the recruited RTVD PDs who are in charge of the new educational and cultural programs for adult is to cover this program production which would be once a week. Studio is to be St-5.

- 1-6 Basic Compilational of Educational Television (ETV) (Refer to Table 1-7)

As stated in the beginning of this Chapter, emphasis will be laid on the illiterate program for viewers at home in the 1st stage. The school programs will begin in the 2nd stage.

Besides above, "Teachers' Hour", "Children's Program" made in foreign countries, English conversation, and the rebroadcast of GTV will be added. (Table 1-7)

- 1-7 Compilation in the 1st Stage (ETV) (1989 - 1990, two years)

- (1) Broadcasting hours

Broadcasting is to be 8 hours per day, of which two hours for the illiterates, one hour for teachers or for children (foreign made), 3 hours for the rebroadcast of the above, and 2 hours for the rebroadcast of GTV program. Newly made programs will be 3 hours daily.

- (2) Compilation plan and production

The new programs will be compiled and produced under the close cooperation between SEEBAC and RTVD, and other officer concerned. Research on the effects of the broadcast project will also be undertaken jointly by the two organizations.

Programs will be mainly produced at the new studios in Sto. Domingo station. In order to effectuate the program and to solve the shortage of studio, the EFP (Electronic Field Production) by the mobile team, as well as the use of Lecture

Table 1-7

TELEVISION																																																										
Monday to Friday																																																										
Time	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11																																								
<u>1st Stage</u> 1989-1990 (8h/day)								1		2		3		2'		3'																																										
<u>2nd Stage</u> 1991-1993 (14h/day)			4		3'		3		5		4'		5'		2		1																																									
<u>3rd Stage</u> 1994-2000 (17h/day)		6		2		4		4		4 & 5		3		4&5		7		3'		6'		2'																																				
<p>1: Rebroadcast of GTV cultural programs 2: Illiterate adult education 3: "TEACHERS' HOUR" and foreign production programs. 4: In-school education programs for 1st to 4th grade of primary school. 5: In-school education programs for 5th to 6th grade of primary school. 6: English conversation course 4&5: In-school education programs for 1st to 6th grade of primary school.</p> <p>7: Educational programs for 7th and 8th grades</p> <p>Dash means re-broadcast programs.</p>																																																										
<u>Saturday and Sunday</u>																																																										
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<u>Sunday</u>	8'			A															9'																																							
<p>8: "CHILDRENS' HOUR" 9: Middle-class english conversation course 10: Vocational education programs for illiterate adult.</p> <p>A: "GTV HIGHLIGHT"</p>																																																										

Room on the 1st floor, Audience Hall on the 4th floor and the Outdoor Stage in front of the station will be considered.

The education programs require continuity and reiteration rather than the promptitude as in general programs.

For that, package-taped programs can be easily broadcast according to schedule, and rebroadcast later.

These packages can be used every year as far as the school guidance of SEEBAC is not changed. By accumulating these stocks, production works can be applied to the revising as well as new program making.

(3) Object of new programs

1) Illiterate Adult Education (SEEBAC: in charge of)

..... ETV (2)

Program mainly consists of the lecture of PEEC Project by SEEBAC. It is made at TV Studio-B in the 1st stage, and by outside production using OB van in the 2nd stage.

Because of the difficulty in the nationwide distribution of textbooks, opaque card and character generator will be effectively utilized, so that the viewers may understand the lecture without textbooks. Besides reading and writing, social, moral and vocational educations will be occasionally adopted using photographs and pictures.

In the 1st stage, mathematics is stressed as well as reading-writing.

2) Teachers' Hour (Three days a week) (SEEBAC: in charge of)

..... ETV (3)

In this program, the experienced teachers in the capital city (Distrito Nacional) make lectures on method of teaching on each subject. Occasionally, the actual status of schools and opinions of teachers in rural area will be the matters of subject.

- 3) Children's Program of Foreign Production (Two days a week)
(RTVD: in charge of) ETV (3)

Some foreign production programs, lip-synchronized or with comment in Spanish could be utilized for children at home to enhance culture of sentiments.

Besides educational programs, animation, documentary and dramas, etc. will be available.

When the dialog text in English is attached, the dubbing of Spanish language can be done easily using TV studio.

For the effective use of the broadcasting in schools, the time schedule of the programs and the instruction guide of the broadcasting will be preferably sent to the schools beforehand.

The close cooperation between SEEBAC and RTVD is necessary for this.

- 1-8 Expansion Plan during the 2nd and the 3rd Stages (ETV) (1991 - 2000) (Refer to Table 1-7)

- (1) The 2nd Stage (1991 - 1993)

In accordance with the nationwide diffusion of TV sets in schools, the TV school programs of primary school, 1st to 6th grades, will be started. (SEEBAC: in charge of)

..... ETV (4,5)

At the beginning, the style of program is same as lecture in a classroom. Gradually, the TELOP cards, pictures and films will be inserted. The lecturers will be selected among the experienced teachers in the capital city.

The subjects are based on language and mathematics for 1st to 4th graders and for higher grades, science, social studies sports, etc. will be added.

Broadcasting hours per day will be 14, in which the newly made programs are seven hours.

(2) The 3rd Stage (1994 - 2000, seven years) (Refer to Table 1-7)

In this period, the following two new programs will be added, thus the full-scale educational TV program compilation will be established:

1) Educational Programs for the 7th - 8th Grades..... ETV (7)
(SEEBAC: in charge of)

The school education of the 7th - 8th grade is non-compulsory. Suitable subjects, such as vocational, social and college-preparatory course, etc. will be added gradually.

These programs are to be made by the experienced producers of the radio programs in SEEBAC.

2) English Conversation (RTVD: in charge of) ETV (6)

Object is same as the radio program. To heighten the visual effect, the contents will be more enjoyable and practical, for example, using skit.

Because the whole broadcast hours will be occupied by school, illiterate programs in the 3rd stage, the rebroadcasting of GTV will be gradually suspended, and cultural programs will be presented on Saturday and Sunday.

Broadcasting hours per day will be 17, in which the newly made programs are nine hours.

1-9 Basic Compilation Plan for the Existing TV Program (GTV)

The rate of news, culture and entertainment should be well balanced for the general program, with a definite difference in character between the two media.