

NICEP
BANGKOK

ROUTING SLIP *New York*

TO: *Rev. Thubunghorn*

FOR APPROVAL		AS DISCUSSED
FOR ACTION		AS REQUESTED
FOR SIGNATURE		NOTE AND FILE
FOR COMMENTS		NOTE AND RETURN
FOR INFORMATION		REPLY FOR MY SIGNATURE
MAY WE CONFER?		ATTACH RELATED PAPERS
YOUR ATTENTION		PREPARE DRAFT

More field - back.

ATB: *8/83* FROM: *Tom Dunne*

ROUTING SLIP

FICHE DE TRANSMISSION

TO: *Revy*
A:

FROM: *Toshi*
DE:

Room No. - No de bureau Extension - Poste Date *7 Sept 3:30 p.m.*

FOR ACTION		POUR SUITE A DONNER
FOR APPROVAL		POUR APPROBATION
FOR SIGNATURE		POUR SIGNATURE
FOR COMMENTS		POUR OBSERVATIONS
MAY WE DISCUSS?		POURRIONS-NOUS EN PARLER ?
YOUR ATTENTION		VOTRE ATTENTION
AS DISCUSSED		COMME CONVENU
AS REQUESTED		SUITE A VOTRE DEMANDE
NOTE AND RETURN		NOTER ET RETOURNER
FOR INFORMATION	<input checked="" type="checkbox"/>	POUR INFORMATION

The main subject of this paper is positioning of APSC officer in a team of a programme, information, and project officer.

He proposed an idea that calls us "Community participation and communication officer" (C.P.1), but I do not agree with him because that the ~~same~~ title makes "project posts" impression.

COM.6 (2-78)



UNICEF

UNITED NATIONS CHILDREN'S FUND
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INTEROFFICE MEMORANDUM

TO: Mr. Jane Bunnag
Regional PSC Officer, Bangkok

DATE: 31 July 1983

FROM: R. Haile
PSC Officer, Bangladesh

FILE NO. PSC/740/10

SUBJECT: Trends and Issues in PSC.

Thanks for your paper "Trends and Issues in PSC" which we have circulated among our programme/information sections here in Bangladesh. We expect to discuss the contents in a special meeting of the PSC committee which includes Programme and Information Officers.

Personally I am grateful for a lucid and timely introduction to development communication as practiced by UNICEF. In the course of my brief stay with UNICEF (since April 12) I have come across a number of requests to the PSC Office that can only be entertained in the absence of more clearly defined terms of reference for PSC. It is almost a relief to know that the problem is a shared one among PSC Officers.

..... I have attached a draft of my initial reactions and suggestions with regard to the issues raised in your paper as well as the Country specific challenges to PSC Bangladesh. I look forward to your reactions and those of other concerned colleagues.

Sincerely,

cc: Mr. Anthony A Kennedy, Representative
Mr. Joseph A Sciafani, Senior Programme Coordinator

PSC OFFICE	
Date	11 Aug. 1983
Attention	RT
Action	
Also	by
1.	RT 8/8
2.	
3.	
4.	
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FROM PROJECT SUPPORT COMMUNICATION (PSC) TO
COMMUNITY PARTICIPATION AND COMMUNICATION (CPC)

1. On PSC Identity

The designation "Project Support Communication" superficially defined may lead one to understand that our primary function is to provide communication media and materials to support the implementation of projects however conceived, designed and developed. In fact our project support activities are conditioned by the extent a project is informed of beneficiary community needs, knowledge, attitudes and behaviours at the earliest possible time. The emphasis is on community participation in project design and implementation and our task to provide the relevant information (feed-forward and feedback) from the community to the planners, programmes and technicians in a usable manner. Calling ourselves Project Support Communication Officers may not reflect the community bias we advocate. Are we not first and foremost Community Participation and Communication Officers (CPC) rather than Project Support Communication Officers?

2. On Relations with Programme and Project Officers

It is generally acknowledged that development programmes and projects have had a marked tendency in their historical development to be source biased. They have been designed, developed and implemented without due consideration of the beneficiary communities' concerns. The PSC task therefore could be to attempt to introduce the necessary community bias as a counterweight to the source biases inherent in programmes and projects. If this be the case then PSC Officers should be actively collecting information from the community, information that will make the programmes and projects more responsive to the needs and interests of the beneficiary communities. Only then could PSC Officers offer their informed critiques of programmes and projects during their formative stages. As things stand PSC Officers are placed in central offices together with their programme and project colleagues able to suggest at most approaches to community centered programming. Whatever advantages such an arrangement may provide it can eventually lead to "colleaguities" to the detriment of community interests.

3. On Relations with Information Officers

PSC Officers are often asked to state their distinguishing characteristics

from their Information colleagues. And there are legitimate reasons for such a question including the fact that PSC Officers do engage in the production and distribution of media materials carefully designed (one hopes) to support community participation in programmes and projects. My approach has been to emphasise the division of labour rather than audiences. Information media and materials like programmes and projects need to be community biased, audience biased, no matter what the expected role of the audience might be - sponsoring audience, donor audience, or beneficiary audience. Information projects - on paper film, radio, TV, computer etc., are often source biased and/or channel biased. In other words Information Officers like their own productions and/or their particular medium. It becomes the responsibility of the PSC Officers to ascertain that the information flow from UNICEF Information Officers become less source/channel biased and more audience biased. Our primary concern with communication as with other projects and programmes remain to maintain the flow of feedforward and feedback information from the Community to the Programme, Project and Information Officers of UNICEF.

4. Members of a Team

Provided the role and responsibility of PSC Officers is more explicitly defined as representing the communities' needs and interests to experts, planners and technicians, we can begin to outline a strategy for programme and project development in UNICEF offices. It is essentially a team production strategy consisting of Programme/Project Officers, Information Officers and PSC Officers:

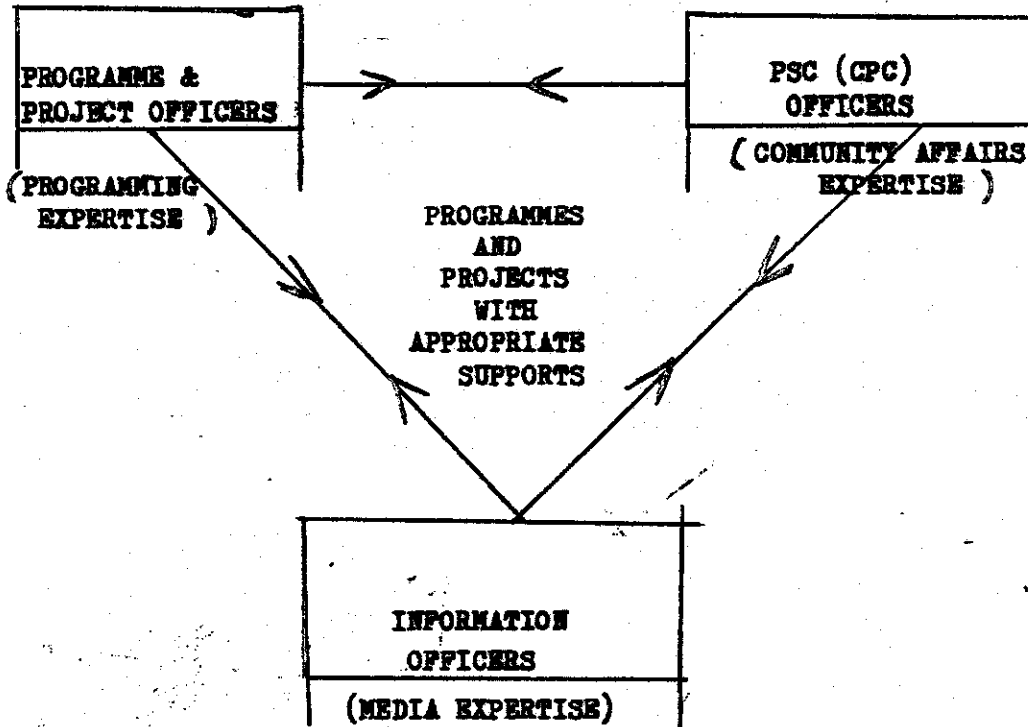
Programme/Project Officers would be responsible for the content of programmes and projects.

Information Officers would be responsible for the production and distribution of media materials recommended for the programmes/projects.

PSC Officers would be responsible for the feedforward and feedback information that forms the contextual basis of programmes, projects and media materials.

The teams may be diagrammatically represented as in Table 1.

TABLE 1 : ~~THE~~ PSC TEAM APPROACH MODEL .



IMPLICATIONS

5. If we may pursue the argument presented so far about the role and responsibility of PSC (GPC) Officers in UNICEF, there seem to be some clearer choices but need to be considered:
 - 5.1. There may not be too many formulae for deploying PSC officers that are equally valid. It is to the credit of the PSC Officers with UNICEF that they continue to perform in so many different capacities subject to the varying demands of Country Offices. However, one should point out that to the extent they have to perform as Information or Programme Officers then to that extent they become subject to the limitations (the source and channel biases) their mission it is to counterbalance by emphasising the community/audience perspective.
 - 5.2. As per the argument presented here, the PSC portfolio may not be transferred to programme and/or Information Officers without the attendant consequences (source/channel biases, colleguities) that can lead to a breach of community/audience links.
 - 5.3. It is only too obvious that National Officers have a very important role to play within the PSC Offices of UNICEF. National origins however may not be sufficient for the task as presented here. It is important that the members of the team (Prog/Info/PSC) be of more or less equal standing in the organisation least the exchange between them become polluted by considerations of privilege, hierarchy, and other organisational factors.

E N D



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External ID

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"Trends and Issues in PSC" Memo from Reesom Haile, PSC Officer, Bangladesh to Jane Bunnag, Regional PSC Officer, Bangkok, giving feedback regarding "Country specific challenges to PSC in Bangladesh"

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Notes

Memo attaches the draft "From Project Support Communication (PSC) to Community Participation and Communication (CPC)", which reflects on: On PSC Identity; On realtions with programme and project officers; On relations with information officers; Members of a team; a diagram showing flow of information in the team; Implications;

Sent with routing slip to RRN Tuluhungwa, UNICEF, New York by Jane Bunnag, Regional PSC Officer, UNICEF, Bangkok. Another routing slip is from Toshihiko Murata, [Toshi] Asst. Communication Technology Officer, PSC Service, UNICEF Hq, to RRN Tuluhungwa.Tren

Print Name of Person Submit Image

Signature of Person Submit

Number of images without cover

SAROJA DOUGLAS

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6