

Development Communication Report

Annette Sanders

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Development Communication Report

Abstract

A review of *Development Communication Report*, Heddy Reid, editor.

Reviews

Development Communication Report, Hedy Reid, editor. Published quarterly by the Clearinghouse on Development Communication. Distribution is free to those interested in the communications problems of developing countries.

"Development Communication Report (DCR)" is a newsletter-type publication. It features interesting stories and practical messages about communication successes and failures in various developing countries. A publication of the Clearinghouse on Development Communication, it is supported by the Development Support Bureau of the U.S. Agency for International Development. Published quarterly "DCR" is distributed free to over 5,000 development professionals.

The 16-page June 1981 issue, for example, includes articles on cost-effective training strategies at the field level which would strengthen the influence of the extension agents in communities; the use of folk-poetry in Bangladesh for carrying timely messages; slow-scan long distance pictures by phone; and VTR media techniques in Tanzania. There is also a one-page summary of the new content area logos that can be used in all future international communications.

A regular feature of DCR is "A Communicator's Checklist." This is an excellent review section of 5 or 6 recent communications publications from around the world.

Another regular outstanding article is "Dilemmas in Country X." It highlights and comments on a development prob-

Journal of Applied Communication Studies, USA, 1984, 5, 2
lem that actually exists but the real country and people involved are not named.

Helpful to the reader, too, is the "On File at ERIC" section. It reviews reports and proceedings on topics in the areas of educational technology, teacher training programs, and curriculum development. All reports reviewed are available in microfiche from the ERIC Document Reproduction Service.

Publications and conferences on subjects of special interest are highlighted in short reports. DCR is indeed a valuable resource for anyone in international communication work.

For more information on obtaining the publication write to:
Development Communication Report
Clearinghouse on Development Communication
1414 22nd Street, N.W.
Washington, D.C. 20037
Tel. (202) 862-1900

Annette Sanders
University of Missouri-Columbia