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Dates: 01/01/1993 - 12/31/1993

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THE WORLD BANK

Washington, D.C.

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SERAGELDIN: Conference on Culture and Development in Africa
678-06

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R2001-141 Other #: 3 Box # 163979B

Project Management Records - Conference on Culture and Development in Africa - RPO # 678-06 - Correspondence

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BUDGET

OFFICE MEMORANDUM

DATE: March 2, 1993

TO: Ismail Serageldin, Vice President, ESD

FROM: Gregory K. Ingram, Administrator, Research Advisory Staff

EXTENSION: 31052

SUBJECT: Research dissemination grant request, "International Conference on Culture and Development in Africa"

I am pleased to inform you that I have approved your request for funding from the Research Support Budget for dissemination of the results of the above conference. The development and distribution of a video tape which will greatly widen the potential audience for your work on these issues is an interesting and worthwhile supplement to publication of papers. Please provide RAD with information concerning the distribution channels you explore and adopt, and any commentary or synthesis of the results of this effort. I will follow with interest the results of this exploration into a dissemination mode that is seldom used by the World Bank.

The following account and financial authorization are issued for the conference:

i) Identification code (RPO#)	678-06
ii) FY93 authorization	\$10,000
iii) Total authorization	\$10,000

Expenses relating to the video tape may be charged to the above account number up to the total amount authorized. Please use the account number as an identification code in all related documents and material.

As the project completion date is June 30, 1993, funds not committed and disbursed by the fiscal year deadlines will be lost to both your project and to the Research Support Budget. The project account will be closed as-of October 31, 1993.

You are required to file a completion report on the grant no later than two months after its closing date; forms for this purpose may be obtained from this office.

cc: M. T. Dose, ACTPR; M. Bellinger, ORGHD; R. Salandy-DeFour, ACTAS;
C. Ramirez, ACTAB;
C. Else, B. Pleskovic, E. Thomas, V. Mataac, RAD
Research Committee members

COMPLETION

CORRESPONDENCE

REVIEWS

PROPOSAL

ROUTING SLIP		DATE: 1/28/93
NAME		ROOM NO.
Mr. Ingrams		
URGENT		
APPROPRIATE DISPOSITION		NOTE AND RETURN
APPROVAL		NOTE AND SEND ON
CLEARANCE		PER OUR CONVERSATION
COMMENT		PER YOUR REQUEST
FOR ACTION		PREPARE REPLY
INFORMATION		RECOMMENDATION
INITIAL		SIGNATURE
NOTE AND FILE		URGENT
REMARKS:		
<p>Greg - Is this adequate? Do you need more? Pls let me know. Thanks</p>		
FROM:	ROOM NO.:	EXTENSION:
ISMAIL SERAGELDIN		

IS

OFFICE MEMORANDUM

RECEIVED

JAN 28 1993

RESEARCH ADVISORY STAFF

DATE: January 28, 1993

TO: Mr. Gregory Ingram/RAD

FROM: Ismail Serageldin/ESDVP *IS*

EXTENSION: 34502

SUBJECT: Follow-up to the International Conference on Culture and Development in Africa

Per our conversation, it is my intention to prepare a video of the slide presentation that was the keynote at this conference.

Attached is the proposed budget. We are seeking from your office a budget to fund the dissemination of the results of this conference in the sum of \$10,000.

Attachment

STEPS FOR MANKIND Productions

To: Mr. Ismail Serageldin
Vice-President for Environmentally Sustainable Development
World Bank/Washington DC

From: Catherine Ecolivet

Subject: Video of International Conference on "Culture and development"
Keynote presentation.

Date: Washington D.C., 01.03.1993

Dear Sir,

As we discussed, please find the following information on the budget to produce a 52-minute video on "Culture and development", an adaptation of your slide presentation.

A. MAIN VERSION

To produce a 52-minute video-adaptation of a main version (French or English), the following budget would be necessary:
(Taping and editing format: Betacam SP)

	Taping of the narration (1½ day):
\$ 650.	Camera crew-equipment
\$ 350.	Prompter
	Preparation for Editing:
\$ 500.	Laboratory-pictures processing-enlargements
\$1.200.	Video-taping of the pictures(one day)
	Editing:
\$3,000.	On-line editing (3 days\1,000.per day)
\$4,500.	Off-line editing (3 days\1,500.per day)
\$ 500.	Music
\$3.000.	Production administration
\$5.000.	Conception-Direction
\$ 300.	Misc

<u>\$19.000</u>	<u>Total*</u>

*Total excludes the eventual costs for the rights of the pictures selected. This would be negotiated picture by picture. As the video is an educational program, most of the rights, if not all of them, should be granted.

Option 1:

Regarding the number of images taken in Cairo, a taping on this location could bring a great deal of animation. In this case, the pictures presented in the slide show would be used for advance-work so even the angles selected could be respected in the new taping. If I could organize this taping during my next trip to Europe scheduled in February\March, there would be no extra charge for the travel portion from USA to Europe. The additional budget for this taping on Cairo location would be:

\$ 2,500.

(integrating the costs of round-trip Paris to Cairo,
3 days stay and local camera crew rental).

Option 2:

Additional footage could be negotiated to increase the motion in the video. Those could be negotiated for example with National tourism offices. Here again the selection of the footage will be based on some slides presented in the show (Examples: Washington DC mosque; Saudi Arabia: Airport, La Méque; India: Taj Mahal; Koweit: Water Towers...). 5 to 7 minutes of those kinds of footage could make a difference in the rhythm of the show and would improve its audiovisual quality. The additional budget for their negotiation and exploitation would represent an additional budget of:

\$ 3,000.

Those budgets concern the main version of the video, English or French.

B. ADDITIONAL LANGUAGE VERSION

If produced simultaneously, the budget for an additional language version should be:

Option 1:

\$10.000 for a second original version

(Taping and editing of the narrator in the second language)

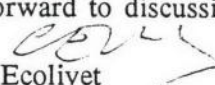
Option 2:

\$ 5.000 for an adaptation with voice-over.

(Audio-recording and editing of the translation)

If the agreements were signed by February 15, 1993, both versions could be produced by May 31, 1993.

Looking forward to discussing this matter further with you.


Catherine Ecolivet
Executive Producer-Director

cc: Alicia Heztner