



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Report by the Director-General on the execution of the programme (34 C/5) (01 January - 30 June 2008)

Public information

Part II.C – Programme-related services

Paragraph 10312

Chapter 3 – Public information

Regular budget: Activities (rounded to \$ thousand)	
Planned: \$ 2,566,000	Actual: \$ 629,000

34 C/5 Expected Results	Achievements	Challenges/ Lessons Learnt	Cost-Effectiveness	Sustainability (Indicators or Measures)	Recommendations by the Executive Board
<p>Comprehensive communication plan to promote UNESCO's priority themes consistent with programme priorities elaborated and implemented.</p>	<p>Communication plan:</p> <ul style="list-style-type: none"> - 203 events on the communication plan took place during the first half of the year and 73 benefited from BPI's activities (press releases, media advisories, illustrated reports, In Focus Web) - In total, 318 events were included for 2008. 	<ul style="list-style-type: none"> • The communication plan launched in an experimental phase in 2007 has now become established within the Secretariat with the active participation of all the Sectors. • The gradual introduction of a new computer tool (NICE) will make it possible to integrate all the existing systems dealing with events and their programming, implementation and evaluation. 	<p>This tool, which should be operational as early as 2009, will avoid duplication of information in respect of our various media and permit savings in essential resources.</p>	<p>The implementation of a communication plan, comprising enhanced programming, coordination and assessment of the impact of our activities, makes it possible to better anticipate, programme and organize future activities.</p>	
<p>Unesco.org portal further developed and enhanced in the six working languages of the General Conference, at least for the basic documents and materials, and recognized by users as an effective tool for information and knowledge-sharing in the Organization's fields of competence.</p>	<ul style="list-style-type: none"> • Increase in the content available on the web portal in the six working languages. • The average monthly page views on the portal were over 6.7 million, representing a ten percent increase from 2007 + 900,000 UNESDOC documents viewed by month. • User testing completed on the portal with a series of improvements recommended for the user interface. 	<ul style="list-style-type: none"> • Need to coordinate content to ensure its relevance to the audience in the geographic/linguistic area concerned. 	<p>Funds were decentralized to field units for local translation in order to save costs.</p>	<p>Dependent on human and financial resources available for translation and putting texts online.</p> <p>Technical platform needs to be consolidated in order to sustain increase in content production.</p>	
<p>Media information prepared and disseminated.</p>	<p><u>Written press</u></p> <ul style="list-style-type: none"> • To July 16, 62 press releases and 46 media advisories sent to the press worldwide; 84,657 articles in which UNESCO is featured, monitored in newspapers, magazines and online information sites around the world (50, 501 in Europe, 17,846 in North America). Some highlights: BBC programme on UNESCO's Goodwill Ambassadors aired in May; programme on intangible cultural heritage aired during prime time on <i>France Inter</i> in July; DG op-ed on aid to education published in <i>Le Figaro</i> and the <i>South China Morning Post</i> in July; press 	<ul style="list-style-type: none"> • Information needs to be timely and relevant to target audience. 	<p>A news-based approach to public information is extremely cost-effective. BPI does not have the resources necessary for major public awareness or advertising campaigns.</p>		

briefing on Axum organized in May and attended by over 30 French journalists and Paris-based correspondents; workshop organized with the Portuguese delegation and National Commission for a group of key Portuguese journalists in June.

Audiovisual

- Production and distribution of an institutional DVD in six languages on UNESCO. Production completed. Distribution under way.
- 10 short videos without commentary illustrating the major activities of recent months were produced and distributed. These videos are online on the web.
- A video with commentary on the Convention on the Protection of the Underwater Cultural Heritage was produced.
- An impact survey on the audiovisual media of 16 Member States was conducted from the beginning of June to mid-July 2008. The initial incomplete results show that:
 - The Al Arabiya and Al Jazeera channels devoted 2 and 22 pieces respectively to UNESCO.
 - The BBC (all channels) devoted 100 pieces to UNESCO over the period.
 - CCTV (China) devoted 73 sequences to UNESCO.
 - CNN devoted 16 pieces to UNESCO.
 - CUBAVISION devoted 57 pieces to UNESCO.

These still incomplete results will be the subject of an in-depth study.
- Since the beginning of the biennium, BPI/AUD has distributed photographs to 802 journalists, persons in charge of websites and various publications wishing to illustrate UNESCO's activities.

- Multilingualism in videos takes a considerable amount of time and is expensive especially when it involves videos, captions or photo websites in non-Latin alphabets. Special attention must be paid to quality control.
- The full results of the impact survey carried out from 5 June to 16 July 2008 in 16 Member States will be the subject of an in-depth study that will be widely distributed in the Secretariat. The initial findings of the survey show that UNESCO is increasingly seen by the audiovisual press as a United Nations agency specialized in culture. In spite of communication efforts, UNESCO's activities in the field of education are poorly covered by the audiovisual press.

- Distributions by DVD are costly (labour + postage).
 - Professional video distributions via satellite are mobilizing staff night and day.
- UNESCO needs a platform for the automatic downloading of its videos and its photographs.

The Photo Unit lacks at least one post and the Video Studio lacks two posts, even if account is taken of the fact that AUD is essentially a light structure managing a maximum of temporary contracting parties.

<p>Organization's publications programme implemented.</p>	<ul style="list-style-type: none"> • 26 titles issued by UNESCO Publishing (books, periodicals, CD-Roms) in the official languages, in particular: <ul style="list-style-type: none"> 12 titles were published in English 7 titles were published in French 4 titles were published in Spanish 3 titles were published in several languages • 8 co-publishing contracts in the Organization's official languages were negotiated. • 6 licensing contracts for publications in non-official languages were negotiated. • 41 authorizations for the reproduction of excerpts from works whose copyright is owned by UNESCO were granted. • More than 350 references and responses concerning the works published by UNESCO Publishing were found in the press and on specialist sites. This is more than double the figure for the same period in 2005. 	<ul style="list-style-type: none"> • The new Publications and Distribution policy which is outlined in the Director-General's blue note of 25 June 2008 places new responsibilities on the Organization to include all types of media and to apply high standards of quality control for all types of publications, for sale and for free distribution. • The challenge for the first part of 2008 was to bring together a cross section of the Organization to agree on points for revision of the Administrative Manual and provide inputs for the Publication Plan and new guidelines for publications. • The Publications Plan for the 2007-2008 biennium has gathered a vast amount of information on publication projects from sectors, field offices and Institutes. The plan will allow for the monitoring of distribution policies and the evaluation of impact for example through reader surveys. 			
<p>Ten issues per year of the online edition of the <i>UNESCO Courier</i> disseminated in the six working languages of the General Conference.</p>	<ul style="list-style-type: none"> • Done, including a remarkable special issue dedicated to Claude Levi-Strauss in honour of his 100th year, published online in June. Since the beginning of this year, visitors to the Courier web site have read a total of 505,039 pages. Most readers access the site directly via internet search engines, links to the Courier posted on other web sites and through UNESCO's home page. • A total of almost 34,000 readers have subscribed to the webzine – 19,000 in the past year alone, during which a concerted effort has been made to improve content and regularity of publication. The clear majority of these subscribers are readers of the English, French and Spanish versions. 	<ul style="list-style-type: none"> • There is a clear need for increased promotional activities to attract more readers, especially for the Russian, Chinese and Arabic versions. There is also a need to enrich the content, but this requires more resources than are available. 	<p>A significant effort has been made to reduce and share costs, but the product remains very expensive to produce given the relatively small number of actual subscribers, especially for the Arabic, Chinese and Russian versions.</p> <p>The Russian version, for example, has only 781 subscribers, the Arabic 818 and the Chinese, just over 1,000.</p>	<p>Sustainable only if we can share production costs or with an increase in BPI's financial resources.</p>	

<p>Programme of cultural events organized.</p>	<ul style="list-style-type: none"> • The following were held at UNESCO Headquarters: <ul style="list-style-type: none"> - 33 exhibitions - 38 cultural events (concerts, shows, films, fashion parades) 				
<p>Public information services provided in Member States.</p>	<ul style="list-style-type: none"> • Holding of a seminar at Headquarters for Portuguese journalists on the Organization's priorities, in collaboration with the Portuguese National Commission for UNESCO. 	<ul style="list-style-type: none"> • The initiative was deemed very positive by the participants and by the National Commission officials, who were thus able to establish relations with their national press. 	<p>The journalists' travel expenses were defrayed by the National Commission.</p>	<p>During the seminar, an information meeting was devoted to the information sources provided to journalists so that they could continue to following the Organization's activities.</p>	
<p>Internal communication developed and intensified.</p>	<ul style="list-style-type: none"> • About 50 UNESCOMMUNICATION newsletters have been addressed. • 17 "Minutes Meetings" have been organized. 	<ul style="list-style-type: none"> • Internal communication was developed and intensified in particular through a special initiative on the theme of "UNESCO and knowledge-sharing". A one-month cycle of "60 Minutes" meetings and a publication in English and French on this theme involved colleagues from all Sectors, Central Services and from some Institutes. 			
<p>Impact of partnerships on UNESCO's image and visibility evaluated.</p>	<ul style="list-style-type: none"> • 165 requests for UNESCO's patronage were received by the Secretariat from civil society organizations. • 89 patronages have been already granted. More than 40% of cases pertain to the Culture Sector. Processing delays were significantly shortened: 90% of the requests were processed within less than three months, 26% within less than one month. 	<ul style="list-style-type: none"> • A standardized, logframe-based method for specifying visibility objectives, target audiences, expected results, and indicators has been tested in connection with UNESCO's Communication Plan and will be also applied for the Publications and Distribution Plan. <p>Although this has become a standard obligation related to receiving UNESCO's patronage, only very few impact evaluations were provided to UNESCO.</p> <p>New standard clauses have been introduced into partnership agreements, whereby partners have a responsibility to plan communication activities and to report in their impact.</p>			

		<p>Processing delays for patronage requests can be further shortened through appropriate interactive software.</p>			
<p>Proper use of UNESCO's name, acronym and logo and Internet domain names protected nationally and globally.</p>	<ul style="list-style-type: none"> • Intergovernmental programmes make systematic use of linked logos, associating UNESCO's logo with their specific ones. The relevant directives of the Intangible Cultural Heritage Convention make explicit reference to UNESCO's Directives. • The World Heritage Committee has, at its last session in July 2008, launched a working group for reviewing relevant branding directives, in order to harmonize them with UNESCO's. 	<ul style="list-style-type: none"> • In implementing the relevant Directives and Director-General/ Note a UNESCO Brand Toolkit and an Administrative Circular are being finalized. A core challenge for their application is the further harmonization with specific graphic identities of intergovernmental programmes and conventions. Specific graphic standards remain to be elaborated for publications. 			