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COMMISSION ON HUMAN RIGHTS
SUB-COMMISSION ON FREEDOM OF INFORMATION
AND OF THE PRESS
Third session

THE ACTIVITIES OF UNESCO IN THE FIELD OF FREEDOM OF INFORMATION IN 1949
(Document submitted by UNESCO)

INTRODUCTION

1. The preamble to the Constitution of UNESCO states that UNESCO shall "develop and increase the means of communication between the peoples and employ these means for the purposes of mutual understanding and a truer and more perfect knowledge of each others lives." Article I of the Constitution says that the Organization shall perform this task "through all means of mass communication and to that end recommend such international agreements as may be necessary to promote the free flow of ideas by word and image."
 2. The third session of the General Conference of UNESCO adopted a number of resolutions governing UNESCO's activities with regard to free flow and freedom of information. It will be seen that some of these resolutions, (see Annex I) touch upon the terms of reference and proposed programme of work of the United Nations Sub-Commission on Freedom of Information and of the Press.
 3. In accordance with these resolutions, UNESCO has undertaken certain activities in 1949 which are relevant to the work of the Sub-Commission. These activities may be grouped under the following categories: the assessment of technical needs in the press, radio and films, and the alleviation of these needs; the publication of reports concerning freedom of information; the promotion of professional training and exchange facilities for information personnel; the removal of economic barriers to the free flow of information; the drafting of international agreements to facilitate the international circulation of educational, scientific and cultural materials; the utilization of radio and the means of telecommunications in the interests of international understanding and peace.
- In its programme for 1949, UNESCO has assigned high priority to all of the aforementioned activities.

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CHAPTER I. TECHNICAL NEEDS IN MASS COMMUNICATIONS

1. Technical needs surveys

The objects of the technical needs surveys are threefold: (a) to obtain and publish information on press, radio, and film facilities throughout the world in order to assist countries in obtaining materials, equipment and personnel needed to restore or develop their means of mass communications; (b) to enable UNESCO to take effective measures for the removal of obstacles to the free flow of information and for the stimulation of production of publications, films and broadcasts; and (c) to provide objective documentation for analytical studies of the media of mass communications.

Between 1947-1949 the technical needs surveys have been carried out in the following forty-four countries and territories:

<u>Europe</u>	<u>Latin America</u>	<u>Far East</u>	<u>Middle East and North Africa</u>
Austria	Argentina	Burma	Algeria
Belgium	Bolivia	China	Egypt
Czechoslovakia	Brazil	Federation of	Lebanon
Denmark	Chile	Malaya	Morocco
Finland	Cuba	India	Tunisia
France	Dominican Republic	Pakistan	Turkey
Greece	Ecuador	Philippines	
Hungary	Haiti	Singapore	
Italy	Honduras		
Luxembourg	Mexico		
Netherlands	Paraguay		
Norway	Peru		
Poland	Uruguay		
Sweden	Venezuela		
Switzerland			
Yugoslavia			

The reports for 1947 and 1948 including the recommendations of the Commission of Experts have been published and a third report will be published this year.

2. Newsprint and Paper

UNESCO had an opportunity of calling world attention to the future world needs for newsprint and of emphasizing the inequalities of consumption and distribution of newsprint under present conditions, at the Preparatory Conference on World Pulp Problems convened by the Food and Agriculture Organization at Montreal from 25 April to 4 May of this year. Two members of the Secretariat represented UNESCO at the Conference, to which the Director-General addressed a message stressing newsprint requirements and urging more equitable distribution and consumption of this vital commodity to ensure the material basis for more and better information throughout the world.

The following extracts appear in the report of the Montreal Conference:

"The Conference received a message from the Director-General of UNESCO concerning the world need for newsprint and other papers and noted his concern about the fact that cultural progress in the less developed countries is delayed through inadequate supplies of printing papers while in many of the more advanced countries post-war shortages of paper still interfere with the normal functioning of the press and the restoration of educational facilities. The Conference was unanimous in appreciating the importance of adequate paper supplies for more education and information and agreed that larger paper supplies for this purpose are eminently desirable. Many delegates believe that an assessment of present and prospective consumers needs for pulp products would constitute a valuable compliment to the information on newsprint contained in the present report. They express the views that these matters should be considered by the FAO Council next June including the advisability of undertaking the preparation and a study of the facts by the staff of the FAO in co-operation with UNESCO, to be presented to the fifth session of the Annual Conference of FAO".

"There is a general agreement regarding the continuing rise in requirements for pulp and its products, a trend which has repeatedly induced the Economic and Social Council of the United Nations and UNESCO to stress the urgent necessity of providing more newsprint of news".

3. UNESCO Publications

UNESCO will publish a number of special reports in 1949. These reports draw upon data which has been and is continuously being assembled by the Secretariat.

(1) Professional Training for Journalism

Author: Dr. R. W. Desmond, formerly a working journalist and author of "The Press and World Affairs" (1934). At present head of the Department of Journalism at the University of California.

Part I. "Professional Training for Journalism": Its theory and evolution. The author outlines the history of the teaching of journalism. A comparison is made between the curricula of early schools of journalism and those of the present day, giving an explanation for the developments.

Part II. "Professional Training Programmes in the World Today". A brief study of the position of professional training of journalists in the majority of the countries of the world. The author notes that in over half the countries which now have training facilities for journalism, these have been provided since 1940.

Part III. "The Organization of Professional Training: Objectives and Recommendations". From the quotation "Comment is free; facts are sacred", the author develops the theme of press responsibility and its relation to journalistic training.

Appendix A provides details of plans for the accreditation of schools and departments of journalism in the United States.

Appendix B gives sample curricula in Belgium, China, Czechoslovakia, Ecuador, India, Mexico, United States and others.

Appendix C is a selected list of textbooks and reference books for use by Schools of Journalism.

This brochure totals 27,000 words, and arrangements are now being made for publication in English, French and Spanish.

(11) Professional Training for Radio Personnel

Author: Maurice Gorham, formerly Editor of the BBC "Radio Times", and Director of the North American Service, Light Programme and Television Service of the BBC.

Chapter I: "The Value of Training". A discussion of the value of properly organized professional training for radio programme staff as opposed to mere learning by experience.

Chapter II: "What is Being Done Now". The author surveys training facilities for radio programme personnel in the world today, including courses organized by radio programme organizations and those provided by universities and training colleges.

Chapter III: "The Optimum Method". A study of ideal training facilities which might be provided by radio organizations.

Chapter IV: "What Can Be Done". Practical suggestions for training, which may be followed by radio organizations and educational authorities despite organizational or financial limitations.

Addendum: "The Coming of Television". Some notes on training for television.

Appendices: These include sample curricula of training courses in selected radio organizations and universities; details on standards for radio education, and minimum equipment and facilities.

This brochure totals 35,000 words and arrangements are now being made for publication in English, French and Spanish.

(111) The Use of Mobile Audio-Visual Units in Fundamental Education

Author: Prepared by the Research Department of the Film Centre, London.

Chapter I: "The World Use of Mobile Cinemas". A discussion of the use of films, filmstrips and other audio-visual aids in

educating illiterate peoples.

Chapter II: "The Mobile Vans". Details of the types of equipment needed and in use in various countries.

Chapter III: "Projection and Projectors". Technical problems of projection, including power supply and the maintenance of equipment.

Chapter IV: "Programmes". Types of programmes and kinds of films available.

Chapter V: "The Use of Commentary, Music and Radio". The authors discuss the comparative merits of sound and silent films. The use of sound in programmes is considered, either alone or in conjunction with visual aids.

Chapter VI: "Training of Personnel".

Chapter VII: "Research and Conclusions". A summary and assessment of relevant research projects now in progress or planned in various parts of the world.

This publication has a number of appendices to each chapter, and it is hoped to include a select bibliography. The brochure will total not less than 30,000 words and will be published in the summer of 1949.

(iv) Education by Radio: School Broadcasting

Author: Roger Clausee, Professor at the University of Brussels, Deputy Director-General of the Belgian National Broadcasting Service.

Part I: The Theory

Introduction: "Education by Radio". Justification of the use of radio in education.

Chapter I: "The Fundamentals of School Broadcasting". Problems of administration and management; the division of responsibilities between educators and radio men and the staff of the school broadcasting service. The author writes on the various educational aspects of school-broadcasting, on methods, the selection of subjects, the collaboration between radio organization and school, and school broadcasts at various levels of education.

Chapter II: "Recommendations of the Committee on Educational Broadcasting".

Part II: The Achievements

Chapter I: "Types of School Broadcasting Systems". This chapter contains reports furnished by the school broadcasting

/systems

systems of Australia, Belgium, Brazil, Canada, Great Britain, India, Mexico, Poland, Sweden, Switzerland, Union of South Africa and the United States.

Chapter II: "Specific Problems": Frequency modulation in school broadcasting; school broadcasting in the kindergarten; university radio; school broadcasting as a substitute for classroom teaching; school broadcasting for professional training; school broadcasts for blind and deaf-mute children; school broadcasting and international understanding; some opinions on school broadcasting; television and facsimile as applied to school broadcasting.

Chapter III: References.

Bibliography; Index; Index of Proper Names; Analytical Table of Contents.

This report will total 130,000 words and will be published in the autumn of 1949.

(v) Production and Distribution of Newsprint and Paper

It was decided to leave the preparation of this publication until after the meeting of the Preparatory Conference on World Pulp Problems convened by the Food and Agriculture Organization from 25 April - 4 May 1949, in Montreal.

Considerable documentation on the subject has been collected, and arrangements are now being made for further research.

The final report will survey the present position as regards the production and consumption of newsprint and other papers. It will attempt to estimate probable trends in the demand for newsprint and other papers, especially in countries where campaigns against illiteracy and other programmes for speeding up social and economic development are likely to lead to an increased demand for newspapers and books.

(vi) Low-Cost Radio Receivers

This study will be written and published after the completion of an investigation at present being undertaken by the Secretariat into the possibilities of producing low-cost radio receivers to meet the needs of the population in regions where high illiteracy figures are coupled with a low standard of living.

Radio industries in a number of countries have been asked to undertake the necessary research for the production of home receivers of five simplified types, ranging from the fixed-frequency one wave band set to the tunable medium and short wave set, at prices ranging possibly from four to ten United States dollars.

/The possibility

The possibility is also being studied of producing cheap radio-redistribution apparatus and equipment for collective listening units.

4. Professional training

To meet the need for professional training in the three media of mass communications, as evidenced by the Technical Needs Reports and other enquiries, UNESCO's Department of Exchange of Persons is promoting, directly and indirectly, the provision of fellowships which offer training opportunities to press, radio and film personnel. In the field of the press, the training opportunities envisaged are those in editorial offices, in the operation of news agency equipment and modern high speed presses. In the field of radio, fellowships opportunities aimed at are those in connexion with technical training, radio programmes and radio journalism, while as regards films, training facilities in audio-visual education generally are provided.

Efforts are being made to increase and improve existing fellowship and similar professional training facilities in the fields of mass communications.

5. International Institute of Press and Information

In connexion with professional training for journalism, mention must also be made of UNESCO's draft project to establish an international institute of press and information. A survey and analysis of comments received from Governments and national commissions of UNESCO's Member States, from international professional organizations and from a large number of individual press and information experts throughout the world, has been circulated to the recipients of the original draft project. They were also sent a new version of part IV of this draft project, the budgetary and organizational provisions of which had been revised in the light of comments received so far.

These documents were circulated with a request for additional comment by 31 July 1949.

It is planned to submit the draft project, together with the entire volume of opinion received by the Secretariat, to a small committee of press and information experts, preparatory to presenting a final report to the fifth session of the General Conference of UNESCO.

CHAPTER II. REMOVAL OF OBSTACLES TO FREE FLOW OF INFORMATION

1. Customs and Trade Barriers

A considerable number of the resolutions governing UNESCO's action in the field of freedom of information concern the removal of economic barriers. It will be noted in particular that several recommendations are addressed to UNESCO's Member States that they introduce or extend favourable treatment as regards the importation and purchase of educational, scientific and cultural

materials. In this connexion "A Memorandum on Economic Obstacles and Privileges Pertaining to the Free Flow of Educational, Scientific and Cultural Materials" has been sent to UNESCO's Member States. This memorandum contained among other things ten suggestions for remedial action to be considered by Member States wishing to facilitate the international circulation of these materials.

A similar memorandum was submitted to the Chairman of the Contracting Parties to the General Agreement on Tariffs and Trade, on the occasion of their third session which opened at Annecy, France on 8 April 1949, with thirty-four countries represented. The UNESCO memorandum requested that educational, scientific and cultural materials be included in the negotiations for reductions of tariffs, with a view to achieving the maximum of international trade in these commodities.

The UNESCO proposal was accepted for the agenda of the *Annecy* meeting and a special working party set up to study the most expedient means of achieving UNESCO's objectives in this matter.

Parallel with this action to reduce customs barriers, discussions with the Secretariat of the Economic Commission for Europe are continuing with a view to ensuring that Commission's assistance in promoting the reciprocal trade in educational, scientific and cultural materials. This is being undertaken as a further practical way of meeting the needs of European countries in such materials. Information on needs and production possibilities have been supplied by UNESCO and a joint plan of action has been agreed upon by the two organizations. A letter was sent on 10 February 1949 to fourteen European Member States of UNESCO, indicating categories of needs which might be partly satisfied by inclusion in bi-lateral or multi-lateral trade agreements arising out of the work of the Economic Commission for Europe.

Plans are being made to extend UNESCO's book coupon scheme to cover scientific equipment and educational films. This scheme is a device for overcoming currency difficulties by means of purchases with coupons redeemed through a UNESCO revolving fund.

The scheme is in operation for books in Czechoslovakia, France, Hungary, India and the United Kingdom, with Switzerland and the United States participating as book-selling countries.

Book coupons worth \$150,000 have already been distributed, and it is hoped that another \$250,000 worth of coupons may be made available in the course of this and next year, thus making a further contribution to the restoration of libraries, and generally, to the free flow of information

/in the forms

in the forms of books, films and other educational materials.

2. International Agreements

UNESCO is sponsoring international agreements to reduce economic obstacles to the free flow of information. Thus, plans have been formulated to operate, after ratification by ten countries, the "Agreement to Facilitate the International Circulation of Visual and Auditory Materials of an Educational, Scientific and Cultural Character".

A similar agreement designed to facilitate the international circulation of books, periodicals, newspapers and certain other publications, has been drafted by UNESCO and circulated for comment to Governments of Member States. After discussion of the draft agreement at the fourth session of the General Conference of UNESCO in Paris in September 1949, it is hoped that a final text may be prepared for signature at the fifth session of the General Conference of UNESCO.

Both these agreements were prepared in consultation with the Legal Department of the United Nations. They are the first international agreements to be initiated by UNESCO.

The Secretariat is also drafting a number of model clauses for inclusion in existing or future bi-lateral and multi-lateral cultural agreements. These deal with subjects such as the exchange of persons, the exchange of publications etc. It is expected that final texts of the model clauses will be ready for submission to the fifth session of the General Conference of UNESCO.

In consultation with the Universal Postal Union, UNESCO is endeavouring to obtain a more general application of two international agreements concluded under the auspices of the UPU. The first provides that subscribers may receive and pay for foreign periodicals at their local post offices, the second affords a 50 per cent reduction in postal rates for printed matter.

3. Telecommunications

UNESCO was represented at the International High Frequency Broadcasting Conference which met at Mexico City from October 1948 to April 1949, and at a number of other radio conferences convened by the International Telecommunications Union. Acting on UNESCO's initiative, the Plenary Assembly of the Mexico City Conference adopted the following resolution:

"The Plenary Assembly of the International High Frequency Broadcasting Conference,

Considering that it is highly desirable that high frequency broadcasts should contribute to the development of international co-operation and peace to the greatest possible extent, and

Being inspired by the proposals made by UNESCO,

Recommends that the frequencies to be assigned by the Conference should

not be used for purposes contrary to mutual understanding and tolerance, and that all appropriate steps should be taken to the end that this resolution is followed by practical measures on the part of the Governments concerned, and that such measures be brought to the attention of the International Telecommunications Union, the United Nations and UNESCO by the countries Members of these organizations".

In accordance with the terms of this resolution, the Director-General of UNESCO addressed letters to the Member States of UNESCO and to the **secretaries-general of the United Nations and the International Telecommunications Union**, requesting information on the steps which might be taken by the countries participating in the Mexico Conference to adopt practical measures for the carrying out of the terms of reference of the resolution.

The fourth Inter-American Radio Conference, which was convened at Washington on 25 April 1949, is also being attended by UNESCO. The UNESCO representative at that Conference has proposed the adoption of resolutions dealing with the following subjects:

The use of radio in the interests of peace;

The development of radio communications in under-developed countries;

The promotion of the international exchange of programmes between the countries of the Western Hemisphere and between the Western Hemisphere and other continents;

Educational, scientific and cultural broadcasts;

The promotion of professional training for radio personnel.

CHAPTER III. COLLABORATION WITH UNITED NATIONS ON FREEDOM OF INFORMATION

1. Many of the activities here outlined may be considered as a contribution on the part of UNESCO to the work of the United Nations Sub-Commission and to the work carried out by the United Nations Secretariat in the field of freedom of information.

2. In addition to the resolutions under which these activities were undertaken, the third session of UNESCO's General Conference adopted two resolutions which compliment UNESCO's general work in this field with specific instructions concerning UNESCO's collaboration with the United Nations. These two resolutions instruct the Director-General.

".... to offer the services of UNESCO to the United Nations in matters concerning freedom of information, and particularly by the publication of reports and the conduct of studies which will assist the work of the Sub-Commission on Freedom of Information";

/"... in consultation

" in consultation with the United Nations, to prepare for submission to the General Conference a report and recommendations on a plan of work for meeting UNESCO's obligations to promote the freedom of information".

3. UNESCO noted with particular satisfaction that these instructions have found acknowledgement in the terms of reference under which the United Nations Sub-Commission will pursue its own programme of work, and it may be hoped that this mutual undertaking will result in concrete and useful forms of co-operation.

For its part, UNESCO remains at the disposal of the Sub-Commission as regards further activities, studies and reports which it might undertake to assist the Sub-Commission.

UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

Resolutions of the third general conference of UNESCO concerning
freedom of information (Extracts of 3c/105)

7.2 Mass communications

7.21 Technical needs of press, radio and film

7.211 The Director-General is instructed to take all practical steps to carry out the recommendations emanating from surveys which have been completed on technical needs of press, radio and film.

7.2111 To this end, he shall, in co-operation with the appropriate organs of the United Nations and with the specialized agencies, and in accordance with the resolutions of the United Nations Conference on Freedom of Information, encourage the provision of raw materials, equipment and professional training facilities for the reconstruction and development of the means of mass communication in war-devastated countries and under-developed areas.

7.212 The Director-General is instructed:

7.2121 To extend to other countries the inquiry initiated by the Commission on Technical Needs, and to publish the reports prepared, after approval by the Commission;

7.2122 To co-ordinate the work of the field survey teams with the activities of the Projects Division.

7.213 Recommendations to the Director-General:

The Director-General is requested to note that these surveys have a two-fold purpose;

7.2131 To assist in the restoration and development of the means of mass communication;

7.2132 To publish objective information on press, radio and films throughout the world with the object of:

(a) enabling UNESCO to take effective measures for the removal of obstacles to the free flow of information;

(b) providing press, radio and films with a work of reference, which will also be of value for the purpose of sociological studies.

Removal of obstacles to the free flow of information

7.22 UNESCO will continue and intensify its efforts to remove existing obstacles to the free flow of ideas by word and image

7.221 To that end, the Director-General is instructed:

7.2211 To collect and analyse on a continuing basis objective . . .

/information

information on obstacles to the free flow of information, and to publish or arrange for the publication of special studies, in particular on the problems of newsprint and low-priced radio receiving sets.

- 7.222 It is recommended to Member States:
- 7.2221 that they recognize the right of citizens to listen freely to broadcasts from other countries,
- 7.2222 that where currency exchange control is in force, they maintain at present levels, and if possible increase, the amount of foreign exchange allocated to the purchase from abroad of educational, scientific and cultural books and periodicals;
- 7.2223 that war-devastated countries, and other countries which lack sufficient hard currency, should take all possible steps to meet their needs for educational, scientific and cultural material by the exchange of goods between themselves and other soft-currency countries in the same region of the world;
- 7.2224 that they take all necessary steps to ensure that goods and services essential for the development of education, science and culture be included in trade agreements with other soft-currency countries in that region of the world.
- 7.223 The Director-General is instructed:
- 7.2231 to analyse such obstacles to the free movement between nations of persons and of educational, scientific and cultural material as derive from currency and customs regulations, transport costs and lack of transport facilities and other laws and regulations;
- 7.2232 to submit proposals to the General Conference for the recommendation to Member States of measures to eliminate these obstacles; and
- 7.2233 to use the facilities of UNESCO to initiate and organize schemes for lessening these difficulties.
- 7.224 To this end, he shall:
- complete the study and discussions with governments and appropriate organizations in selected soft-currency and hard-currency countries with a view to developing a plan of action for a compensation scheme, based upon special facilities for residence, or cultural visits abroad by students, teachers and technicians, in return for which credits would be opened for the acquisition of equipment for mass communication, scientific research, art and other cultural purposes; and upon the Executive Board approving such a plan, use the facilities of UNESCO to put the scheme into effect;
- 7.2242 operate an international book coupon scheme to permit institutions and individuals in soft-currency countries to buy books and periodicals from hard-currency countries; and study its possible extension to other educational, scientific and cultural material, including educational and scientific films;
- 7.2243 promote, by study, recommendation and negotiation, the
reduction

reduction or elimination of import duties and the reduction of transport charges on material contributed for educational, scientific and cultural rehabilitation, on material moving to and from book exchange centres, on original works of creative art and on visual and auditory material, and the reduction or elimination of obstacles impeding the interchange of persons between nations or the use of telecommunications, postal and other channels of communications;

- 7.2244 to prepare a draft agreement on the importation of books, newspapers and periodicals, to be circulated to Member States for consideration, with a view to presenting to the General Conference a final text for submission to governments for signatures;
- 7.2245 to study, in co-operation with the Universal Postal Union, a scheme for the issue of UNESCO postage stamps in order to lower and unify postal charges for correspondence between teachers and pupils of the schools of different countries.
- 7.225 It is recommended to Member States:
- 7.2251 that they examine existing national regulations and practices governing the importation and purchase of educational, scientific and cultural material, with a view to introducing or extending especially favourable treatment for such material;
- 7.2252 that they reduce and, if possible, abolish customs duties on original works of creative art;
- 7.2253 that they allow accredited museums to import material required by them free of duty;
- 7.2254 that they report to the fourth session of the General Conference on the action taken under the preceding three clauses.
- 7.226. The Director-General is instructed to encourage the creation of an international institute of the press and information, in so far as a demand for such an Institute is revealed by journalists and their organizations, and to co-operate with the institute if created.
