



UNITED NATIONS



Habitat:

**United Nations Conference on Human Settlements
Vancouver, Canada, 31 May-11 June 1976**

Distr.
GENERAL

A/CONF.70/INF.3
27 February 1976

ORIGINAL: ENGLISH

PROPOSED FOLLOW-UP ACTIVITIES TO THE AUDIO-VISUAL PROGRAMME

Note by the secretariat

This paper is prepared for an informal consultation with Governments to be held at Nairobi on 3 April 1976.

76-95705

/...

PROPOSED FOLLOW-UP ACTIVITIES TO THE AUDIO-VISUAL PROGRAMME

Note by the secretariat

I. INTRODUCTION

1. From the inception of the Conference it has been stressed that one of its primary considerations should be the recording and exchange of positive experience in the solution of human settlement problems and Governments have been encouraged to produce audio-visual material demonstrating this experience. This exercise has been the key note of the preparatory process and its success is reflected in the submission of more than 200 presentations.

2. The usefulness of the audio-visual demonstration projects, namely experiential exchange, stretches far beyond June 1976. The Conference will serve as a global platform for initiating what will become a continuing process. The target audience for this long-term strategy will be larger and more diverse and the impact upon future solutions will be significant.

3. Considerable interest has been expressed by Governments in regard to post-Conference plans for the storage, up-dating and dissemination of this valuable material. Requests for further information were made at an informal meeting of interested representatives during the second session of the Preparatory Committee held at Headquarters in January 1976 and the Secretary-General of the Conference therefore decided to convene an informal consultation with Governments at Nairobi on 3 April 1976.

4. This paper has been prepared in order to acquaint Governments with the purpose and implications, both financial and technical, of the proposed follow-up activities to the audio-visual programme.

II. USERS

5. It is envisaged that, initially, the potential users of this audio-visual material will be:

(a) Government leaders. Policy makers and high officials who will not have had the opportunity of viewing the audio-visual material at Vancouver;

(b) Government departments. Particularly the staff of those departments most closely concerned with human settlement problems;

(c) Training institutions. As support to in-service training for professionals in mid-career wishing to benefit from the experience of other countries. It would be useful in practical training courses for middle-level and paraprofessionals, where techniques and methods used elsewhere could be simply and effectively demonstrated;

(d) Expert briefing. The material has the advantage of quickly and easily familiarizing experts recruited for field-work with both the area where they will be expected to work and the actual projects on which they will be engaged;

(e) Advisory teams. Since the material can easily be made up into teaching packages, itinerant regional or subregional advisory teams would find this a useful teaching tool;

(f) Educational institutes. These would include high schools, where senior students would be acquainted with the problems and potentials of human settlements and universities, particularly the departments of architecture and planning.

6. At a later stage it may be possible to use the material, through the media, as a regular information feature for the general public.

7. The scope of the follow-up activities and the extent to which they are able to respond to demand and fulfil their purpose will depend on the level of financing made available. The secretariat has accordingly prepared estimates for three alternative levels of follow-up activities.

III. BACKGROUND INFORMATION

8. The question of making copies of films from the audio-visual programme available to representatives during the Conference and that of storage and use of the film material after the Conference cannot be adequately examined unless some important points in film production and storage are clarified. This information is provided in the annex to this document.

IV. FOLLOW-UP SERVICES

9. The following three alternatives outline the objectives and indicate the finances necessary to attain them. Three levels of follow-up activity are described, starting with the simplest and least expensive.

Alternative 1: Storage of film material with print service on request - interim development

10. The objective of this level of activity would be solely to provide safe, refrigerated storage for all material until such time as its final placement was decided. However, it is envisaged that there would be some demand for copies of individual presentations. The storage would provide for this but the total costs of handling such requests would be charged to the client.

11. The estimates given are based on the assumption that this temporary storage would be undertaken by the contractor currently handling transport and storage of the audio-visual material prior to and during the Conference.

12. The additional objectives would be to undertake the interim development of the audio-visual material for educational purposes and to plan and prepare the activities of a future film library.

(a) Annual recurrent costs

Approx. 8200 units storage in refrigerated vault	\$ 8,000
Professional staff (1 D-1, 1 P-4, total 2)	93,000
General Service staff	29,000
Consultants 1 man/year	30,000
Staff travel	10,000
Communications, rent, etc.	<u>30,000</u>
	\$200,000

(b) Costs to be charged to clients

Accumulated requests from several clients making up a total of not less than 10 prints of the same presentation -

For presentations with original sound-track:

First print including internegative and sound transfer	approx.	\$ 578
Each print thereafter	"	132

For presentations with language versions:

First print including internegative and sound transfer	approx.	\$ 610
Each print thereafter, freight charges exclusive	"	132

13. If requests for 10 prints could not be accumulated the price would be somewhat higher. As explained in the annex, printing on this basis, i.e. from positive release prints, would have to be considered a preliminary measure, not giving top quality. If first generation printing material or internegatives were made available by Governments, the quality would be higher and the prices lower. Films shorter than 26 minutes would be correspondingly cheaper.

Alternative 2: Storage of film material with print service on request - acquisition of films for lending purposes - interim development

14. The objectives of this level of follow-up activity are as defined for alternative 1, with the addition of the function of a library lending service from existing and acquired stocks of film copies.

(a) Annual recurrent costs

Professional staff including film librarian (1 D-1, 1 P-4, 1 P-3, total 3)	\$154,000
General Service staff	29,000
Consultants	30,000
Staff travel	10,000
Communications, rent vault, transport, dispatch, information	<u>57,000</u>
	\$280,000

(b) Capital investment storage and acquisition

Storage equipment	\$ 62,000
Acquisition of film stock (75 of the best presentations of which 25 internegatives are expected to be donated and 50 purchased):	
25 presentations, 10 prints of each	31,000
50 presentations, 1 internegative or CRI of each	75,000
50 presentations, 10 prints of each	<u>62,000</u>
	\$230,000

(c) Costs to be charged to client

Slightly lower than specified under alternative 1 (b). Prints of presentations for which internegatives and sound transfer were available could probably be delivered for approx. \$125 each.

Alternative 3: Storage of film material with print service on request - acquisition of films for lending purposes - integration with Habitat substantive documentation by production of educational packages

15. The objectives on this level of follow-up activity are defined as for alternative 2, but in addition the purpose would be to produce printed educational material integrated with the audio-visual presentations and actively to promote the use of such learning programmes on human settlement problems and solutions. This alternative would provide a development support communication function for human settlements.

(a) Annual recurrent costs

Professional staff (1 D-1, 1 P-5, 1 P-4, 2 P-3, total 5)	\$234,000
General Service staff	87,000
Consultants 2 man/years	60,000
Staff travel	25,000
Operational costs	65,000
Information/promotion	<u>50,000</u>
	\$521,000

(b) Capital investment

Acquisition of filmstock, etc. as specified in alternative 2 (b)	\$230,000
Production of educational packages on specific topics, restructuring of films, writing of textbooks and manuals, printing and duplication: 6 packages, \$50,000 each	<u>300,000</u>
	\$530,000

(c) Costs to be charged

As for alternative 2 (c), the charges for rental or purchase of educational packages cannot be detailed at this stage.

V. INSTITUTIONAL ARRANGEMENTS

16. The different levels of follow-up activity set out above are defined as functions of a limited technical-professional character. The activities therefore would not depend on a particular institutional arrangement, but could be immediately operational. Although not stated, it is intended that follow-up activities be given a strong regional emphasis.

VI. SUMMARY OF COSTS*

	<u>Annual recurrent costs</u> \$	<u>Capital Investment</u> \$
<u>Alternative 1</u> Storage and some service	200,000	
<u>Alternative 2</u> Storage, some service and acquisition of stock	280,000	230,000
<u>Alternative 3</u> Storage, some service, acquisition of stock and development support communication	521,000	530,000

* This does not include any income accruing from sale or lending activities.

Annex

Deterioration of quality

1. All film material ages, in time becoming brittle and fragile. Drastic changes of temperature during transport and use can also affect film quality adversely. These effects can, however, be minimized through appropriately ventilated and refrigerated storage.

Printing process - laboratory work

2. The colour processes used in films may differ, depending on the type of raw stockfilm chosen by the producer. The different types and brands are not always compatible and the implication of this is that it may not be possible to have a good film copy made in the Vancouver laboratory during the Conference. It may be necessary to order it from the original production laboratory.

Duplicating

3. The ideal method of acquiring additional prints, purely from a quality point of view, is to reprint from the edited original negative. However, the number of prints which can be thus produced is normally limited to no more than six, because of wear and tear on the negative. Once the negative is damaged or destroyed, one in fact no longer has a film.

4. For this reason, most laboratories prefer not to produce release prints from original negatives but rather to prepare a printing master, often called an "internegative", from which release prints can be made. Indeed, in normal commercial practice, several internegatives may be made with one of them being reserved exclusively as a source of additional internegatives. The quality loss between one or two successive generations of internegatives is almost imperceptible if they are processed correctly and any release prints will be of consistently high quality.

5. On the other hand, it is possible and has been acceptable practice in television news operations, to acquire duplicate material from positive prints. In this case, however, the quality loss is substantial; it would be very difficult to get acceptable sound reproduction and high-volume production of duplicates in the short time available during the Conference.

6. The four release prints requested by the secretariat are perfectly adequate for presentation purposes during the Conference, and at best provide a limited capability to respond to media requests for duplicate material for use during the reporting of the Conference. They are, however, of little use with respect to representatives' requests for complete copies, or as a printing source for a film library.

/...

7. In addition, after a release print has been run through a film projector 25 to 50 times, it is usually scratched, broken, dirty and often beyond repair. The four release prints used at Vancouver cannot therefore form the core of a film library.

Printing capacity

8. The demand for the better films in the audio-visual programme may necessitate production of up to 75 copies of each film. A film library delivering services of recommendable standard must therefore secure a printing capacity for each film by acquiring first-generation printing materials. The library should consequently either have a budget for purchasing these materials or receive them in the form of donations.

Language versioning

9. The technical arrangements at Vancouver, both in the plenary hall and the committee rooms for the capsules, and in the project presentation centre for the full-length films result in special requirements for the film and language-version material. These requirements are only partly in compliance with the technical requirements of a film library. The material available after Vancouver, for example the sound material, would have to undergo further production if the library were to supply films in the various language versions.

Copyright

10. The United Nations has requested a certificate from Governments granting it all rights necessary to accomplish the purposes of the Conference. The secretariat considers this to be sufficient for all uses before, during and after the Conference and for an interim post-Conference period of one year. It should be noted, however, that these rights are non-exclusive. This implies that the United Nations has the rights for the material which is physically present at Vancouver, while the copyright to the original material is retained by the Government itself. The secretariat assumes that acquisition of the printing materials must therefore be accompanied by a Government confirmation of extended rights for the purposes of the film library. The secretariat is already in possession of the printing material from many developing countries which were part of the assistance programme.

Filmic and didactic quality of the presentations

11. It is unlikely that all the 220 presentations expected to be submitted to the Conference will be of equal value either for a future film library or for use for educational purposes. Although all films should be represented in the library and kept available for those who request them, one must assume the educational activities will, through a process of selection by the users, centre around a core of 50 to 100 films of particular relevance and standard. The

number of language versions of each film to be stocked by the library is related to this quantity. Moreover, in view of possible uneven quality, some films may be re-edited and combined with new films. Before any editing or restructuring takes place, rights for this particular purpose must be negotiated with the producer Government.

Library capacities

12. An active film library should have capacities which far exceed those for storage and service. A certain production and/or purchase capacity is needed for continuous updating and adjustment of the library stock. A network for delivery and retrieval of film copies is also needed to permit rapid and accurate response to the requirements of the users. It is important that potential users be kept informed and updated on the services of the library. A library will not function actively unless it has a general information and promotion capacity.

Educational packages

13. Experience indicates that educational activities are more successful when a multimedia approach is applied. There seems also to be a strong demand that the oral and written documentation of Habitat be integrated with the audio-visual material. Written information could, for example, be combined in students' textbooks and teachers' manuals with the audio-visual presentations, thus making available more or less complete educational packages or programmes on specific topics suitable for training institutions.
