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UNITED NATIONS DECADE FOR WOMEN: EQUALITY, DEVELOPMENT AND PEACE

Work of the Preparatory Committee for the World Conference of the
United Nations Decade for Women during its first session

Report of the Secretary-General

Addendum

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INFORMATION ACTIVITIES FOR THE CONFERENCE

1. The Preparatory Committee for the Conference on the United Nations Decade for Women adopted a decision on information activities, in which it requested the Secretary-General to submit to the Economic and Social Council at the resumed second regular session, 1978, a detailed programme of information activities for the Conference and for regional and sectoral meetings (for the decision, see A/33/339, annex II).
2. The Committee recommended that the programme should contain proposals for the widest possible publicity emphasizing the purposes and objectives of the Conference and its importance for the social and economic development of all countries, and that this process of information activity should commence at the earliest possible date and must be aimed at all media and information outlets. The Committee further requested that this programme and the cost estimates should be considered by the Council together with the other proposals contained in the report of the Preparatory Committee on the work of its first session (A/CONF.94/PC.4) so that they may be presented together to the General Assembly at its thirty-third session.
3. In accordance with the mandate of the Preparatory Committee, the Secretary-General has prepared a detailed programme of information activities drawing on the suggestions contained in document A/CONF.94/PC/L.3 which was prepared for the Preparatory Committee and the suggestions made during the debate in the Committee.
4. The parameters of an information programme for the World Conference of the United Nations Decade for Women might be defined in terms of: (a) its purpose and focus; (b) its methodology and structure, including the definition of target audiences; (c) its organizational support and financing.

Purpose and focus

5. The purpose of a world-wide information programme for the World Conference should be, on the one hand, to clarify the issues with which the Conference will be concerned and their relationship to the over-all programme of the Decade and, on the other hand, place the Conference and the issues in the perspective of the over-all discussions of the new international economic and social relationships within the United Nations. As regards the latter, it might be stated that a great deal of emphasis in the information activities of the Decade has always been placed on highlighting this relationship in order to avoid isolation of the women's issues, and to making clear that the situation of women is related to the situation of the family, the community, and economic and social equality for all people. Within the United Nations system, activities will be planned on an interagency basis aimed at focusing on the issues regarding the status of women from the specific point of view of the experiences and specialized expertise of the agencies and other members of the United Nations system.
6. The linkage of different issues, as they are discussed within the United Nations, is also very important from a purely informational point of view, since all information is essentially directed at the same audience, namely, the peoples of the world who, from time to time, may lose track of some of them among all the conferences and meetings which take place within the context of the United Nations.

Methodology and structure

7. In formulating an information programme for the Conference it is essential to avoid the tendency to create a one-sided stream of information, namely, from the centre to the periphery. The information programme should take cognizance of the fact that in a number of cases centrally-produced information material or centrally-organized information activities do not suffice, as they do not take sufficiently into account the different political, legal and social structures in Member States which have an influence on the specific position of women in that country. It is therefore essential that the programme be handled at three levels, namely, (a) the national level, (b) the regional level and (c) the international level.

8. The regional and international programmes must clearly be supportive of the national. Similarly, activities have to be geared more specifically to information carriers who, in their own way and within their own organizational structures can inform and involve the people of the States Members of the United Nations. In this connexion, a differentiation must be made so that in certain countries more attention is given to information to women about international thinking regarding the status of women, while, in other countries, perhaps more attention has to be given to information for men, since one may assume that the women in those countries are in general aware of the necessity of changing the status of women in the social context of their countries.

9. This means that the programme should focus on three groups of information carriers, the media, governmental information institutions and non-governmental organizations.

Organizational support

10. In terms of organization within the secretariat, the main responsibility for information activities for the Conference will rest with the Office of Public Information and, in particular, the Centre for Economic and Social Information working in close co-operation and consultation with the Conference secretariat and the Centre for Social Development and Humanitarian Affairs. The administrative and financial aspects of the information activities shall be handled by the Office of Public Information.

11. It is however essential, on the one hand, to involve, through the appropriate authorities in the United Nations Secretariat, the regional commissions and, on the other hand, through, the machinery of the Joint United Nations Information Committee (JUNIC), the agencies and United Nations bodies which have substantive information programmes. Furthermore, it is essential that, within the Conference budget, means are found and made available to strengthen the network of national commissions since most of the "grass-root" work will have to be done at the national level.

At the national level

12. As stated before, a number of activities in the information programme should be related to supporting activities on the national level through national

machinery. Accordingly, it is proposed that \$50,000 should be made available to about 50 United Nations Information Centres throughout the world to translate and distribute locally-produced information material to non-governmental organizations and media in countries where those centres are located.

13. A fund of \$25,000 is proposed to send speakers to countries where the national commissions or similar bodies convene important meetings in preparation for the World Conference. A list of speakers would be prepared in co-operation with the Conference secretariat, the Centre for Social Development and Humanitarian Affairs and the Centre for Economic and Social Information of the Office of Public Information.

At the regional level

14. At the regional level, funds are needed by the regional commissions for the production of regionally-g geared information material (including translation and reproduction) about the Conference. Through regional commissions contracts will be sought with journalists in the region to build up a network of involved media representatives. Selected journalists could be invited for the sessions of the regional preparatory committees.

At the international level

15. At the international level, three types of activities can be defined:

(a) Informational activities of the Centre in New York. In the preparatory period for the Conference, printed information material in the form of pamphlets or booklets could be prepared. These publications will be used on a national or regional level as background material for those interested in knowing about the Conference.

(b) The Centre for Economic and Social Information of OPI, within its regular resources, will produce Features and Fact-Sheets which will be made available on a regular basis to non-governmental organizations and media people in Member States. A bulletin in a simple format, which has proved to be of great use in the preparation of other conferences, will be issued in French, English and Spanish for a 20-month period ending with the Conference.

16. An essential point in the production of all the written information material is to avoid overlapping. Co-ordination will be carried out by the Centre for Economic and Social Information of OPI acting as secretariat of JUNIC, and will also create a kind of catalogue, listing all the printed information material and the audio-visual material which has been, or will be, produced within the organization of the United Nations system relating to the issue of the status of women. Such information will be handled within the Centre for Social Development and Humanitarian Affairs and the Centre for Economic and Social Information of OPI and will be an important tool whereby national commissions, United Nations information centres and national and international non-governmental organizations will get an over-all view of available information material.

17. In the audio-visual field, there are a number of proposals from the specialized agencies. The Radio Services of OPI will broadcast information about the Conference in its regular radio programmes. It is further proposed to produce short radio programmes in several languages which would be made available to national radio stations. The possibility of producing indirectly or in co-production a film directed at the Conference is presently under discussion between Visual Services of OPI and the Centre for Social Development and Humanitarian Affairs.

18. A poster for the Conference is also considered essential.

19. It is proposed to produce a press-kit consisting of information materials which describe the issues before the Conference in terms which can be used by the media.

20. For regional and national use, television or short film sequences are proposed which could be used in the context of more comprehensive programmes by national television stations. These could be produced by the Visual Services of OPI.

21. The United Nations publication, Development Forum, will, as part of the preparatory work for the Conference, carry articles regularly about the issues of the status of women and the Decade for Women. Prior to the Conference, a special supplement could also be produced in four languages of the Development Forum.

22. An international encounter of journalists and experts should be organized immediately before the Conference, to prepare the journalists. The practice so far has been to invite to these encounters a limited group of top experts and about 25 journalists at United Nations expense.

23. The invitation should be further extended to all journalists who are accredited to the Conference.

24. The costs of the coverage by OPI of the Conference will be prepared on the basis of the information available on the venue and modalities for the Conference.

25. As in the case of other conferences serviced by the Centre for Economic and Social Information in the last two years, an information officer and a secretary will be assigned to the Centre from the Conference budget. This information officer will work specifically for the information programme for the Conference as part of the staff of the Centre and with support from the rest of the Centre.

26. The post-Conference part of activities should be taken up within the over-all information programme for the Decade for Women. It is, however, necessary to have a booklet summarizing the results of the Conference, to be published in all the official languages.

27. The following information activities are envisaged at the national level:

(a) Most of the information materials including key documents for the Conference will, at most, be in the official languages of the United Nations. In order to create greater awareness and interest in the Conference and the Decade, it

is necessary to reach target audiences in their own languages as far as it is practicable. This can be done by providing resources to the United Nations information centres to enable them to launch some limited information campaigns in local languages -- where official languages of the United Nations are not widely used or where they are inadequate for purposes of impact. The work of the UNICs and National Commissions (where they all exist) will be complementary. The role of the assistance will be to trigger local initiatives and responses. What is needed, therefore, is to ensure that there will be enough information materials in local languages to sustain local interest and participation.

(b) The needs will vary from country to country. For example, in India it might be necessary to translate materials in Hindi, Gujerat and Urdu; in East Africa, Swahili; in Thailand, Thai; in Tokyo, Japanese; in West Africa, Hausa; and so forth. The exact needs (how many languages, where, and in what quantities) will be determined as the need arises in the course of the preparation for the Conference. It is envisaged that the main costs will involve translation, local printing and mailing. About 50 United Nations information centres in the developing countries will receive an average of \$1,000 for this purpose.

(c) Where there is need to provide speakers or information resource persons to regional or national meetings and events, the Speakers Fund will be used to pay for travel and subsistence costs. As far as possible, competent persons will be sought within regions to minimize costs. Provision is needed for about 25 speakers at an average cost of \$1,000 per speaker.

28. The following information activities are envisaged at the regional level:

(a) Production of regionally-oriented information materials: These will cover the preparation at the regional level and redissemination of those materials throughout the region. The experiences with the preparation for the United Nations Conference on Science and Technology for Development have encouraged us to believe that such assistance is worth while. The work will involve placing feature articles in regional media, up-dates on regional meetings, resolutions, etc., booklets or brochures on regional activities. Up to \$20,000 will be needed for each regional commission for this work, as follows: \$14,000 for seven issues of a regional newsletter at \$2,000 each (to cover preparation, local printing and mailing costs for 5,000 copies per issue); \$3,000 for temporary assistance to produce regionally-based feature articles; \$3,000 for brochures and other regional promotional materials. Of this, \$6,000 per region is being requested from the regular budget and other sources of funding are under consideration for the rest.

(b) Plans include funding (travel and per diem estimated at \$1,500 per journalist) of up to five journalists in each region to cover regional preparatory meeting for the Conference. Other sources for funding this project are under consideration.

29. At the international level there will be activities as mentioned in paragraphs 15 to 23:

(a) Brochure: There would be a multicoloured brochure (4-6 pages or folds) which would present the who, what, where, when and how of the Conference - to be produced in Arabic, English, French and Spanish in 1979. Translation will be in-house. The cost of printing for 100,000 copies is estimated at approximately 10 cents a copy.

Total cost: \$10,000

(b) Booklet: A pre-Conference explanatory booklet of about 60 pages would be issued translated into Arabic, English, French and Spanish with a total print run of about 25,000 copies three to four months before the Conference.

Translation	\$ 4,500
Cost of printing	20,000
Total	<u>\$24,500</u>

(c) Bulletin: A two-page bulletin in English, French and Spanish is proposed as a forum for exchanging news on conference preparation at \$1,000 per issue of 10,000 copies - using in-house translation. Twenty issues are planned from January 1979 to August 1980 at a cost of \$20,000.

(d) Radio programmes and sequences: These would be quarter-hour magazine-type programmes, twice a month, each programme consisting of three or four items, interviews, featurettes, in English French Spanish and Arabic. They would be distributed to national broadcasting organizations and stations, particularly but not exclusively in developing countries, basically aimed at producers of women's programmes. The major source of materials would be the Centre for Social Development and Humanitarian Affairs (visitors, findings of studies and surveys, national experiences as role models, etc.), with other items drawn from the work of such agencies as UNFPA, UNICEF, UNDP.

Cost (on an annual basis)

(in United States dollars)

Contractors (all on special service agreements)	42,680
1 full-time writer/producer -- P-3	24,000
1 full-time production assistant -- G-5	14,000
3 part-time staff for adaptation into French, Spanish, Arabic at \$65 per programme (24 programmes in 3 languages)	<u>4,680</u>
Travel (for collection of materials)	5,000
Engineering costs (\$500 per month)	6,000
Cost of tapes, assuming distribution to 130 countries	<u>13,200</u>
Total	<u>\$66,880</u>

(e) TV programmes and sequences: The Visual Service would produce a documentary film of 30 minutes duration; a featurette 5 to 8 minutes; and one 60-second television spot. Each programme would be produced in English, French, Spanish and Arabic. They would be distributed on a world-wide basis with special emphasis to developing countries. Distribution would be directed to UNIC and subscribers of the Vignette series. The cost of each programme to be carried out each year would be as follows:

<u>Cost</u> (on an annual basis)	(in United States dollars)
Staff (special service agreements)	5,820
1 part-time production assistant (4 work-months)	4,000
5-6 special assignments (writers- adapters)	1,820
Travel (pre-production and production phases; 1-4 persons comprising film crew)	23,140
Supplies and services (raw stock; processing, etc. assuming this is done internally)	22,610
Field expenditures (local transport; assistance, etc.)	4,130
Transport of equipment (airfreight; insurance, etc.)	4,300
	<u>60,000</u>

(f) Development Forum: This would consist of articles on the issues to be dealt with by the Conference. Articles of up to 1,800 words each will be written on a contract basis at the present cost of about \$250 per article. Five such articles are planned at a cost of \$1,250. Other sources for funding this project are under consideration.

30. Furthermore, a special supplement with articles, charts, photographs (4 pages of centre spread in four language editions) would be issued a few months before the Conference. The supplement would be prepared at a flat fee of \$30,000.

(a) A two-day international encounter for journalists: The encounter, which will be held just before the Conference, will cost as follows:

Travel and per diem (including for duration of Conference) of 25 journalists from developing countries (average \$2,500 each)	\$62,500
Travel and per diem (for duration of encounter) of 8 speakers (average \$2,000 each)	16,000
Travel and per diem of 2 CESI staff (if Conference is held away from New York)	6,000
Cost of interpretation (if held away from New York) (2 languages, for 2 days)	1,500
Local transportation (if held away from New York) for official purposes	500
Miscellaneous costs, including hospitality	700
Total	\$87,200

(b) Press kit: This would be distributed to non-governmental organizations, information redisseminators and delegations. It would consist of basic background information materials for the Conference, including arrangements for participation in the Conference. It will be issued about 3 to 4 months before the Conference.

Printing cost:

10,000 copies (English)	\$7,600
5,000 " (French)	5,600
5,000 " (Spanish)	5,600
Translation into French and Spanish	2,600
Collation (overtime and distribution) but not including mailing costs	2,000
Total	\$23,400

(c) Poster: To publicize further the Conference, a poster is planned with a total print run of 100,000 copies in Arabic/Chinese/English/French/Russian/Spanish. Estimated cost is \$14,000.

31. With regard to the Information Officer (P-4) and the secretary (G-4/2) mentioned in paragraph 25 above, it is proposed that they be recruited for the period 1 January 1979 to 31 August 1980. The related costs are estimated at \$62,000 in 1979 and \$45,000 in 1980. This amount includes travel costs of \$5,000 in 1979 and \$5,000 in 1980 in connexion with the execution of this programme.

32. The cost in 1980 of the post-Conference booklet mentioned in paragraph 26 is estimated at \$24,500 (the same as for the pre-Conference booklet).

Summary of estimated costs requested from the regular budget

	<u>1979</u>	<u>1980</u>	<u>Total</u>
	(in United States dollars)		
Assistance to United Nations Information Centres	25,000	25,000	50,000
Speakers Fund	15,000	10,000	25,000
Regional printed materials	15,000	15,000	30,000
Promotional brochure	10,000	-	10,000
Pre-Conference explanatory booklet	-	24,500	24,500
Monthly bulletin	12,000	8,000	20,000
Radio programmes and sequences	66,880	35,000	101,880
<u>Development Forum</u> (Supplement)	-	30,000	30,000
International journalists encounter	-	87,200	87,200
Press kit	-	23,400	23,400
Poster	14,000	-	14,000
Post-Conference booklet	-	24,500	24,500
Personnel component	62,000	45,000	107,000
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Total	<u>\$219,880</u>	<u>\$327,600</u>	<u>\$547,480</u>

Summary of estimated costs for which other sources of funding are under consideration:

Regional printed materials	45,000	25,000	70,000
TV programmes and sequences	60,000	60,000	120,000
Articles commissioned by <u>Development Forum</u>	750	500	1,250
Support for regional coverage of preparatory meetings	30,000	20,000	50,000
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	<u>\$135,750</u>	<u>\$105,500</u>	<u>\$241,250</u>
