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Record Item Title

Proposals for TV/Radio Pool Coverage. Includes Overall coverage, Priority coverage, Various operating options, Configuration # 2 and 3, Talking points. (Memo to Summit "Weekend Group") (World Summit for Children)

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Primary Contact **James Grant (Former Executive Director)**
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Notes

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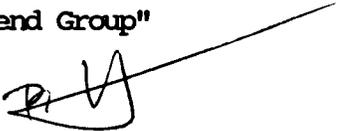
Signature of Person Submit

Number of images without cover

JOHN MANFREDI

John Manfredi

5

TO: Summit "Weekend Group"
FROM: Bill Hetzer 
SUBJECT: Proposals for TV/Radio Pool Coverage

Date: 8 May 1990
RTV/90/65

Overall Coverage

At this point in time I see three configurations for pool coverage of the summit. Although each proposal would provide professional coverage, each descending plan places more responsibility on the individual broadcaster by providing less services from the host broadcasters (UNTV/Radio and RTFS UNICEF).

In all cases there will be complete coverage of all activities within the confines of the UN Secretariat. This coverage includes:

- * arrivals and departures of dignitaries
- * open sessions
- * concurrent first spouse events
- * opening of dinners, receptions and other ceremonies
- * any other activities unforeseen at this time

A detailed plan will be developed with UNTV to have all activities covered by appropriate camera positions. Each event will be recorded on a master tape with its source emanating from UNTV master control. Each event will be directed by a TV director selecting scenes from the various cameras located in different parts of the selected hall and in other locations throughout the secretariat. Other camera ENG crews (individual, independent camera/recorders stationed at one location or roaming throughout the building) will be available to record additional scenes. These cameras will not be linked with master control. Such footage can be edited into documentary material at a later time.

The master control composite output feed will become the pool audio-visual coverage for the summit space. This feed can be tapped by individual broadcasters reporting on the summit. The audio portion can be used by radio broadcasters.

The pool coverage will be an enormous but doable task for UNTV and UNICEF. UNTV's usual staff is always augmented during the UN General Assembly; but for the weekend of the summit it may even mean further expansion of the staff.

Although it has been confirmed that TV/audio pool coverage will be supplied by DPI due to the Secretary General's participation in summit meetings, there needs to be a clarification concerning the extent of this pool coverage and any additional costs to UNICEF not picked up by DPI. Such clarification is needed in reference to:

- * extra engineering and production staff required for the weekend
- * use of additional editing rooms and radio studio facilities
- * telephones needed for radio correspondents
- * duplication of audio/video tapes for immediate distribution
- * cost of lines from UN to NR at the Empire State Building
- * cost of lines from UN to UNICEF House or other production facilities

Priority Coverage

The following elements of coverage are now considered priority. These decisions are based on internal discussions and a meeting with Don Dixon, who managed similar events for the Canadian Government.

- a) pool host broadcast coverage as noted above (audio and video)
- b) concurrent coverage of first spouse events
- c) video/audio materials being made available to individual broadcasters on short notice during and directly following the summit
- d) PAL and SECAM versions of the above (c) available shortly after the summit
- e) ENG roaming crew or crews to cover bilateral impromptu meetings
- f) UN radio editing facilities for use by individual broadcasters
- g) TV and radio areas set aside for one on one interviews
- h) phone banks for radio broadcasters
- i) limited B Roll footage available during summit for broadcast background use, (e.g.), SOWCR type material

The question of short satellite TV feeds organized and presented by UNICEF needs further discussion. Should UNICEF satellite one report each day - on summit activities to broadcasters throughout the world? If so, how will this material be designed, edited and presented and how would local broadcasters be contacted in advance about the availability of the signal?

Various Operating Options

The following three configurations are proposed for complete summit coverage:

Configuration # 1

All services except for host broadcaster pool coverage to be supplied by one subcontractor. This would include:

- a) all lines from UN to NR (distribution control at the Empire State Building) and UNICEF House.
- b) fitting of Labouisse Room into electronic news center which would include,
 - * five editing centers for individual TV broadcasters
 - * equal number of radio editing facilities
 - * space for other broadcasters to set up simple audio/TV editing facilities
 - * Labouisse Room open for 48 hours with full-time electrical engineering services
 - * extra electric service for all equipment
 - * phone services for radio broadcasters
- c) control truck outside on 44th Street with editing services for foreign broadcasters
- d) additional editing services nearby UNICEF House to augment UNICEF and UN facilities
- e) direct satellite transmission from truck to NR
- f) additional vehicles with TV conversion duplication equipment for rapid PAL-SECAM dubs
- g) appropriate engineering staff for all activities
- h) sufficient audio/video tape stock and supplies

Even with the above services there would still be the need for a full complement of host broadcaster staff and additional equipment to cover concurrent events.

There would also be the need for additional UNICEF supervisory staff to coordinate TV/radio events at the UN and at UNICEF House.

Configuration # 2

This configuration would supply complete host broadcaster coverage of events and would also use the Labouisse Room as an electronic news center. In this case the Labouisse Room would be equipped with multifeeds which broadcasters could tap into by using their own equipment. Space and electricity would be made available to them on a first come first served basis. No editing facilities would be available.

UNICEF and UN facilities would be used to supply broadcasters with edited versions of events; outside labs would be used to dub materials in NTSC, PAL & SECAM on a relatively short delivery notice. NTSC would be available almost immediately, other systems within an hour or two after editing.

This service would be managed by UNICEF with aid from UNIV and agreements with conversion and production companies in the vicinity of the United Nations.

Configuration # 3

This configuration would consist of host broadcaster coverage with all signal availability at NR and in a location within the UN Secretariat, possibly the public lobby. UNICEF would still make copies of NTSC edited materials available to broadcasters by using UN facilities. PAL/SECAM copies would be available on a delayed basis, probably Monday morning. No facilities other than UN facilities would be available to anyone. The Labouisse room would not be available as an electronic news center.

Talking Points

TV/Radio Host Broadcaster Coverage

Pool Coverage (gavel to gavel)

First Spouse Concurrent Events

Regular Crew VS Extra Crew

Feeds to NR, UNICEF HOUSE

Available Editing Rooms TV/Radio

 Producer staff

 Engineering staff

Radio Studios

TV Studio

ENG Crews (roaming)

Permanent TV/Radio Interview Areas

Phone Banks for Radio Journalists

Highlight Video for Broadcasters

NTSC Dubs

PAL/SECAM Dubs