



CF/RAD/USAA/DB01/1998-01330

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Title

Summit Video

<i>Date Created / From Date</i>	<i>Date Registered</i>	<i>Date Closed / To Date</i>
8/23/1990	12/12/1997	

Primary Contact

Home Location **Record & Archive Manage Related Functions=80669443**

FI2: Status Certain?

Item Fd01: In, Out, Internal Rec or Rec Copy

Contained Records

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Notes

Container

<i>Date Published</i>	<i>Fd3: Doc Type - Format</i>	<i>Da1:Date First Published</i>	<i>Priority</i>
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Document Details **Record has no document attached.**

CF/EXD/1990-0011/000

Creator **No information available**

Print Name of Person Submit Image

Signature of Person Submit

Number of images without cover

CF/EXD 1990-011
23 August 1990

FOR ACTION

ENGLISH ONLY

To : Regional Directors
Representatives
Assistant Representatives
National Committees

From : James P. Grant *James P Grant*
Executive Director

Subject : Summit Video

A twelve-minute video is being made by UNICEF and the BBC for screening at the opening of the World Summit for Children. Please find attached a brief note about the video.

I would like to see this video receive the most widespread global use possible on the day of the Summit, i.e. Sunday, 30 September. With your help, I hope that television stations in most countries will agree to screen this short film on that day.

In this way, a world-wide television audience will see the film which the eighty or so Presidents and Prime Ministers expected to attend the Summit will be watching in New York. This will help to make the opening of the Summit into a global event, and bring to the attention of many millions of people the issues being considered by the world's political leaders.

Kindly contact the appropriate decision-makers in one or more major television stations in your country as soon as possible to ask if they would like to share in the international television event by screening the short video on September 30th. There should be considerable attraction in a short programme which can be announced as being screened on that day to a majority of the world's Presidents and Prime Ministers and also to audiences in almost every nation.

In the many countries where the Head of State is attending the Summit, it may also be appropriate to suggest that a longer programme be devoted to the Summit - perhaps starting off with the short video to be followed by a studio discussion in which other national leaders, and possibly a UNICEF representative, might take part.

NOTE ON THE VIDEO

This brief twelve minute video, being written by Peter Adamson and produced in cooperation with the BBC, aims to humanize the Summit agenda in a striking way. It deals briefly with the major threats to the lives and the well-being of the world's children and calls on world leaders for a new commitment to do what can now be done to protect all children from the worst aspects of poverty and abuse.

TIMING AND TRANSLATIONS

UNICEF will supply the video, in whatever tape format is required, a few days in advance of September 30th so that the voice-track can be recorded in the appropriate language where necessary. A hard copy of the script will also be provided in English. Although almost all TV stations are used to translating scripts and re-dubbing English language programmes, Field Offices and National Committees may wish to offer some help with the translation.

Details of shipment will be sent to you at a later date.

TAPE FORMAT

Please fax or telex the following information to Bill Hetzer, UNICEF, New York.

Country.....

Participating TV station.....

Tape format required:

(please ask the television company to indicate which of these formats would be suitable for their purposes)

1" video tape

Beta

Beta SP

3/4" U-matic high-band

3/4" U-matic low-band