



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

Use of the Emblem of the Convention for Safeguarding the Intangible Cultural Heritage under Patronage

PATRONAGE REPORTING FORM

This document is available at the following web address:

<http://www.unesco.org/culture/ich/en/forms/>

1. Name, venue, date and organizer of the activity:

Whitsun Festivities – International Gathering of Intangible Cultural Heritage
Hungarian Open Air Museum, Szentendre, Hungary
May 26-28, 2012
Department of ICH, Hungarian Open Air Museum

2. What is the particular relevance of the activity to purposes and objectives the 2003 Convention and its compliance with the principles of the Convention?

By the organization of the Whitsun Festivities – International Gathering of Intangible Cultural Heritage in the Hungarian Open Air Museum for the second time in 2012, our intention is to develop the tradition of an annual gathering of bearing communities and experts on ICH from Hungary and abroad as well, which serve both as a professional exchange of experiences regarding the safeguarding of intangible cultural heritage and an entertaining introduction of the elements.

Presentations, performances, workshops and 'táncház' events of Whitsunday and Whitmonday served for ensuring viability of all the elements, presenting the colorful heritage elements to the visitors of the Hungarian Open Air Museum and the media with the aim of raising awareness and celebrating cultural diversity.

ICH is highlighted on several different levels during the festivities. It gives the opportunity to the bearing communities to exchange their practical ideas and experiences regarding the safeguarding of the ICH, to experts and diplomats to establish professional contacts and to the widest public to get in touch with the colorful heritage elements, experience them in their fullness, to celebrate the cultural diversity and 'capture the intangible'.

3. Who were the audiences of the activity? (Please tick the five most relevant)

- UNESCO network (e.g. commissions, chairs, associated schools, clubs, national committees)
- Development agent (e.g. Intergovernmental Organizations, UN system)
- Policy maker (e.g. ministries, parliamentarians, local authorities)
- Civil Society (e.g. private persons, NGOs, companies)
- Scientists / researchers / academia
- Educators / teachers / trainers

- Youth / students
 Mass media
 Specialized media
 Other (please specify) ___visitors of the Hungarian Open Air Museum_____

4. Was there any media coverage for your activity? (Please specify the number of features)

Type	Local	National	Regional	International
Print	PROMOTION: - Local program guides (KOMÁROM- ESZTERGOMI EST XVII/10. May 17-30; BUDAPEST FUNZINE ; May 24- June 6; - SZENTENDRE ÉS VIDÉKE (XXVI/9., May 11)	PROMOTION: - Blikk , 2012. may 25; - Magyar Nemzet , LXXV/141. May 24.		
Radio	PROMOTION: JUVENTUS RADIO [local – Budapest and its surroundings -commercial media] -spot 10 times LÁNCID RÁDIÓ ; May 26; INFÓ RÁDIÓ 'Barangoló' (Roaming); May 19; MAGYAR KATOLIKUS RÁDIÓ (Hungarian Catholic Radio) -'Akvarell' (Watercolor); May 24. -'Délutáni találkozás' (Afternoon meeting); May 22; -'Üzenőfüzet' (Message book); May 19 RÁDIÓ SZENTENDRE ; May 24	PROMOTION: - CLASS FM [national commercial media] -spot 6 times MAGYAR RÁDIÓ [Hungarian Radio; national public service media]: in radios ' PETŐFI ' and ' KOSSUTH ' -spot 10 times		
Television	Hálózat TV ; May 25 TV Szentendre ; May 29	PROMOTION BEFORE THE EVENT: Hír TV -'10 perc' (Ten minutes); May 26; -'Paletta' (Palette); May 23, (repetition: May 24) MTV -'Ma reggel' (Today morning); May 27; May 28; REPORTS DURING THE EVENT: TV2 ('Tények' Evening news); May 27, 18:30, May 28, 18:30 Hír TV ('Híradó' Evening news)		

		May 28, 19:00 Echo TV ('Hiradó' <i>Evening news</i>); May 28, 19:30	
Internet		http://www.szellemirokszeg.hu/index.php?menu=hirek&h_id=218 http://www.unesco.hu/kultura/punkosdi-sokadalom-ii	http://skanzen.hu/?fm=article&id=536 https://www.facebook.com/pages/Szellemi-kultur%C3%A1lis-%C3%B6r%C3%B6ks%C3%A9g-Magyarorsz%C3%A1gon-ICH-in-Hungary/169232223133188

Please find the detailed list of media coverage of the event on the DVD attached to this report.

5. How many people have been reached approximately through the communication about the activity?

400.000 people

6. What was the effect of your activity for the Convention's visibility? (Please tick the two most relevant)

- The name and linked logo of UNESCO and the 2003 Convention were made visible to new audiences
- The purposes and objectives of the 2003 Convention were made known to new audiences
- The achievements of the 2003 Convention were promoted to new audiences
- UNESCO's publications (www.unesco.org/publishing) were promoted to new audiences

Please send this questionnaire to the Secretariat of the 2003 Convention, together with, if relevant, the following materials:

Information materials (especially those featuring the name or logo of the Convention for the Safeguarding of the Intangible Cultural Heritage), press clippings, radio recordings, television and video footage, statistics.

LIST OF ATTACHMENTS

1. Attendance of the event
2. Program and media attendance of the first day's field trip
3. Program guide of the event in English
4. Program guide of the event in Hungarian
5. Name badge, which all the performers, participants and organizers received (3 sample pieces)
6. DVD with all the press clippings, information leaflets, materials for the promotion and representation of the event and other relevant documents, where the logo of the 2003 Convention have been used

Contents:

- Materials for the Exhibition in the Hungarian Open Air Museum
 - Materials of the first day's field trip to visit a bearing community in village Mende
 - Print media promotion (scanned press clippings)
 - Electronic versions of the Attachments to the Patronage Reporting Form
 - Detailed list of media coverage
 - Letterheads (English and Hungarian)
 - Banner of the event
 - Poster of the event
 - Cover made for the CD with the photos of the event (just for the participating communities; English and Hungarian)
 - Radio spot
7. CD with the photos of the event (the same have been sent to the participants)