



United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

Organización  
de las Naciones Unidas  
para la Educación,  
la Ciencia y la Cultura

Организация  
Объединенных Наций по  
вопросам образования,  
науки и культуры

منظمة الأمم المتحدة  
للتربية والعلم والثقافة

联合国教育、  
科学及文化组织

## Detailed Report on the activities of the Organization in 2006-2007

### Public information

Paragraph 15015

Public information

Regular budget (rounded to \$ thousand)	
Planned: \$2,900,000	Actual: \$3,451,000

33 C/5 Expected results	Achievements	Challenges/ Lessons learnt	Cost-effectiveness	Sustainability (Indicators or measures)	Recommendations by the Executive Board
Awareness and understanding of UNESCO mission, objectives and activities improved among opinion-shapers, decision-makers, the press and a wider clientele, at all levels.	<ul style="list-style-type: none"> <li>An indicator of this growing awareness is given by the steady and constant increase in the number of press articles and audiovisual programmes mentioning UNESCO. 112,968 articles were monitored in the world's press during 2007. This is almost double the total of 61,440 for 2006 (Source: Meltwater).</li> <li>Another indicator of public at large interest in UNESCO's mission and activities is shown by the number of pages viewed by month (average of 6 million) compared to the other United Nations agencies (3rd /4th place in 2007).</li> </ul>	<ul style="list-style-type: none"> <li>These indicators are not necessarily sufficient to measure the growing awareness in the different target groups in all regions of the world. For this, we would need to conduct detailed and targeted surveys of opinion and decision-makers. Backed by up-to-date research, analysis and innovative proposals on the issues of concern to UNESCO is paramount to attract attention and improve credibility and visibility. Equally important are up-to-date distribution lists.</li> </ul>	Given available resources, urging journalists to cover UNESCO as a news story is far more cost-effective than buying publicity space. News is also more credible than publicity, although sometimes less immediately visible.		
Media usage of UNESCO printed, online and audiovisual products increased.	<ul style="list-style-type: none"> <li>Concerning the press, 318 press releases and 165 media advisories were distributed to press worldwide in 2006-2007. Press releases are now systematically translated into the six United Nations working languages and put online. Creation of a "news services" site on the home page of UNESCO's six language web portals. Ten issues of the UNESCO Courier were published in the six working United Nations languages. These activities generated 112,968 articles, which were monitored in the world's press during 2007. This is almost double the total of 61,440 for 2006 Press.</li> <li>Concerning the audiovisual media, a study carried out over two months in 2007 in 26 Member States showed that radio and television dedicated 1,781 reports to UNESCO activities. The photographic service distributed 7,508 photos during the biennium.</li> </ul>	<ul style="list-style-type: none"> <li>Press materials must be timely, and prepared according to the operating standards, limitations and constraints of the different forms of media. Materials should also be made available in as many working languages as possible and targeted to the appropriate media/journalists.</li> <li>Features on the heritage in general are of the most interest to television companies. Photographs of the heritage are easiest to distribute. The series of different events organized by UNESCO is harmful to its visibility.</li> </ul>	Given available resources, urging journalists to cover UNESCO as a news story is far more cost-effective than buying publicity space. News is also more credible than publicity, although sometimes less immediately visible.  Monitoring radio and television broadcasts is a useful but very expensive tool. We have limited the periods and the countries being monitored so as to avoid spending more on monitoring than on production and distribution.		
UNESCO Knowledge Portal established as principal tool for point-of-entry access to UNESCO programmatic competencies.	<ul style="list-style-type: none"> <li>A peak of 7.5 million page views per month was reached, and more than 1 million documents were consulted online through UNESDOC (over 11 million html pages are now online via the portal) thus ranking unesco.org high among the top 10 United Nations websites.</li> </ul>	<ul style="list-style-type: none"> <li>Despite record levels of portal page views, the usage statistics register stabilization or plateau in growth. This is due largely to the accumulation of content in French and English, the working languages of the Organization. It has thus been</li> </ul>	The UNESCO Portal is the most cost-effective way of reaching UNESCO's target audiences via the Internet.		

	<ul style="list-style-type: none"> <li>Steady strides were made in the application of common portal guidelines: Culture, Education and Natural Sciences thematic entry points completed their migration to the common platform as well as numerous field offices (New Delhi, Yaoundé, Quito and Beirut) and key websites (Director-General, General Conference, news services). The portal browsing system has been completed with the addition of communities (by network/partners) and worldwide (by country/region) entry points.</li> </ul>	<p>identified that the way to grow is through the addition of multilingual content (Spanish, Arabic, Russian and Chinese). In addition, a common framework needs to be developed for UNESCO partner websites including National Commissions and Delegations in order to more effectively share information with the Secretariat and target audiences.</p>			
<p>Global communication strategies for flagship activities and initiatives developed and implemented.</p>	<ul style="list-style-type: none"> <li>Creation of a Communication Plan process involving Headquarters and field units allowing the identification of the main communication priorities and opportunities for the year.</li> <li>An integrated calendar of events (ICE) of the Organization was posted online and updated by the sectors throughout the biennium. 1,301 events were announced on it during this period. In 2007, of the 594 events included in the ICE, 374 were included in the communication plan of the sectors and 152 were the subject of specific action by BPI (89 media advisories, 162 press releases, 41 "In Focus" news on the web, 21 interviews, 63 video/audio reports and 10 issues of the <i>UNESCO Courier</i>).</li> </ul>	<ul style="list-style-type: none"> <li>Advance planning allows for the preparation of appropriate and high quality materials required to maximize outreach and measure impact.</li> <li>The calendar is not yet fully functional in terms of searching and contributions by field units and national partners. A second development and training phase will be launched in the next biennium.</li> </ul>	<p>Extremely cost-effective. Avoids last minute high-cost or unexpected outlays.</p>		
<p>Audiovisual and photographic UNESCO archives widely used.</p>	<ul style="list-style-type: none"> <li>The photographic service distributed 7,508 photos during the biennium. The video archives service distributed 349 videos or video extracts on UNESCO to television companies.</li> </ul>	<ul style="list-style-type: none"> <li>This reactive service is important. It enables specific requests to be met which cannot be satisfied by global distributions of videos.</li> </ul>			
<p>Electronic publications subscription service and "print-on-demand" services widely used.</p>	<ul style="list-style-type: none"> <li>The <i>UNESCO Courier</i> online magazine started a monthly production in February 2006 simultaneously in the six official United Nations languages. This online magazine finished the biennium with over 26,000 subscribers.</li> </ul> <p>Number of publications:</p> <ul style="list-style-type: none"> <li>82 titles of UNESCO Publishing (books, periodicals, CD-ROMs) in the official languages, in particular: <ul style="list-style-type: none"> <li>47 titles were published in English</li> <li>24 titles were published in French</li> <li>8 titles were published in Spanish</li> <li>1 title was published in Arabic</li> <li>2 titles were published in Russian</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The challenge for the coming biennium will be to increase the number of subscribers and strengthen distribution and translations at the national level.</li> <li>It became evident that setting standards and guidelines could no longer be delayed and this became the main priority for the next biennium with the setting up of working groups and reorganization of the publications function.</li> <li>The reform process was reinforced by an external audit of publications to examine implementation of</li> </ul>		<p>The long-term results of both the reorganization and creation of standards and procedures should enable UNESCO to measure cost-effectiveness as part of the criteria for measuring dissemination of knowledge.</p>	

	<ul style="list-style-type: none"> <li>• 41 co-publishing contracts in the Organization's official languages were negotiated.</li> <li>• 66 licensing contracts for publications in non-official languages were negotiated (including German, Cambodian, Basque, Bengali, Catalan, Korean, Croatian, Portuguese, Tajik, Thai, Turkish and Vietnamese).</li> <li>• 175 authorizations for the reproduction of excerpts from works whose copyright is owned by UNESCO were granted.</li> <li>• More than 800 references and responses concerning the works published by UNESCO Publishing were found in the press and on specialist sites. This is more than double the figure for the same period in 2005.</li> <li>• The planned E-Publishing service was developed during the biennium, and will be further developed in the next biennium.</li> </ul>	<p>recommendations of the IOS 2005 report.</p> <ul style="list-style-type: none"> <li>• E-publishing commercial activity is more complex than had been estimated when document 33 C/4 was elaborated. Different questions, especially concerning author's rights, need to be cleared.</li> </ul>	<p>As this activity was not implemented it has not provided benefits to UNESCO as yet.</p>		
<p>Delivery of UNESCO public information services at national and regional levels improved.</p>	<ul style="list-style-type: none"> <li>• Creation and wide dissemination of a public information CD-ROM including a slide show on UNESCO in all six official languages. Closer links between BPI and networks such as the National Commissions have contributed to better information service provision.</li> <li>• Increased cooperation and collaboration with public information officers in the national and cluster offices. Editorial and technical training provided for web teams in several field offices, including Santiago, Beirut, Moscow and Beijing.</li> </ul>	<ul style="list-style-type: none"> <li>• There is a considerable gap between the information needs of partners such as the National Commissions, expressed in a 2006 survey, and the resources available to meet those needs with the types of materials and support requested.</li> <li>• Need to even further strengthen collaboration with field offices and incorporate them into editorial planning and public outreach operations.</li> </ul>	<p>To respond to the information needs expressed by partners with centrally-produced traditional materials is not as cost-effective as the introduction of innovative, virtual networking and communities of practice.</p> <p>Extremely cost effective. Builds a stronger network of human resources for public information activities and outreach via regional and national media and the web portals.</p>	<p>These information services will become more sustainable by evolving more electronic and online tools and processes for sharing information and knowledge.</p>	
<p>Visibility of the Organization enhanced through proactive outreach to national, regional and international media and use of diverse media products.</p>	<ul style="list-style-type: none"> <li>• 112,968 articles monitored in the world's press during 2007. This is almost double the total of 61,440 for 2006 (Source: Meltwater).</li> <li>• 40 videos or B-rolls were distributed thanks to partnerships with Reuters TV, AP TV, Eurovision and ASIAVISION. Two hundred reports were co-produced with NHK, and 80 with CNN.</li> </ul>				

<p>"In-house" communication improved through development of a daily email-based information service for staff members at Headquarters and in field offices.</p>	<ul style="list-style-type: none"> <li>• 100 "60 minutes" meetings with presentations by over 350 colleagues and guest speakers have greatly enhanced internal communication. Fact sheets produced for each meeting, slide shows and the audio recordings provide valuable online resources. Opinion polls conducted yearly show high satisfaction rates for this activity.</li> <li>• 266 UNESCOMMUNICATION bulletins were produced (135 of them daily until September 2006 and 131 twice-weekly after September 2006) and emailed to the Secretariat at Headquarters and away from Headquarters, the delegations and NGOs.</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from two opinion polls suggests that internal communication activities have to continually innovate and to move away from formal, "institutional" communication to more open, non-hierarchical and interactive and participatory exchange.</li> <li>• The number of emails containing information received daily has fallen considerably, as information is now centralized in UNESCOMMUNICATION.</li> </ul>	<p>These internal communication meetings are highly cost effective, requiring few financial resources to reach large numbers of people. The central coordination role played by BPI is complemented by the widespread involvement of colleagues from all parts of UNESCO.</p>	<p>These activities are sustainable, as they draw on participatory processes involving the entire Secretariat.</p>	
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