IPDC THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Agenda item: Discussion: Communication and Visibility for IPDC

INFORMATION NOTE

BACKGROUND AND PURPOSE

IPDC does good work and has strong information holdings, which need to be made known to stakeholders. The Secretariat proposes an appropriate strategy to the 57th Bureau session in 2013. The Bureau is requested to discuss the strategy and actions outlined below, and to help to reinforce it with whatever ideas and amendments may be agreed.

COMMUNICATIONS AND VISIBILITY FOR IPDC

1. **Introduction**
2. **Strategy aims and objectives**
- Overall communication objective
- Specific objectives
- Target groups
- Key messages
3. **Communication tools and activities**
4. **Indicators of achievement**
5. **Resources**
6. **Conclusion**

1. INTRODUCTION

The International Programme for the Development of Communication (IPDC) was established in 1980 with the mission to develop free and pluralistic media with a global approach to democratic development. For the most part of its 30-year existence, its activities have been centred on providing support to projects targeted at the most urgent priorities in communication and media development, including the promotion of freedom of expression, the development of community media, and the training of media professionals. The Programme's work also extends beyond project support, such as receiving the Director-General's report in the safety of journalism.

In recent times, IPDC has experienced a decline in extrabudgetary funding. At the same time, it is also enhancing its significance as regards knowledge-driven media development, this being possible linked to the volume of information riches it has accumulated, as well as related human capacity and expertise.

In this broader context, a need has emerged to identify a clear strategy, in order to identify specific actions relative to key audiences with a view towards raising awareness of the Programme (including how the various activities and initiatives which have recently stemmed from the IPDC fit into the picture as a whole), and enhancing overall visibility. To this end, a series of actions are proposed based on the following areas:

- Dissemination of information and resources to all relevant audiences
- Facilitating cooperation among relevant actors and creating synergies
- Strengthening of individual partners' ability to contribute their own "piece of the puzzle"

2. STRATEGY AIMS AND OBJECTIVES

1. General communication strategy

➢ **Overall communication objective:**

To mobilize the international community and key audiences in order to strengthen and raise the profile of the IPDC and, in doing so, contribute towards its mission to create a healthy environment for the growth of free, independent and pluralistic media, particularly in developing countries and countries in transition.

➢ **Specific objectives:**

- To raise awareness among key audiences (internal and external) of the IPDC's work funding and implementing effective media development projects
- To reinforce and raise the profile of the standard-setting role of the IPDC as the only intergovernmental programme active in the field of media development worldwide
- To promote and continue to support the IPDC's Special Initiatives, (such as Safety of Journalists and Media Development Indicators), in recognition of the holistic nature of media development and the importance of ensuring an enabling environment
- To support and raise awareness of the IPDC's knowledge-generating role among key audiences
- To increase the IPDC's online presence
- To maximize the potential of the various actors involved (UNESCO staff, Bureau members, Chair, beneficiary organizations, partners, etc.) as part of a collective approach towards raising the IPDC's profile.

➢ **Target groups:**

<u>**Primary Targets**</u>

- <u>UNESCO Member states</u>
  - IPDC Council/Bureau Members
  - Other Member States not currently serving on IPDC Council/Bureau)
  Communication objective: to encourage a proactive approach among Bureau/Council Members in promoting the Programme and its aims; to raise awareness of the importance of the IPDC among other Member States

- <u>Contributors (current and potential)</u>
  - IPDC Council/Bureau Members

- Other UNESCO Member States not currently serving on IPDC Council/Bureau
- National Commissions (as valuable points of liaison)
- External stakeholders (state development ministries and aid arms, intergovernmental organizations, professional associations, media industry, other contributors including those at Field level within-country)

Communication objective: to raise awareness of the support provided by the Programme and of the advantages associated with the nature of this support (e.g. multilateral assistance through Special Account which is therefore unbiased, impartial and transparent).

- UNESCO Field Office network
Communication objective: to improve communication links within the Organization and ensure that we are delivering 'as one' (i.e. maximizing efforts towards a common goal, minimizing duplication of efforts).

- Professional associations, NGOs and media
Communication objective: to raise awareness of the Programme in order to attract proposals for media development projects (in turn raising the standard/quality of submissions).

- Academia (individuals and institutions, including especially UNESCO Chairs and departments teaching media and/or development studies) and other players in media development work.
Communication objective: to build links in order to develop/reinforce the theoretical and intellectual aspect of the Programme; to further establish the reputation of the Programme within academic institutions; to take advantage of opportunities for research, contributing to, for example, the thematic debates.

- UN agencies, funds and programmes, and (where applicable) Intergovernmental organizations particularly those whose priorities correspond strongly with the priorities of the IPDC (i.e. UNDP, UNDPI, UN Women, OCHA, UNDPA, UNDPKO, OHCHR, UNECA, UN University, World Bank).
Communication objective: to raise awareness of the Programme and the importance of its objectives; to drive and implement key initiatives which have stemmed from the IPDC (e.g. UN Plan of Action on the Safety of Journalists and the issue of Impunity).

- UNESCO Institute for Statistics (UIS)
Communication objective: to emphasize the importance of continuing/building links between UIS and IPDC initiatives, such as the MDIs, and publicizing information on media development.

Secondary Target:

- Journalists
- Society at large, particularly marginalized sectors (e.g. women and youth)

Key messages:

- The IPDC as a unique and efficient intergovernmental Programme delivering results on media development
- The IPDC's status as a long-established Programme with 30+ years experience in implementing effective media development projects, recognized at the highest levels of the UN system

- The IPDC as the only multilateral forum in the UN system dedicated to the discussion and debate of key issues in media development
- The IPDC as a transparent programme, working with non-targeted funding (thanks to its multi-contributor Special Account which ensures that support is not tied up to any particular country, and its quality assurance through rigorous selection and evaluation procedures)
- The inclusive nature of the support given to the IPDC Special Account (whereby modest contributions are welcome and given recognition)
- The IPDC's role as a global standard-setter (e.g. in promoting the safety of journalists; in nurturing excellence in journalism education; in mainstreaming gender within media content, etc)
- The IPDC as a leader and catalyst of new initiatives (such as the MDIs, the Centres of Excellence and the Director-General's Report on the Safety of Journalists which served as the stimulus for the UN Plan
- The IPDC as a leader in the development and promotion of community media , providing expert assistance and advice on this matter
- Slogan: "30 years promoting media freedom, pluralism and independence through support to media development projects in more than 140 developing countries."

3. COMMUNICATION OPPORTUNITIES AND TOOLS

➢ **Project-related events/activities**

- Workshops
- Seminars
- Roundtables
- Launch ceremonies of community radios/CMCs, etc.

Relevant actions and tools:

- IPDC logo displayed on all material (handouts, banners, etc.) at project-related events
- Reference made to the Programme in all correspondence, associated web content, etc.
- Photos taken during the event displayed (online and/or at subsequent IPDC events)
    E.g. photos received from field office of the launch of a community radio to be displayed during World Radio Day or at IPDC Council Meeting
- IPDC publications (or those of initiatives which have stemmed from the IPDC) displayed and distributed to participants/relevant parties
- Establish a roster by which field officers submit news items on project-related activities
- Maintain/enhance transparency of Programme by ensuring all reporting/evaluations, etc. made easily available online (on IPDC webpage and IPDC project database)
- Ensure that information on projects and project-related activities is easily retrievable and presented in an attractive form on the CI and IPDC websites and IPDC database

➢ **Other events**

- Statutory meetings (annual Bureau and biennial Council Meetings), incorporating:
    - UNESCO/IPDC Prize ceremony
    - Thematic debates
- World Radio Day (announcement of UNESCO/IPDC Prizewinner, if the proposal to transform the Prize goes ahead)

- UN Inter-Agency Meetings on Safety of Journalists and the Issue of Impunity
- CI Information Meetings with Member States (which, upon request, can incorporate a slot to dedicated to informing Member States of developments/activities related to the IPDC)
- Visits of the IPDC Chair
- Events related to media development (e.g. media donors' conference held in New York, meetings of Global Forum for Media Development, etc.)

Relevant actions and tools:

- IPDC logo displayed on all relevant material (handouts, presentations, banners, etc.)
- Reference made to the Programme in all correspondence, associated web content, etc.
- IPDC publications displayed and distributed to participants/relevant parties
- Photos taken during the event to be displayed online and/or at subsequent IPDC events
- Creation of event-specific websites
- Save the Date issued in lead-up to events and displayed on screens throughout UNESCO HQ
- Longitudinal approach adopted (i.e. regular contact undertaken with participants/Member States/relevant parties before, during and after the event)

➤ **Online Resources**

- Websites
    - UNESCO, CI, IPDC, field office websites, UNESCO Institute for Statistics (UIS)
    - Websites of partners/beneficiary organizations

- Databases
    - IPDC Project database (provides quick public access to projects approved by the IPDC Bureau since the beginning of the Programme; Homepage also includes newsfeed)
    - Journalist Killings database (provides links to IPDC Decisions and DG Reports relating to Safety)
    - UIS online tool (described on its site as "the primary source for cross-nationally comparable statistics on education, science and technology, culture, and communication for more than 200 countries and territories." Currently provides information on media development)
    - UNESDOC database (contains full text and bibliographic records of UNESCO docs. and publications)

- Intranet
    - UNESCO intranet
    - UNESCO.int (for Member States and National Commissions)

- Social Media/User-generated content
    - Facebook
    - Twitter and Sina Weibo
    - YouTube (UNESCO Channel on YouTube: www.youtube.com/unesco)

- Other online resources
    - UNESCO Photobank (online repository of photos available for free download
    - iTunes U (free access to multimedia content, including training support materials

- Google Books (currently over 200 UNESCO publications available via this service which offers readers the possibility to search for and browse publications online)

<u>Relevant actions and tools:</u>

- Regular news items informing relevant audiences of IPDC developments and events
- Mailing list and e-bulletin (online newsletter) established, which all Member States, partner organizations, and (particularly) IPDC Bureau and Council Members are encouraged to sign up for (each one with a 'Word from the Chairman', so as to maintain a constant presence, as opposed to the Chair only appearing at statutory meetings).
- Maintain/enhance transparency of Programme by ensuring all reporting/evaluations, etc. made easily available online
- IPDC publications (or those of initiatives which have stemmed from the IPDC) made available online in the form of an online resource centre/library (e.g. on IPDC/CI websites, iTunes U, Google Books and UNESDOC)
- Photos included wherever possible (added to news items, databases, UNESCO Photobank)
- Links established with partners' websites
- Upgrading of IPDC website & database to improve user-friendliness and align with IPDC's current scope.
- Internal workshop organized for staff to standardize style of news items, press releases, etc.
- Creation of Facebook page in lead-up to specific events, including posting of promotional videos/interviews via YouTube, and use of a Word Cloud to encourage participation (this has proven to be a successful promotional tool in other UNESCO activities, with high numbers of 'likes' on Facebook)
- Use of Twitter and Sina Weibo during IPDC-related events to provide live updates

➢ **Corporate image**

- <u>Logo</u>
  Introduce standard guidelines and requirements for use of IPDC logo and promotional material, particularly relating to implementation of IPDC projects (e.g. banner displaying IPDC logo must be displayed at events forming part of project implementation).

- <u>Brochure</u>
  Develop a new IPDC brochure to inform relevant parties of the Programme's activities; to be made available online and as a hard version, for distribution at events.

- <u>UNESCO Media Services</u>
  The following products are proposed for written and audiovisual media (most of which are available for widespread distribution via the UNESCO Media Services webpage):
  - Save the dates
  - Media advisories
  - Press releases
  - Opinion editorials (Op-Eds)
  - Video news releases (VNR)
  - Background footage (B-rolls)

- <u>Media Partnerships</u>

Explore UNESCO's partnership agreements and Memoranda of Understanding which have been signed with several newspaper companies and TV networks to provide coverage on programme-related activities.

4. INDICATORS OF ACHIEVEMENT

- Level of financial support given to the IPDC (amount of individual contributions and number of contributors), particularly voluntary contributions to both the IPDC Special Account and the FIT-supported projects, since this shows faith in the IPDC and its working methods
- Feedback received from Member States (positive and negative)
- Number of visits to IPDC website
- Number of links to IPDC website from external websites
- References made to the Programme on external websites
- Number of views of IPDC-related documents/publications (e.g. most consulted PDFs on UNESDOC)
- Level of interest sparked by IPDC-related events (from a quantitative and qualitative angle: e.g. total number of participants, number of high-level representatives, number of journalists attending, references made to the event on external websites, etc.)
- Number of 'likes' or 'fans' of the IPDC recorded on Facebook, if a specific page is created
- Video traffic (number of views of interviews/videos related to the Programme)

5. RESOURCES

➢ **Financial resources**
IPDC has no dedicated budget line for marketing and communications.

➢ **Human resources (including roles)**

– IPDC Secretariat (+ possible internship programme)
  ▪ To organize events taking place at UNESCO HQ
  ▪ To ensure website and online resources kept up-to-date
  ▪ To liaise with staff members from other HQ-based sections/depts. as well as field network
  ▪ To keep Member States abreast of developments; provide information to current/potential contributors

– IPDC Chair
  ▪ To act as a leading figure in promoting the aims and priorities of the Programme
  ▪ To conduct statutory meetings in a professional manner
  ▪ To communicate with Member States on a regular basis (by e-bulletin or visits to the Secretariat)
  ▪ To promote the IPDC among current and potential contriutors, particularly in home country

– High-profile staff in UNESCO notably the Director-General (where appropriate) and Assistant Director-General (ADG) for Communication and Information (as well as the UNESCO External Relations and Public Information).
  ▪ To promote the IPDC's aims and priorities among key audiences, at the highest level

- To raise awareness of support already carried out in a particular region, as well as of future activities (e.g. during country visits)

- Field network (Advisors for Communication and Information, National Programme Officers, CI Focal Points)
  - To promote the IPDC at national/regional level, including donors at this level who may be interested to complement specific IPDC grants
  - To ensure incoming project proposals are of a sufficiently high standard and that projects are implemented in line with IPDC standards
  - To ensure visibility of the Programme wherever possible (e.g. logos displayed at events, photos and news items submitted to Secretariat and added to field office websites, etc.)
  - To provide reports (implementation/evaluation reports) of a high standard and in a timely manner, thus allowing IPDC to live up to its claim of being transparent

- IPDC Bureau and Council Members
  - To promote the IPDC within respective institutions/networks (e.g. through links on websites)
  - To be present at all statutory meetings of the IPDC (Bureau members have the added role of ensuring that projects selected are of a sufficiently high standard and conform to guidelines)

- ERI/DPI (Department for Public Information)
  - To provide tools to promote the Programme (e.g. through UNESCO Media Services)
  - To advise on suitability of tools/resources in order to maximize visibility

- CI Web team
  - To assist IPDC Secretariat in ensuring websites are kept up-to-date and of a professional standard
  - To rectify teething problems with the IPDC database and maximize the potential of this resource

- Beneficiary organizations
  - To ensure reference is made to the IPDC wherever project support has been provided
  - To include links to the IPDC on websites

6. CONCLUSION

The implementation of this Communication and Visibility Strategy requires a programmatic approach with a realistic work-plan for the Secretariat. UNESCO's External Relations and Public Information Sector needs to be engaged so as to fulfill their part. A budget also needs to be developed and sourced. The roles and actions of the IPDC Bureau are a vital complementary dimension to work done by UNESCO staffers. In close interaction, these two immediate actors will be able to achieve the due recognition which the IPDC merits across the range of significant stakeholders.