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PROJECTION OF ECA WORK THROUGH THE INFORMATION MEDIA

Projection of ECA work through the information media

Efforts of the Information Service of ECA could be viewed as aiming at involving the public at large in United Nations work in general, and ECA activities in particular. The interest generated by a feeling of involvement in this way would result in more active participation in the tasks being performed, or more support for the tasks being done for the cause of economic development, pursuant to the overall United Nations goals during the Second Development Decade.

Since economic development would, to a large measure, depend indirectly on availability of financial resources acquired by United Nations, either through contributions by member nations or through donating agencies and investors of various types, publicity efforts in the field of technical assistance would, at the same time, be aimed at making active or potential benefactors more aware of the needs of developing countries. On the other hand, publicity efforts may help to show the benefits that are likely to accrue to potential donors or investors through their activities in the field of technical assistance.

Having established this kind of hypothesis, it is necessary to consider ways of achieving the required objectives in respect of tasks undertaken in the economic development field.

Effectiveness of mass communication media

Much as it may be desirable to create a feeling of involvement on the part of the public at large in the tasks being done, this may be difficult to achieve unless the publicity machinery itself is sound. This means that the machinery must be sound both at ECA headquarters, where publicity emanates, and at the receiving end in different member States. (Please see details of suggested ways of sending news items to African countries, in Appendix I attached).

- (c) technical assistance in building up powerful transmitters for effective coverage - in this case it would be necessary to determine whether assistance for external broadcasting would be essential in terms of ECA or United Nations' goals;
- (d) assistance in training of personnel for the four media: press, radio, television and films.

As far as (d) is concerned, assistance here could take the form of development of local training centres, supply of experts to train personnel on the job (in-service training), or assistance for advanced training overseas.

Getting to know where the need for technical assistance lies

So far, the flow of information between ECA and member States has been generally a one-way proposition. ECA's job has been to inform member States about the activities of the Commission and the United Nations as a whole, but apart from solicited information from the States themselves - often for the purpose of compiling statistical data on various subjects - not much else has been transmitted to ECA on a regular basis. This means that, generally, ECA is not informed at an early stage of the very urgent needs of member States in their economic development programmes.

One way of approaching this problem would be through a study of national development plans - where these exist - in order to determine where national priorities lie. It might be easy then for the relevant ECA division experts to submit for study and follow up by the States concerned an outline of how a particular problem may be tackled. It is understood that this has been one of the methods of approach the UNDP has used in respect of some States in Africa, where development of projects has been undertaken with UNDP sponsorship. In a number of cases, certain States have decided to accept the assistance offered as a result of this method of approach.

(a) Press coverage

It may be convenient to issue a press release on the launching of a technical assistance project. The issuance of a press release may be possible after an interview with one of the relevant ECA division experts. It may also be felt appropriate at this stage to have a feature article published in the general press or in "African Target", giving full background details of a project and its possible future significance. As was mentioned in the introduction above, the aim would be to try to generate interest in the project either on the part of the public in the State concerned, or in the active and potential benefactors of comparable future projects.

(b) Radio and television coverage

Another type of interview with the experts referred to above could be recorded for radio. Such recording could be aimed both at the audience of the State concerned and to listeners in other States for the purposes mentioned in the introduction to this paper. If it is possible to interview a responsible authority in the State concerned, say, during a field trip by a member of the Information Unit at ECA, the programme could be distributed on the same lines mentioned before.

The suggested interview with a single official or expert does not preclude other types of radio programmes, such as round table discussions.

Television coverage at this stage would, likewise, take the form of either an interview with a single individual or a discussion by a selected panel of officials and experts.

(c) Film coverage

This method of coverage may be considered suitable when a project is at a well-advanced stage, for the simple reason that the film would need plenty of visual material. The film could be used both on television or may be shown to limited audiences through conventional means in any country, such as roving cinema vans, etc.

Editorial Assistant
Radio Production Assistant
Secretary
Vartyper Operator (English language)

Vartyper Operator (French language)

The two Vartype Operators (English and French languages) will be assigned for full-time duties in the "Documents Section" of ECA, but will also serve the Information Unit.

Of the staff requirements shown above, the first three are available, although the Information Officer is due to leave shortly on transfer. It is understood that OPI will be looking into the question of a replacement.

A secretary is also in post and, so far, staff for the Vartyper are made available to the Unit on a part-time basis, until it is possible to recruit substantive Vartyper operators at the beginning of the next financial year.

When establishment of the Information Unit is filled, it should be in a position to handle duties as envisaged in the foregoing paragraphs, even when limited expansion of recording facilities, which will be discussed below, is approved in the future.

Strengthening the Information Unit will further involve an element of decentralization of some United Nations operational activities. However, as the extent of a possible decentralization is not yet clearly known, it is rather difficult at this stage to envisage what adjustments will be necessary in the Information Unit to match the increased responsibilities that may be imposed on ECA as a whole.

Limited expansion of recording facilities

Experience from the last meeting of the Executive Committee of ECA showed that valuable recordings for radio could be done while such a meeting is in progress. Unlike the practice in the past where recordings made here were sent to United Nations headquarters for eventual distribution

APPENDIX I

PLAN TO SEND TELEX NEWS ITEMS FROM ECA TO SELECTED AFRICAN COUNTRIES FOR RADIO BROADCASTS, ETC.

The Communications Section confirms that with the present staff strength and equipment, it is possible to handle the additional workload of sending weekly newscasts of approximately 450 words (i.e., two pages of cable) to say, twenty countries in Africa. The estimated number of countries is based on the assumption that at least five countries would be selected from each of the four major regions - East, Central, West and North.

The Communications Section also states that the ECA radio station at Addis Ababa was established solely for sending and receiving United Nations traffic through United Nations radio channels, in order to reduce the expenses to a minimum. However, almost all the African countries can only be reached through commercial means, where direct expenses to the United Nations are involved. In order to reduce expenses, the present working arrangement is that cables are routed through proper United Nations radio relay stations, wherefrom the expenses to their final destination would be the least (see attached routing of cables).

Telex facilities

The inter-African telegraphic rates are very high and the ECA cannot normally afford to send cables directly from Addis Ababa to other African countries.

The use of telex facilities is, at present, extremely restricted and used in top emergency cases only.

This is because telex rates are higher than cable rates - almost two or three times as expensive. I am advised, therefore, that it would not be practicable to transmit ECA press releases by telex. Moreover, it is not possible to send 20 press releases to different countries simultaneously, nor is it likely that the Imperial Board of Telecommunications of Ethiopia (IBTE) would technically be in a position to grant

Via Unations New York to:

- | | |
|-----------------------------|-----------------|
| 1. Burundi | 10. Guinea |
| 2. Cameroon | 11. Malagasy |
| 3. Central African Republic | 12. Mali |
| 4. Chad | 13. Mauritania |
| 5. Congo (Brazzaville) | 14. Niger |
| 6. Dahomey | 15. Rwanda |
| 7. Equatorial Guinea | 16. Senegal |
| 8. Liberia | 17. Togo |
| 9. Gabon | 18. Upper Volta |

Notes:

1. The rates via UNTSO Jerusalem through Israel PTT to countries mentioned above are: ETAT/LTF/PRESS = 26/13/6 US cents, except for Somalia which is 30/15/10.
2. The rates via CTO Addis to countries mentioned above are: Kenya/Tanzania/Uganda: ETAT/LTF/PRESS = 14.4/14.4/4.8; Sudan = 14/14/14; Ivory Coast = 30/15/7.5 US cents.
3. The rates via Unations New York to countries mentioned above are: ETAT/LTF/PRESS = 34/17/8.5 US cents, except for Liberia which is 12.5/12.5/6.5.
4. The rates via Unations Geneva to countries mentioned above (except for Kinshasa) are: ETAT/LTF/PRESS = 16.2/8.1/7.5 US cents. Cables to/from Kinshasa are free of charge, since telex expenses are paid by UNDP Kinshasa.

APPENDIX II

EQUIPMENT NEEDED INCLUDING ESTIMATED PRICES FOR SETTING UP
AN INEXPENSIVE RECORDING STUDIO FOR ECA INFORMATION UNIT
FOR THE PURPOSES OF RECORDING INTERVIEWS AND DISCUSSION PANELS*

1. 1 four-channel audio console, gates studioette, including microphone and turntable preamps, programme and monitor amplifiers, VU meter; faders and various switching options.

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|--------------------------|----------------|
| Estimated price | Eth.\$3,000.00 |
| Estimated shipping (air) | 300.00 |
| | <hr/> |
| | Eth.\$3,300.00 |

2. 2 tape recorders, Soulley Series 280, complete with electronics, monaural, $\frac{1}{4}$ -inch tape, $7\frac{1}{2}$ - 15 IPS, for 115-volt, 50-cycle power.

Head arrangement

| <u>Unit 1</u> | <u>Unit 2</u> |
|-------------------------------------|---------------------|
| Full track erase | Full track erase |
| Full track record | Full track record |
| Half track playback ^{1/} | Full track playback |
| Estimated price @ Eth.\$5,500.00 | Eth.\$11,000.00 |
| Estimated shipping (air) @ \$500.00 | 1,000.00 |
| Est. price for console @ \$900.00 | 1,800.00 |
| Est. shipping (surface) @ \$150.00 | 300.00 |
| | <hr/> |
| | Eth.\$14,100.00 |

3. 2 speakers and enclosures. Electro Voice, #E - V five - A 2-way system, 10" woofer, 30 watts, 8 ohms Allied Radio #20B7233

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|-----------------------------------|--------------|
| Estimated price @ Eth.\$200.00 | Eth.\$400.00 |
| Est. shipping (surface) @ \$50.00 | 100.00 |
| | <hr/> |
| | Eth.\$500.00 |

* The budgetary estimate does not consider such items as Customs charges, tape furniture, sound conditioning of rooms, or installation costs.

^{1/} The half track playback head is useful if it is wished to use half track tapes which might be supplied from another source.

- (c) 1 Audio VTVM, Heath IMW - 18

| | |
|---------------------|--------------|
| | Eth.\$125.00 |
| Est. shipping (air) | 50.00 |
| | <hr/> |
| | Eth.\$175.00 |

- (d) 1 VTVM, Heath IMW - 25

| | |
|---------------------|--------------|
| | Eth.\$300.00 |
| Est. shipping (air) | 75.00 |
| | <hr/> |
| | Eth.\$375.00 |

- (e) 1 full-track $7\frac{1}{2}$ -inch/sec alignment tape, Ampex 830

| | |
|---------------------|-------------|
| | Eth.\$55.00 |
| Est. shipping (air) | 10.00 |
| | <hr/> |
| | Eth.\$65.00 |

9. 1 voltage regulator and step-down transformer, Sola 23 - 25 - 720
2 KVA, 1 phase, 50-cycle, input voltage 190 - 260V, output voltage
115 volt, 1 per cent regulation, .3 second recovery time for 10 per
cent change in load, 3 per cent maximum harmonic distortion

| | |
|-------------------------|----------------|
| Estimated price | Eth.\$ 900.00 |
| Est. shipping (surface) | 150.00 |
| | <hr/> |
| | Eth.\$1,050.00 |

10. Miscellaneous (including such items as cables, connectors, micro-
phone stands, booms, splicing blocks, spare parts (especially printed
circuit boards), monitoring amplifiers, spare reels, tools, etc.).

| | |
|-----------------|----------------|
| Estimated price | Eth.\$2,500.00 |
| Est. shipping | 500.00 |
| | <hr/> |
| | Eth.\$3,000.00 |

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|--|-----------------|
| Total budgetary estimate (including shipping) | Eth.\$26,365.00 |
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