

# Explanation note on the available media materials

## Technical Sheet

### **DIFFUSION**

**English, French and Spanish**

#### **TV SPOT (45 seconds)**

The Betacam cassette is ready to be broadcast. It can be given to the contacts you have with either private television companies or the national television.

The VHS cassette is for your use when negotiating with television directors or for eventual use for seminars, festivals and other information and communication activities.

#### **RADIO SPOT (4 x 30 seconds)**

The 4 spots on the cassettes are ready for diffusion. You have the possibility of personalizing these spots with the radio stations that you contact, for example:

- giving your address, telephone number, etc. to enable the audience to obtain more information on the IYCP and how to sign Manifesto 2000.
- giving details on the activities and events that your country is organizing around the International Year.

In each case you can use the same piece of music: Bach, Suite No.3 BWV 1068 (Aria) or replace it by some music more suited to your audience.

### **PUBLICITY PAGE FOR THE WRITTEN PRESS**

The files in this kit allow you to negotiate advertising space in newspapers and magazines.

The version with the reply coupon was designed for the readers who do not have access to Internet. If they contact you for information on the International Year for a Culture of Peace and/or wish to sign Manifesto 2000, they may return the completed coupon to your address.

Attention: if you choose the version with the reply coupon do not forget to indicate your address, etc. so that the reader knows where to obtain further information about the International Year and where to send their signed Manifesto.

### **DIFFUSION**

**In any language other than, English, French or Spanish.**

#### **TV SPOT (45 seconds)**

The international version is made up of images, music and the final screen image is a Logo in movement, "Peace is in our hands", with no text and the UNESCO and United Nations logos, and the internet address on a dark background.

To produce your own language version you must:

- 1) translate the enclosed texts
- 2) get 2 speakers (male and female) to read the texts
- 3) contact a television channel or an audio-visual production centre to redo the subtitles on each image and on the final sequence
- 4) record the voices

- 5) incorporate the music

The English version will guide you for the insertion of texts and voices

### **RADIO SPOT**

The International Version includes sound-effects track and the music of each spot.

To produce a version in another language you need to:

- 1) translate the enclosed texts
- 2) get 2 speakers (male and female) to read the texts
- 3) contact a radio station or studio to record the voice and mix the music. You can use the same piece of music: Bach, Suite No.3 BWV 1068 (Aria) or choose another piece of music suitable for your audience
- 4) you can "personalize" the second half of the spot by indicating your address so that your listeners know how to obtain more information on the IYCP and how to sign Manifesto 2000.

### **PUBLICITY PAGE FOR THE WRITTEN PRESS**

In the kit you will find three versions of the page for the written press.

To produce a different language version you need to:

- 1) translate the texts
- 2) provide the newspaper or magazine who have accepted to provide publicity space with the translated texts and the relevant diskette. Their technical services can replace the text part with the translated text.

If you decide to use the version with the reply coupon do not forget to add your address, etc. in the space provided.

We have received many requests for Portuguese and Arabic versions. Unfortunately, we are unable to provide them. If you are able to do this, please be kind enough to inform us so that we can help the other countries that are requesting this.

## TV SPOT

### **Rigoberta Menchu**

Respect life, to protect life.

### **Rabbin et Peres**

Talk to your enemy and make a friend of him.

### **Arafat**

Leave the past behind you to build the future.

### **Gorbatchev**

Find the courage to open up to the world.

### **Nelson Mandela**

Learn to forgive to live together.

### **Dalai Lama**

Choose non-violence and be stronger.

### **Mother Theresa**

Share, seek to understand, but above all love.

And you, what are you going to do for peace today?

The year 2000 is the International Year for the Culture of Peace.

Peace is in our hands

## RADIO SPOTS

### Spot 1: Respect all life

Where is that baby from? What colour is its skin? What does it matter!

"Respect all life" is the first pledge of Manifesto 2000. If you want to find out about the other pledges and sign the Manifesto yourself, look it up on [www.unesco.org](http://www.unesco.org)

The United Nations has proclaimed the year 2000 International Year for the Culture of Peace.

Peace is in our hands

### Spot 2: Reject violence

Was that reality or fiction? Unfortunately fiction is always based on reality.

"Reject violence" is the second pledge of Manifesto 2000. If you want to find out about the other pledges and sign the Manifesto yourself look it up on [www.unesco.org](http://www.unesco.org)

The United Nations has proclaimed the year 2000 International Year for the Culture of Peace.

Peace is in our hands.

### Spot 3: Listen to understand

What did you make of that conversation?

"Listen to understand" is the fourth pledge of Manifesto 2000. If you want to find out the other pledges and sign the Manifesto yourself look it up on [www.unesco.org](http://www.unesco.org)

The United Nations has proclaimed the year 2000 International Year for the Culture of Peace.

Peace is in our hands

### Spot 4: Preserve the planet

What annoys you most? The noise...or the waste?

"Preserve the planet" is the fifth pledge of Manifesto 2000. If you want to find out about the other pledges and sign the Manifesto yourself look it up on [www.unesco.org](http://www.unesco.org)

The United Nations has proclaimed the year 2000 International Year for the Culture of Peace.

Peace is in our hands

