



## UNESCO Meeting Analysis Report

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### Executive Summary

A multiday, multilingual workshop was convened under the auspices of UNESCO's Office of Public Information (OPI) and the Visual Information Board (VIB) to explore the role of television as a development communication tool in developing countries. The meeting brought together senior UNESCO officers, representatives from the Bureau de l'information visuelle (BIV), the United Nations Information Service (UNIS), and national broadcasters. Key objectives were to:

1. Clarify the purpose of the VIB workshop and secure consensus on its themes.
2. Identify practical, readymade content packages that UN agencies can hand to national TV networks.
3. Discuss coproduction and funding models that enable national broadcasters to create and disseminate development programmes.
4. Strengthen cooperation between the BIV, UNIS, and national information services.

Although no binding resolutions were adopted, the delegates reached informal agreements on the need for a unified media strategy, the creation of a readymade development package, and continued exploration of coproduction opportunities.

### Speaker Profiles

Speaker	Spoken Language(s)	Predicted Name / Role	Main Contributions & Points
<b>SPEAKER_00 (Mr. Gisdahl)</b>	English (dominant), French, German, Welsh	Senior UNESCO Officer, Chair of the Visual Information Board (VIB)	<ul style="list-style-type: none"><li>- Opened the workshop, emphasizing the importance of television for development.</li><li>- Urged all participants to agree on workshop themes before discussions.</li><li>- Highlighted the need for national media mobilisation and coproduction with UN agencies.</li></ul>
<b>SPEAKER_01 (Mr. Gjesdal)</b>	French (dominant), English, Turkish, Hindi	Director of the Bureau de l'information visuelle (BIV)	<ul style="list-style-type: none"><li>- Presented the BIV's history, mandate, and its role in coordinating UN agencies and national TV services.</li><li>- Stressed the need for tighter agency-national media coordination and outlined recent structural changes (merger of the Special Fund into the UN Development Fund).</li></ul>
<b>SPEAKER_01 (UNIS Director)</b>	French (primary), English, Spanish, Hindi, Korean, Swedish	Senior Official of the United Nations Information Service (UNIS)	<ul style="list-style-type: none"><li>- Clarified UNIS's purely informational mandate and its responsibility to inform the global public.</li><li>- Emphasised transparency, budget disclosure, and the importance of</li></ul>

Speaker	Spoken Language(s)	Predicted Name / Role	Main Contributions & Points
			cooperation with national information services. - Discussed potential for cooperative radio/ TV agencies and the use of satellite technology.
<b>SPEAKER_01</b> <b>(Delegated TV Network Representative)</b>	English	National broadcaster delegate	- Provided input on national network investment and the need for practical, examplebased content.
<b>SPEAKER_00</b> <b>(Moderator, Chunk6)</b>	English	Session moderator	- Facilitated introductions, Q&A, and ensured balanced participation.
<b>Other Participants</b> <b>(Unnamed)</b>	Varied	National TV and UN agency staff	- Contributed questions, suggestions, and feedback during discussions.

*Note:* Speaker numbering follows the original chunk identifiers; overlapping IDs across chunks refer to the same individuals.

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## Main Topics Discussed

1. **Television as a Development Tool** TVs reach in developing countries and its potential for public information.
  2. **UNESCOs Workshop Agenda & Coordination** The VIBs role, agenda clarification, and the necessity of preagreed themes.
  3. **CoProduction & Funding Models** Strategies for national broadcasters to collaborate with UN agencies and sell/ license programmes.
  4. **ReadyMade Development Packages** Development of a unified set of content, guidelines, and case studies (e.g., German & French networks work in Africa).
  5. **BIV and UNIS Coordination** Strengthening crossagency links, transparent budgeting, and shared media strategies.
  6. **Future Media Opportunities** Satellite broadcasting, direct UN channels, and new communication technologies.
  7. **National Media Engagement** Mobilising national television services to adopt UNbacked development programming.
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## Decisions Made

Decision	Context
Agreement on the necessity of a <b>unified development package</b> for national broadcasters	Discussed in Chunks2 &3
Commitment to <b>continue exploring coproduction arrangements</b> between national networks and UN agencies	Chunks3 &6
Recognition of the <b>importance of tight coordination</b> among BIV, UNIS, and national information services	Chunk4
Consensus that the <b>workshops success depends on preagreed themes and a clear agenda</b>	Chunk1

No formal resolution was adopted; the outcomes were informal but actionable.

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## Action Items

1. **Draft a readymade development package** (templates, case studies, guidelines).  
*Responsible:* Mr. Gisdahl (lead) with support from UNESCO, FAO, WHO.  
*Deadline:* Before the Wednesday meeting.
  2. **Identify and compile a list of target national networks** (Germany, France, others).  
*Responsible:* Mr. Gisdahl and national liaison officers.  
*Deadline:* Prior to the workshop.
  3. **Create a unified presentation deck** showcasing practical examples and nextstep recommendations.  
*Responsible:* Mr. Gisdahl with communication team.  
*Deadline:* By the day of the event.
  4. **Coordinate with national network representatives** to secure participation and feedback.  
*Responsible:* National liaisons under Mr. Gisdahls coordination.
  5. **Publish UNIS budget details** to reinforce transparency.  
*Responsible:* UNIS Finance/Communications.
  6. **Explore establishment of a cooperative radio/TV agency** to cover UN activities.  
*Responsible:* UNIS Technical/Financial team.
  7. **Schedule a followup meeting** to review progress on coproduction and content distribution.  
*Responsible:* Mr. Gisdahl & Mr. Gjesdal.  
*Deadline:* Within one month.
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## Key Insights

1. **Television remains the most effective medium** for reaching broad audiences in developing countries; its impact hinges on locally relevant, wellproduced content.
2. **UN agencies must deliver packaged, readytobroadcast material** rather than abstract guidance to gain the trust and adoption of national broadcasters.
3. **Coproduction models** offer a costeffective way for national networks to create development programmes while leveraging UN expertise and resources.
4. **Transparency and collaboration** between the BIV, UNIS, and national information services are essential for ensuring that UN messaging reaches citizens without appearing topdown or politically biased.
5. **Future media platforms (satellite, internet, mobile)** present new opportunitiesand challengesthat UNIS and BIV need to anticipate to remain effective in a rapidly changing communication landscape.