



UNESCO Meeting Analysis Report

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Executive Summary

A UNESCO facilitated forum in Tangier brought together the U.S. television delegation headed by **Morris Mitchell (SPEAKER_02)** and the Soviet television delegation led by **Ivan Andreev (SPEAKER_04)**. The meeting, moderated by the UNESCO session chair (**SPEAKER_00**), focused on establishing a bilateral exchange of television and film material, expanding newscoverage cooperation, and fostering cultural understanding through media.

Key discussion points included the breadth of program categories to be exchanged (everyday life, culture, science, childrens content, newsreels), the logistics of sending crews across borders, and the removal of past barriers to Soviet material distribution in the U.S. Both delegations expressed a clear mutual interest in proceeding, agreed to compile preliminary lists of offerings, and committed to coordinating further details through UNESCO.

Speaker Profiles

Speaker	Spoken Language(s)	Predicted Name / Role	Summary of Contributions
SPEAKER_00	French, occasional English	UNESCO Session Chair / Moderator	Opened the session, introduced the U.S. and Soviet delegations, emphasized UNESCO's role in facilitating cultural dialogue, and guided the discussion flow.
SPEAKER_01	Russian, English, sometimes French	Interpreter & Interviewer	Served as the interpreter for the Soviet delegate, translated key remarks, and moderated the Q&A portion, ensuring both sides understood each other's proposals.
SPEAKER_02	English	Morris Mitchell U.S. delegate, President of Encyclopédie Britannica Film	Articulated the U.S. desire for a wideranging program exchange, highlighted U.S. audience interest in Soviet life (women, workers, children), and outlined potential newscoverage arrangements.
SPEAKER_03	English	Radio host / minor participant	Read a scripted radio program ("Radio Tangier") and provided incidental commentary; later appeared as a brief participant during the interview segment.
SPEAKER_04	Russian	Ivan Andreev Soviet delegate, TV representative	Discussed Soviet television catalog (daily life, technical, educational content), expressed openness to U.S. news crews, and agreed to share a list of Soviet programs for U.S. broadcast.
SPEAKER_05	Arabic, Italian	Commercial voiceover artist	Delivered an ArabicItalian advertisement for a beauty product during a sidesegment of the program.
SPEAKER_06	Arabic, Spanish	Commercial voiceover artist	Performed a similar multilingual commercial in Arabic and Spanish.

Main Topics Discussed

- 1. Exchange of Television & Film Material** Identification of program categories for mutual distribution (daily life,

culture, science, technical, educational, music, cartoons).

2. **Childrens Programming** Mutual emphasis on cartoons and educational shows as priority content.

3. **NewsCoverage Cooperation** Possibility of U.S. news crews operating in the USSR and viceversa.

4. **Cultural Understanding & Friendship** Media as a tool to strengthen ties between peoples.

5. **Logistics & UNESCOs Role** Coordination of lists, removal of distribution barriers, and setting up communication channels.

6. **Commercial & Radio Segments** Multilingual advertisements and a radio program illustrating crosscultural broadcasting techniques (contextual sideactivity).

Decisions Made

- Both delegations agreed to proceed with a comprehensive exchange of TV programmes and film material.
- A preliminary catalogue of U.S. and Soviet offerings will be compiled and shared with UNESCO for logistical planning.
- News coverage collaboration is considered viable and will be pursued through further negotiations.
- No formal policy amendments were adopted; the meeting served as a consensusbuilding exercise.

Action Items

#	Task	Responsible Party	Deadline / Notes
1	Compile a list of U.S. programmes (music, news, documentaries, cartoons, childrens shows)	MorrisMitchell / U.S. delegation	Within 2 weeks
2	Compile a list of Soviet programmes (daily life, technical, educational, cartoons, childrens shows)	IvanAndreev / Soviet delegation	Within 2 weeks
3	Identify and schedule potential newscovrage exchanges (U.S. crews in USSR, Soviet crews in U.S.)	Both delegations (via UNESCO coordinator)	Ongoing, with initial feasibility report in 4 weeks
4	Prepare Russianlanguage transcripts of exchange terms for Soviet audience	SPEAKER_01 (interpreter)	Within 1 week
5	Coordinate UNESCO logistics (distribution, licensing, legal agreements)	UNESCO Session Chair (SPEAKER_00)	As needed
6	Review and approve commercial scripts (ArabicItalian, ArabicSpanish)	SPEAKER05 & SPEAKER06	Within 1 week

Key Insights

1. **Broad, Inclusive Exchange Vision** Both parties envision a wideranging program swap that covers everyday life, culture, science, and technical knowledge, aiming for an allencompassing cultural dialogue.

2. **Childrens Content as a Bridge** Cartoons and youth programming are highlighted as mutually appealing areas, indicating a shared belief that media can shape perceptions from a young age.

3. **News Collaboration Beyond Culture** The discussion extends into live news coverage, showing a willingness to move from cultural exchange to realtime journalism cooperation.

4. **Interpreters Central Role** The interpreter/moderator (SPEAKER_01) is pivotal in ensuring both sides comprehend proposals, illustrating the importance of bilingual facilitation in international media agreements.

5. **UNESCOs Facilitating Position** The organization acts as a neutral platform, underscoring its ongoing relevance in softpower diplomacy through media and cultural exchange.