

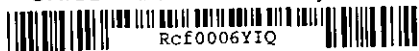
File Sub: CF/EXD/SP/1992-0040

Message from Mr. James P. Grant
Executive Director of the United Nations Children's Fund (UNICEF)
for the
Non-Aligned Movement Joint Broadcasting Conference

New York
15 June 1992



UNICEF Alternate Inventory Label



RcF0006YIQ

Item # **CF/RAD/USAA/DB01/2002-01063**

ExR/Code: **CF/EXD/SP/1992-0040**

Non-Aligned Movement Joint Broadcasting Conference. Message
Date Label Printed 20-Aug-2002

cover + 1p + ~~0~~b



United Nations Children's Fund Fonds des Nations Unies pour l'enfance Fondo de las Naciones Unidas para la Infancia
Детский Фонд Организации Объединенных Наций 联合国儿童基金会 منظمة الأمم المتحدة للطفولة

File Sub: CF/EXD/SP/1992-0040

Message from Mr. James P. Grant

Executive Director of the United Nations Children's Fund

for the

Non-Aligned Movement Joint Broadcasting Conference

15 June 1992

In September 1990, 71 presidents, prime ministers and monarchs and senior representatives of 88 other countries met in New York at the World Summit for Children to discuss one common goal - giving the children of the world a better future. The Declaration and Plan of Action they signed committed them and their governments to reaching specific improvement targets by the year 2000, and stressed the vital role of the communications industry in achieving these goals. At this meeting, you are helping to turn the words of this document into reality.

The remarkable communications revolution that has taken place in recent years has played a key role in the Child Survival and Development Revolution of the past decade. As exemplified by the achievement of the 1990 Universal Child Immunization goal of reaching 80 per cent of all one-year-olds with life-saving vaccines, these advances could not take place without the new technologies and traditional media which help mobilize people -- even in the most remote mountain hamlets or rural villages -- to demand access to the benefits of modern science and medicine. When societies use every available communications channel to educate and empower people to improve their lives, truly extraordinary advances can be made.

You can help even further. Later this year, stations all over the world will celebrate the International Children's Day of Broadcasting. We are asking broadcasters to choose one day in the week beginning Sunday 13 December in which they would focus on children, each station in its own individual way. Such a day will help to raise awareness of children's issues and place them high on national and international agendas.

If broadcasters can take one day each year to put their power behind children and their future, public opinion will hold leaders accountable for keeping the promises made to children at the Summit. Soon, you will receive a media kit containing information about the International Children's Day of Broadcasting initiative, and making suggestions on how you can become involved.

We at UNICEF wish you every success with this important Non-Aligned Movement Joint Broadcasting Conference, which can contribute so much, not only to the work of your industry, but to the health and well-being of children everywhere.

cover + 1p + 0b