



United Nations Educational, Scientific and Cultural Organization
Organisation des Nations Unies pour l'éducation, la science et la culture

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8 March 2002

To:

- Permanent Delegations and Observer Missions of all States Parties to the Convention
- National Commissions for UNESCO of all States Parties to the Convention
- All UNESCO Regional Offices and UNESCO Representatives

Subject: A World Heritage information campaign on television

Dear Madam / Sir,

As discussed during the last World Heritage Committee meeting in Helsinki, Finland in December 2001, the Centre has proposed to develop an information campaign for World Heritage. This project, to be initiated with the co-operation of national broadcast media around the world, would provide a unique opportunity to promote a greater awareness and understanding of the importance of safeguarding our shared World Heritage for future generations.

The objective of the activity is to produce as many of public service announcements (45 seconds each) for broadcast on televisions around the world as can be financed. Each film would feature a different World Heritage site but the essential message would be the same for all: *World Heritage is shared heritage*.

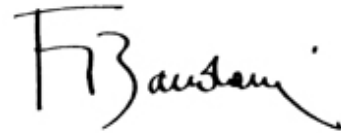
Although supported by the World Heritage Committee, the project would not be funded by the World Heritage Fund. The production of these public service announcements would therefore be completely dependent upon receiving financial support from other partners and sponsors willing to fund it. In this respect, the Centre would like to begin presenting this project to potential sponsors. To do so, the project outline and list of sites that may be illustrated in such a campaign need to be finalised. Therefore, we would be most grateful if you would kindly inform the Centre of all or any sites on the World Heritage List that the Centre should not propose to feature in such a television campaign.

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To ensure an efficient production schedule for these films, we kindly request States Parties to inform the Centre of any exemptions before 15 April 2002. You may inform the Centre by e-mail: j.sullivan@unesco.org or by regular mail: UNESCO World Heritage Centre, 7 place de Fontenoy, 75352 Paris 07 SP, France. If we do not receive a response from you, we will consider it an authorization to include the sites situated in your country in this information campaign.

Please be assured that it is our shared interest to guarantee the highest quality of these public service announcements, and that we welcome your participation in this project. Moreover, if you are interested in providing the Centre with any film footage that could be used to portray your site, please provide details about the footage or send it directly to the Centre along with copyright and source information. We would also appreciate receiving additional information of any other contacts you may have that may be helpful in implementing this project.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'F Bandarin'. The signature is written in a cursive style with a large 'F' and a long, sweeping tail.

Francesco Bandarin
Director,
World Heritage Centre