



AR/042

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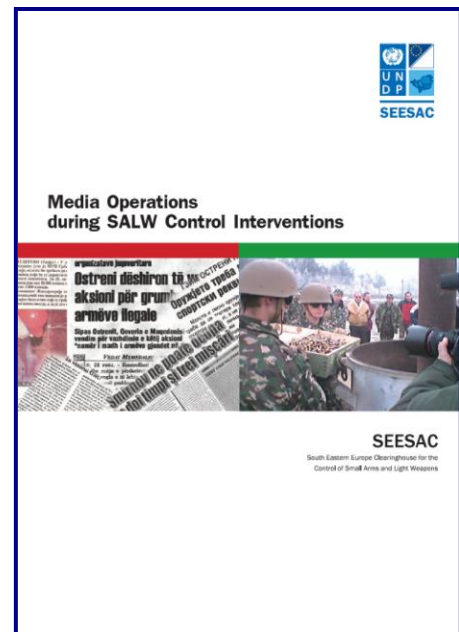
SEESAC ACTIVITY REPORT – AR 42

MEDIA OPERATIONS IN SUPPORT OF SALW CONTROL INTERVENTIONS

SEESAC FUNCTIONAL AREA	FA 4 - SALW Awareness and Communications Strategy
SEESAC OPERATIONAL ACTIVITY	SG 1 - Capacity Building SG 3 - Information Management and Exchange Activities SG 7 - Training and Research

Recent SALW control intervention programmes in SEE (particularly those in Kosovo and Macedonia during late 2003) have benefited from the SEESAC SALW Awareness Support Pack (SASP), to the degree that it was available at the time, but have also underlined the need to continually update and improve in the light of new experience. A particular problem identified by the UNDP Programmes in Kosovo and Macedonia was the difficulty of securing appropriate media coverage of SALW interventions. While UNDP staff running the SALW Awareness programmes in both cases secured some significant support and coverage of their efforts, a great many sensationalist, negative and inaccurate reports were also evident. This placed a heavy media management burden on staff, despite available resources (such as SASP), and there were also negative effects on public opinion during the SALW collection phase of the interventions.

Fortunately, the cessation of active SALW collection interventions in Kosovo and Macedonia at the end of 2003 created an unique opportunity to collate the experiences gained with regard to media and SALW Awareness in each case, and incorporate the lessons learned into SEESAC’s 2004 versions of SASP and media resources. It was therefore proposed that SEESAC co-operated with UNDP Country Offices in Kosovo, Macedonia and Albania to project manage the production of a single publication entitled ‘Media Operations in support of SALW Control Interventions’ which combined elements from each of the above mentioned programmes’ experiences and developed a model (compatible with SASP 2004) which will aid future Programme Managers. The final document includes theory and guidelines for dealing with the media during SALW control interventions, which is backed up by examples and recent case studies in Albania, Kosovo and Macedonia.



If you would like more information on the competition or the project, please contact SEESAC Team Leader, Adrian Wilkinson, on: (+381) (11) 344 6353 or at adrian.wilkinson@undp.org.



A handwritten signature in black ink, appearing to read 'Adrian Wilkinson', is positioned above the printed name.

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