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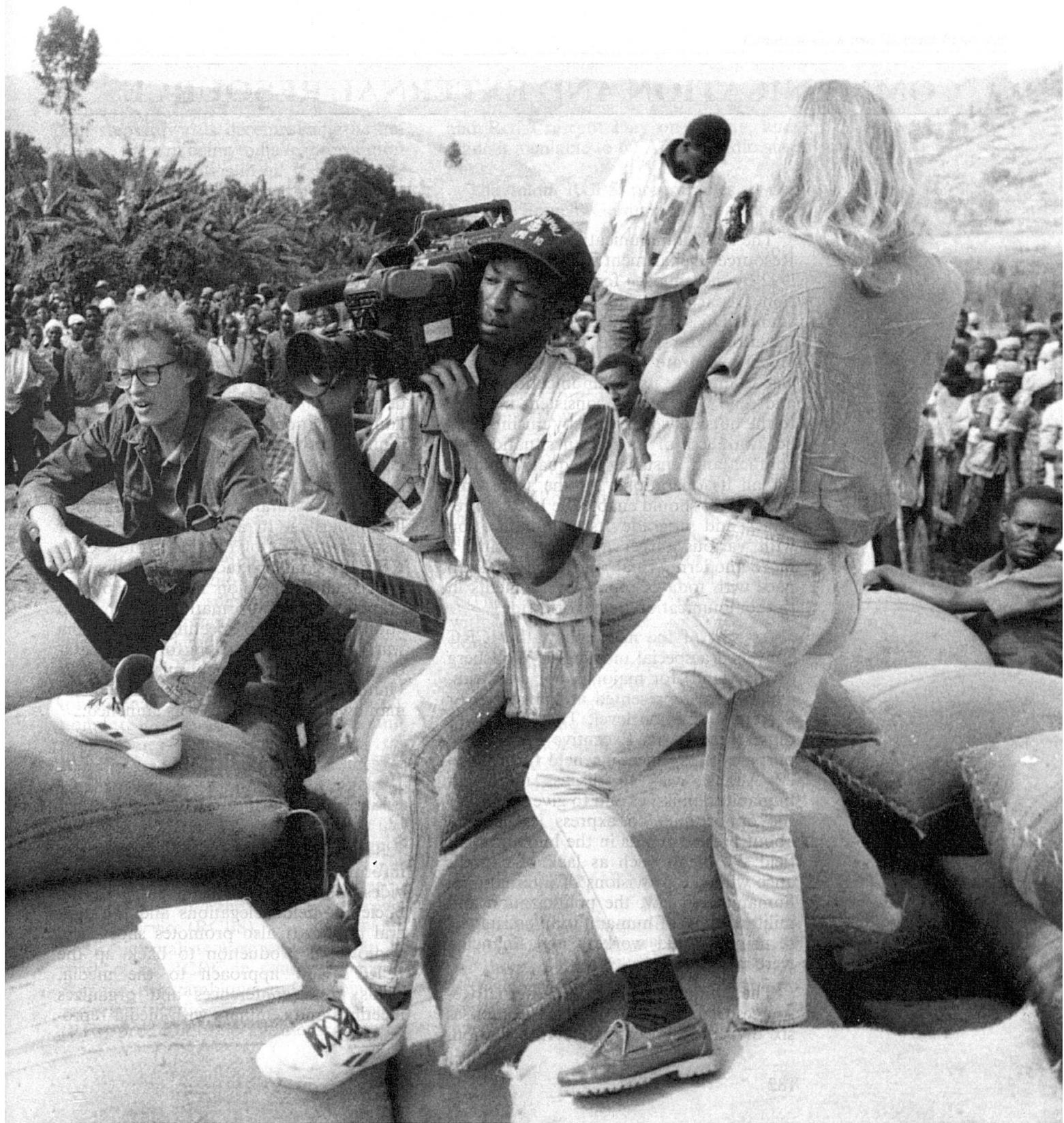
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## COMMUNICATION AND EXTERNAL RESOURCES

The new Communication and External Resources Department was set up in June 1992 by merging the former Communication Department and the External Resources Division (SOREX). In combining the efforts and resources of these two previously separate units, the ICRC's aim was to improve its communication policy and send a clear and consistent message to the outside world, thereby raising public awareness of its role in situations of conflict and ensuring adequate funding for all its operations. At the same time this merger should enable the ICRC to redirect and upgrade its communication with various target audiences, using a more modern visual approach to keep pace with today's rapid developments in the communication field worldwide.

As part of the new policy, the ICRC convened a special meeting in Wolfsberg (Switzerland) for major donor countries, which were represented at ministerial or Secretary of State level. The ICRC was represented by its Executive Board. The purpose of the meeting, held from 20 to 22 August, was to discuss important humanitarian issues and to give the ICRC the opportunity to express its concern about present trends in the humanitarian field. Problems such as lack of compliance with the provisions of international humanitarian law, the politicization and militarization of humanitarian assistance, security for aid workers and financing were raised.

The Communication and External Resources Department (COMREX) comprises six divisions: Press, Public Information,

Publications and Audiovisual Production, Language, Financing and Promotion and Private Fundraising. They work together, adopting an integrated approach. One example of this is the successful effort made to alert public opinion to the tragedy in Somalia, which was getting little attention until July 1992. To spotlight the desperate situation of the country's civilian population, the ICRC organized simultaneous press conferences in Nairobi, Geneva and New York, followed by numerous interviews given to the media by ICRC representatives in the field and at head-quarters. In accordance with their respective terms of reference, the COMREX divisions produced film footage for the satellite television networks, photographs and an information package. In addition, a special meeting on Somalia was held at headquarters for representatives of all the permanent missions to the United Nations in Geneva and a direct mailing appeal for funds was launched.

### PRESS

The Press Division, with the support of information delegates in the field, provides information for the media, National Societies, field delegations and the general public. It also promotes short-term audiovisual production to back up the ICRC's new approach to the media, holds press conferences and organizes meetings and seminars with media representatives.

In 1992 the Press Division made significant steps towards decentralizing its activities, the aim being to have information officers and facilities in all ICRC operational zones. In Africa the delegations in Pretoria and Nairobi are now fully equipped, and in Europe the delegation in Zagreb has become the main source of information for the media as regards ICRC activities in the former Yugoslavia. At the same time the ICRC information policy has been expanded to give news of areas which receive scant media coverage although they are beset by grave humanitarian problems which the ICRC is working to alleviate.

An audiovisual unit was set up to produce film footage showing situations where the ICRC is active, especially designed for television news agencies and the leading network's news programmes.

The Press Division also worked closely with ICRC dissemination officers to produce short radio and TV spots on the institution's role and activities (see *Tajikistan*, *Azerbaijan*, for instance).

The ICRC's radio programming policy underwent a major change in 1992. An agreement signed in April opened the way for journalists of Swiss Radio International (SRI) to produce six 15-minute programmes each month about the ICRC's activities. These programmes, in English, French, German, Italian, Spanish and Arabic, are sent out several times to different parts of the world on the day of broadcast, reaching a potential audience of many millions. About 50 such programmes were coproduced during 1992 by SRI and the Red Cross Broadcasting Service (RCBS).

SRI journalists were sent to cover the work of the ICRC in countries such as Somalia, Mozambique and Bosnia-Herzegovina. Radio France Internationale (RFI) produced a 30-minute programme

on Mozambique for the World Red Cross and Red Crescent Day on 8 May, and made it available to 60 African radio stations.

The main RCBS programmes — in English, French, German and Spanish — were recorded as usual each month in the ICRC's studio and sent out in the short wave by the Swiss PTT. Clients for re-broadcasting RCBS programmes included some 60 radio stations, about 55 National Societies, and 40 ICRC delegations.

As in the past, ICRC representatives took part in discussions, seminars and conferences aimed at establishing closer relations between the spheres of media reporting and humanitarian endeavour. The head of the Press Division participated in the "War and the Media" seminar held in Wilton Park (UK) in March and the "International Freedom of Expression Organizations" workshop organized in Montreal in May by the Canadian Committee to Protect Journalists.

The ICRC maintained regular contact with the information services of the National Red Cross and Red Crescent Societies, sending them over 120 faxes and telexes comprising press releases and other texts of topical interest. They were also sent some 20 information kits containing articles, photos and slides on a range of ICRC operations, including the former Yugoslavia, Somalia and Cambodia.

## PUBLIC INFORMATION

The Public Information Division provides general information and material for the outside world. It runs the library and documentation service, the photo and video library, and a welcome service which takes care of visitors to the ICRC.

In 1992 the data bases listing ICRC publications, documents and audio-visual materials continued to be developed and improved to ensure rapid access and selection of information for the ICRC's own purposes and for distribution to the rest of the Red Cross and Red Crescent Movement in general, universities, schools, medical personnel, government and diplomatic circles, etc.

The main ICRC public library, which is open to the public, continued to update its specialized collection on the International Red Cross and Red Crescent Movement, international humanitarian law and related subjects such as public international law, weapons issues, detention and political affairs in crisis regions.

## PUBLICATIONS AND AUDIOVISUAL PRODUCTION

Besides producing periodicals such as the *International Review of the Red Cross*, the *ICRC Bulletin* and *Red Cross/Red Crescent magazine* — the latter as a joint ICRC/Federation effort — the Publications Division writes, edits and publishes a wide variety of documents for target audiences ranging from National Societies and academic circles to the general public. It also produces the documents that make up the standard operational reporting system for donor governments and provides a publications service for other ICRC departments wishing to produce written material.

The *International Review of the Red Cross*, which comes out six times a year, is the official ICRC publication for opinion, reflection and reference with regard to the mission and policies of the Red Cross and Red Crescent Movement. In 1992 it published a series of articles on

several aspects of international humanitarian law relating to the Movement's mandates and main preoccupations. A special issue was devoted to humanitarian assistance for victims of international and internal conflicts, with particular reference to the ICRC's policy in regard to the proposed right to intervene on humanitarian grounds (*droit d'ingérence*). To mark the 500th anniversary of the "discovery" of the American continent, the *Review* published a special issue on XVIth century Spanish doctrine of war and the School of Salamanca's contribution to the respect for human rights.

Various films were produced in 1992, such as the *1991 Retrospective* and a number of short videos aimed at specific target audiences, including donor governments. Towards the end of the year, a unit was set up to handle medium and long-term audiovisual production.

In the period under review, the ICRC once again took part in the Geneva Press and Book Fair, where it presented its publications and videos to a large number of visitors.

## LANGUAGE

The Language Division provides language services for the entire ICRC. It works closely with the Operations Department, translating prison reports, memoranda and correspondence, and with the Department for Principles, Law and Relations with the Movement in connection with conferences, seminars and the preparation of legal documents.

ICRC publications also account for a large part of the Division's work. The main publications are produced in English, French, Spanish, German and Arabic, but others, often for dissemination

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purposes, must be translated into languages ranging from Armenian to Uzbek. Straightforward translation of a document is seldom satisfactory; knowledge of the culture and sensitivities of the readers must be taken into consideration. In 1992, the greatest challenge for the Language Division in this respect was undoubtedly the development of ICRC activities in the former Soviet Union, where the rise of national identities made it all the more important to produce documents in the target audience's mother tongue.

## FINANCING

The Financing Division acts as a link between the ICRC and the donor community. The ICRC relies largely on voluntary contributions from donor governments and National Societies to fund its field operations and cover its headquarters budget. The Financing Division issues special appeals for the necessary resources in cash, kind and services, based on the budget estimates for each emergency operation, so as to ensure adequate funding. It also keeps donors fully informed of developments in operations through regular and *ad hoc* reports produced by the Publications Division.

Another of the Division's responsibilities is the recruitment of National Society staff to participate in ICRC operations. In 1992 some 500 persons seconded by 28 National Societies were actively engaged in the ICRC's field work.

The donors gave the institution remarkable support in 1992 and the ICRC managed to end the year without an overall deficit, although certain operations

continued to be badly underfunded (see also *Finance and Administration*).

## PROMOTION AND PRIVATE FUNDRAISING

Promotion of the ICRC and fundraising through individual and corporate donations and legacies are this division's main objectives. Lectures, exhibitions such as "Humanity in the midst of war", which toured Eastern Europe and the Middle East in 1992, and other public events are organized to make the ICRC better known. Private fundraising relies mainly on personally addressed appeals. In 1992, for the first time, two special emergency appeals were launched by direct mail to potential donors in Switzerland. The first was for ICRC relief activities in Somalia and the second for ICRC operations in the former Yugoslavia. Unsolicited legacies and donations also contribute significantly to the ICRC's budget (see also *Finance and Administration*).

In addition, the ICRC took part in the Seville World Fair (Expo '92) where a Red Cross and Red Crescent pavilion was set up by the Spanish Red Cross with support from the ICRC and the Federation. Some 450 volunteers from over 80 National Societies took turns in welcoming throngs of visitors from the official opening on 20 April to the closing day on 12 October 1992. The ICRC also took part in the international fair held in Genoa to mark the 500th anniversary of Christopher Columbus's first voyage to the Americas.