



**WORLD FOOD
SUMMIT**
five years later

Rome, Italy • 10-13 June 2002

MEDIA INFORMATION HANDBOOK



<http://www.fao.org/worldfoodsummit/english/index.html>

FOREWORD

Just over five years ago leaders from 185 nations and the European Community gathered in Rome to express their unified commitment to ending hunger in the world. Together at the **1996 World Food Summit**, they set a goal to cut by half the number of hungry children, women and men by 2015. At the time, the number of hungry people in the world was believed to be 841 million individuals.

Welcome to 2002 and the **World Food Summit: *five years later*** – FAO statistics show that since 1996 hunger has only declined annually by 6 million people – over 815 million still suffer from hunger! To reach the goal of the World Food Summit, the ranks of the hungry would have to be reduced by 22 million people a year. So, there is much work to do.

Over the recent months, FAO has worked hard to prepare for the Summit, holding consultations at national and regional levels across the globe, including Regional Conferences in Asia and the Pacific, Latin America and the Caribbean, Africa, Europe and the Near East. These meetings involved representatives from governments, non-governmental and inter-governmental organizations, private sector associations, and members of the academic and research communities concerned with food security issues.

Now, world leaders are being invited back to Rome not to reconsider the goal but to reaffirm their commitments and consider concrete and specific measures to ensure achievement of the goal. They will be called upon to review the advances made since 1996, to identify appropriate measures for success in the future and to mobilize the political will and resources required to accelerate our coordinated effort.

I wish you the best of luck in your work. Buon lavoro.

Christina Engfeldt
Director, Information Division

CONTENTS

FOREWORD	1
OFFICIAL PROGRAMME	3
MEDIA BRIEFING PROGRAMME	3
MEDIA ARRANGEMENTS	
Accreditation	3
Summit Media Passes and Registration Centre	4
Access to Summit Premises	4
Shuttle Service	4
MEDIA CENTRE	
Media Information Desk	5
Radio Facilities	5
Television Broadcast and Post-Production Facilities	5
Radio Televisione Italia – RAI	5
EBU: Eurovision News Services	5
Electrical Supplies within FAO	6
COVERAGE OF THE EVENTS	
Daily Summit Newspaper	6
Media Briefings / Press Conference Room	6
CCTV and Simultaneous Interpretation	6
Media Pools	6
Photographers Pool	7
Television Pool	7
MEDIA CENTRE DIRECTORY	
FAO Media Contacts	7
Media Relations Officers	7
Regional Information Officers	8

OFFICIAL PROGRAMME

Copies of the Official Summit Programme are available at the Media Information Desk in the Media Centre. The Programme is also posted on the official World Food Summit: *five years later* website. In addition, the website provides you access to background documents, photos, speeches, contact information for media officers and a selection of press clippings.

<http://www.fao.org/worldfoodsummit>

In addition to the main Summit proceedings and Side Events taking place at FAO Headquarters, there are also Parallel Summit Events taking place. We invite you to attend as many of these important events as possible.

Main Summit Proceedings and Side Events FAO Headquarters, Viale delle Terme di Caracalla	June 10 – 13
NGO Forum Palazzo dei Congressi, Piazzale Kennedy, EUR	June 8 – 13
Parliamentarians' Day Senato della Repubblica - Palazzo Madama	June 11
Private Sector Forum Consiglio Nazionale dell'Economia e del Lavoro - Villa Lubin	June 12

MEDIA BRIEFING PROGRAMME

The Media Briefing Programme contains regularly updated information about media briefings and press conference agendas. It is posted in the Media Centre and updated regularly throughout the week.

Press conferences and media briefings will be given by FAO technical officers, on subjects related to the Summit themes and side events, and by member country delegations, regional groupings and international organizations.

MEDIA ARRANGEMENTS

Accreditation

If you have not applied for advance accreditation prior to 31 May 2002, you may still do so in person at the Summit Registration Centre from 3 June, 2002 (location below). However, as we must ensure the safety of Summit participants, particularly in these security-conscious days, **those who leave it until the last minute must expect significant delays.**

In order to register for accreditation, you are required to present: (1) a Letter of Assignment on official letterhead of a recognized news gathering organization signed by the Editor or Bureau Chief; (2) identification bearing your photograph (passport, press pass, national press credentials, EU identity card); and 3) a completed application form, available at the World Food Summit: five years later website.

<http://www.fao.org/worldfoodsummit/english/formedia-e.pdf>

Summit Media Passes and Registration Centre

The Summit Media Passes will be available for collection from 3 June 2002, at the Conference Registration Centre upon presentation of an official photo ID (eg: passport, official national press pass, EU identity card). You are kindly requested to collect your Media Pass in person.

The Summit Registration Centre is located at:

Fiera di Roma S.P.A.
Padiglione 32
Largo E. Rufino
Via Cristoforo Colombo 287

The Registration Centre will hold the following hours of operation:

Week before Summit	June 3 – 6	8.30 to 17.00
Pre-Summit Weekend	June 7 – 9	8.30 to 20.30
Summit Week	June 10	7.30 to 17.00
	June 11 – 13	8.30 to 17.00

Inquiries about registration and accreditation should be addressed to:

Ms Luisa Guarneri
Media Accreditation Officer
Tel: +39 06 570 55476 (internal 55476)
Fax: +39 06 570 55177 Mobile: 348 1552758
E-mail: luisa.guarneri@fao.org

Access to Summit Premises

Media representatives must wear their Summit Media Pass to enter all World Food Summit premises. The entrance at **11a, Viale Aventino** near the Agip petrol station is to be used by media to access FAO Headquarters.

Media Passes will be accepted for entry to all facilities except those specifically reserved for delegations. They are personal, not transferable and must always be worn in a visible manner while on Summit premises.

A word of caution: International cities that attract many tourists also attract those people who steal from tourists. Consequently, you are advised to carry your Media Pass and other valuables safely and out of sight while outside Summit premises, especially on public transport. Loss or theft of passes should be personally and immediately reported to the nearest Police or Carabinieri Station, which you can ask for at the following emergency numbers:

Police	113
Carabinieri	112

Shuttle Service

Daily shuttle services are available to carry you between the Summit Registration Centre and FAO Headquarters. Shuttles run every 20 minutes, commencing at 7.30, and provide continuous service throughout the hours of operation of the Registration Centre. Detailed schedules and any changes to shuttle runs or destinations will be made available at the Registration Centre as well as at FAO Headquarters from the General Information Desk (Atrium) and the Media Information Desk (Media Centre).

MEDIA CENTRE

The Media Centre is located in the tent building complex (Building T) adjacent to Building D of FAO Headquarters, and directly accessible from the media entrance on Viale Aventino. The Centre is open to media representatives daily from 08.00 – 22.00.

The Media Centre offers working space for more than 250 journalists. There are fax machines and Phonocard telephones with RJ11 modem plugs and audio sockets, which can be paid by credit card or pre-purchased phonecards. We have a limited number of PCs (including one in Arabic) available for common use that provide access to printers and Internet.

Media Information Desk

The Centre houses the **Media Information and Document Distribution Desk** where a Daily Summit Newspaper, press releases and the Media Briefing Programme will be posted. The Media Information Desk is also where you may find information about media pools and pool material, request interview access to delegates and FAO spokespersons, and receive general assistance and information.

Radio Facilities

For Radio reporters, we have reserved a special area in the Media Centre that allows you to plug into a live, broadcast quality audio feed from the Plenary Hall. The telephones have audio sockets for feeding reports. We will also be placing audio clips from speeches on our official World Food Summit website which can be downloaded at broadcast quality.

Television Broadcast and Post-Production Facilities

Broadcast and post-production facilities are located within the Media Centre and available to broadcast media from 10 to 13 June.

RAI: Radio Televisione Italia

In collaboration with FAO, **RAI** will provide coverage of proceedings in the Plenary Hall throughout the entire Summit from 09.00 to 19.00 GMT.

EBU: Eurovision News Services

A pool signal will be made available to broadcasters by the **EBU**, which is offering satellite facilities for use by broadcasters through the duration of the Summit. Services will be charged directly by **EBU**, which will provide the following:

- Stand-up positions for live programme inserts;
- Beta SP/SX PAL/NTSC and DVCPRO PAL tape playout
- Editing facilities in Beta SP/SX;
- Workspaces cabled for pool distribution;
- Direct uplinking to the Global Eurovision Network.

Requests for booking and further details of EBU facilities should be made to:

Mr Lance Newhart, Eurovision News Services

Tel: +41 (22) 7172840

Fax: +41 (22) 7474840 Mobile: +41 (79) 2008794

E-mail: newhart@ebu.ch

The FAO Coordinator for satellite operations is:

Mr Majid Chaar
Chief, TV Broadcast Partnerships and Special Projects
Tel: +39 06 570 53528 (Internal: 53528)
Mobile: 348 2341161
Email: majid.chaar@fao.org

Electrical Supplies within FAO

All outlets accept standard European plugs and provide AC 220V/50Hz. FAO does not have adapters nor converters for visiting journalists.

COVERAGE OF THE EVENTS

Daily Summit Newspaper

A Daily Summit Newspaper will be produced on site with the partnership and assistance of **IPS Terra Viva** and available at the Media Information Desk. The newspaper will feature summaries of the daily events, decisions and salient points from the various proceedings.

Media Briefings / Press Conference Room

Regular Media Briefings will be held in the Iran Room (Building B) every 45 minutes throughout the day. Details will be advertised at the Media Information Desk.

CCTV and Simultaneous Interpretation

FAO is supplying daily Closed Circuit Television (CCTV) coverage of proceedings in the Plenary Hall, the two main meeting rooms (Red and Green Rooms) and the Media Briefing Room (Iran Room) on TV sets stationed throughout the Media Centre. The Opening Ceremony in the Plenary Hall on 10 June will also be projected live on large screen in the Media Briefing Room.

The CCTV system relays Plenary Hall proceedings in simultaneous interpretation into Arabic, Chinese, English, French, Italian, Russian and Spanish and also broadcasts teletext information related to the Summit. Because of the restricted access to the Plenary Hall, Plenary Hall proceedings are relayed in the same languages in the Red Room.

Further information or changes to interpretation services will be updated regularly and available at the Media Information Desk.

Media Pools

Due to the limited space available, media pools will be formed to permit access to restricted conference areas to photograph and film the highlights of the Summit proceedings. There are two areas reserved for photographers and television crews – inside the Plenary Hall and outside the main entrance of FAO (Building A). All media pools and available spots will be administered using a “floating pass” system. The Central Administration through the Media Office in the Media Centre will administer the floating passes, which will be date and colour coded.

Daily pool scheduling arrangements – listing the composition of pools, number of available spots, placement and responsible media officers – are posted in the Media Centre (Building T) and available at the Media Information Desk.

Photographers Pool

Only 5 photographers will be allowed access to the Plenary Hall at any one time. The FAO coordinator for photography is:

Mr Nicholas Rubery
Multimedia Group
Tel: +39 06 570 53792 (Internal: 53792)
Mobile: 348 8702880
Email: nicholas.rubery@fao.org

Please Note: FAO photographers will be using high-quality digital cameras and will periodically upload high resolution images into a photo gallery on the World Food Summit website from where they will be available for download.

Television Pool

Only 5 TV cameras will be allowed access to the Plenary Hall at any one time. The FAO Media Production Unit is managing the pool system and the coordinator of the Unit is:

Mr Enrique Yeves
Production Manager
Room A-333, FAO
Tel: +39 06 570 52518 (Internal 52518)
Email: enrique.yeves@fao.org

Please Note: The media production unit has available for broadcasters, in Betacam SP format (PAL), a range of B roll footage on a number of topics related to the Summit themes and the Summit Parallel Events as well as a range of relevant news features. In the case of broadcasters who do not have their own crews at the Summit, video recording of particular interventions can be obtained from **EBU**.

MEDIA CENTRE DIRECTORY

FAO Media Contacts

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