

U N E S C O

20 October 1994

CPP/DA/Memo 427

To : The Director-General

cc: D. Berstecher, ED/BAS

From : DIR/ CPP

Subject : **Proposed Festival, Commission and Prizes for Peace
Culture Heroism in Audio-visual Media**

After watching Gettysburg and the awarding of the Einstein Medal to Ted Turner, our Culture of Peace Unit was inspired to make the enclosed proposal to you for a festival, commission and prize for peace culture heroism in audio-visual media.

One possibility for its implementation, if you so desire, could be to foresee it as one of the actions proposed by the "Education and Media Summit" that has been under discussion, following the proposal to you by Dieter Berstecher of Basic Education last April.

Leslie G. Atherley

[Note: The Director-General replied to this memo on 18 November, instructing us to see ADG/CII, DIR/OPI and instructing D. Berstecher to see Dir/ CPP. Nothing concrete was ever achieved from these discussions.]

N O T E

26 September 1994

To : Leslie

From: David

Subject: Proposed Festival, Commission and Prize for Peace
Heroism

The enclosed proposal was circulated to the professional staff this week and their suggestions were incorporated into this revised draft. It was received with enthusiasm. It was noted by Mirta that a related proposal was made to the D-G in May of this year.

Subsequent to our first discussion I have tracked down the other proposal which came from Berstecher, and I have put our proposal in the context of his in the cover note to the DG

NOTES AFTER SEEING GETTYSBURG

There is surely no lack of peace heroes in every culture, but not as much attention has been given to how their lives can be dramatized as effectively as those of war heroes. Hundreds of specialists and millions of dollars are regularly invested in the dramatization of the heroes of war culture in films and television, but only rarely are such resources devoted to the heroes of peace.

At this moment of history, however, there is an opening of interest by the major media producers in the redressing of this imbalance. In the film, Gettysburg, Ted Turner wanted to send an anti-war message. Clint Eastwood, whose fame originated from the number of people he killed in cowboy movies, and who is now a director, now uses his position to promote tolerance.

Unfortunately, there is little dialogue between the "peace people" and the "media people." They come from different traditions and backgrounds, work in separate realms, and have little opportunity to read or listen to each other's ideas, let alone meet in a social situation.

UNESCO could perhaps help initiate a forum in which this missing dialogue could take place. The suggestion is to stimulate an annual film/television "Festival of the Peace Hero" with associated prizes for the best mainstream film, best film by a new professional, best television series, etc. Like the other great film festivals, it could be sponsored by a particular city (one thinks of a city in Spain or Portugal, for example).

You could initiate this by establishing a commission for the Peace Hero in Audio-visual Media. The commission, to be appointed by you, would work by consensus and would be composed of two equally important parts: media producers and directors, and peace, thus requiring the dialogue that has been missing. Thus, it would include major figures from the media industry (such as Ted Turner) who could take advantage of the suggestions of the "peace people in deciding priorities for the subjects of their films. And, on the other hand, it would include people like Michael True who has written books containing brief biographies of peace heroes and Elise Boulding who has written on the lives of great women in history.

The first task of the commission would be to seek out and advise the potential partners for a "Festival of the Peace Hero". And, of course, it would be responsible for the prizes themselves, either by making the decisions or establishing a jury. But it would not stop at that. It could also help develop guidelines and proposals to be used by the media. In

other words, it would be an activist commission, similar to that of the Houghouet-Boigny Prize.

Although the Culture of Peace Programme would not wish to be responsible for the establishment or supervision of the Commission, we would like to be involved at each step of its development.