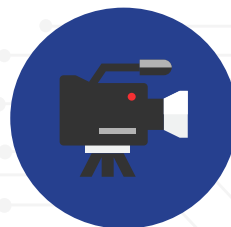
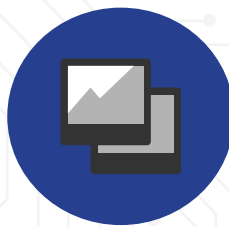


TEN TIPS TO REPORT ON INTERNATIONAL GENEVA



Geneva represents an exceptional if not unique information resource for key global issues. Whether you are a foreign correspondent passing through or a journalist based in the region, you can turn this to your own advantage when preparing to report on humanitarian response, intellectual property, climate change, health or human rights. Here are 10 tips to help you make the most of reporting on international Geneva:

1. Discover the UN Information Service and other media and press offices of Geneva-based organizations

The United Nations Information Service (UNIS) provides information about the work of the UN to inform and engage key audiences. UNIS assists the UN Geneva press corps in reporting on stories, organizes events, and has programmes for students about issues that will impact their future.

Most major organizations have a media/newsroom section on their websites.

2. Get UN media accreditation

To cover activities at the United Nations in Geneva, you need accreditation from UNIS. Please submit proof that you represent a bona fide media organization. Media accreditation requests can be sent to the UNIS Press and External Relations Section, office C.323 at the Palais des Nations or by email to accreditation-media@unog.ch. You can contact UNIS on **+41 (0)22 917 4359** or **+41 (0)22 917 2325** for more information.

3. Stay tuned to the latest news

UNIS hosts biweekly press briefings where spokespersons for the UN and other International Organizations brief the press on the latest news. The briefings for accredited media take place at 10.30 a.m. on Tuesdays and Fridays in Press Room III (Building A, 1st floor) of the Palais des Nations. The public can access these briefings on the UN web TV portal webtv.un.org. A written summary, audio and webcast recordings are posted on www.unog.ch/news. Twitter accounts of @UNGeneva, @WHO or @ICRC and others are also a good news source.

4. Meet the spokespeople

They can provide the latest news and statements, help to set up interviews and connect you with field offices for on-the-ground information. This is crucial if you are planning to report in the field on the critical issues from refugees (United Nations Refugee Agency, International Organization for Migration, International Committee of the Red Cross, Médecins sans Frontières and others), to public health (World Health Organization, the Global Fund to Fight AIDS, Tuberculosis and Malaria, GAVI the Vaccine Alliance and more), to climate change (World Meteorological Organization) or human rights (Office of the High Commissioner for Human Rights and the Human Rights Council). See our Contact List of Spokespersons in this section.

5. Radio at your service



UN Radio in Geneva provides recording services to accredited journalists and can support radio journalists with production and transmission facilities for reporting on UN activities. The services are bookable 9 am – 12 pm and 2 pm – 6 pm, when the studios are not in use by UN Radio. For more information you can email untv@unog.ch or call **+4122 917 25 65**. You can also check out and download United Nations Radio programmes from Geneva and across the world, in multiple languages at <http://www.unmultimedia.org/radio>.

6. Need broadcast-quality footage?

Use UN Television broadcast-quality video footage for a TV story. The UN provides free video footage to broadcasters – including from the biweekly briefings and other special and high-profile press conferences and events, which can be downloaded from UNifeed - www.unmultimedia.org/tv/unifeed. For info, contact untv@unog.ch. Good to know: the World Health Organization, United Nations Refugee Agency and the International Labour Organization also have television and video facilities.

7. Get access to high-quality UN photos



UNIS provides professional photographs of events, conferences and meetings at UNOG, which are made available to media (www.flickr.com/photos/unisgeneva/). Photos need to be credited and cannot be used for commercial purposes. Many other international organizations, such as ICRC, UNHCR, WIPO and WTO, also have extensive photo libraries and provide high-resolution photos upon request for media use.

8. Liaise with press associations and clubs

If you're based in the region, you may consider joining the United Nations Correspondents Association (ACANU) in Geneva, the Foreign Press Association in Switzerland and Liechtenstein (known by its French acronym APES), or the Club Suisse de la Presse/Geneva Press Club, which organizes press conferences regularly. Press associations organize activities for members, exhibitions and visits to Switzerland, and can be a source of useful information. The Swiss Media Yearbook 2016, which you can obtain from the Geneva Press Club, includes a list of journalists' associations in francophone Switzerland and neighbouring France.

9. Reach out to permanent missions and embassies

The Blue Book directory (more in Diplomatic Add-On) is a very useful resource, available at www.unog.ch/bluebook. If you want to contact an Embassy in Bern, you can find a comprehensive list here: www.embassypages.com/switzerland.

10. Explore International Geneva online and experience it first-hand

International Geneva offers services to journalists (can be found at www.geneve-int.ch/services-media-and-communication-officers), regularly updates a Calendar of conferences, meetings and cultural events, and lists nearly 400 international agencies, NGOs, think tanks and other institutions based in the Lake Geneva region. They all have something to offer. For example, a rising number of international conferences and workshops are being held at the Maison de la Paix, involving UN agencies, NGOs, academic institutions and others. Many of these gatherings can help provide critical insight and contacts.

SPEED-NETWORKING INTERVIEW SESSIONS

connect representatives of media from all over the world and of PCP partner organizations in International Geneva. PCP can organize customized sessions for specific media groups (perceptionchange@unog.ch). Past examples include speed-networking in Spanish and German or tailored to data journalists.

In 2016, the PCP & Eduki Foundation launched "YOUNG REPORTERS AT UNOG." PCP partners have offered a journalistic experience to high school students who came to Palais des Nations to be briefed and ask questions on topics such as Climate change or Migration, refugees and humanitarian action. The "reporters" will in turn inform their peers about the current topics in international cooperation.