

**WSB EXTERNAL AFFAIRS COMMITTEE
MEETING REPORT (DRAFT)
FRIDAY, FEBRUARY 14, 1992**

The committee met at the Hotel Rousillon in Montreal, Quebec, Canada. Committee members attending were Danette Banyai, Pete Cole, Kim Johnson (chairperson), and Garth Popple. WSO staff members attending were George Hollahan and Lee Manchester. Kim J. opened the meeting with a moment of silence, followed by the Serenity Prayer.

JOINT MEETING WITH WSB INTERNAL AFFAIRS COMMITTEE

The committee met jointly with the Internal Affairs Committee to discuss preparations for the 1992 Multinational Development Forum. Attending from that committee were Tim Banner, Becky Meyer, Jamie Scott-Hopkins, and Stu Tooredman (chairperson). Additional WSO staff members attending were Hollie Arnold, Anthony Edmondson, and Joe Gossett.

The two committees reviewed an extensive EAC memo of January 31, 1992 regarding the MDF agenda. Discussion emphasized the importance of preparation in assuring the success of the forum. The joint meeting concluded with the understanding that the EAC would incorporate discussions between the committees into the final forum agenda.

AGENDA REVIEW

When the committee resumed its own meeting, Kim reviewed the day's agenda:

1. Report from Danette B. on the PI Video Workgroup;
2. Short-term, long-term development of NA's public relations program;
3. The committee's annual report;
4. Review of standard WSO responses;
5. Finalize plans and agenda for MDF'92; and,
6. Take action on memo regarding usage of "multinational" term.

PI VIDEO WORKGROUP

In opening her report, Danette noted that Greg Pierce will be leaving this workgroup. As the composition of this workgroup calls for two trustees, the WSB chairperson has asked Kim to join the group.

Danette reported that some members of the workgroup have a clearer idea of what they want to do than others. Following evaluation of proposals, the group has asked representatives of one production company to attend its March 20 meeting to assist in development of a production schedule.

At this point, various members of the committee stated that they could not see adequate planning for the video project from what had been reported to them. Their concerns included the following:

- * Had the purpose and the audience for the video been clearly defined?
- * The proposed length for the video (15 minutes) is not suitable for broadcast purposes. What is the thinking behind this decision?
- * Has the group developed either an outline or storyboards for the video?
- * With neither outline nor storyboards, is the workgroup's hope that the production company will develop a suitable script unrealistic?
- * Given the state of planning for the project, was it possible to develop a request for proposals that was specific enough to draw suitable responses? How carefully were the responses evaluated?

Following discussion, the committee recommended that the World Service Board of Trustees strongly encourage the PI Video Workgroup to alter the agenda for its March meeting. Rather than meeting with a production company to begin scheduling, the workgroup should instead meet with a production consultant to discuss audience, purpose, length, and tone. A consultant should be sought especially for this meeting who will *not* be used in the actual production of the video. Further, the workgroup should consider developing an outline to be used in creating its own storyboards and/or script, possibly with the assistance of WSO editorial staff, both to clarify for itself the message it hopes to deliver and to assure that its message is delivered in an appropriate way. Only then should an RFP be issued.

PUBLIC RELATIONS DEVELOPMENT

Because of a shortage of time, discussion of this item was deferred to the committee's June 1992 meeting.

COMMITTEE ANNUAL REPORT

The committee's annual report will be drawn from its minutes, and will be completed by the February 29 deadline. One particular item to be noted is that the Sydney miniforum, held last October at the world convention, was put together with a purpose different from both the 1991 International Development Forum and MDF'92. Those who noted the difference should not be alarmed.

REVIEW OF WSO STANDARD RESPONSES

Committee members were not entirely sure how to process the standard responses they'd been given, what their deadlines were, or what would be done with their input. They decided to ask the full WSB to discuss this, hoping for further clarity.

PLANS, AGENDA FOR MDF'92

The committee devoted the majority of its meeting to discussion of the upcoming two-day Multinational Development Forum, being held as part of the 1992 annual meeting of the World Service Conference. Those plans are discussed in a separate memo, attached.

USAGE OF "MULTINATIONAL"

Finally, the committee discussed a memo from the WSO senior editor regarding inappropriate usage of the term "multinational." The committee decided to recommend that the World Service Board of Trustees take action at WSC'92 to have the name of the MDF changed either to the International Development Forum or something more appropriate.