This report is prepared in response to Governing Council decision 88/36, paragraph 19, which requested the Executive Director to "report fully to the Council at its thirty-sixth session (1989) on the publication activities supported by UNFPA, including insight on the effectiveness and impact of these activities, and to consider integrating the cost of publication activities into the administrative and programme support services (APSS) budget for the next (1990-1991) biennium". The report starts with a brief overview of the development of the Fund's publications programme, including a discussion of UNFPA's information strategy, which was adopted in December 1987. The report then describes in some detail the Fund's regular and specialized publications, providing information on the style, content and distribution of each, as well as the intended audience. The report concludes with sections on distribution arrangements and on audio-visual productions.
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INTRODUCTION

1. The Governing Council, at its thirty-fifth session in June 1988, requested the Executive Director of the United Nations Population Fund to "report fully to the Council at its thirty-sixth session (1989) on the publication activities supported by UNFPA, including insight on the effectiveness and impact of these activities, and to consider integrating the cost of publication activities into the APSS budget for the next (1990-1991) biennium" (decision 88/36, para. 19). This report is prepared in accordance with the Governing Council's request.

I. DEVELOPMENT OF UNFPA'S PUBLICATIONS PROGRAMME

2. The Economic and Social Council, in resolution 1763 (LIV) of 18 May 1973, stated that one of the aims and purposes of the United Nations Fund for Population Activities was "to promote awareness, both in developed and developing countries, of the social, economic and environmental implications of national and international population problems, of the human rights aspects of family planning, and of possible strategies to deal with them in accordance with the plans and priorities of each country". That mandate was reaffirmed in ECOSOC resolution 1986/7 of 21 May 1986.

3. In pursuit of that objective, UNFPA produces and distributes the following publications on a regular basis: (a) the UNFPA Annual Report; (b) Population, a monthly newsletter; (c) Populi, a quarterly journal; (d) UNFPA, an information pamphlet, updated annually; and (e) UNFPA Publications and Audio-Visual Guide, also updated yearly. The Fund also produces and distributes specialized publications on a regular basis, namely, the annual State of World Population Report; the annual Inventory of Population Projects in Developing Countries Around the World; and the triennial Guide to Sources of International Population Assistance. Reports of conferences and meetings, and other ad hoc publications issued by UNFPA, are not covered by this report.

4. Through the publications listed above, each of which is described in detail later in this report, UNFPA seeks to meet the continuing, urgent need to focus global attention on population issues and the means for their solution, and to draw attention to its own activities, as appropriate.

5. In December 1987, UNFPA approved an information strategy as an integral part of the Fund's interregional programme for 1988-1991. The strategy is aimed at (a) promoting a continuing dialogue and exchange of information on population and related development issues, (b) promoting greater awareness and understanding of UNFPA's activities, (c) providing information support to national population and development programmes and (d) assisting in resource development.

/...
6. Each of the components of the Fund's information strategy is interlinked and complementary to the others. Dialogue and exchange of information generate understanding of complex issues in population and related matters and provide insight into possible solutions to population problems. Information creates awareness of population issues among government officials, non-governmental organizations, community leaders and family members, among others, which in turn reinforces support for UNFPA activities and stimulates assistance in resource development. An enhanced resource base enables the Fund to expand and refine its existing programmes and to develop new programmes in needy countries. Taken together, the four components form the core of the Fund's effort to maintain a consensus at both the international and national level on the importance of population issues and to stimulate a high level of debate on the interrelationship of population and development.

7. In implementing the information strategy, UNFPA pays special attention to new, emerging issues in the field of population and provides opportunities for in-depth discussion and clarification of these issues through its regular and specialized publications. UNFPA publications also examine current developments in various programme sectors and report on the success or failure of different strategies and tools.

8. The Fund's information strategy is particularly useful in addressing the special needs for assistance, both national and regional, in sub-Saharan Africa, a region of considerable concern of the Council. In the field of information, UNFPA support is being used to produce and disseminate stories and articles on issues of special interest to Africa, organize and report on workshops and training programmes for the region and promote a continuing exchange of information concerning relevant experience and expertise among African countries themselves, as well as among African countries and other parts of the developing world.

9. Over the last several years, UNFPA has identified target audiences for its publications. These include mass communications media and media groups, parliamentarians, NGOs, professional groups (including those in the population field), youth and women's groups, and others who influence public opinion. The Fund views these various target audiences as potential support groups which, in co-operation with UNFPA, can help to build up better awareness of population issues, promote resource development efforts, and organize activities for their own constituents.

10. In addition to distributing its publications to the categories mentioned above in developing countries, the Fund also provides regular information on population to influential individuals and groups in industrial countries, both directly and through various media. Among the means used are: wide dissemination of information materials; holding of briefings for individuals and groups; provision of information materials, speakers and resource persons for conferences and workshops;
encouragement of media coverage of population activities and events; and carrying out of reportage missions for selected media representatives.

11. The UNFPA Executive Director reported to the Governing Council at its thirty-fifth session in June 1988 that "assistance for publications constitutes an essential aspect of implementing the UNFPA information strategy" and that the Fund would "continue to publish materials in various languages aimed at promoting a global dialogue and exchange of information" (DP/1988/37 and Add.1).

12. The Governing Council, at that session, noted with satisfaction "the publications, including the annual State of World Population Report, produced by the United Nations Population Fund in conformity with its mandate to promote awareness of population and related issues both in developed and developing countries", and requested the Executive Director to consider Arabic, Chinese and Russian language versions of these publications, "when appropriate" (decision 88/34 I, para. 18). The Council further decided that for the 1988-1989 biennium, "the costs of publications aimed at increasing awareness of population issues should continue to be charged to programme resources" (decision 88/36, para. 18). However, the Council also requested that the Executive Director "consider integrating the cost of publication activities into the APSS budget for the next (1990-1991) biennium" (decision 88/36, para. 19).

13. Based on a careful analysis of the purpose, effectiveness and impact of the various publications supported by UNFPA, the Executive Director recommends that the cost of the Annual Report, Population, UNFPA information pamphlets and UNFPA Publications and Audio-Visual Guide be integrated into the APSS budget for 1990-1991. (For the budgetary implications of this, see document DP/1989/41.) At present, only the Annual Report is financed under the regular budget; the other four publications are funded through project budgets. These publications are unique in that they directly and explicitly serve the dual function of promoting awareness of population and related development issues and of drawing public attention to UNFPA activities.

14. The Executive Director further recommends that the State of World Population Report, the Inventory of Population Projects in Developing Countries Around the World, and the Guide to Sources of International Population Assistance continue to be funded through project budgets. While each of these publications is extremely effective in achieving its main objectives (see the descriptions below), each is qualitatively different from the others mentioned above. The State of World Population Report, for example, is part of a comprehensive media package designed to attract world-wide attention. It is intended to serve as a catalyst for many related activities at the national, regional and...
interregional levels, including special publications, radio and television programmes, exhibitions, research activities, seminars and discussions. The Inventory and Guide, on the other hand, are in essence services provided by UNFPA either in response to direct requests of donor and recipient countries, as in the case of the Inventory, or in conformance with a mandate of the World Population Plan of Action, as in the case of the Guide.

II. UNFPA PUBLICATIONS

15. UNFPA's regular publications are intended to draw attention to issues of population and development, report on events and work in progress, and illustrate the Fund's role as an effective and neutral international organization in the population field. They are a valuable source of information on world-wide population activities. Each publication has a specific function relating to the aims of the strategy outlined above. UNFPA publications are unique to the Fund and its operations and programme, and do not duplicate the efforts of other United Nations agencies or organizations.

16. Except for the State of World Population Report media package, which is prepared with the assistance of the New Internationalist, all UNFPA publications described on the following pages are produced in their entirety at UNFPA headquarters. Indeed, UNFPA has been among the innovators in the United Nations system in its early grasp of the potential of computer-generated text and in-house typesetting and layout. As the cost of electronic publishing fall and the scope of in-house publishing increases, UNFPA expects to continue this process, using its small staff to maximum effect in producing high-quality text and graphics.

A. Regular publications

Annual Report

17. The printed Annual Report of the Executive Director, published in English, French and Spanish, is the basic information document on UNFPA's activities throughout the year. The first edition covered the period from 1969, when UNFPA became operational, through 1972, the year the UNDP Governing Council became the governing body of the Fund. Since 1973, the Report has been published annually.

18. The Annual Report reviews the Fund's programme (a) by geographic region, giving a broad overview and highlighting key aspects of regional and country programmes; (b) by priority programme area, such as family planning; information, education and communication; basic data...
collection; and utilization of population data and research for policy formulation and development planning; and (c) by other aspects of the programme, such as policy and programme co-ordination, staff training and development, and evaluation of UNFPA programmes and projects, among others. In addition, the Annual Report contains a financial balance sheet and an overview of information activities to promote population awareness. Starting with 1977, the Annual Report has also carried the text of the State of World Population Report in its entirety.

19. The Annual Report is distributed free-of-charge to all interested officials in both developed and developing countries, and to population experts and academics, upon request. Recipients include UNFPA Country Directors, United Nations Information Centres (UNICs), United Nations Missions, NGOs, libraries and institutes. Distribution of the 1988 report was 8,000 copies in English; 1,500 in French; and 2,500 in Spanish.

Populi

20. Populi, the official journal of UNFPA, is published quarterly in English. It is the oldest ongoing UNFPA publication, having been started in 1974 at the request of the Executive Director. The content of the first few issues of Populi was appropriate to an internal UNFPA publication. But in 1975, to help maintain the level of concern stimulated during World Population Year 1974, Populi was converted into a magazine of a more general nature, reflecting the wide range of interests under the rubric of "population and development".

21. By 1976, Populi had assumed a position somewhere between scholarly journals such as The Population Council's Population and Development Review and "popular" magazines such as the International Planned Parenthood Federation's People -- a position Populi still holds. As such, it is designed to appeal to both the population community and all those interested in the wider field of economic and social development. Populi can thus be said to be a pioneer in examining the interrelationship between population and development.

22. Through its articles, interviews, essays and book reviews, Populi covers all aspects of population and the development process. The journal places particular emphasis on UNFPA-supported programmes, as well as on topical issues such as the status of women, migration and urbanization, fertility and mortality, and population communications. Articles range from major reports on country programmes, new directions in family planning programmes, the status of women, and population and the environment on the one hand, to opinion pieces and brief news round-ups on the other. During 1987, Populi presented pieces on population policies in development planning, Asian population and UNFPA field activities. In 1988, the quarterly carried articles on such issues as Asian population reaching three billion and population-environment linkages and sustainable...
development. *Populi* articles are intended for general readers as well as for experts and academics.

23. From time to time, *Populi* has devoted an issue to a specific theme. A special issue in 1978, for example, focused on aging. Asian population growth was the subject of a 1981 issue, while issues in 1982 and 1986 concentrated on Africa. There were special issues in 1986 devoted to urbanization and to media coverage of population questions. In 1987, the "World of Five Billion" issue examined the implications of a world with more than five billion inhabitants — the theme of the 1987 *State of World Population Report*.

24. Contributors to *Populi* include highly respected scholars, specialists, journalists and officials both within and outside the United Nations system. Past issues have carried articles and interviews by Karan Singh, then Minister of Health and Family Planning of India; Lester Brown of Worldwatch Institute; Moni Nag of The Population Council; Werner Fornos of the Population Institute; Perdita Huston of the International Union for the Conservation of Nature and Natural Resources; Dr. Ranjit Attapattu, Health Minister of Sri Lanka; Dr. Ester S. Boohene of Zimbabwe; United States Ambassador Richard Elliot Benedick; Salah El-Shakhs of Rutgers University; Prof. Leon Tabah, former Director of the United Nations Population Division; Indian journalist Pranay Gupte; futurist Arthur C. Clarke; and the past and present Executive Directors of the UNFPA.

25. *Populi* has been published exclusively in English since 1974. It was also published semi-annually in Arabic from 1978 to 1983, but this edition was discontinued for reasons of economy. From time to time, special editions have been issued in French, Spanish and Arabic.

26. *Populi* has achieved an international reputation as a valued publication in the population field. In 1988, it was honoured by the Population Institute in a Global Media Award Ceremony in Jakarta (Indonesia) as the best population journal. The readership is broad and includes government population agencies, non-governmental organizations, United Nations agencies, women's groups, private corporations with an interest in population questions and media representatives. Responses to a 1985 readership survey indicated that 85 per cent of *Populi* readers used the publication for professional purposes or to educate and inform others. Respondents reported a preference for articles on population and development, followed by those on population programmes and policies. The geographical area of most interest was Asia and the Pacific, followed by Africa. That response in part reflects the fact that the largest number of survey respondents — 37 per cent — were from Asia and the Pacific, and the second largest — 24 per cent — from Africa.
27. *PoPuli* is distributed free-of-charge in developing countries to population-related government and non-governmental institutions, as well as to universities that teach demography. In developed countries, the magazine is sold to individual and institutional subscribers at a rate of $14 per year. As of October 1988, there were 145 paid subscribers. The circulation base for 1989 is 6,000. However, the number of people reached by *PoPuli* is far greater than circulation figures would suggest. Sixty-four per cent of those surveyed in 1985 indicated that each copy of the magazine was read by 5 or more people, while 35 per cent reported the number of readers as 10 or more.

**Population Newsletter**

28. *Population*, the monthly UNFPA newsletter, covers the Fund's ongoing programme and activities, as well as the latest developments in the population field. It is published in English, French, Spanish and Arabic.

29. The four-page newsletter was first issued in 1975. The following year, the title, *UNFPA Newsletter*, was changed to *Population*. Following a 1985 review of the UNFPA publications policy, the Fund decided to incorporate *Commitment*, a newsletter previously sent to parliamentarians, into *Population*. In 1988, slight modifications of the masthead and headlines were made to improve the newsletter's visual impact. Response to the new format, which was introduced with the October 1988 issue, has been very positive.

30. From 1975 until 1979, the newsletter was published monthly in English, Spanish and Arabic and bi-monthly in French. Monthly publication in French began in 1979, and in 1981, bi-monthly publication in Chinese was started. Chinese and Arabic editions were discontinued in 1986 for reasons of economy. In September 1988, the Arabic edition resumed publication.

31. *Population* reports on UNFPA-supported projects and programmes, as well as on population activities undertaken by other agencies and organizations within and outside the United Nations system. The first issue of the newsletter in 1975 carried a short statement by UNFPA Executive Director Rafael M. Salas and brief news reports of two meetings and a national census project. In the years since, both the format and scope of the newsletter have been enlarged considerably to include features on topical population-related issues, interviews with key population figures and book reviews, as well as extensive field reporting. Recent issues reflect a strong emphasis on programme reporting.

32. During 1987 and 1988, the newsletter stepped up its coverage on Africa, the status of women and safe motherhood. Prompted by the *State of World Population 1988* report on population, development and the...
environment, the newsletter devoted more pages in 1988 to environmental issues than in previous years. The newsletter also gave increased attention to the AIDS pandemic, reflecting UNFPA's active participation in the World Health Organization's Global Programme on AIDS. The December 1988 issue carried a lead story on the results of the 1989 Pledging Conference, as well as reports on Algeria's first country programme, the latest population statistics, results of a recent study on breastfeeding and a statement calling for a world-wide shift in development priorities for the year 2000.

33. Contributions to Population are provided by UNFPA staff members at headquarters and in the field, as well as by several news services. Responsibility for editing the newsletter -- including researching and writing the text, securing photographs and other graphics, and co-ordinating layouts -- is currently assumed by an editorial consultant, under the supervision of the Chief of the Editorial, Publications and Media Services Branch of IERD.

34. The newsletter is distributed free to United Nations Missions, UNFPA Country Directors, UNDP Resident Representatives and United Nations Information Centres (UNICs), as well as to libraries, institutions and individuals interested in the field of population. Circulation figures in 1988 were as follows: 8,000 copies in English; 2,000 in French; 3,000 in Spanish; and 1,500 in Arabic.

35. A 1985 readership survey of Population drew an unusually high (20 per cent) response that was overwhelmingly favourable, indicating that the newsletter has established itself as an invaluable source of news on population and development. More than 80 per cent of the respondents said they used the information contained therein for professional purposes or to inform and educate others. The subjects that most interested readers were basic data collection and the status of women, followed by education, and migration and urbanization. Nearly 50 per cent of the respondents indicated that each copy of the newsletter was read by five or more persons.

36. A new readerhip survey was sent out with the October 1988 issue of Population. Responses are being tabulated and analyzed and will be released in spring or summer 1989.

Introduction to UNFPA

37. The pamphlet UNFPA, produced in English, French and Spanish and updated annually, provides an overview of UNFPA structure, funding and activities. A quick-reference guide that is sent to students and the general public requesting information on the Fund, UNFPA is distributed in bulk to UNFPA Country Directors, United Nations Information Centres and United Nations Missions. During 1988, 26,000 copies of the pamphlet were distributed free of charge.

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38. From 1981 through 1985, the information brochure was issued in kit form, as UNFPA—What It Is, What It Does. Materials in the packet were designed to give basic facts about world population and to explain why the United Nations is involved in population concerns, which countries are in greatest need of assistance for population programmes, and how UNFPA operates in serving these population needs.

39. In conjunction with the Fund's 20th anniversary in 1989, basic information about UNFPA is being issued in the form of three brief publications, presented in an information package that also includes relevant charts and graphs. The titles of the three publications are: (a) World Population Facts; (b) Facts About UNFPA; and (c) How UNFPA Works.

Publications and Audio-Visual Guide

40. The UNFPA Publications and Audio-Visual Guide is a brochure containing information on printed materials and films produced by the Fund. First published in 1983 and updated annually, the Publications and Audio-Visual Guide provides an annotated listing of printed and audio-visual materials on population that are available through UNFPA. For each entry, the title, language(s) of publication, cost and a brief description of content are listed.

41. The 175 entries in the 1988 Publications and Audio-Visual Guide include: periodicals published by the Fund; general information leaflets and reports; reference works; policy development studies; needs assessment and evaluation reports; conference reports; special reports; and the Population Policy Compendium, a joint UN-UNFPA publication. Books by UNFPA staff members published externally are also listed.

42. Films, slides and audio-visual materials that are available for sale or loan are included in the Publications and Audio-Visual Guide. Among the entries in the 1988 edition are "The Day of Five Billion", a documentary with music and comments from world leaders and intellectuals in celebration of the birth of the world's five billionth inhabitant in 1987, and "Only One Earth", a seven-hour television production about environment and development. Both were co-productions of UNFPA and the Turner Broadcasting System.

43. For 1988, 6,000 copies of the Publications and Audio-Visual Guide were printed for distribution to UNFPA Country Directors, UNDP Resident Representatives, United Nations Information Centres, United Nations Missions, United Nations offices and agencies, NGOs, universities and libraries, as well as UNFPA staff. Several hundred requests for publications and audio-visual aids are received every year, on the basis of information provided in this list, and processed by UNFPA.
B. Specialized publications

The State of World Population Report

44. The Executive Director's State of World Population Report is the Fund's major communications media exercise during the year. It is an original, well-researched commentary on an important aspect of world population, focusing on a theme of topical interest. Packaged and presented in a manner calculated to attract maximum media attention, the Report is produced in English, French, Spanish and Arabic by New Internationalist Publications, under UNFPA auspices. The Report and all, or part of the accompanying media kit, are published in 22 additional languages by non-governmental organizations in countries such as Japan, the Federal Republic of Germany, India, Indonesia, the Philippines and several Nordic states.

45. In 1976 and 1977, a summary of new developments in the population field was included in UNFPA's Annual Report. In 1978, the Executive Director decided that the summary should be released separately. The State of World Population Report 1978 was distributed to the media with accompanying photographs, graphics and feature stories. This format proved to be successful in attracting considerable press attention, and the practice of issuing the State of World Population Report in a media kit has continued.

46. From the years 1978 to 1984, the State of World Population Report was general in tone, surveying the population situation during the year under review. In recent years, a narrower focus has been adopted, so that the Report addresses a specific and timely theme considered in the broader context of development.

47. The 1984 Report was entitled Population and the quality of life, and was divided into discussions of the four major themes before the 1984 International Conference on Population in Mexico City in August 1984. The Report for 1985, the year that marked the end of the United Nations Decade for Women, examined population issues related to women, including health, education, employment and migration. In 1986, the Report focused on urbanization, the subject of the 1986 International Conference on Population and the Urban Future held at Barcelona.

48. The State of World Population 1987, which examined the implications of a world of five billion inhabitants, was a tribute to UNFPA's first Executive Director, Rafael M. Salas, whose last official document it was before his death in March 1987. The theme of the 1988 Report was population, resources, the environment, and development. The 1989 Report, to be released in May 1989, will examine issues relating to women, population and development.
49. The Report has been successful in attracting media attention not only to the specific issues addressed therein but also, more generally, to the Fund and its activities. Known media response to the Report has grown from just over 100 newspapers, radio and television networks in 1978 to more than 830 media organizations in 1987 (see Table I). This Table shows only the coverage known to UNFPA; actual coverage must be much greater. Media coverage has been particularly strong for those Reports that have dealt extensively with statistics or with issues directly relevant to the urban centres in which world media are based.

50. The 1987 Report, A World of Five Billion, was the subject of the most extensive media campaign in UNFPA's history, co-ordinated with the observance on 11 July 1987 of "the Day of Five Billion" -- an event which in its own right generated more than 3,000 newspaper reports, as well as broad radio and television coverage world wide. Among the highlights was an international television programme co-sponsored by UNFPA and the Turner Broadcasting System that was estimated to have been available for viewing by nearly 80 per cent of the world's population. Millions of television viewers in the United States saw the UNFPA Executive Director, Dr. Nafis Sadik, on NBC-TV's Today Show and ABC-TV's week-long series, Five Billion and Counting. CBS also gave it coverage in prime-time news.

51. World coverage of the 1987 Report included editorials in The Times (London), The New York Times, and the International Herald Tribune, as well as major articles in the Christian Science Monitor (Boston), the Economist, the Observer, the Guardian (all London), Frankfurter Allegmeine Zeitung (Frankfurt), Der Spiegel (Hamburg), Le Monde and Figaro (Paris), El Pais (Madrid), Espresso (Rome), Die Telegraph (Amsterdam), Aftenposten (Oslo), Svenska Dagbladet (Stockholm), and Asahi Shimbun (Tokyo). A notable feature of the press coverage was near-unanimous agreement with the premise of the 1987 Report -- that population growth has serious consequences for the future of the world and that population planning, therefore, is vital.

52. The 1988 Report, which focused on another timely issue of grave concern -- the environment -- also received wide media attention, with features in leading newspapers, including The Times, Le Monde and the Wall Street Journal, and coverage by all major news agencies (Reuters, AP, UPI, Agence France Press and TASS).

53. The 1988 Report received wide endorsement from Governments and organizations around the world. President Corazon Aquino of the Philippines, in her first major statement on the subject of population, released on 18 May 1988, said: "One crucial challenge we face today is the search for paths to a sustainable balance among population growth, resource use, and the maintenance of environmental quality. In recognition of the global significance of this search, I join the other leaders of the world in acknowledging the singular importance of the Report".
54. Delegates to the thirty-fifth session of the Governing Council in June 1988 noted with satisfaction the 1988 *State of World Population* Report (decision 88/34 I, para. 18) and in a separate decision, endorsed the "Agenda for Change" and "Conclusion" sections of the Report concerning "the requirements to establish a sustainable relationship between human and other resources" (decision 88/35, para. 3).

55. The packet of feature stories issued with each Report has been widely used in developing countries to disseminate population information. In industrialized countries, press coverage tends to focus more on the Report itself, as well as on interviews with, or comments from, the Executive Director and UNFPA staff, including participants in the yearly London media seminar at which the Report is released.

56. The reach of the Report extends well beyond the media event. Academics, experts and commentators use it for research and background throughout the year. References to the Report are regularly made by members of the Governing Council during their consideration of UNFPA-related items. As a vehicle for drawing attention to important population issues and for bringing the Fund's work to the attention of the development community and general public as well as the media, the *State of World Population* Report has demonstrated its worth, and has justified its existence as a publication separate from the Annual Report, of which it remains an integral part.

57. Distribution figures for the 1988 *State of World Population* Report media package were: English, 3,500; French, 700; Spanish, 700; Arabic, 1,000.

*Inventory of Population Projects in Developing Countries Around the World*

58. The *Inventory of Population Projects in Developing Countries Around the World*, published annually in English, is one of two major reference works on population programmes and projects produced by UNFPA. The other is the triennial *Guide to Sources of International Population Assistance*. The purpose of the *Inventory*, as stated in its introduction, is "to show, at a glance, by country, internationally-assisted projects in developing countries funded, inaugurated or being carried out by multilateral, bilateral, and non-governmental and other agencies and organizations during the reporting period".

59. The *Inventory*, the only compendium of its kind, has been issued every year since 1975. Its initial publication was inspired by discussions among donor countries on the need for a listing of population projects planned or in progress, in order to avoid duplication of assistance efforts and to ascertain where, and what type of, assistance would be most valuable.

/...
60. The most recent edition of the Inventory, published in May 1988, is the fourteenth since 1975. The Inventory has grown from a 395-page mimeographed report to an 850-page volume containing information on programmes and projects in 136 developing countries or territories, funded by some 225 organizations or agencies.

61. In addition to programme information, the Inventory gives demographic data on countries and territories, and information on population policies of individual Governments. The basic source of the demographic data is World Population Prospects: Estimates and Projections as Assessed in 1984, issued by the Population Division of the Department of International Economic and Social Affairs (DIESA) of the United Nations. These data have been recently revised and will be published in DIESA's forthcoming World Population Prospects: The 1988 Revision. Information on population policies is drawn from Population Policy Briefs: The Current Situation in Developing Countries and Selected Territories, also published by the Population Division. In addition, the Inventory contains a list of current publications and newsletters issued by organizations and agencies.

62. Copies of the Inventory are provided free-of-charge to all agencies and organizations contributing information to the publication, as well as to United Nations Missions, UNDP Permanent Representatives and UNFPA Country Directors; senior officials of the United Nations, UNDP and specialized agencies; certain organizations with which UNFPA maintains relations; libraries, research and training centres; and individuals and organizations in developing countries. A charge of $20 is requested from organizations and individuals in developed countries. In early 1987, an agreement was signed with the United Nations Sales Section for sale of the Inventory. Copies are also sold in the United Nations Bookstore, under consignment.

63. For 1988, 3,000 copies of the Inventory were produced, of which about 2,400 have been distributed.

64. The Inventory, like the triennial Guide to Sources of International Population Assistance (see below), has become an invaluable tool of government planners and policy-makers, particularly those involved in funding population projects. A sampling of comments received over the years from 1974 to 1988 attests to the Inventory's usefulness:

- "This will be a major contribution to our general knowledge of international agency assistance in the field of family planning."

/...
"This report is considered by my authorities as a useful survey containing a large number of interesting data and facts in the field of population assistance. The synopsis of the activities of other donors in the field is especially appreciated."

"The Inventory is a valuable reference guide in our work on population activities and the latest volume is most welcome in updating us on population matters throughout the developing world."

"The ten Inventory volumes to date represent a unique and comprehensive record of population assistance. It is a reference work that encourages improved program coordination, and we appreciate your courtesy in making a sufficient number of copies available for AID's program offices in many countries."

"(It) provides both a clear over-all picture and useful detailed information on the activities undertaken in this important field. The Inventory will be of great value in our work with population matters."

65. Since initial publication of the Inventory, Governing Council members have regularly expressed support for it. At its thirty-third session in June 1986, the Governing Council requested the UNFPA Executive Director "to monitor the multilateral population programmes and projects it supports and, in this context, to continue producing on a regular basis the annual Inventory of Population Projects in Developing Countries Around the World ... and to include in the Inventory an overview of major trends and developments in population programmes" (decision 86/34 II, para. 4).

Guide to Sources of International Population Assistance

66. The Guide to Sources of International Population Assistance, issued triennially in English, French, and Spanish as a companion volume to the Inventory, is intended to show the types of technical and financial assistance in the population field that are provided by multilateral, bilateral and regional agencies, by NGOs, and by university centres, research institutes and training organizations.

67. The Guide was mandated by the World Population Plan of Action adopted by consensus at the World Population Conference held in Bucharest, Romania in August 1974. Paragraph 105 of the Plan of Action...
called on UNFPA, "in co-operation with all organizations responsible for international population assistance, to produce a guide for international assistance in population matters which would be made available to recipient countries and institutions and be revised periodically".

68. The first edition of the Guide was issued in April 1976, and subsequent editions every three years thereafter. The most recent edition of the Guide, published in 1988, was the fifth since publication began. Distribution figures for the 1988 edition were 3,000 in English; 900, French; and 900, Spanish.

69. The 477-page 1988 edition contains information on the types of population assistance provided by some 235 organizations, agencies and institutions. The introduction points out that the Guide takes a broad view of what constitutes "population assistance", and that in that respect, it includes a number of organizations and agencies that are not funding or donor bodies in the strictest sense, but which offer services that developing countries might require in connection with their population activities, such as expert/advisory services, and research, information and training. The Guide also includes organizations with broad international membership bases that have indicated they would like to do more in the population field, provided that funding were made available to them.

70. To gather information for inclusion in the Guide, a questionnaire is sent to more than 350 multilateral, regional, bilateral and non-governmental organizations, as well as universities and research centres throughout the world. The questionnaire contains queries about each organization and its activities, including: (a) its geographical focus and budgeted assistance, and (b) its fields of special interest (such as morbidity and mortality; women, population and development; population distribution and migration; population growth and structure; impact of environmental factors on population; promotion of population activities).

71. The Guide also contains information on programme areas in which assistance is provided, such as: (a) basic data collection; (b) research, information and education; (c) population dynamics; (d) formulation and evaluation of population policies and programmes; and (e) implementation of population policies. Types of support activities to which assistance may be provided are also listed in the Guide, including evaluation, training, expert and advisory services, and equipment and supplies. Organizations are asked to indicate whether they provide assistance directly to Governments, whether there are any restrictions on the types of assistance they can provide and how a Government, agency or institution can apply for assistance.
72. The Guide is used extensively by population planners and policy-makers, as well as by organizations and agencies in developing countries that are seeking financial and technical assistance for population activities. It is provided free-of-charge to organizations listed in the Guide and to organizations, libraries and individuals in developing countries. A charge of $20 is requested from organizations and individuals in developed countries. In early 1987, an agreement was signed with the United Nations Sales Section to sell the Guide. Copies are also sold through the United Nations Bookstore, on a consignment basis.

73. Comments about the Guide received from Governments and organizations attest to its usefulness in both developing and developed countries. The following statements refer to the Guide and its companion volume, the Inventory:

- "(These volumes) are of great use to health organizations involved with population projects and interested persons as well. They of course will serve as useful reference books of the information and documentation centre of the Family Health Division, Department of Health."

- "These impressive volumes ... are very comprehensive in their coverage and are therefore most useful for reference by officials and members of the public who are interested in programs and projects dealing with population problems. Their distribution to organizations involved in population matters is a significant task, which will promote better understanding and cooperation between them."

- "These documents are the most comprehensive sources of information available on population activities by country and by source of assistance and we find both useful. We recognize that the compilation of this information is an enormous undertaking and congratulate you and your organization on its efforts. They help to ensure that the assistance provided by all donor organizations is well-coordinated and they are greatly appreciated."

- "I do find the publications more than 'useful'; as a source of reference and study, it is perhaps the best I know!"

/...
74. Delegates have regularly praised the Guide during discussions before the Governing Council. At its thirty-third session in June 1986, the Governing Council requested the UNFPA Executive Director "to monitor the multilateral population programmes and projects it supports and, in this context, to continue producing on a regular basis ... the triennial Guide to Sources of International Population Assistance" (decision 86/34 II, para. 4).

III. DISTRIBUTION ARRANGEMENTS

75. Distribution requirements for UNFPA publications are complex. Publications are disseminated world-wide, often produced in several languages, sold or distributed free-of-charge depending on the subscriber and packaged in single or multiple copies depending on type of publication and audience.

76. At the end of 1988, UNFPA undertook a thorough review of its publications distribution system with the help of a consultant, in order to ensure that each of its publications is disseminated to appropriate audiences and in a timely, yet cost-efficient manner. The number of addresses in the revised mailing lists is shown in Table II.

77. The review resulted in recommendations for a new computerized address system that would allow UNFPA to respond more quickly to subscriber requests to be added to the subscriber list or to changes of address. As an integrated software programme, the new system would act as a management tool to more accurately control inventory and paid subscription records and to help UNFPA more easily identify areas, either by audience type or geographic region, to which its outreach, through its publications, needs to be increased.

78. Subscriber records would be coded for selection by any of the following fields:

- Name of individual
- Name of organization
- Country
- Postal region and United Nations region
- Languages(s) required
- Audience type (Government, media, academic, library and the like)
- List source (identifies why subscriber receives publications, i.e. United Nations Depository Library, direct request, etc.)
- Publication(s) required
- Number of copies required

The new system would ensure greater accuracy and efficiency in meeting demands for UNFPA materials.
IV. AUDIO-VISUAL PRODUCTIONS

79. UNFPA issues posters in conjunction with major events. For example, during 1987, posters in English, French and Spanish were produced and distributed to UNDP/UNFPA offices, UNICs and NGOs, in the context of the Day of Five Billion.

80. In 1987 as well as 1988, UNFPA produced portable exhibitions in English, French and Spanish to illustrate the facts and figures cited in the State of World Population Report. These were displayed at the United Nations headquarters, Palais de Nations (Geneva), and selected field offices. In early 1988, an exhibition on the activities undertaken around the world on the Day of Five Billion was displayed at the UN headquarters for two weeks.

81. UNFPA produces and distributes a 20-minute video film on the work of UNFPA. The latest version is to be issued in early 1989. UNFPA collaborates with major television networks (e.g., BBC, TBS, PBS) on documentaries covering specific population questions, including those covered in the annual State of World Population Report.

82. The audio-visuals produced by UNFPA on its own, as well as the documentaries produced in collaboration with networks or independent film producers, have been well received, and there is continued demand for various kinds of audio-visual materials from field offices, as well as national television networks.

V. CONCLUSION

83. The regular and specialized publications of UNFPA have proved their value in meeting the diverse needs of different audiences in industrial and developing countries. Future plans are to maintain the current list of publications; to improve quality and reduce cost by taking advantage of cheap and effective modern technology; to seek out the themes and authors which most closely respond to the mandate of UNFPA and the needs of its readership; and to expand and diversify audiences as far as possible.


85. UNFPA plans to update and expand its distribution in English, French, Spanish and Arabic and to establish new mailing lists of those publications that are to be issued in Russian and Chinese.
86. The periodicals, *Population* and *Populi*, will continue to emphasize programme-related experiences and issues. Among the geographical regions, Africa stands out as a priority region. There is an increasing need, pointed out in many of the replies to the 1988 survey, to cover stories from Africa. The theme of global sustainable development needs exploration in depth, as do the related themes of the human dimension of development and the role and status of women. There will be continuing attention to the interrelationships between population and development, with growing emphasis on the implications for development policy of population decisions.

87. At the same time, the periodicals will reflect the reality that population is essentially a human subject. This understanding will also find its reflection in each year's *State of World Population* Report. The Report will continue to range widely in its treatment of issues and linkages of particular significance for the future of population programmes. More than any other product of the Fund's publications programme, the Report appeals to general audiences in both industrialized and developing countries. Its content and presentation will continue to develop the high level of interest and understanding already achieved.

88. An area of increasing importance is the Fund's involvement in television and radio. The electronic revolution has brought radio within reach of even the poorest people, and has made it one of the prime tools for population education. The video revolution in its turn will make similarly profound changes in the way in which humans perceive their world. UNFPA is now, and will continue to be, at the forefront of this continuing change in perception. To the extent possible, UNFPA shall continue to support innovative programming of a high quality aimed at bringing population issues to the widest audiences in the most effective way. The potential of satellite broadcasting has only begun to be tapped. While UNFPA has neither the resources nor the technological expertise to develop this area on its own, its practice of co-production will enable UNFPA, as before, to share in progress and reap the benefits of wider audiences and improved understanding.
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