

# UNICEF Goodwill Ambassador Archive: Sir Roger Moore

Video B-Roll (December 2003)

Total Running Time: One hour, 16 minutes, and 13 seconds

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## INTRODUCTION

To mark the 50th anniversary of UNICEF Goodwill Ambassadors in 2004, UNICEF's Broadcast Unit has researched its film and video archives for original footage of Goodwill Ambassadors visiting UNICEF programmes all over the world. The highlights of this footage have been edited into video B-rolls which are intended to be used by broadcasters to make TV programmes highlighting UNICEF's work. For more information please e mail [broadcast@unicef.org](mailto:broadcast@unicef.org)

Because of the age of the original footage, some of the footage on this B-roll is not of the highest quality. It is included for historical purposes. To the best of our knowledge, all footage included in this B-roll belongs to UNICEF, except where noted. Please clear use with copyright holders before broadcasting.

UNICEF appointed **Sir Roger Moore** to Goodwill Ambassador on August 9, 1991. Best known for his role as secret agent 007, James Bond, Moore embarked on a new mission in the service of UNICEF. His friend Audrey Hepburn, also a Goodwill Ambassador, had introduced him to UNICEF and he quickly became very involved in the organization's work. He and his wife Kristina made numerous field missions to visit projects and helped inaugurate the 'Check Out for Children' initiative of Sheraton Hotels and Resorts, a fund-raising alliance that has raised more than US\$4 million for UNICEF.

In November 2001, Sri Roger helped launch a new alliance between world soccer governing body, the Fédération Internationale de Football Association (FIFA) and UNICEF. Sir Roger focuses his efforts around issues of iodine deficiency. He serves as honorary chair of Kiwanis International's Worldwide Service Project to raise US\$75 million for eliminating iodine deficiency. Kiwanis International has leveraged more than US\$63 million to fund UNICEF's programmes in 90 countries. Over the years, Sir Roger has supported the advocacy and fund-raising activities of almost all of the 37 National Committees for UNICEF.

In January 1999, Moore was made a Commander of the Order of the British Empire (CBE) in recognition of his humanitarian achievements on behalf of UNICEF. He was knighted by Queen Elizabeth II in recognition of his work with UNICEF in June 2003.

**1. Sir Roger Moore visits Central America (August 9 – 20, 1991) 19:36**

In August of 1991, Roger Moore made his first field mission as a UNICEF Goodwill Ambassador. The purpose of this trip was to provide him with first hand information concerning problems facing children, community and Government actions, UNICEF collaboration, and for him to participate in advocacy and media activities.

**a. Costa Rica (1:25)**

In Costa Rica, Roger visited a health center with UNICEF supplies in the town of Cartago. He also visited a school for deaf children.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 01 20	Roger speaks to camera: "My name's Moore. Roger Moore. My mission? Central America." Roger picks up girl
00 01 44	Youth waving flags, sign "Escuela para niños sordos"
00 02 06	CU children, ear pieces
00 02 16	Roger arrives in car, walks among children with flags

**b. Honduras (2:04)**

In Honduras, Roger spent time in a slum area of San Pedro Sula. He visited a home for street children run by Save the Children, where classes were given. He sat in on a math class and did some teaching himself.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 02 55	Classroom - teacher teaching, math - Cutaways kids, books, working, 007 image
00 03 24	Roger in front of class
00 03 45	Roger does math problem on board
00 04 24	Roger draws picture

**c. El Salvador (4:49)**

In the region of Travesia in El Salvador, Roger visited Hospital Benjamin Bloom. The hospital took care of children suffering the effects of the ongoing violence, maimed by mines and fire, or by lack of food, vitamin A and abuse.

Roger was a guest of a talk show on the radio station, Radio Femenina.

Roger drove to the rural district of Libertad and the village of Las Isletas, where he observed the immunization process at the health center.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 05 04	Welcome sign in hospital
00 05 15	Roger greets children
00 05 48	Roger interacts with hospital patients in beds
00 07 05	Roger on radio show
00 08 15	Radio Femenina building and sign, antennae
00 08 43	Welcome Roger Moore sign – Las Isletas
00 08 55	Babies
00 09 02	Roger sits next to little boy and talks to him
00 09 34	Roger picks boy up and walks with him around

**d. Guatemala**

In La Verbena, Roger visited the Guatemala Society for the Protection of Children. There, children of working mothers receive day care and medical care.

Roger traveled to the village of Santabal in the area of El Quiche for the ceremony to inaugurate the new water system. Roger cut the ribbon inaugurating the new water system for which UNICEF supplied PVC pipes.

Roger also walked through the slum community of Mezquital in Guatemala City.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 09 59	Roger tries to shake boy's head <b>(no audio)</b>
00 10 13	Roger with children outside of Central Infantil Recuperacion Nacional (CIRN)
00 10 53	Babies on porch, Roger talks to baby and gives doll <b>(hit on original footage)</b>
00 10 58	Roger in large crowd of screaming children outside
00 12 38	Roger arrives in village, welcomed by rice-throwing and gifts
00 13 28	Outdoor drama - Cutaways to Roger laughing and smiling, crowd
00 15 20	Roger at another ceremony, large costumes with colored paper
00 15 59	Roger stands and waves
00 16 35	Fireworks
00 17 25	Women making tamales
00 17 46	Roger at ribbon cutting for new water spigot
00 18 05	Roger turns on water
00 19 10	Village scenes
00 19 30	Roger walks through slums, down stairs - Cutaways of CU children, families, conditions

## 2. Roger Moore PSAs (1992)

Roger Moore has recorded public service announcements for numerous causes throughout his time with UNICEF. During this film shoot, he spoke for the Convention on the Rights of the Child, the Day of the African Child and the International Children's Day of Broadcasting. He spoke to the camera in front of television monitors broadcasting images of children around the world.

TIMECODE	SHOTLIST
00 21 04	Convention on the Rights of the Child PSA, English, :30: "The results of war are most devastating for our children. The UN Convention on the Rights of the Child guarantees children their right to live and to develop all their capacities to the fullest. It's up to us to give our children a peaceful future."
00 21 21	Convention on the Rights of the Child PSA, Italian, :30
00 21 44	Day of African Child PSA, French, :30:
00 22 03	International Children's Day of Broadcasting – "War and Children" PSA, English, :30 "The results of war are most devastating for our children. The UN Convention on the Rights of the Child guarantees children their right to live and to develop all their capacities to the fullest. It's up to us to give our children a peaceful future."
00 22 45	International Children's Day of Broadcasting – "Equality of Girls" PSA, English, :30 "In too many parts of the world girls are given less food, education and health care than boys. The UN Convention on the Rights of the Child declares that every youngster has an equal opportunity. It's up to us to ensure equal opportunity for all."
00 23 28	International Children's Day of Broadcasting – "Freedom of Expression" PSA, English, :30 "Freedom of expression is not just for grown ups. Children must be able to express their ideas and participate in government and community affairs. Given a chance to improve their lives today, children will make better leaders tomorrow."

## 3. UNICEF Canada Spot with Roger Moore (1992)

UNICEF Canada recorded a clever public service announcement combining Moore's work for UNICEF with his legacy as James Bond. The PSA takes place as a taxi cab picks Moore up from the airport.

TIMECODE	SHOTLIST
00 24 05	PSA with Roger Moore in back of taxi cab:  Roger: "Airport please." Cab driver: "Hey, double '0'." R: "The name is Moore, Roger Moore." CD: "Under cover, huh?" R: "I'm here for UNICEF." CD: "I thought it was something important." R: "It's very important. UNICEF is committed to keeping our promise to children everywhere for clean water, health care, food and education." CD: "Yeah, every kid deserves a break. Attaboy, Rog."  Narration: Help us keep our promise to the world's children.  CD: "Give it to the kids. Hey - loved you in the Untouchables."

#### 4. Roger Moore presents at Danny Kaye Awards (1992) 1:41

The Danny Kaye Awards presented awards and honors to projects and organizations that do work in the service of children. Roger introduced one of the segments on the awards show that focused on UNICEF greeting cards.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 24 43	Crowd shot
00 24 47	Roger introduces segment: “Just as every great journey begins with one step, so does the success of UNICEF's most famous product, begin with one simple act of gratitude. The time was 1946, shortly after the war. A seven-year-old girl in Czechoslovakia sent a thank you drawing on a piece of glass to UNICEF. The thank you was for helping her village survive after the horrors of World War II. This simple drawing of children around the maypole became the first UNICEF card and led to the concept of greeting cards to be used as an advocacy and fundraising venture through the years.”
00 25 32	Roger: “Since then, artists of international stature like Picasso, Chagall, ... and Columbia's Omar Rayo. as well as museums, individual collectors and art galleries have donated the rights to reproduce their works to UNICEF greeting cards. Over 2000 artists and children from around the world have been represented on UNICEF greeting cards. It is a mark of honour in one's native country and indeed anywhere in the world to have a work of individual expression reproduced for UNICEF. From Pakistan to Brazil, from Singapore to Canada, from Belgium to Japan and France, the successful sale of UNICEF greeting cards, based entirely on volunteers, has been truly phenomenal.”

#### 5. Change for Good (1992)

The Change for Good initiative was a joint partnership with airlines and UNICEF to collect extra currency that travelers have after they leave foreign countries. The loose change were collected and used for children's projects. Roger Moore was a spokesperson for the initiative.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 26 32	Roger speaks: “Hello, my name is Moore. Roger Moore. Over the years the one question I find myself being asked more than any other, how do you attract all those beautiful women? First they think it's a password for a romantic rendezvous somewhere off San Tropez. “Well, that very well be,” I explain, “but the change I'm referring to is the foreign coins and bank notes that one has left over from their trip and trying desperately to get rid of in the shops.” They immediately fork out whatever they have - quarters, francs, dimes, yens, pounds, pennies, marks, or pesetas - being under the impression that as a world traveller I probably want to be prepared just in case I'm in a foreign city and I have to telephone them while I'm on the street. Precisely, but actually it goes to the children I'm helping to take care of. After their initial gasp, I explain that my children are the children of UNICEF, the United Nations Children's Fund, where for as little as 10 cents we can save a children from dying of dehydration, for 5 dollars we can purchase vaccines to immunize a young boy or young girl against all childhood diseases. After that, they're putty in my hands. Frankly I think it's the 10 cents that does it. So please, place your foreign coins and bank notes in the envelope marked Change for Good so they can be used to save the lives of children all over the world. You know, of all the nifty gadgets I've used to help save the world, this is by far the cleverest. Of course, you will have to fill it to get it to work.”

**6. Roger Moore visits the Philippines (September 19 – October 3, 1996)**

Roger Moore visited the Philippines in September 1996. In Cebu City, Roger visited the Kakasaka salt iodization plant. The Kakasaka Foundation is a non-governmental organization that provides livelihood opportunities and undertakes community organizing among the poor. The salt iodization plant is one of Kakasaka’s income-generating projects.

Roger also visited a mobile school for street children in the Plaza Independencia. The mobile school is a library on wheels that contains books and toys for children. The mini-bus brings street children to a nearby park for non-formal lessons that include songs and games, storytelling, and other activities.

October is Philippine National Children’s Month. In Manila, Roger attended a ceremony where Manila’s mayor, Alfredo S. Lim, launched Manila Para Sa Bata: Towards Making Manila a Child-Friendly City. Mayor Lim signed a declaration of commitment towards making Manila the first child-friendly city in the Philippines by 1998.

Finally, Roger appeared on a local Philippine television show “Coast to Coast” where he talked about his experiences.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 28 57	Roger arrives, children greet him waving flags
00 30 16	Roger holds up bag of iodized salt
00 30 29	Roger arrives at outdoor school - Cutaways of children
00 30 41	Roger talks to children about their work
00 31 36	Roger gives out snacks to children from bus
00 33 34	Children eating
00 33 46	Mayor Alfredo S. Lim and Roger shake hands over declaration
00 33 56	Coast to Coast television show with Roger Host: “Cases of child abuse are on the rise, all over the world making sure these things continue to plague society. So rampant it comes in many forms. Appalling, distressing, too hard to ignore. But one individual has made the fight for children’s rights a conviction, a cause. And he’s none other than Roger Moore. Tonight we are very honored to have him on the show. So please welcome, Mr. Roger Moore. Good evening.”
00 34 29	Host: “You’re very popular in the Philippines and everybody of course knows you as Agent 007, James Bond, but you have to admit that not many people know you as your other role, which is a representative of UNICEF for the film industry. Could you tell us what prompted you to take on this position?”
00 34 46	Roger: “I was inspired by Audrey Hepburn, the late Audrey Hepburn, who had asked me a few years ago to help her co-host the Danny Kaye International Children’s Awards from Amsterdam. And I did that for a couple of years. I listened to Audrey speak, became curious as to why she had so much passion about it and how she became so eloquent on the subject.”
00 35 17	Host: “Mr. Moore is here in the country on an advocacy mission to promote UNICEF in the Philippines. You’ve had the opportunity to see some places, visit with children, you’ve been to Cebu. Could you tell us what in your impression what are the biggest problems facing the children here in our country?”

00 35 36	Roger: “In Cebu I went to a home run by Sister Marjorie and the Sisters of the Good Shepard, which is for girls who were street children, who were victims of abuse, became substance abusers in the streets. They did a little pageant, a little play for me, to show what the past was for them, where they pantomimed what their life was like; in the present, what they’re doing, their names, what they’re learning; and then the future where they’ll be doctors and nurses... There might have been the next president or the next first lady among them.”
00 36 27	Roger: “Well, I’m honorary co-chairman with the Kiwanis, which is a project between UNICEF and the Kiwanis, to help eliminate iodine deficiency disorders throughout the world. And they, the Kiwanis, have pledged to raise 75 million dollars by the year 2000 to eliminate iodine deficiency. What success have they had? Since 1990 –1995, there are one and a half billion more people being immunized – I’m sorry, not immunized, but having access to iodized salt. Now, why would you have to have iodized salt? If you live in a mountainous area where there is not iodine in the soil, if you live in an area where there has been a run off through floods, through loss of land, under water, there is no iodine in the soil to get into the vegetables, to get into the animal feed. So children will suffer from lack of iodine. And not only the children, but the mothers. And lack of iodine in the mother can cause stillbirth, neonatal deaths. And in the child, if the child should survive, is mental retardation. One of the obvious signs of lack of iodine in people is goitres. So, it is awfully important.”

## 7. Roger Moore visits Egypt (June 29 – 30, 1999)

Roger Moore and his wife Kristina arrived in Egypt on June 29, 1999 and visited Alexandria to celebrate the children’s camp for the Convention of the Rights of Children (CRC). Moore’s visit to the CRC camp in Alexandria helped to spotlight the significance of the CRC in Egypt, and the government’s implementation of its policies through the National Council for Childhood and Motherhood (NCCM). H.E. Dr. Mamdouh El-Beltagui, Minister of Tourism, hosted a reception and a press conference for Moore at the premises of Cairo International Conference Center. Moore spent most of his time at the CRC camp, talking with youth.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 38 10	Roger arrives, walks into village
00 38 38	Man shows Roger Moore chart
00 39 08	Roger enters room with youth painting large scrolls of paper, looks at art
00 40 17	Man explains specific painting: “Thos one was after they watched the spots for the CRC [Convention on the Rights of the Child] and they saw the rights they deserved.”
00 40 53	Roger talks to boy
00 41 56	Roger stands in front of group of kids as they raise their hands to make comments
00 42 23	Roger asks a question
00 44 20	Celebration – Roger and wife Kristina clap and listen
00 45 15	Roger and leader hold up sign
00 45 43	Roger plants tree

00 46 35	<p>Interview with Roger:  <i>“So what do you think is the importance of famous film stars or celebrities like you taking part in these types of visits?”</i></p> <p>Roger: “Well, we’re part of what’s called awareness. The fact that you’re here brings attention, helping me bring attention to this appalling, crippling disease polio, which is hopefully going to be eradicated by the end of the year 2000. There was a goal set by the World Health Organization a number of years ago and it looks like we’re going to achieve that goal. And it’s only being done by the dedication of people like those we find in this institute.”</p>
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## 8. Roger Moore visits Ghana (October 15 – 21, 2000)

In October 2000, Roger Moore undertook a five-day mission to Ghana accompanied by some UNICEF corporate partners and representatives of the United Kingdom National Committee for UNICEF. Moore, his wife Kristina and his team visited a number of UNICEF-supported projects both in Accra and on the outskirts of the city. He paid a visit to Minister of Health Professor Kwaku Danso-Boafo. They attended a national immunization campaign (“Kick Polio out of Africa”) with the First Lady Mrs. Konadu Agyeman-Rawlings.

TIMECODE	SHOTLIST
00 47 20	Boat arrives, Roger gets off
00 47 53	Roger and Kristina walk through village
00 48 09	Youth march and sing through trees
00 48 40	Celebration of dancing and singing
00 48 50	Roger greets and shakes hands of people - Cutaways of “Kick Polio out of Ghana” signs
00 49 20	Quarry, children breaking rocks
00 50 13	Roger with child
00 50 39	Walk to school, music playing, kids are singing
00 51 10	Roger talks with man
00 51 30	More singing and dancing
00 51 57	Young girl Silvia welcomes Roger: “Good morning ladies and gentlemen. My name is Sylvia Afu. I’m here to welcome Mr. Roger Moore. Mr. Roger Moore, welcome to Ghana. We are children who welcome you. We hope you have a nice time during your short stay in Ghana. May God grant you all your wishes and may your dreams come true. We are children who will never forget this visit – the day a superstar came to our country. Thank you for this visit. We wish you all the best. Thank you.”
00 52 40	Roger receives gift from teacher
00 53 05	Roger looks at crowd
00 54 03	Welcome Roger Moore sign
00 54 14	Doctor talks about patients, gives Roger tour of clinic
00 55 08	Roger with woman and baby
00 55 32	Roger outside with big crowd of kids, picks some up
00 56 41	Roger talks with Health Minister Professor Kwaku Danso-Boafo
00 57 00	Kick Polio out of Ghana sign
00 57 07	Rotary International and Roger present check to Health Minister Professor Kwaku Danso-Boafo
00 57 40	Roger enters classroom - Cutaways to kids
00 58 00	Roger washes hands
00 58 16	CU kids faces as they are immunized

00 59 10	Roger immunizes children – shot from above
00 59 27	Roger immunizes children – shot from front
01 00 34	Car arrives, First Lady Mrs. Konadu Agyeman-Rawlings
01 00 58	First Lady meets Roger and others
01 01 20	Polio event - Cutaways of anti-polio signs, crowd shots, Roger and First Lady on stage
01 01 50	Roger gives speech (bad sound): “My name is Bond...very special day, which is the launching of the National Immunization Day for the eradication of polio...Sadly I cannot speak to you in Ghana in your own tongue...But we have to fight polio, we have to eradicate it. It is within our reach, as we see in the rest of the world.”
01 02 49	First Lady immunizes
01 02 59	Roger immunizes
01 03 38	Medical supplies
01 03 45	Roger at Okfonglo Declaration reading
01 04 17	Salt iodization plant – CU and long shots
01 05 27	Piles of iodized salt

## 9. Interview with Roger Moore (2000)

Dan Thomas of UNICEF interviewed Roger Moore at UN headquarters in New York on his involvement with UNICEF.

TIMECODE	SHOTLIST
01 05 57	<i>What does the UNICEF mean to you?</i> Roger: “It means doing something decent with the rest of my life and being able to give something back for all the good things that have happened to me in life, for which I’m very grateful.”

## 10. Say Yes for Children PSA (2000)

Roger joined dozens of Goodwill Ambassadors and other notable people in the PSA campaign urging people to say yes in support of children’s rights. The PSAs were broadcast all over the world. 15 seconds, in English.

TIMECODE	SHOTLIST
01 06 27	“I’m Roger Moore and I believe that all children have a right to grow up in health, peace and dignity.”

## 11. Sir Roger Moore visits Cambodia (October 23, 2003)

Sir Roger and his wife Kristina traveled to Cambodia in the fall of 2003 to promote the increased production and use of iodized salt to combat iodine deficiency disorders (IDD), a major threat to Cambodian children. In Cambodia’s southern

Kampot Province, the source of 80% of the country's salt production, Roger visited the two major salt production factories.

He held a press conference with H.E. Kim Saysamalen, Under Secretary of State, Mr. Ping Siv Lay and Dr. Ou Kevanna. He ended the trip with an interview by the river.

<b>TIMECODE</b>	<b>SHOTLIST</b>
01 06 57	Roger at meeting / press conference with H.E. Kim Saysamalen (sound bad) - Cutaways to press
01 08 22	Roger and H.E. Kim Saysamalen leave building
01 09 15	Roger gets in car, drives through roads
01 09 58	Rural salt iodization plant - Cutaways to UNICEF log, machines, salt
01 10 29	Loading salt bags
01 11 45	Roger walks through rooms
01 12 10	Roger talks to little boy
01 12 38	Street scenes, Roger talks with villagers
01 14 00	Noun Houn Refined Salt Enterprises
01 14 06	Roger tours plant - Cutaways to bags of iodized salt
01 15 00	Conveyor belt with salt
01 16 09	Interview with Roger: "Its amazing to me how much UNICEF has accomplished and I'm happy to be part of that. If you asked me, I could not think of a more important mission than helping children."
00 16 23	"I think that working with UNICEF has taught me, if anything, humility. I realize that when I was traveling around as 007 I did not appreciate how the other half lived. In fact it's more than a half."
00 16 42	"I do not know how much I'm accomplished working with UNICEF. All I know is that when I started the statistic is that over 40,000 children died a day. Today the figure is 28,000. I'm not saying that I had anything to do with it, but feel happy in the knowledge that things are getting better."

For more information about the 50<sup>th</sup> anniversary of UNICEF's Goodwill Ambassadors, please see [http://www.unicef.org/media/media\\_18045.html](http://www.unicef.org/media/media_18045.html)

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