

UNICEF Goodwill Ambassador Archive: Susan Sarandon

Video B-Roll (November 2003)
Total Running Time: 40:14

1. **Susan Sarandon's Speech at the State of the World's Children 2000 Launch (December 13, 1999) 4:21**
2. **Interview with Susan Sarandon (December 13, 1999) :54**
3. **Susan Sarandon Spots (March 2000) 1:06**
4. **Susan Sarandon visits Tanzania (May 18 – 21, 2000) 14:40**
5. **Susan Sarandon visits India (November 14 – 17, 2000) 18:02**
6. **Susan Sarandon Say Yes for Children PSA (2001) :20**

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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

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UNICEF appointed **Susan Sarandon** to Goodwill Ambassador in 1999. An internationally acclaimed actress, she uses her prominence to fight for the rights of women, children, and those with HIV/AIDS. In 1999 she received the Amnesty International USA Media Spotlight Award for Leadership

In addition to field visits to India and Tanzania, Sarandon made a trip to Brazil in April 2003 to film an episode on child labour for the *What's Going On?* family television series, which profiles the lives of three children there. It was co-produced by the UN Works Programme and aired on Showtime Networks in the United States and later with other broadcasters worldwide. The programme explores critical global issues such as war, environmental degradation, discrimination and poverty through the eyes of a child. Sarandon also gave interviews, held a press conference and filmed a public service announcement for UNICEF.

1. **Susan Sarandon's Speech at the State of the World's Children 2000 Launch (December 13, 1999)**

The State of the World's Children 2000 report focused on the issue of poverty and the how it compromises children's rights. Susan Sarandon made her first appearance as a UNICEF Goodwill Ambassador by making a speech at the New York launch on December 13.

TIMECODE	SHOTLIST
01 00 00	Susan's speech: "I am deeply honoured to speak here today on behalf of certainly one of the most ambitious and important world institutions advocating for children. I feel as if all of my public work has led me to this point now, and I'm proud to be a UNICEF Special Representative and hope that I will live up to the expectations. I know "my world will be rocked," as my kids say, by the people I meet and the places I visit. I'm really grateful for being given this opportunity. My intent is to continue to speak on behalf of those whose voices are less readily heard – children and women at risk."
01 00 48	"While such significant strides have been made on behalf of the rights of children and women internationally, they still represent a profoundly endangered population. Particularly children and women in developing worlds. And that's why I'm here today, to join my voice with that of UNICEF Executive Director Carol Bellamy, who as you heard is in Germany today, and other UNICEF spokespersons around the world, to sound the alarm for children in the new millennium."
01 00 19	I also want to call attention to the particular risks faced by adolescents (since I now have adolescents, I've become particularly attuned to teenagers), who seem to be forever hanging in the abyss, in every society."
01 01 35	"In the same way we must assert the right of the child to be a child. Free of physical and emotional violence and abuse. Healthy. Warm. Fed. Educated. Loved. These are not luxuries for the lucky few. Who live in certain places. Are born a certain gender. Speak a certain language. Worship a certain God or Goddess. Have a certain skin color. They are rights for all children. And we need to make them real. This is a question of international law. And we need to enforce it."
01 02 10	"The disparity is not acceptable. When my children and the children of my friends wake up in the morning, they know they will eat breakfast. Most of them will get hugs from two sets of parents. They'll come home after going to a safe school and get help with their homework. They have nice homes. They don't question tomorrow or the future or their hopes or their ambitions."

01 02 34	"I stand here today, in an historic place in an historic time, saying that every child in the world deserves real hopes and ambitions. Every child in the world deserves a tomorrow. Not just my kids or my friends' kids who live in a special world. Not just kids in "developed" or wealthy nations. Not just kids in this neighborhood or that community or that country. Not just light skinned kids or English speaking kids."
01 03 02	"The bad news is we haven't done what we were supposed to do in the interests of children. We have fallen short and we need to face that as a world community, world leaders, and make new commitments, reach for new solutions. We need to employ our fullest powers to do that. Now, the good news is, in this report and other crucial resources, we have information that can move us in the right direction, lead us towards real solutions. We have the expertise to go there. All we need is the commitment."
01 03 36	"We've made great technological and medical advances in the last decades, for example, in the areas of vaccinations, prevention of mental retardation through iodized salt, "baby friendly" hospitals, the promotion of Oral Rehydration Therapy which has saved countless lives, and health education."
01 03 53	"We have a tremendous challenge before us. I love a good challenge, so I call on all of us, the citizens and leaders of the world, to join – to join any social organization or movement for public health, children's rights, human rights. Inform yourselves. Become an activist. Encourage the ratification of the Convention on the Rights of the Child and the Convention Against Discrimination Against Women."

2. Interview with Susan Sarandon (December 13, 1999)

Reuters Television interviews Susan during the State of the World's Children 2000 launch in New York. **Copyright Reuters.**

TIMECODE	SHOTLIST
01 04 27	Susan: "Well, I suppose the thing that's most infuriating or frustrating is that the means are in place. It's really just priorities, it's deciding. It's making the decisions for a number of reasons of whether or not you want things to change. It's deciding kids are not expendable because of the color of their skin or where they live. And the kids are important for something other than serving in wars and child labour. We have it – the world has never been so rich, it's just all lumped in one place. It's just heartbreaking to think of other mothers that are watching their kids die or kids that are heading households who are seven years old that are waking up terrified in the morning or what it means to raise a kid that way. So having kids, I mean, has certainly raised my empathy and my concern I suppose."

3. Susan Sarandon Spots (March 2000)

In early 2000, Susan filmed a series of public service announcements in support of UNICEF's global advocacy. "Figures" (:30) covered the staggering statistics of children in need, while "Working with UNICEF" (:30) referred to Susan's desire to get involved with UNICEF. Both PSAs are in English.

TIMECODE	SHOTLIST
01 05 27	<p>“Figures”: “One hundred thirty million children are not in school. Fourteen million have been orphaned by AIDS. Seven hundred and fifty million live in poverty.</p> <p>Just think about that. Seven hundred and fifty million live in poverty. The figures are overwhelming but we can’t afford to be overwhelmed. We can build a better world for all children. We must.</p> <p>It’s time to get involved.”</p>
01 06 00	<p>“Working with UNICEF”: “Recently I realized I had to do something. I decided to work with UNICEF because I don’t think we can continue with business as usual. To help create a world where a child has a right to be a child. To be sure that every child has a tomorrow, not just a privileged few. Because I want to speak for those voices we rarely here.</p> <p>Because if we don’t take care of our children, who will?</p> <p>It’s time to get involved.”</p>

4. Susan Sarandon visits Tanzania (May 18 – 21, 2000)

Susan’s first field trip was to the United Republic of Tanzania in May 2000. She started her trip at the inauguration of the Kaibakari Youth Centre in Musoma Rural. At the Kirawira Camp Serena in Serengeti, she planted a tree.

The next day, she travelled to Magu, where she viewed various CSPD activities such as baby weighing and community-based malaria prevention. In Mwanza, Susan attended the inauguration of a water pump. She co-sponsored a “Dig a Well for UNICEF” fund-raising campaign, which contributed \$109,621 to the building of wells in Tanzania. Her last stop was to a Child Rights Centre, where she looked at children’s art work.

TIMECODE	SHOTLIST
01 06 42	Susan receives flowers and enters village crowd to sit at table
01 07 05	Susan signs book
01 07 18	Teenagers sing
01 07 34	Man gives Susan a gift of a wood plaque shaped like Tanzania
01 08 43	Susan walks through village
01 09 11	Susan holds tree sapling with man
01 09 29	Susan plants tree, waters it
01 10 16	Driving on road
01 10 32	Susan arrives at village
01 10 46	Baby weighing
01 11 57	Man explains medications to Susan - Cutaways to medicines
01 12 23	Susan talks to mothers and children
01 13 10	Susan feeds baby

01 14 25	Man makes solution for mosquito nets, demonstration of nets - Cutaways of solution, nets, Susan listening
01 15 33	Nets hanging, man talking to Susan about drying
01 16 15	Singing, people gathered
01 16 27	Susan speaks to crowd through translator: “I’m very proud of all the hard work they’ve done and it is not very often that you can see examples of a whole community pulling together for one individual. In the United States, this is not very common. So it moves me to see that everyone in the village helps to accomplish what they’re accomplishing.”
01 17 27	Susan walking with people
01 17 44	Event at pump - Cutaways of babies and spectators
01 17 59	Susan pumps water
01 18 58	Susan in crowd, gets into car
01 19 11	Susan does interview in car: “I’m here because I’m educating myself about the problems, specifically in sub-Saharan Africa where the AIDS/HIV questions are so extreme. In Tanzania alone there are a million orphans this year. I came on this specific trip to try to educate myself and go back and bear witness more in the first person about some of these things and to humanize them rather than just to speak of statistics. Whenever there’s a problem the wall of silence is the first thing that has to go and hopefully this trip, with the help of journalists like yourself and some kind of coverage will humanize the problem.”
01 19 59	Susan with youth admiring their art work
01 20 32	Susan holding hands with children through car window
01 20 50	Susan boards plane

5. Susan Sarandon visits India (November 14 – 17, 2000)

Susan’s second field visit was to India in November of 2000. Her first stop was in New Delhi to meet with Sushma Swaraj, Honorable Minister for Information and Broadcasting. She also visited UNICEF House and talked to the staff.

The next day, Susan traveled to Chennai and visited Pondi village, where she visited a Balwadi children’s centre. She talked to mothers with babies about supplementary feeding, home health practices, and support for young children. She visited a village health care centre and then walked through the village meeting various families. Then, she met with those who comprised the Task Force for Early Childhood Care.

In Mumbai, she met with young women in the Adolescent Girls’ Initiative Project. The project aims to empower adolescent girls from poor communities to make informed choices about delaying marriage, understanding issues of sexuality, reproductive health and hygiene and HIV/AIDS. The project is run by doctors, social workers and UNICEF through the government. Later, Susan visited the Ashray Project, a home for children affected by HIV/AIDS and who have parents who are either dead or too sick to care for them.

Her final day, Susan held a press conference at the Hotel Taj Mahal.

TIMECODE	SHOTLIST
01 21 28	Susan meets Sushma Swaraj, Honorable Minister for Information and Broadcasting Susan: "Very nice to meet you and congratulations on this honor – being so you and a woman in this position. You have everything now, a family and a chance to do so much."
01 21 52	Susan shakes UNICEF staff's hands, gets flowers
01 22 31	Susan makes speech to UNICEF staff: "It's a great honor to be here. I'm just waking up because I got in early this morning so I'm a little bit in a dream state right now and this is a wonderful dream to be having. I'm here really as a mother before I'm here as an actress. I have three children who are still in their early stage of childhood development and they're the reason that I can't take more time to leisurely learn as much as I can about India and the programs at UNICEF because as I left they were all kicking and screaming and furious with UNICEF because I was going. So I promised them that I would be back within the week. I realize what is going on in this country in an attempt to give young girls all over the same hope for the future, the same chances, the same opportunities and how it has to start from birth. So I'm very interested in an early childhood focus, first of all giving women an opportunity when they are carrying a child to start off on the right foot and I appreciate the chance to be able to come here and learn from you what is being done and bring that back to my country in hopes of spreading the word and any service I can be of while I'm here. So I thank you for this beginning of my trip, I look forward to coming back again and by the end of my trip I hope that I'll be a little smarter and I'm sure equally enthusiastic in terms of what you all are doing. I thank you all very much for my gifts."
01 24 27	Goat herding
01 24 50	Susan arrives in van, gets out, is greeted with flower leis
01 25 30	Susan gets traditional markings
01 26 10	Susan surrounded by children, plays with them
01 27 11	Villagers
01 27 43	Susan sits with young women and talks to them
01 28 45	Susan holds baby
01 29 13	Susan visits family - Cutaways babies, women, street scenes
01 30 31	Susan with UNICEF button
01 30 50	Susan picks up baby
01 31 37	Susan sits in meeting circle and explains - Cutaways of people in circle
01 33 44	Susan talks to young woman
01 35 05	Kids assembled in school room
01 35 23	Susan blows bubbles with children
01 36 36	Susan with kids and bubbles
01 37 17	Susan walks with large group of kids
01 37 23	Press conference with Susan: "That's the impression you have in the United States, as an uneducated American is that women in India are up against so much by their very destiny and the cultural circumstances. Today I spoke to a woman, and in asking her what I should bring back to my country, what could I do to help? She said we are ready, implement us however you can, but we're ready. And I said the difference is you've already, even though you're poor, in some ways you've already made such a huge difference because your children will have dreams of things that you never dreamt of, that you didn't think were possible, they now take for granted as a possibility, your daughters, whether it's education or change of some kind."

	<p>“And she said when I sign things I have to use my thumb because I can’t read and write and my children can read and write and that is a huge, huge difference and one that really moved me and one that I think is very optimistic. So I will go back to my country filled with very positive images of what the women are doing within the structures that UNICEF has cooperated with them.”</p>
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6. Say Yes for Children PSA for Global Movement for Children (2001) :20

Susan 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.

TIMECODE	SHOTLIST
01 04 22	“I’m Susan Sarandon and I believe that all children have a right to grow up in health, peace and dignity.”

For more information about the 50th anniversary of UNICEF’s Goodwill Ambassadors, please see http://www.unicef.org/media/media_18045.html

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