

# UNICEF Goodwill Ambassador Archive: Tetsuko Kuroyanagi

Video B-Roll (December 2003)  
Total Running Time: 29 minutes and 40 seconds

1. **Tetsuko Kuroyanagi visits India (1986) 3:30**
2. **Tetsuko Kuroyanagi visits Mozambique (1988) 3:47**
3. **Tetsuko Kuroyanagi visits Angola (1990) 3:30**
4. **Tetsuko Kuroyanagi visits Iraq (1991) 4:05**
5. **PSAs for International Children's Day (1993) 1:00**
6. **Tetsuko Kuroyanagi visits Sudan (1996) 1:16**
7. **Tetsuko Kuroyanagi at Goodwill Ambassadors Halloween Photo Shoot (October 23, 2000) 2:09**
8. **Tetsuko Kuroyanagi receives UNICEF Leadership Award for Children (October 24, 2000) 4:36**
9. **PSA for Say Yes for Children Campaign (2000) :50**

*Note to broadcasters:* This video B-roll is provided by UNICEF free of charge but please **credit UNICEF on-screen**

**For further information about this tape and its contents, email:** [broadcast@unicef.org](mailto:broadcast@unicef.org)

To download this script, to order this tape or other UNICEF Goodwill Ambassador B-rolls, please visit our website: [www.unicef.org/goodwill](http://www.unicef.org/goodwill)

## 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 programs 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 programs 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. The footage included in this B-roll belongs to UNICEF and Asahi TV. Please clear use with noted copyright holders before broadcasting.

UNICEF appointed **Tetsuko Kuroyanagi** to Goodwill Ambassador in 1984, making her the first international UNICEF Goodwill Ambassador. She is a renowned actress, one of Japan's most popular television personalities, and a best-selling author. Helping children through UNICEF has become Kuroyanagi's prime objective since her appointment. Each year she has undertaken a field mission, visiting countries in Asia and Africa, as well as the Balkans. All these missions have been widely reported in Japan as well as in the countries visited. On each of her missions she is accompanied by a television crew. Television shows produced from this footage are broadcast on Japanese television. Tetsuko also talks extensively about her trips on her daily talk show "Tetsuko's Room."

Tetsuko's personal appeals to the Japanese public since 1984 have resulted in donations of more than US\$30 million for UNICEF programmes. In October 2000, Kuroyanagi was presented with UNICEF's first-ever Leadership for Children Award in appreciation of her outstanding work.

## 1. Tetsuko Kuroyanagi visits India (1986)

### Footage copyright Asahi TV.

Tetsuko visited India September 13 – 18, 1986. She spent much of her time in Madras, where she visited facilities that were part of the Integrated Child Development Services (ICDS). ICDS in India is the world's largest integrated early childhood program, with over 40,000 centers nationwide. Since its inception in 1975, the program has matured and expanded, despite difficulties in adapting to the vastly different local circumstances found on the Indian subcontinent. UNICEF helped launch the ICDS program and continues to provide financial and technical assistance along with the World Bank.

In Madras, Tetsuko visited various programs that help children, such as the Urban Slum Project, the Women's Voluntary Services of Tamil Nadu, the Institute of Child Health, and the Anganwadi centre.

On her trip to India, Tetsuko also met with the Honorable Minister for Health and Welfare, Dr. H.V. Hande and other government officials.

TIMECODE	SHOTLIST © Asahi TV
00 00 05	Tetsuko at clinic – baby weighing, demonstrates chart Tetsuko: "Every month, this is a place where they check how children the growth level / nutrition level of children. UNICEF takes a record and makes these graphs. This child is growing well. This is a 5 month old."
00 01 08	Tetsuko talks to toddlers as they play Tetsuko: "(Asks nurse) Since they came here, has their nutrition level improved? In India, 6.5 million children are supported by this program. There are still so many children we need to save."
00 02 20	Tetsuko walks through TV studio
00 02 45	Tetsuko on television news show Host: "We invited ms. Kuroyanagi, who's a UNICEF Ambassador to the studio today." Host: "We just showed you only the children's hospital in Madras." Tetsuko: "This is the first time I saw the pictures since I came back. I didn't realize... Then it was very solemn things, so I just stood there, I was at a loss. I couldn't do anything."

## 2. Tetsuko Kuroyanagi visits Mozambique (1987)

### Footage copyright Asahi TV.

Music and narration behind pictures. Music is “Song for Naddam.”

Tetsuko visited Mozambique in October of 1987. In Maputo she visited a social communication project, a cultural center and a street children care center. In Tete, she met displaced people at Moatize and visited the future resettlement center for the displaced population at Chitima. She also saw the Ahora Bassa Dam Complex. In Inhambane Province, she observed the water supply facilities and the district hospital and child immunization at Vilankulo and a centre for integrated rural development at Pambara.

In Mozambique, Tetsuko met with the Ministers of Health, Cooperation, Education and Information. She also gave a press conference for local media and foreign correspondents.

<b>TIMECODE</b>	<b>SHOTLIST</b>	<b>© Asahi TV</b>
00 03 42	Tetsuko interacts with children Tetsuko: “This is a center for orphans. I came to know that although we have enough food, if the spoon is big and if the corn powder becomes too hard and they couldn’t break it by themselves, children become malnourished. I realized and said to the Minister of Health in tears that providing the love and affection to children is more important than just building a facility to house the children.”	
00 04 18	Tetsuko feeds young children Tetsuko: (talking to boy) Your stomach is so inflated you can see you’re really malnourished. I’ll let you eat. Have some. Good boy. (to another boy) I will make it softer. I’ll soften the food for you. Here you go. Go ahead. Now you can eat. If I do this, they eat well. But this spoon is too big for the mouths of these children. My heart aches when I think of these children.”	
00 05 52	Children sing and clap for Tetsuko Tetsuko: “In Africa, the buildings are in shortage so schools, day care centers, shops, and hospitals are all under the tree. The local people are calling it ‘the shop under the tree.’ But they welcome me so warmly.”	
00 06 33	Tetsuko carries goat Tetsuko: “Thank you. I gave this goat to an orphan center as a present. What is most important for the people in Mozambique is not relying on international assistance but rather become self-sufficient.”	
00 07 12	Tetsuko dances with girl	

### 3. Tetsuko Kuroyanagi visits Angola (1990) 3:30

#### Footage copyright Asahi TV.

In 1990, Tetsuko visited Angola. She spent time in a village with relocated refugee families. She visited their homes and played with the children.

<b>TIMECODE</b>	<b>SHOTLIST</b> © <b>Asahi TV</b>
00 07 38	Tetsuko walks and sings with children through village
00 08 21	Meet woman and her children on mat in front of houses Tetsuko: “Is this your house? Is she your mother? Hello. So I guess they’re your brothers. Oh, I’m sorry. Excuse me.”
00 08 40	Tetsuko and kids go into hut, girl drinks water, look at inside of home Tetsuko: “Oh, this is your home. You drink water because it’s your home. You have blankets; you have a hoe...one, two, three, four, five, six, seven family members.”
00 09 36	Tetsuko back outside walking
00 10 18	Soldiers, landscape Tetsuko: “Wherever we go, we see soldiers. Everybody has guns. Although they said it’s safe, it’s not completely safe. But by building a house and having farms, although they are refugees, they start living here. (Talking to boy) I hope you have a lot of corn and food.”

#### **4 Tetsuko Kuroyanagi visits Iraq (1991) 4:05**

##### **Footage copyright NHK.**

Tetsuko’s 1991 mission to Iraq was another great success, particularly with respect to the television exposure achieved in Japan and the amount of the contributions received. Tetsuko visited Iraq July 20 – 25, spending time in Baghdad, Basra, Ammara, Saddam City and other small cities.

In Basra, Tetsuko toured the Teaching Hospital of Basra Medical University, led by Dr. Walid Alrawi. Next, she visited the Al-Haritha Power Plant which was destroyed by air raids.

She visited a health centre in Adel Village, Ammara. She visited a water treatment plant which had been destroyed by a guerilla attack, where she also observed a UNICEF / Oxfam water project. Dr. Salem Mohammad Al-Saedi led her on a tour of the Ammara Saddam Hospital

In Saddam City, she visited No. 7 health Centre, escorted by Adid Abdulrahim and the Qadissiyah General Hospital, escorted by Dr. Talal Ibrahim Allo. She witnessed the destruction of a neighborhood flooded by raw sewage.

During this mission, Tetsuko met three Cabinet Ministers and the Prime Minister Mr. Sa’doun Hamadi.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 11 14	Saddam City - Streets flooded with water, cars, people walking
00 11 36	Tetsuko speaks to camera: “Here sewage water is flooding and environmentally it’s not healthy. You see where kids are wearing a uniform – that’s a school. To get there, they have to go across this contaminated water.”
00 12 08	More flood
00 12 28	Tetsuko talks to camera about flooded homes: “This is the house where the sewage water came in. the second floor looks like a pool. So I guess they’re living outside. It must be so tough to live in such hot weather.”

00 12 49	Woman talks to camera
00 13 23	Tetsuko talks to camera again as woman follows her, crying Tetsuko: “The family whose house is flooded, they’re living here. That woman is crying because she has to live in such harsh conditions. This boy’s house is also flooded. He’s forced to live outside. He has a rash, as you see. This is not a flood, but this is due to the destruction of the sewage system. So this water is not going to go anywhere. It’s all contaminated water.”
00 15 09	Driving through streets - Cutaways to army trucks, landscape
00 15 43	Damaged power lines, Tetsuko talks to camera: “I think it’s about 14 degrees. I don’t experience such strong wind. The wind is blowing me away.”
00 16 23	Doctors give Tetsuko at tour of Basra Teaching Hospital
00 16 43	Tetsuko talks to camera: “This is a pediatric hospital opened a month ago. They couldn’t open it because of the damage from the bombing.”
00 17 23	Tetsuko talks to camera again: “This is a premature baby. The mother was malnourished so she could not give milk to the baby, so they gave water with crushed biscuit to the baby. That’s why the baby became malnourished and probably the water was bad. The baby is having diarrhea. So sorry. You’re so tiny. You may be okay, because you are crying loud. Her voice is strong. There’s a twin. The other one died because of diarrhea. Usually you don’t see so many wrinkles in the baby’s face like this.”
00 18 10	Baby patients in hospital

## 5. PSAs for International Children’s Day (1993) 1:00

Tetsuko participated in a PSA campaign for the 1993 International Children’s Day.

PSA text:

“We all know now important it is to preserve the planet for our children. But millions of children are suffering right now because they don’t have clean drinking water, necessary food or their countries are at war. Please remember: the children need a healthy planet...and our planet needs a healthy children.”

TIMECODE	SHOTLIST
00 19 17	Japanese and English PSA
00 20 16	English PSA

## 6. Tetsuko Kuroyanagi visits Sudan (1996) 1:16

Tetsuko visited Sudan in 1996. She visited with children and danced among them.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 21 03	Tetsuko greets children and adults
00 21 28	Tetsuko jumps up and down with children
00 21 59	Youth drummer and dancing, landscape

### **7. Tetsuko Kuroyanagi at Goodwill Ambassadors Halloween Photo Shoot (October 23, 2000) 2:09**

For Halloween in 2000, UNICEF produced a poster of some of its Goodwill Ambassadors holding pumpkins that spelled out “UNICEF.” Sir Peter Ustinov, Susan Sarandon, Nana Mouskouri, Tetsuko Kuroyanagi, Johann Olav Koss, Vendela Thomassen and Youssou N’Dour participated. These are some shots from the photo shoot.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 22 31	UNICEF Goodwill Ambassadors pose for picture

### **8. Tetsuko Kuroyanagi receives first UNICEF Leadership Award (October 24, 2000) 4:36**

On October 24, 2000, Tetsuko Kuroyanagi received the first UNICEF Leadership Award for Children for her unsurpassed record in advocacy and fundraising for children worldwide. The award presentation took place at UNICEF House in New York. Marjorie Newman-Williams, Director, UNICEF Division of Communications, and Kul Gautam, UNICEF Deputy Executive Director presided over the event.

Tetsuko received a glass globe sculpture as part of the award.

<b>TIMECODE</b>	<b>SHOTLIST</b>
00 24 40	Marjorie Newman-Williams, Director, UNICEF Division of Communications, speaks: “It’s UNICEF’s pleasure this morning to welcome you to UNICEF House and to invite our Deputy Executive Director Kul Gautam to present to you today the first ever UNICEF Leadership Award for Children.”
00 24 55	Kul Gautam, UNICEF Deputy Executive Director, introduces Tetsuko: “Thank you. Let me say on behalf of our Executive Director Carol Bellamy, I want to present to our dear friend and our Goodwill Ambassador, distinguished Goodwill Ambassador Tetsuko Kuroyanagi, the first ever leadership for children award, which we have just instituted. We have instituted this award partly in commemoration of the 10th anniversary of the World Summit for Children, to recognize some of the distinguished leaders who have made a special contribution to promoting and protecting the rights of children. And nobody we could think of deserved that award better than Tetsuko-san. Tetsuko has been a Goodwill Ambassador for UNICEF since 1984. She has been criss-crossing tirelessly all over the world, visiting 20 countries, sacrificing her personal holidays ever year. And she chooses to go to the most hardship countries; countries facing emergencies, natural disasters, man-made disasters. And wherever she goes she shows her compassion, she shows her sentiments for children. She’s loved and admired. She has been serving us and we are so proud of you Tetsuko.”
00 26 28	Kul: “We love you, we admire you. And more than us at UNICEF, the children of the world are so grateful to you and we are all so appreciative of your services. In recognition of that, I would like to present to you, as I said, our first ever award for leadership for children.”

00 26 57	Tetsuko accepts award: "I'm so honored, may I open it?"
00 26 59	Tetsuko opens gift and takes out a glass globe statue "Thank you so much. I will treasure it; I will make a mark wherever I visit and where we're going to visit."
00 27 50	Tetsuko speaks: "Thank you so much. Thank you more than anything. I'm so happy, thank you so much. I'm so lucky that Mr. Grant appointed me in 1984. UNICEF gave me a good chance to see around the world. If I didn't get this mission, then I would have never known the other side of the world's children - how they live, how they suffer. I'm so lucky. But of course it's sometimes very sad, depressing, to see those children. But still, they give me strength and 100% of children want to live forward, they never give up. So this is a very good chance to see the children in the world. At the same time, I'm very happy to tell Japanese children the situation of the children."

### 9. PSA for Say Yes for Children Campaign (October 23, 2000) :50

Tetsuko 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. In English and Japanese.

PSA Text: "I'm Tetsuko Kuroyanagi and I believe that all children have a right to grow up in health, peace and dignity."

TIMECODE	SHOTLIST
01 04 22	English PSA, :20
01 04 45	Japanese PSA, :20

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)

*Note to broadcasters:* This video B-roll is provided by UNICEF free of charge but please **credit UNICEF on-screen**