

UNICEF Goodwill Ambassador Archive: Youssou N'Dour

Video B-Roll (November 19, 2003)
Total Running Time: 14 minutes, 34 seconds

1. **Tam Tam for Social Mobilization (December 10, 1998) 3:23**
2. **Youssou N'Dour PSAs (1992) 1:04**
3. **Youssou N'Dour presents at Danny Kaye Awards (June 1992) 2:34**
4. **Youssou N'Dour's album with Super Etoile de Dakar – Xippi (1991) 4:59**
5. **Say Yes Halloween Photo Shoot at UNICEF (October 23, 2000) 1:14**
6. **PSA for Say Yes for Children Campaign (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

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 **Youssou N’Dour** to Goodwill Ambassador on April 3, 1991. The Senegalese performer and bandleader has been called ‘the authentic and unforgettable voice of modern Africa.’ N’Dour has long been active in social issues. In 1987 he helped promote an immunization campaign in Senegal, attended the first symposium of the organization African Artists and Intellectuals for Child Survival and Development, set up by UNICEF, in his home city, Dakar. He has performed in numerous concerts to help raise awareness and funds for UNICEF’s programs. In February 2001, N’Dour launched UNICEF’s Global Movement for Children and the ‘Say Yes for Children’ campaign in Ouagadougou, Burkina Faso, to an audience of 40,000 people and more than 1,000 media representatives. Since then his work for children has included visiting and publicizing a UNICEF-supported centre for delinquent children while in Lebanon for a concert in July 2002, as well as other activities.

1. Tam Tam for Social Mobilization (December 10, 1998)

In 1987, Youssou participated in the International Symposium of Artists and Intellectuals for African Children in Senegal. “Tam Tam for Social Mobilization” was the title given to a video compilation of the event. It refers to using musical instruments (a tam tam is a drum) for social change. He also attended and performed at the launch of a major immunization campaign both solo and with UNICEF Goodwill Ambassador Harry Belafonte.

TIMECODE	SHOTLIST
01 00 00	Youssou sings - Cutaways to crowd
01 00 40	Other performers dance
01 00 52	UNICEF Goodwill Ambassador Harry Belafonte sings and Youssou join in

2. Youssou N’Dour PSAs (1992)

Youssou recorded these public service announcements at UNICEF headquarters in New York to celebrate the Day of the African Child and the International Children’s Day of Broadcasting. Day of African Child PSA in French and Fula.

TIMECODE	SHOTLIST
01 03 20	Part of French PSA :30
01 03 59	Fula PSA :30

3. Youssou N’Dour presents at Danny Kaye Awards (June 1992)

In 1992, Youssou N’Dour was a presenter at the Danny Kaye International Children’s Awards. He joined fellow Goodwill Ambassadors Audrey Hepburn and Roger Moore. He talked about the Bamako Initiative, a program that encourages partnerships between governments, communities and international organizations to provide quality health care and medicines.

TIMECODE	SHOTLIST
01 04 44	Danny Kaye Awards crowd

01 04 33	<p>Youssou presents, in French (translated here to English): “Thank you very much. Now I would like to talk about UNICEF and its work in Africa where my roots are. This is a story about hope.</p> <p>This little moped carries an entire health strategy for the whole continent. In 1987 African health ministers gathered in Bamako to set up an innovative programme to address the enormous health issues in the region, the Bamako initiative. It’s goal is to re-establish the basic health services deteriorated during the 80s.</p> <p>This project is a partnership between the government and local communities, whose members actively participate in the financing and management of their own health services.</p> <p>In Guinea, health workers visit remote villages and for the first time villagers have access to health services. Local health centers are the driving force behind Guinea’s strategy.</p> <p>Community action is an old tradition in Senegal and is an integral part of the national health strategy.</p> <p>Today, many villages in Senegal elect their own members responsible for managing the financing of their health services, recruitment of health personnel. They have built their health centers, their health teams, their hospital beds and their wheelchairs.</p> <p>Health professionals define priorities with community members. The Bamako initiative takes advantage of the infrastructure put in place for the immunization campaign.</p> <p>In Kenya, health workers like to sing this song: ‘People say we are lazy but we work hard. I work with my head, my heart, my stomach, my back, my knees, my feet. I feel the work in my whole body. If you make an effort, you’ll understand that we work.’”</p>
01 05 09	Village scenes
01 05 19	Clinic scenes – people waiting, registration, baby weighing
01 06 08	People playing football, elders meetings, women collecting water
01 06 32	Hospital
01 06 46	Women singing and dancing

4. Youssou N’Dour’s album with Super Etoile de Dakar– Xippi (1991)

Youssou N’Dour released the album “Xippi” in 1991 with the band Super Etoile de Dakar. Here is “Live TV,” the first song on the album. **This is audio only.** For copyright information, please see www.youssou.com

TIMECODE	SHOTLIST
01 12 05	Audio only of “Live TV”

5. Say Yes Halloween Photo Shoot at UNICEF (October 23, 2000) 1:14

For Halloween in 2000, UNICEF produced a poster 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.

TIMECODE	SHOTLIST
01 12 27	UNICEF Goodwill Ambassadors at photo shoot in New York
01 13 07	Picture set up

6. PSA for Say Yes for Children Campaign (October 23, 2001)

In 2001, UNICEF launched the Global Movement for Children Say Yes campaign, urging the world to say “yes” to children’s rights. Youssou participated by making PSAs in French and Senegalese. The PSAs were broadcast all over the world.

PSA Text:

“I’m Youssou N’Dour and I believe all children have the right to grow up in health, peace and dignity.”

TIMECODE	SHOTLIST
01 13 47	French PSA (:20)

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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