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| **Radiocommunication Advisory GroupGeneva, 26-28 April 2017** |  |
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|  | **Revision 1 to** **Document RAG17/4-E** |
| **17 March 2017** |
| **Original: English** |
| Director, Radiocommunication Bureau |
| Branding and Communication Plan for the 90th anniversary of CCIR/ITU-R Study Groups (1927-2017) |

# 1 Background

The “International Radio Consultative Committee” or “Comité Consultatif International pour la Radio” (CCIR) was founded in 1927 as part of the International Telecommunication Union at the International Radiotelegraph Convention of Washington, 1927.

CCIR’s purpose was to carry out technical studies on radiocommunications. Until 1992, CCIR published international standards, reports and handbooks describing the best practices in radiocommunications, and in particular on the optimum use of spectrum, and conducted the studies in support of World Radiocommunication Conferences decisions on spectrum allocations and regulatory procedures for access to spectrum and orbit resources. Among these, were the global standards for analog and digital television and sound broadcasting.

In [1992](http://www.itu.int/en/history/Pages/FocusOnRadiocommunication.aspx), the CCIR was merged into the Radiocommunication Sector (ITU-R), created by the Additional Plenipotentiary Conference in Geneva, as part of a reform of ITU to give the Union greater flexibility to adapt to an increasingly complex, interactive and competitive telecommunications environment. ITU's three main areas of activity were organized in “Sectors”: telecommunication development, radiocommunications, and telecommunication standardization.

Today, the work of the former CCIR continues to be carried out by the “ITU‑R Study Groups”.

# 2 Anniversary

The 90th Anniversary of the CCIR/ITU Radiocommunication (ITU‑R) Study Groupswill occur in November, 2017, the anniversary of the signing on 25 November 1927, of the Final Acts of the [International Radiotelegraph Convention of Washington, 1927](http://search.itu.int/history/HistoryDigitalCollectionDocLibrary/4.39.43.en.100.pdf) which created CCIR (see Figure 1).

Figure 1

Decision of the International Radiotelegraph Convention (1927) on the creation of CCIR

# 3 Communication Plan

**The Communication Plan** for the **90th Anniversary of the** **CCIR/ITU-R Study Groups** includes a series of communication and branding outreach activities to be carried out throughout the anniversary year of 2017. In particular, dedicated panel sessions are proposed to be held during the WSIS Forum (in June 2017) and the ITU Telecom World 2017 (in September 2017) in order to showcase ITU-R Study Groups achievements at the Ministerial level. The peak of information-outreach is planned to occur around the anniversary date of 25 November 2017, culminating with a celebration ceremony to be held during a main ITU-R event, possibly the ITU Interregional Workshop on WRC-19 Preparation (21-22 November 2017).

Targeting primarily ITU membership, ITU-R Study Groups’ participants and delegates, specialized technical magazines, research institutions, media, ITU staff and the general public, it will demonstrate the importance of radiocommunication technologies contributions to the world of ICT communications and why ITU-R Study Groups’ work is eminently relevant in this domain.

# 4 Communication action plan will include:

4.1) **Branding outreach and information campaigns** to occur throughout 2017, as follows:

* **e-Signature campaign:** the Outlook e-signatures of BR staff will be as follows to contain the 90th CCIR/ITU-R Study Groups Anniversary branding:

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| M:\BRDIR\BRDIRASSISTANT\Practical\ITU-R CCIR 90-logo _410352c_e-01.png | **Grace PETRIN***Communication Officer, Radiocommunication Bureau,***International Telecommunication Union**Tel : +41 22 730 5810 | Mobile : +41 79 599 14 28[www.itu.int](http://www.itu.int/)  |

* **Correspondence campaign –** 90th CCIR/ITU-R Study Groups Anniversary branding on all BR letterhead, as follows:

**Header:**

|  |  |
| --- | --- |
|  | M:\BRIAP\OPS\PROMOTION\2017\17-11-25 - CCIR 90th anniversary (1927 - 2017) - Washington Int. Radiotelegraph Convention\Coco documents\IMAGE PACK\V2 - FINAL\ITU-R CCIR 90-logo _410352c_e-01.png |

**Footer: 90th Anniversary of CCIR/ITU-R Study Groups (1927-2017)**

* **Emailing campaigns** with anniversary celebrations and radiocommunication technology information to be issued directly by email campaigns targeting ITU-R membership (as required).

4.2) **Branding Communications**

 The following image is to be added onto all promotional materials and visuals, flyers, rollups, e-posters being prepared for all BR events during 2017 (e.g. Regional Radiocommunication Seminars, BR Seminars, Symposiums, Workshops, ITU-R Study Group, Working Party and Task Group meetings, etc.).

 ITU-R Study Groups’ publications issued during 2017 (e.g. ITU-R Recommendations, ITU-R Handbooks and ITU-R Reports) will also be branded with the following image:



4.3) **Dedicated Webpage and e-Newsroom – URL:** [**www.itu.int/go/ITU-R/90**](http://www.itu.int/go/ITU-R/90/)

 The web page is to be created as soon as possible and updated throughout the anniversary year 2017 with relevant links and other proposed communications and information, as listed below (points 4.4 to 4.10).

4.4) **Press and Media outreach:** PRs, Media Advisories, Communiqués.

4.5) **ITU e-News magazine: 90th Anniversary of CCIR/ITU-R Study Groups “Special edition”** (and possible guest blogs) with articles from membership.

4.6) **FAQ – Summary of milestones in development of radiocommunication technologies (CCIR/ITU-R Study Groups)** with some historical background.

4.7) **Videos:**

 **– Pre-recorded video message from the BR Director** – on “Why the ITU-R standards and reports on best practices are more important than ever worldwide”.

 **– ITU “*Radiocommunication standards and reports on best practices”*** **–** a new video to be developed with ITU Corporate Communications and to be based on the information provided in the FAQ (see point 4.6, above).

 **– Video of the Anniversary celebrations** to be filmed and developed with ITU Corporate Communications. It may be possible also to record opinions by membership during the celebration itself, as well as during targeted BR events in 2017.

4.8) **Social Media outreach:** on ITU\_R twitter hashtags: **#CCIR90ITUR** for issue during 2017.

4.9) **Speeches: given by the Secretary-General, the BR Director and invitees during the 90th CCIR/ITU-R Study Groups Anniversary celebrations** will also be posted on the website and in either video or audio format.

4.10) **Celebrations:** photos, webcast, videos, speeches and panel discussions dedicated to the 90th Anniversary of the CCIR/ITU-R Study Groups is to be organized during the WSIS Forum and ITU Telecom World 2017.

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