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THE SECRETARY-GENERAL

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VIDEO MESSAGE FOR APPLE ITUNES PROJECT FOR THE INTERNATIONAL YEAR OF SMALL ISLAND DEVELOPING STATES

August, 2014

05/08/14

Today's small island artists are among the giants of the music world. Every day, island voices are heard all across the planet through music. They represent the spirit and aspirations of the people. Music helps connect these beautiful islands to the wider world, influencing global popular culture. I thank Apple for featuring island artists on iTunes ["EYE-tunes"] in celebration of 2014 as the International Year of Small Island Developing States.

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OF THE SECRETARY-GENERAL

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INTEROFFICE MEMORANDUM — MEMORANDUM INTERIEUR

ACTION RA ✓
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TO: Ms. Susana Malcorra
A: Chef de Cabinet
EOSG

DATE: 5 August 2014

REF: 1400328/OHRLLS/PK

FROM: Ms. Heidi Schroderus-Fox
DE: Director, UN-OHRLLS

SUBJECT: **Secretary-General's itunes Video Message in Celebration of**
OBJET: **International Year of SIDS**

(a) OHRLLS, through its advocacy mandate, is working with Apple's itunes on a joint UN and itunes project to celebrate 2014 as The International Year of SIDS. itunes is the world's largest music vendor. It has online virtual stores in over 140 countries reaching millions of people. Some 1.3 million songs are said to be downloaded in a day. Millions more visit itunes to download books and movies. The SIDS itunes Music project will be launched on the feature page of itunes Stores globally.

(b) In the preparations for this project, OHRLLS has been liaising with the Permanent Missions of SIDS to the UN to identify a number of new and emerging artists and talents from each of the SIDS that could be featured on itune in this project. The Missions have submitted their artists and Apple's itunes have also scoped their vast library of music to identify music from SIDS. The project will be launched simultaneously at the end August online in itunes stores worldwide and in Apia.

(c) A video message from the Secretary-General could accompany an editorial to the SIDS music in itunes. We therefore respectfully request that a video message from the Secretary-General be recorded for this purpose. This message should be less than 30 seconds and would highlight the international year and the contribution that SIDS music have made to the world. OHRLLS will provide support in drafting the script for the Secretary-General's video message. In keeping with the timing for the launch at the end of August, the filming and production of the message should be completed by 15 August.

(d) This joint project between the UN and Apple's itunes in celebrating SIDS music to mark the International Year of SIDS could potentially have the most impact as a platform upon which the Secretary-General can highlight the significance of this international year, the first time that the UN has designated such a year to a group of UN Member States. A group of island people that have spawned some of music's most influential artists who have inspired the world over.

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