APEC Leaders’ Interviews at the APEC Economic Leaders’ Meeting

Purpose: Information
Submitted by: APEC Secretariat
Executive Summary

In this paper, the APEC Secretariat explains an additional opportunity for those Leaders who are interested to deliver APEC key messages before the APEC Economic Leaders’ Meeting.

The objective of the initiative is to help promote substantive media coverage of the APEC Economic Leaders’ Week by enabling Leaders to communicate key messages in a managed environment.

This paper describes the task, benefits to APEC Leaders and preparation.

Required Action/Decision Points

SOM to;

1. note for information the APEC Secretariat's Leaders' interviews initiative at AELM.

2. Member economies to advise the APEC Secretariat if they wish to participate.
APEC LEADERS’ INTERVIEWS AT THE APEC ECONOMIC LEADERS’ MEETING

Objective
The APEC Secretariat and the Host Economy will give those Leaders who are interested an additional opportunity before the APEC Economic Leaders’ Meeting to send key message about APEC. This will help promote substantive media coverage of the APEC Economic Leaders’ Week by enabling Leaders to communicate key messages in a managed environment. APEC Peru has agreed to host this opportunity with the APEC Secretariat providing support.

For information, please find below a scenario in which APEC Peru and the APEC Secretariat can conduct very short interviews with Leaders, collect their sound bites and distribute these for global news consumption. Leaders would respond to the question, “What do you expect to achieve for your economy at APEC?”

Task
A team composed of a host camera operator and APEC Secretariat producer (News Gathering Team) is to be assigned to capture comments at a point between the spot where individual Leaders are greeted by the President and the holding room before Retreat I.

Then as Leaders pass, those that have indicated they wish to make a comment can stop briefly, deliver their lines to the News Gathering Team and move on to the holding room. Each comment should take less than one minute.

The Host News Gathering Team will then provide the video footage to the International Media Center for global distribution.

Benefits to Leaders
On a voluntary basis, this process offers those Leaders who wish to participate the opportunity to deliver a short comment of their choosing to the media in a comfortable environment.

Facilitating this opportunity will guarantee substantive coverage about APEC Economic Leaders’ Week in Lima and increases the likelihood of attention across more economies in the Asia-Pacific.

Preparation
From a logistical perspective this process will be facilitated through the liaison officers and at the Advance Visit in Lima. The APEC Secretariat could also alert economies of the opportunity. The APEC Secretariat could liaise with the Leaders’ media advisors and relevant officials to ensure seamless preparation.

Next Step
Member economies to advise the APEC Secretariat if they wish to participate.