



United Nations
Educational, Scientific and
Cultural Organization

Intangible
Cultural
Heritage

Use of the Emblem of the Convention for Safeguarding the Intangible Cultural Heritage under Patronage

PATRONAGE REPORTING FORM

This document is available at the following web address:

<http://www.unesco.org/culture/ich/en/forms/>

1. Name, venue, date and organizer of the activity:

Whitsun Festivities – International Gathering of Intangible Cultural Heritage
Hungarian Open Air Museum, Szentendre, Hungary
May 19-20, 2013
Department of ICH, Hungarian Open Air Museum

2. What is the particular relevance of the activity to purposes and objectives the 2003 Convention and its compliance with the principles of the Convention?

By the organization of the Whitsun Festivities – International Gathering of Intangible Cultural Heritage in the Hungarian Open Air Museum for the third time in 2013, our intention is to develop the tradition of an annual gathering of bearing communities and experts on ICH from Hungary and abroad as well, which serve both as a professional exchange of experiences regarding the safeguarding of intangible cultural heritage and an entertaining introduction of the elements.

Presentations, performances, workshops and ‘táncház’ events of Whitsunday and Whitmonday served for ensuring viability of all the elements, presenting the colorful heritage elements to the visitors of the Hungarian Open Air Museum and the media with the aim of raising awareness and celebrating cultural diversity.

ICH is highlighted on several different levels during the festivities. It gives the opportunity to the bearing communities to exchange their practical ideas and experiences regarding the safeguarding of the ICH, to experts and diplomats to establish professional contacts and to the widest public to get in touch with the colorful heritage elements, experience them in their fullness, to celebrate the cultural diversity and ‘capture the intangible’.

3. Who were the audiences of the activity? (Please tick the five most relevant)

- UNESCO network (e.g. commissions, chairs, associated schools, clubs, national committees)
- Development agent (e.g. Intergovernmental Organizations, UN system)
- Policy maker (e.g. ministries, parliamentarians, local authorities)
- Civil Society (e.g. private persons, NGOs, companies)

- Scientists / researchers / academia
 Educators / teachers / trainers
 Youth / students
 Mass media
 Specialized media
 Other (please specify) ___visitors of the Hungarian Open Air Museum_____

4. **Was there any media coverage for your activity?** (Please specify the number of features)

| Type | Local | National | Regional | International |
|-------------------|--|---|-----------------|----------------------|
| Print | | PROMOTION: - Blikk Nők , May 15-21. 2013. p. 39. - Turista , May 2013. p. 49. | | |
| Radio | PROMOTION: JAZZY RADIO AND KLASSZIK RADIO [local – Budapest and its surroundings - commercial media] - spot 32 times (between May 14-20.) - program 10 times - radio game for tickets JUVENTUS RADIO [local – Budapest and its surroundings - commercial media] - spot 10 times (between May 13-18.) - News and reports, May 17-18. CIVIL RADIO May 11. 13:30 LÁNCHÍD RADIO May 17. KLUB RADIO May 17. RADIO 17. May 16. | PROMOTION AND REPORTS: MAGYAR RÁDIÓ [Hungarian Radio; national public service media]: - spot 11 times (between May 15-18.) - Kossuth Radio May 17. (in program 'Belépő' ('Entry') and in News); May 19. 16:00 (News); May 20. 8-8:30 (in program '180 minutes') MAGYAR KATOLIKUS RÁDIÓ (Hungarian Catholic Radio) May 17. CLASS FM May 20. | | |
| Television | | REPORTS BEFORE AND DURING THE EVENT: DUNA TV 'Kívánságkosár' ('Wish Basket') May 13. 12:30 MTV 'Család-barát' ('Family friend') | | |

| | | | | |
|-----------------|--|---|--|---|
| | | <p>May 18. 'Ma Reggel' ('Today Morning')</p> <p>May 16. 'Híradó' ('News') May 19.</p> <p>ECHO TV 'Híradó' ('News') May 17., May 19., May 20.</p> <p>ATV 'Híradó' ('News') May 19.</p> <p>TV2 'Híradó' ('News') May 19.</p> <p>RTL KLUB 'Híradó' ('News') May 19.</p> | | |
| Internet | | <p>PROMOTION: www.femina.hu May 15-18, 2013</p> <p>www.origo.hu www.life.hu May 16-19, 2013</p> <p>www.funzine.hu May 14-20, 2013</p> <p>www.index.hu May 14-17, 2013</p> <p>-- http://www.szellemiorokseg.hu/index.php?menu=hirek&h_id=229</p> | | http://skanzen.hu/?fm=article&id=619 |

5. How many people have been reached approximately through the communication about the activity?

_____ 400 000 _____

6. What was the effect of your activity for the Convention's visibility? (Please tick the two most relevant)

- The name and linked logo of UNESCO and the 2003 Convention were made visible to new audiences
- The purposes and objectives of the 2003 Convention were made known to new audiences
- The achievements of the 2003 Convention were promoted to new audiences
- UNESCO's publications (www.unesco.org/publishing) were promoted to new audiences

Please send this questionnaire to the Secretariat of the 2003 Convention, together with, if relevant, the following materials:

Information materials (especially those featuring the name or logo of the Convention for the Safeguarding of the Intangible Cultural Heritage), press clippings, radio recordings, television and video footage, statistics.

LIST OF ATTACHMENTS

1. Attendance of the event
2. Invitation to the gala ceremony
3. Program guide of the event in English
4. Program guide of the event in Hungarian
5. Name badge, which all the performers, participants and organizers received
6. DVD with all the press clippings, information leaflets, materials for the promotion and representation of the event and other relevant documents, where the logo of the 2003 Convention has been used

Contents:

- Materials of the exhibition in the Hungarian Open Air Museum
- Print media promotion (scanned press clippings)
- Electronic versions of the Attachments to the Patronage Reporting Form
- Detailed list of media coverage
- Online banners of the event
- Radio spot
- Photos of the event