

## Communication & Public relations Commission

### Members of the commission:

**President:** Kristin Haverty (United States)

**Vice Presidents:** Kembly Aguilar (Costa Rica) and Sabrina Baran (Canada)

**Correspondents:** Mihail Baykov (Bulgaria), Yudd Favier (Cuba), Alice Gottschalk (Germany), József Gyócsi (Hungary), Zoubour Harbaoui (Tunisia), Han Hyemin (South Korea), Katarina Klančnik Kocutar (Slovenia), Natalia Markiv (Ukraine), Lise Messika (Israel), Samodra Sriwidjaja (Indonesia)

**And Key Assistance from:** Emmanuelle Castang, Nastya Mashtakova, Miguel Moro, Mikel Iraola, Alexandra Nafarrate, Terence Tan, Dimitri Jageneau, Karen Smith and all the members of the EC

The Communication & Public Relations Commission was created in 2016 at the 22nd Congress of UNIMA Tolosa, Spain.

### Objectives

To make the work of UNIMA, its commissions and national centres recognizable around the world

To improve cooperation and coordination between UNIMA and its national centres

To facilitate networking and communication among puppetry professionals as well as enthusiasts, researchers, historians, and others

To offer tools to facilitate the promotion of the work of puppeteers, associations, and institutions (shows, workshops, exhibitions, conferences, special projects, etc.)

To regularly promote different UNIMA and national centres' projects through traditional and social media channels

To increase UNIMA's presence on social media, therefore expanding the reach of information on its activities

To make UNIMA International's existing website more attractive, functional and simpler to navigate for a better understanding of the work of UNIMA, all its commissions, and the achievement of all other above-mentioned objectives.

### Overall Picture

UNIMA's communication platforms remain both one of our greatest assets and our greatest challenge. Particularly in this period where Covid-19 continued to prevent or limit in-person performances and public gatherings, artists everywhere – and everyone else – found Zoom and other online platforms to showcase their work to a now potentially global audience. Performances, workshops, meetups, meetings – everything was now online and the only barrier to participation was communication – and some dreadfully inconvenient timezone differences. Thus the amount of information needed to process and communicate became even greater. At the same time, communication could not be handled by a dedicated service from September 2021 to June 2022. In June 2022, UNIMA redesigned a communications assistant and consultant position, including support of the commission, with the arrival of Terence Tan - via his company Artsolute - who has been exceptionally responsive and engaged in this new mandate. But even with this part time assistance, the day to day management of communication for UNIMA is a Herculean task. That said, I was particularly grateful to our UNIMA team



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for the beautiful program and collateral created for the latest edition of the *Festival Mondial des Théâtres de Marionnettes* in Charleville-Mézières in 2021 and for the many hours of translation work done by Kembly and Sabrina (and others) for UNIMA's official communications.

UNIMA has a few key platforms currently in use to meet the objectives above.

<https://www.unima.org/en/>

During this period the commission conducted a review of the website and made a comprehensive list of needed website updates and suggestions for improvement to the navigation and user experience. Unfortunately, due to budget limits, only a portion of the updates have been made to date.

### General Newsletter

Restarted in [November 2022](#), the newsletter aims to be a quarterly roundup of upcoming news relevant to the membership.

### Facebook Page

For members who are able to access Facebook, the site remains a resource to share news and drive visitors to the website and ideally to learn and engage more with the organization. While reports indicate that the platform is losing subscribers, UNIMA's subscriber base has remained stable during the period.

### Facebook Group

The Facebook Group allows members a deeper dive into community discussion about puppetry with a more private area to share news and thoughts on puppetry worldwide. Top cities currently represented in the Facebook page are Mexico City, Paris, Sofia, Buenos Aires, Athens, Moscow, Barcelona, Zomba and Lilongwe (both Malawi) and Cairo.

### Instagram

Instagram's focus on visual media is perfect for puppetry. The platform is currently showcasing the crowdsourced images for the [Women, Life, Freedom](#) initiative, among other news, to great interest. Notably Iran currently makes up 10% of total followers on the platform and UNIMA's Instagram followers have risen 53% in this period.

### Secretary General's Newsletter

Many thanks to Dimitri Jageneau for his incredibly engagement in UNIMA's communications as a whole, and for his always inspiring [letters to the membership](#).

## Future

The Commission has mapped out all the known projects and activities needing communication in a big beautiful excel spreadsheet, but we recognize this is only a fraction of the news and information to share. If you have interest in assisting us with this great task, please contact Commission President [Kristin Haverly](#). While AI may be changing how we create content these days, the images generated during my latest experience with an image generator were no match for the beauty and power of puppetry. Come join us as we continue to strive to elevate and celebrate the work of puppetry and puppeteers worldwide.



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Example of Marketing for FMTM activities  
(<https://www.unima.org/es/events/happy-aperol/>):

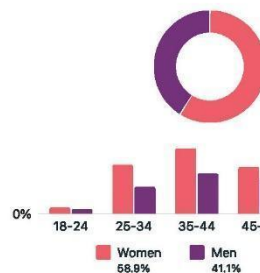


### Some Statistics for Consideration:

Facebook Page likes ①

8,199

Age & gender ①



Instagram followers ①

3,886

Age & gender ①

