

EB/CAR/07/6

July 31, 2007

To: Members of the Committee on the Annual Report
(Mr. Fried, Chairman; Mr. Guarnieri, Mr. Mozhin,
Mr. Rice, Mr. Brown)

From: Michael Da Costa, Committee Secretary

Subject: ***2007 Annual Report—Communications Plan***

On behalf of the Chairman of the Committee, Mr. Fried

Attached for the **information** of Committee members and other Executive Directors is a Communications Plan for the dissemination of the *2007 Annual Report*, which was prepared by the External Relations Department.

Att: (1)

Other Distribution:
Members of the Executive Board
Department Heads



Office Memorandum

To: Mr. Fried

July 30, 2007

From: Claire Liuksila

Subject: **Communications Plan for the Annual Report**

This note lays out the communications plan for the publication, distribution, and dissemination of the Annual Report.

The Annual Report is the Executive Board's report to the Board of Governors on the Fund's work program and policies, and the activities of the Board during the financial year. It also serves as a key source of information on the Fund's work for a more general audience. This year's streamlining of the report, together with the commitment to publish it in additional languages other than English, provides a solid foundation to make the report an effective communication tool for the Board and the Fund.

Information on the expected timing of the dissemination of all eight language editions of the Annual Report, together with aggregate information on the past distribution of the report by audience and region, appears in Tables 1 and 2. It is anticipated that all language editions, with the possible exception of the Japanese, will be available for distribution at the 2007 Annual Meetings.

Building on past efforts, the communications effort for the 2007 Annual Report would be focused on opinion leaders and opinion shapers in government and among the public. Regarding the latter, distribution will target public policy institutes, economic journalists, and key civil society organizations. EXR will follow up selectively with contacts from within these groups, in cooperation with the Fund's resident representatives and regional offices.

Executive Directors may wish to use the opportunity of travel to countries in their constituencies to discuss the Annual Report and the work of the Executive Board in the past year as they deem appropriate. The seminars and briefings that EXR organizes may also provide useful opportunities for further dissemination of the Annual Report.

Following initial distribution of the 2007 Annual Report, a readership survey will be carried out to gauge reactions to the main changes made this year. EXR proposes to engage Research Perspectives, which carried out a readership survey for the Annual Report in 2005. The consultant's findings will be circulated to the CAR early next year, before discussions begin on the 2008 Annual Report.

Table 1
Annual Report of the Executive Board, 2007
Proposed Printing and Distribution

Language edition	Initial printing ¹	Release date
Arabic ²	500	October 17
Chinese	5,000	October 17
English	10,000	September 17
French	1,750	September 17
German	1,000	October 17
Japanese ²	500	October 17 ³
Russian ²	500	October 17
Spanish	1,300	September 17

¹ Based on past demand where applicable. After the initial printing, it is expected that any further copies needed will be produced in-house using short-run digital color printers.

² Denotes new language edition.

³ Tentative date to be confirmed with TGS Language Services.

Table 2
Annual Report of the Executive Board, 2006
Distribution by Audience and Region, to date
(Total of English, French, German, and Spanish versions) ¹

	Totals	Africa	Asia & Pacific	European	Middle East & Central Asia	Western Hemisphere
Governors & Alternates	214	25	19	124	16	30
Government (ministries, central banks, agencies)	989	82	181	315	87	324
IMF "internal programs" (Executive Board, staff, IMF Institute, World Bank)	3,190	10	891	73	6	2,210 ²
International and non-governmental organizations	372	28	53	188	22	81
Education (university libraries, staff and students; research institutes)	1,573	118	384	695	31	345
Business (financial sector, law firms, other private enterprise)	1,057	70	190	415	69	313
Media	900	164	174	260	65	237
Depository libraries	146	26	59	36	10	15
Individuals (sector unknown)	397	36	69	123	14	155
Requested through local distributors and stockists	237	0	33	149	15	40
Totals	9,075	559	2,053	2,378	335	3,750

¹ The Chinese authorities take responsibility for direct distribution of almost all copies of the Chinese edition, which are not captured in this table.

² Although the bulk of these copies are delivered to the Fund and Bank in Washington DC, most are forwarded to external audiences all over the world. To make distribution more efficient, EXR is collecting addresses of final recipients so that mailings will reach them directly.