



**Administrative Committee  
on Coordination**

ACC/1995/15  
14 August 1995

ENGLISH ONLY

REPORT OF THE JOINT UNITED NATIONS INFORMATION COMMITTEE  
ON ITS TWENTY-FIRST SESSION

(Paris, 5-7 July 1995)

CONTENTS

	<u>Paragraphs</u>	<u>Page</u>
INTRODUCTION .....	1 - 4	4
I. MATTERS BROUGHT TO THE ATTENTION OF THE ADMINISTRATIVE COMMITTEE ON COORDINATION .....	5	5
II. DISCUSSIONS HELD BY JUNIC .....	6 - 45	6
A. Review of ongoing JUNIC projects .....	6 - 12	6
1. Non-Governmental Liaison Service .....	6 - 7	6
2. JUNIC information exchange network .....	8 - 9	6
3. System-wide publication on development issues	10 - 12	7
B. Participation by the United Nations system in international exhibitions .....	13 - 16	8
1. Lisbon Exposition 1998: "The oceans, a heritage for the future" .....	13 - 14	8
2. Hannover Exposition 2000: "Mankind, nature, technology" .....	15 - 16	9
C. Review of special events calling for JUNIC participation .....	17 - 29	9
1. Follow-up to the World Summit for Social Development .....	17 - 19	9
2. Fourth World Conference on Women .....	20 - 22	10

CONTENTS (continued)

	<u>Paragraphs</u>	<u>Page</u>
3. High-level intergovernmental meeting on the mid-term global review on the implementation of the Programme of Action for the Least Developed Countries for the 1990s .....	23	11
4. Fiftieth anniversary of the United Nations ...	24	12
5. System-wide photo competition on the theme "Focus on your world" .....	25	12
6. International Year for the Eradication of Poverty .....	26	12
7. Second United Nations Conference on Human Settlements (Habitat II) .....	27 - 28	13
8. World Food Summit .....	29	13
D. Inter-agency cooperation in audio-visual productions .....	30 - 32	14
1. Progress report on joint participation in international film festivals and media markets .....	30	14
2. New system-wide film and video catalogue .....	31	14
3. Photo compact disc and picture exchange system	32	14
E. Discussion of new areas of JUNIC cooperation: ways and means of facilitating United Nations television feed to broadcasters from developing countries .....	33 - 34	15
F. Use of computer technology in the field of public information .....	35	15
G. Follow-up to the 1994 Development Information Workshop .....	36 - 37	15
H. 1995 Development Information Workshop .....	38	16
I. Ad hoc sessions of JUNIC .....	39	16
J. Chairmanship of JUNIC for 1996-1997 .....	40 - 41	16

/...

CONTENTS (continued)

	<u>Paragraphs</u>	<u>Page</u>
K. Dates and venue of the twenty-second session .....	42	17
L. Other matters .....	43 - 45	17

Annexes

I. Agenda .....		18
II. List of documents .....		20
III. List of participants .....		23

## INTRODUCTION

1. The twenty-first session of the Joint United Nations Information Committee (JUNIC) was convened at the headquarters of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Paris from 5 to 7 July 1995. The agenda for the session, which was adopted during the opening meeting, is contained in annex I to the present report. In preparation for the session, the JUNIC secretariat collected, processed and disseminated in advance the necessary documentation, a list of which is contained in annex II. Annex III contains the list of participants.

2. The Director in the Cabinet of the Director-General of UNESCO greeted the participants on behalf of the host organization. He mentioned the need for the United Nations system to speak with one voice and to emphasize the interrelationships among the member organizations. He also stressed that the United Nations system should initiate administrative reforms, as necessary, so that it could better address the evolving international environment, rather than allow changes and reforms to be imposed from outside the system.

3. The Assistant Secretary-General for Public Information of the United Nations Secretariat noted that the information professionals in the United Nations system faced a very difficult challenge in trying to focus public attention on the work of the United Nations system in the economic and social field, where the bulk of the system's resources were employed. Public opinion generally had a tendency to assume that the United Nations dealt only with questions of security and peace-keeping, and even in that context attention was focused primarily on former Yugoslavia and Rwanda. The Assistant Secretary-General pointed to the benefits of strong inter-agency cooperation and the positive role played by JUNIC in promoting an accurate image of the work of the United Nations, such as the successful cooperation that had been achieved among the member organizations in implementing the information programme for the World Summit for Social Development. He suggested that JUNIC could become even more effective if it streamlined its agenda and used the time allocated to its annual meetings to discuss a limited number of important policy issues, thereby ensuring effective and productive deliberations. Information tools were evolving continuously and the United Nations should spare no effort in gaining access to the information superhighway and pursuing all other available options in extending its outreach, including the development of a greater radio capacity with the assistance of Member States. The Assistant Secretary-General also reminded the members of JUNIC of the availability of the network of United Nations information centres to meet the information needs of the organizations of the common system in the field.

4. In her introductory statement, the Chairperson of JUNIC, the Director of Information of the United Nations Children's Fund (UNICEF), welcomed the new members of the Committee. She noted that since its last regular session, the Committee had met twice: on 7 and 8 November 1994 it had held a workshop for the directors of information of bilateral agencies and members of JUNIC to exchange their views on matters of mutual concern, and on 9 November 1994 it had held an ad hoc session to finalize arrangements for the implementation of an information strategy for the World Summit for Social Development. With regard

/...

to the current session, the Chairperson noted considerable delays in the submission of reports, which limited the ability of JUNIC members to prepare adequately for deliberations; she therefore appealed for greater efforts in the future to meet the established deadlines. The Chairperson noted that the follow-up to the decisions reached at the twentieth session had on the whole been satisfactory. However, she regretted that the report on new approaches to funding of JUNIC activities, which had been requested at that session, had not been submitted and that the discussion of that issue needed to be postponed to the twenty-second session of the Committee. She noted that her two-year term of office was expiring in 1995 and, in accordance with the 1989 decision of the Administrative Committee on Coordination (ACC) on that matter, asked for nominations for her successor.

I. MATTERS BROUGHT TO THE ATTENTION OF THE ADMINISTRATIVE  
COMMITTEE ON COORDINATION

5. The attention of ACC is drawn in particular to the following:

(a) The action taken regarding the Non-Governmental Liaison Service (NGLS) (paras. 6 and 7);

(b) The discussion on the JUNIC information exchange network (paras. 8 and 9);

(c) The discussion on a system-wide publication on development issues (paras. 10-12);

(d) The decision regarding participation in the international exposition Lisbon '98 entitled "The oceans, a heritage for the future" (paras. 13 and 14);

(e) The discussion regarding participation in the international exposition Hannover 2000 entitled "Mankind, nature, technology" (paras. 15 and 16);

(f) The discussion on the follow-up to the World Summit for Social Development (paras. 17-19);

(g) The discussion on the preparations for the Fourth World Conference on Women (paras. 20-22);

(h) The discussion on the information programme for the Second United Nations Conference on Human Settlements (Habitat II) (paras. 27 and 28);

(i) The decision on the dates, venue and agenda for the ad hoc session of JUNIC (para. 39);

(j) The decision on the chairmanship of the Committee for 1996-1997 (para. 40);

(k) The decision on the dates and venue of the twenty-second session of JUNIC (para. 42).

/...

## II. DISCUSSIONS HELD BY JUNIC

### A. Review of ongoing JUNIC projects

#### 1. Non-Governmental Liaison Service

6. JUNIC had before it a report prepared by NGLS (JUNIC/1995/1). The representative of the United Nations Environment Programme (UNEP), in his capacity as Rapporteur of the meeting of the NGLS Sponsors Group that had taken place earlier that day, informed JUNIC that the Group had adopted the NGLS programme of work and budget for 1995 and had reviewed the institutional and financial arrangements for NGLS. He noted with satisfaction that NGLS was currently in a stable financial situation, which enabled it to concentrate on supporting and extending the outreach of the United Nations system in dealing with the upsurge in the activity of non-governmental organizations. NGLS needed to increase its visibility further, particularly to reach the non-governmental organizations community in the developing countries. Those objectives could be further promoted through the continued strengthening of both NGLS publications, which still faced several unresolved staff and financial concerns, and the development of electronic communications with the non-governmental organizations community and the public at large.

7. Several members of JUNIC expressed the appreciation of their organizations for the important work done by NGLS in promoting grass-roots and non-governmental organizations support for and contributions to the work of the United Nations system. Sixteen members of JUNIC were currently members of the Sponsors Group. JUNIC recommended that ACC:

(a) Welcome the increased support for NGLS from within the United Nations system and its newly-achieved financial and institutional stability;

(b) Endorse the thrust and content of the programme of work of NGLS and the unique inter-agency role that it performed in strengthening cooperation and dialogue between the United Nations system and non-governmental organizations;

(c) Urge the NGLS Sponsors Group to maintain current levels of support over the next biennium (1996-1997) and urge other members of JUNIC to join in as sponsors.

#### 2. JUNIC information exchange network

8. JUNIC had before it a report prepared by the Food and Agriculture Organization of the United Nations (FAO) (JUNIC/1995/2). The representative of FAO recalled that the participants in the 1993 Development Information Workshop had recommended the establishment of an information exchange. JUNIC had made a decision on the matter at its ad hoc session of 15 and 16 February 1994. At that time, FAO had agreed to coordinate the project for one year. The representative noted that despite the enthusiasm for the project both among the members of the Committee and in the bilateral development agencies, problems persisted in receiving input for the bulletin, as demonstrated by a recent survey. He also noted that the information received for inclusion in the

/...

information exchange did not fulfil the purpose of the exercise, because respondents tended to report on already completed activities rather than provide information in advance of upcoming projects so that members could benefit meaningfully from each other's activities, thus ensuring the pooling of resources and ultimately cutting costs. The representative suggested that JUNIC look into the continued usefulness of the bulletin and consider both reverting to its originally perceived format and identifying an agency to take over the coordinating role for the project.

9. Several members of JUNIC expressed their continued interest in an information exchange bulletin but agreed that such a bulletin should fulfil its original purpose, namely to inform members about upcoming activities and events. The bulletin could be an excellent example of system-wide cooperation, and it was therefore not advisable to discontinue it. Moreover, since the decision to establish the bulletin had been made in consultation with colleagues from the bilateral development agencies, it would be advisable to discuss the issue with them again before any action was taken. The representatives of several JUNIC members, including the United Nations Relief and Works Agency (UNRWA), the World Health Organization (WHO), the International Fund for Agricultural Development (IFAD) and the United Nations Industrial Development Organization (UNIDO), pointed out that they had not received the bulletin. The representatives of several other bodies reported that due to the software used for transmission, they had problems retrieving the bulletin electronically. FAO accepted the request of JUNIC to continue to coordinate the information exchange bulletin until the proposed ad hoc session of the Committee, with the Department of Public Information to take over the coordinating role thereafter should JUNIC decide to continue its production. FAO also agreed to prepare and circulate a set of guidelines for contributions to the bulletin and to circulate a list of its recipients.

### 3. System-wide publication on development issues

10. JUNIC had before it a report prepared by the Department of Public Information (JUNIC/1995/3). In that report, the Department put forward three possible approaches to system-wide publication on development issues: (a) continuation of Development Update, a bimonthly newsletter for information on issues before the current cycle of major United Nations conferences; (b) revival of the World Development Supplement, which had formerly been reproduced in major newspapers; and (c) development of a new system-wide publication on development issues. All members of JUNIC thought that the first two options would not fulfil the objective at hand and a number of them agreed on the need to look into the feasibility of starting a new system-wide publication, despite considerable concern regarding its cost and professional quality. Several members of the Committee supported publications on development issues produced by entities outside the United Nations system. Thus, while there was a general shortage of resources, some funding could still be made available for a publication whose quality could be assured.

11. A number of members of JUNIC supported further strengthening of electronic communications, including the development of interactive products, as a means of disseminating information on the activities of the United Nations system in the

/...

area of economic and social development, but it was agreed that the new medium, however useful in reaching new audiences, could not replace the printed word. Such newspapers as The New York Times and The Washington Post continued to influence public opinion and government policy, despite the increased impact and power of visual and electronic media. Moreover, a system-wide publication on development issues would not infringe upon the mandates of separate publications of the members of JUNIC, because it would address a different need, using an intersectoral approach to development. A professionally managed publication would promote the work of the United Nations system in the area of economic and social development, drawing on considerable expertise and the wealth of material available in the system as a means of influencing public policy and strengthening support for the objectives of the United Nations. In emphasizing the strengths of developing societies and development success stories, the United Nations system had a role to play in promoting the positive image of developing countries in order to generate public support for international cooperation for development.

12. JUNIC agreed to look further into the feasibility of establishing a new system-wide publication on development and decided to convene an ad hoc session early in 1996 to discuss that and a number of other outstanding issues. JUNIC requested the Department of Public Information to prepare and disseminate well in advance of that meeting a comprehensive proposal on the issue, taking into account the views of JUNIC members and covering all issues concerned, including the target audience for the proposed publication; editorial policy; the means of reaching end-users, including the feasibility of the electronic approach; and cost/revenue analysis, including the possibility of funding from the private sector. JUNIC suggested that some funding for a new publication could be generated through the use of part of the surplus from the operations of Development Business. To achieve that objective, the repayment schedule into the Development Forum trust fund could be prorated accordingly. In addition, JUNIC suggested that the General Assembly look into the reinstatement of the yearly allocation for a development publication that was discontinued at the end of 1992.

B. Participation by the United Nations system in international exhibitions

1. Lisbon Exposition 1998: "The oceans, a heritage for the future"

13. JUNIC had before it a note prepared by FAO (JUNIC/1995/4). The representative of the Organizing Committee for the Lisbon Exposition 1998 (Expo '98) made a presentation to JUNIC and pointed out that the exposition would be an opportunity to observe 1998 as the International Year of the Oceans. Invitations to participate had been sent to some 110 countries, as well as to international organizations, including the United Nations, with invitations to specialized agencies and programmes to follow. Participation by the United Nations system would be on a no-cost basis, in accordance with the 1992 guidelines for participation by the United Nations system in international exhibitions and the 1994 addendum thereto. The Organizing Committee undertook



to seek a sponsor to cover the cost of participation by the United Nations, as had been done for the Seville Exposition 1992 and elsewhere.

14. Following the presentation, members were informed that the Secretary-General had received a letter from the Prime Minister of Portugal inviting the United Nations system to take part in Expo '98 and he had accepted the invitation in principle. The representative of UNESCO expressed the strong interest of his organization to act as the lead agency for the project. The Department of Public Information felt that it needed time to consult with the Office of the Secretary-General and relevant departments of the United Nations Secretariat and also to obtain further information from the organizers before a decision could be taken on the matter; it felt that the issue could be taken up at the proposed ad hoc session of JUNIC. The Chairperson asked the members of the Committee for their views on the matter: they felt that sufficient information was already available and the additional lead time could be used to better prepare for United Nations participation in the event. JUNIC accordingly decided to accept the offer by UNESCO and to recommend to ACC that UNESCO be designated as the lead agency for Expo '98.

## 2. Hannover Exposition 2000: "Mankind, nature, technology"

15. JUNIC had before it a note prepared by the Department of Public Information (JUNIC/1995/5). The Deputy Commissioner-General of the Hannover Exposition 2000 "Mankind, nature, technology" (Expo 2000) addressed the Committee and provided additional information. He noted that a number of countries and international organizations had already been invited to take part in Expo 2000. Several members of JUNIC expressed interest in receiving separate invitations to participate. The Deputy Commissioner-General pointed out that the Government of Germany might cover the cost of participation of some developing countries that would not be able to find sponsorship and that the Organizing Committee would assist the United Nations in securing the necessary funding through corporate sponsorship.

16. Following the presentation, the members of JUNIC were informed that the Federal Chancellor of the Government of Germany had written to the Secretary-General inviting the United Nations system to participate in Expo 2000 and the Secretary-General had accepted the invitation in principle. JUNIC decided to postpone a decision on the matter until more information was available; it requested the Department of Public Information and UNESCO to prepare a discussion paper for consideration at the ad hoc session to be held early in 1996.

## C. Review of special events calling for JUNIC participation

### 1. Follow-up to the World Summit for Social Development

17. JUNIC had before it a report prepared by the Department of Public Information (JUNIC/1995/6). Several members of the Committee commended the work of the Department in coordinating the implementation of the information programme for the Summit. The Committee agreed that joint participation in the

/...

Summit should serve as an example of successful inter-agency cooperation. The crucial elements of success were: (a) the advance planning and coordination with the members of JUNIC through the participation in the task forces, the working group on information questions and the strong support of the network of United Nations information centres and services; (b) concentration on selected issues; and (c) advantages of an ongoing cycle of conferences on related issues. Close contacts and partnerships with the media had been developed, resulting in extensive world-wide coverage of the event. As a rule, reference in press coverage had been to the United Nations as a whole, reflecting the United Nations efforts to project a unified image.

18. To coordinate follow-up action, five substantive task forces had been established, with the key issue being the eradication of poverty, the subject of the International Year to be observed in 1996. It was pointed out that it was necessary to maintain the momentum of media interest in the issues raised at the Summit. The follow-up campaign would start in earnest in late 1995/early 1996, so as not to interfere with the activities planned in preparation for the Fourth World Conference on Women. The follow-up activities would take place largely at the regional and country levels, in close cooperation with United Nations information centres and services and other field offices.

19. A number of follow-up publications were currently under preparation, including the text of the final document and the "Blue Book" on the World Summit for Social Development. The Government of Denmark was preparing an analysis of coverage of the Summit by the Danish media, while the Department of Public Information was analysing the coverage by media around the world. In cooperation with the Department, NGLS had prepared follow-up information on the Summit for non-governmental organizations, and separately a compilation of main statements made by non-governmental organizations. In March 1996, the Government of Denmark and the Department were planning to hold five follow-up regional briefings on issues related to the World Summit. Several members of JUNIC, including UNICEF, the International Research and Training Institute for the Advancement of Women (INSTRAW), FAO, UNESCO and the International Monetary Fund (IMF) expressed interest in receiving further information on the regional briefings with a view to participating. UNRWA expressed interest in information on any activities covering the Middle East. The United Nations Centre for Human Settlements (Habitat) also informed JUNIC about the seminar on urban poverty scheduled to be held in March 1996 in Recife, Brazil, as part of the preparations for the Second United Nations Conference on Human Settlements (Habitat II).

## 2. Fourth World Conference on Women

20. JUNIC had before it a report prepared by the Department of Public Information (JUNIC/1995/7). The representative of the Department brought to the attention of the Committee a number of information products that were being prepared, including a "Blue Book" on the United Nations and women. He also informed them about several co-productions with independent publishers and broadcasting organizations. He noted that the JUNIC exhibit, designed to travel to all major conferences scheduled in the current cycle, would be displayed in

Beijing. In addition, the Department had already held two regional journalists' and non-governmental organizations encounters in New Delhi and London.

21. Several members of JUNIC expressed their hope that the excellent cooperation between the Department and other members of JUNIC developed during the World Summit for Social Development would continue at the Fourth World Conference on Women. It was noted that despite the holding of two media encounters, the substantive talking points discussed in the steering group convened by the Secretary-General on issues on which there was system-wide agreement had not so far been made available by the Conference secretariat, making it difficult to focus the media campaign. Several members of JUNIC emphasized that the talking points should promote the unified image of the United Nations system, while some members regretted that few if any joint information activities in preparation for the Conference had been planned. JUNIC agreed that all communications on information matters should be addressed to information offices rather than to substantive departments in member organizations.

22. Members of JUNIC expressed concern over the status of logistical arrangements for their participation in the Conference: so far they had not received sufficient information. The Department of Public Information informed them that its representatives were concurrently visiting Beijing as part of the United Nations planning mission. Upon the completion of the mission, the Department would convene an inter-agency task force to convey the necessary information on space, access, telecommunications and other related matters, as well as to coordinate all information activities at the Conference.

3. High-level intergovernmental meeting on the mid-term global review on the implementation of the Programme of Action for the Least Developed Countries for the 1990s

23. JUNIC had before it a report prepared by the United Nations Conference on Trade and Development (UNCTAD) (JUNIC/1995/8). The representative of UNCTAD recalled that in 1992, ACC had issued a statement emphasizing the role of the United Nations system in promoting the objectives of the least developed countries. Accordingly, UNCTAD invited the members of JUNIC to produce one or two-page fact sheets for inclusion in the UNCTAD press kit, outlining the relevant activities of their organizations. The representative of UNCTAD also invited the members of JUNIC to mobilize their media contacts so as to sensitize Governments and the public at large to the issues contained in the Programme of Action. The Department of Public Information, WHO, the International Civil Aviation Organization (ICAO) and UNIDO agreed to contribute fact sheets. ICAO also offered to contribute its video on technical cooperation with the least developed countries, while UNIDO provided information on a seminar to be held in December 1995 with participation at the ministerial level.

4. Fiftieth anniversary of the United Nations

24. Two reports were before the Committee, prepared by the secretariat of the fiftieth anniversary (JUNIC/1995/9) and the Department of Public Information (JUNIC/1995/9/Add.1). The Director of the United Nations information centre in Paris also briefed the members of JUNIC on the activities undertaken by his centre at the national level, as did the representative of UNEP in his capacity as Director of the United Nations information centre in Nairobi. The representative of the Department of Public Information reiterated that the secretariat of the fiftieth anniversary was a separate entity with its own activities and programme of work. Several members of JUNIC regretted that the secretariat of the anniversary did not approve joint participation or the use of the fiftieth anniversary logo for the activities undertaken by their organizations to observe the event.

5. System-wide photo competition on the theme "Focus on your world"

25. JUNIC had before it a report prepared by UNEP (JUNIC/1995/10). The representative of UNEP thanked the members of JUNIC, particularly the United Nations information centres, for their cooperation. He noted that the project had benefited from the use of Internet in its promotion. With almost 45,000 entries received, this was the biggest photo competition ever held. Two exhibits of best entries were to be held in New York in October 1995: a small display at United Nations Headquarters and a three-week exhibit at Grand Central Station, where the awards would be handed out. UNEP was also planning several travelling exhibits to cover the United States of America/Canada, Europe, Africa and Asia, and it invited the members of JUNIC to assist in seeking the necessary sponsorship for shipping costs. UNEP was also seeking sponsorship to produce a CD-ROM version containing some 10,000 entries, to be used by the members of JUNIC. A book that would include the facts and figures behind the photographs was also under consideration. JUNIC expressed regret that the logo of the fiftieth anniversary of the United Nations could not be used for that worthwhile effort.

6. International Year for the Eradication of Poverty

26. JUNIC had before it two reports, prepared by IFAD (JUNIC/1995/11) and the Department of Public Information (JUNIC/1995/11/Add.1). The representative of IFAD informed the Committee that his organization would be able to commit limited resources to the regional seminar on the implementation of rural development projects and poverty eradication, to be held in Cape Town in January 1996 to inaugurate the International Year. He invited the cooperation of the Department of Public Information in the preparation of related information activities. The representative of the Department informed JUNIC that it was planning a series of regional briefings and media encounters to promote the objectives of the International Year; the Department invited JUNIC members to participate in those activities, since they were also part of the follow-up to the World Summit for Social Development. Members of JUNIC expressed broad interest in taking part in information activities on the

International Year, which touched upon the mandate of most of them, and reiterated the importance of a joint approach to the matter. JUNIC agreed to establish a task force to look into all aspects of the information campaign. JUNIC requested the Department of Public Information and IFAD to prepare a joint proposal for information activities relating to the elimination of poverty and to convene the task force as soon as possible, preferably before the Fourth World Conference on Women.

7. Second United Nations Conference on Human Settlements  
(Habitat II)

27. JUNIC had before it a report prepared jointly by Habitat and the Department of Public Information (JUNIC/1995/12). In addition, a calendar of events planned at the regional and international levels was circulated to the members. It was noted that most members of JUNIC were co-hosting different events related to the issues before the Conference, which was part of the continuum of conferences on interrelated issues. WHO noted that the 1996 World Health Day would be devoted to the theme "Healthy cities" and its activities would be coordinated with Habitat. The representative of the United Nations Development Programme (UNDP) said that, combining the issues of poverty and the Conference, its Azimuths series, in which many members of JUNIC participated, could produce joint programmes on urban poverty. The observance of the 1996 World Environment Day would take place in Istanbul and UNEP would work closely with Habitat on the related theme and activities. The representative of the World Meteorological Organization (WMO) noted that the 1996 Water Day would cover the issues of weather and water in the cities. Several members expressed interest in the UNICEF proposal for a voices of youth project that would enable city children to address world leaders through Internet.

28. The members of JUNIC noted with satisfaction that the slogan of the Conference would be modified to also include the concerns of rural communities in the information campaign leading to the Conference. Several members of the Committee expressed interest in the co-sponsorship of participants in the planned journalists' encounters, as well as in the Conference itself, and also wished to contribute material for a joint press kit. It was noted that the JUNIC exhibit would be displayed at the Conference, with the shipping costs to be covered from contributions by the members of JUNIC made in 1994. The representative of the United Nations Population Fund (UNFPA) inquired about the possibility of also displaying the UNFPA exhibit prepared for the International Conference on Population and Development. Habitat welcomed the assistance of JUNIC members and invited further cooperation.

8. World Food Summit

29. The representative of FAO informed the Committee that the World Food Summit would be held at FAO headquarters from 13 to 15 November 1996. The Secretary-General had been informed and following its presentation to ACC at its next session, invitations for system-wide participation would be issued. In due course, FAO would circulate to JUNIC members the information strategy for the event and the issue could be discussed further at the proposed ad hoc session.

/...

D. Inter-agency cooperation in audio-visual productions

1. Progress report on joint participation in international film festivals and media markets

30. JUNIC had before it a report prepared by the Department of Public Information (JUNIC/1995/13). The representative of the Department informed the members that she hoped to receive the list of events scheduled for 1996 by November 1995.

2. New system-wide film and video catalogue

31. JUNIC had before it a report prepared by the Department of Public Information (JUNIC/1995/14). The representative of the Department introduced the four proposed options for a printed product and noted that the catalogue would also be available electronically, as was the Department's own catalogue. She noted that the Department's catalogue was regularly disseminated to some 5,000 recipients, including Governments and their agencies, broadcasters, educational institutions and United Nations offices world wide. It was also used as a primary promotional tool at film festivals and video markets. Most JUNIC members, citing their limited video productions and dwindling funding, expressed preference for an electronic version of the catalogue. The Department of Public Information and FAO, citing recent statistics, noted the limited availability of electronic communications in developing countries. JUNIC requested the Department of Public Information to prepare a proposal for an electronic version of the catalogue and to contact the membership for feedback.

3. Photo compact disc and picture exchange system

32. The report was prepared by the Department of Public Information (JUNIC/1995/15). The representative of the Department noted that this was not a library but a storage system and suggested that storage options could be discussed during the next meeting of photo editors. He informed JUNIC that the Department had decided on Kodak technology because the model obtained (Kodak 24/20) was the industry standard, compatible with other available systems, thereby meeting the guidelines set out by the JUNIC Technical Advisory Group on the use of computer technology in the field of public information. Several members of JUNIC urged that the Technical Advisory Group meet soon to discuss that and other matters arising from the quick pace of technological developments in the field. The representative of UNEP also suggested that the United Nations consider the possibility of making its photographs available through a commercial company as a means of ensuring their wider dissemination. JUNIC agreed that the next meeting of photo editors be held at FAO headquarters in Rome in late November/early December 1995.

E. Discussion of new areas of JUNIC cooperation: ways and means of facilitating United Nations television feed to broadcasters from developing countries

33. JUNIC had before it a report prepared by UNICEF (JUNIC/1995/16). In view of the importance of the issue, JUNIC agreed with the suggestion by the representative of UNICEF that a two-day workshop to discuss the matter be held in New York in conjunction with the proposed ad hoc session of JUNIC. UNICEF informed JUNIC that the Friedrich Ebert Foundation would be interested in co-hosting the event, which would include as participants the interested members of the Committee, donor countries, international and regional broadcasters, satellite networks and others.

34. Several members of JUNIC brought to the attention of the Committee the Canadian-based WETV network, which used aggressive marketing to get support from the organizations of the United Nations system. Several organizations have supported them - not necessarily through their information offices - but were not sure of the positive impact of such cooperation. JUNIC decided to place on record its reservations on the usefulness of the project, since what was needed was not the availability of air time on a special channel that WETV would provide but the development of good programming with mainstream broadcasters.

F. Use of computer technology in the field of public information

35. JUNIC had before it the report prepared by FAO (JUNIC/1995/18). The representative of FAO noted that there had been regular communications among the members of the Technical Advisory Group, but that a meeting of the Group was needed to discuss a number of outstanding issues. He informed JUNIC that, due to increased workload, FAO would also like to renounce its chairmanship of the Group at that time and pointed out the need to consult on the matter with a view to making a recommendation. WHO expressed interest in the chairmanship, subject to further information. JUNIC decided that the next meeting of the Technical Advisory Group be held in Rome in late November/early December 1995, in conjunction with the meeting of JUNIC photo editors.

G. Follow-up to the 1994 Development Information Workshop

36. JUNIC had before it a report prepared by UNICEF (JUNIC/1995/19). The representative of UNICEF recalled that the issue had been discussed at the 1994 Development Information Workshop, at which UNICEF had agreed to undertake research of the use of communications in promoting developing issues and had hired a team of consultants. So far the researchers had interviewed over 150 individuals and organizations in 15 countries. The preliminary results had provided an analysis of the current situation of communication in development, had led to the creation of a database of key players and organizations in the field, had provided a portfolio of readings and relevant documents, had led to proposals for cooperative activities, and had stimulated interest among potential partners, resulting in a communication initiative of its own.

37. The members of JUNIC expressed their appreciation to UNICEF for its work on the issue and agreed that that kind of research and planning was a step in the right direction. A number of members of JUNIC requested that, at an appropriate time, a presentation on the issue be made to the heads of organizations of the United Nations system. With regard to follow-up, particular interest was expressed in further discussion of the management of communication and of evaluation, and JUNIC agreed that either one or both these issues should be on the agenda of the upcoming Development Information Workshop, with possible presentations by experts on the issue from outside the United Nations system.

#### H. 1995 Development Information Workshop

38. The Chairperson of JUNIC had prepared a report (JUNIC/1995/21). She informed the members that a total of 10 members of JUNIC and colleagues from bilateral agencies had responded to her communication on the matter: all responses received had been very positive. Among the proposals for areas of discussion at the next meeting were communications strategies, new technologies in the field of public information and possible joint projects. JUNIC agreed that the next Development Information Workshop be held in New York in late January/early February 1996, in conjunction with the proposed ad hoc session of the Committee. UNICEF, UNDP and UNFPA would organize the event and develop the agenda, also taking into account the views of colleagues in the bilateral development agencies.

#### I. Ad hoc sessions of JUNIC

39. The members of JUNIC took note of the views of ACC on the matter (see ACC/1994/2/Add.2, para. 33). It was agreed that, in view of the urgency and complexity of the issue of a system-wide publication on development issues, JUNIC needed to meet to discuss all aspects of the matter with a view to reaching a quick decision. The session should also discuss progress in the implementation of the information strategy for Habitat II, participation by the United Nations system in Hannover Exposition 2000 and other matters. JUNIC agreed that the ad hoc session be held in New York in late January/early February 1996.

#### J. Chairmanship of JUNIC for 1996-1997

40. JUNIC recommended for approval by ACC the appointment of Mr. Samir Sanbar, Assistant Secretary-General for Public Information in the United Nations Secretariat, as its Chairman for 1996-1997. The chairmanship will be assumed upon the adoption of the recommendation by the Organizational Committee of ACC.

41. The members of the Committee expressed their appreciation to Ms. Mehr Khan of UNICEF for her commitment and efficient leadership of the Committee over the previous two years.



K. Dates and venue of the twenty-second session

42. The representative of UNEP renewed the invitation extended at the last regular session that the twenty-second session of JUNIC be held at UNEP headquarters in Nairobi in the last week of June/first week of July 1996. JUNIC accepted the invitation and also expressed its gratitude to IMF, which had also offered to host the next session of the Committee.

L. Other matters

43. The Chairperson brought to the attention of members the upcoming 1995 meeting of United Nations editors, scheduled to be held in Hamburg on 19 and 20 October 1995. It was noted that despite the name of the meeting, it included a number of participants from outside the United Nations system. The group met informally and did not have a permanent secretariat. Accordingly, the invitations to participate were issued to individuals rather than to organizational units. JUNIC agreed that that practice should be modified and that, for better coordination, the meeting of United Nations editors should include the participation of all those in the United Nations system who dealt with editorial matters. JUNIC also felt that the report of that meeting should be shared with the members of JUNIC. The JUNIC secretariat was requested to look into the issue and the Committee agreed to continue its discussion of the matter at the upcoming ad hoc session.

44. The Department of Public Information circulated a preliminary proposal to develop short-wave radio broadcasting capacity for the United Nations system in cooperation with several broadcasters, including Deutsche Welle, Radio Sweden and Radio Norway. In order to take advantage of the offer of several hours of broadcasting time daily, the project would need contributions both in programmes and funds. Initially, the programming would be in English, French and Spanish, but other languages could be added later on. Several members of JUNIC expressed interest in the project and urged the Department to make additional information available to them.

45. The representative of the International Telecommunication Union suggested that the JUNIC secretariat look into electronic dissemination of pre-session documentation in order to avoid delays in its receipt. The representative of the Department of Public Information promised to look into the matter with a view to partially or fully implementing the suggestion, as appropriate.

Annex I

AGENDA

1. Opening of the session.
2. Adoption of the agenda.
3. Review of the follow-up action on decisions adopted at the twentieth session.
4. Review of ongoing JUNIC projects:
  - (a) NGLS;
  - (b) JUNIC information exchange network;
  - (c) System-wide publication on development issues.
5. Participation of the United Nations system in international exhibits:
  - (a) Expo '98: "The oceans, a heritage for the future" (Lisbon);
  - (b) Expo 2000: "Mankind, nature, technology" (Hannover).
6. Review of special events calling for JUNIC participation:
  - (a) Follow-up to the World Summit for Social Development;
  - (b) Fourth World Conference on Women;
  - (c) High-level intergovernmental meeting on the mid-term global review on the implementation of the Programme of Action for the Least Developed Countries for the 1990s (September-October 1995);
  - (d) Fiftieth anniversary of the United Nations;
  - (e) Progress report on the system-wide international photo exhibit on the theme "Focus on your world";
  - (f) International Year for the Eradication of Poverty (1996);
  - (g) Second United Nations Conference on Human Settlements.
7. Inter-agency cooperation in audio-visual productions:
  - (a) Progress report on arrangements for the joint participation in international film festivals and media markets;

/...

- (b) New system-wide film and video catalogue;
  - (c) Photo compact disc and picture exchange system.
8. Discussion of new areas for JUNIC cooperation: discussion of ways and means of facilitating United Nations television feed to broadcasters from developing countries.
  9. Recommendations of the United Nations Committee on Information relevant to JUNIC.
  10. Use of computer technology in the field of public information: report of the Technical Advisory Group.
  11. Follow-up to the 1994 Development Information Workshop.
  12. 1995 development information workshop for directors of information of bilateral agencies and members of JUNIC.
  13. Ad hoc sessions of JUNIC.
  14. Chairmanship of JUNIC for 1996-1997.
  15. Dates and venue of the twenty-second session.
  16. Other matters.

Annex II

LIST OF DOCUMENTS

<u>Symbol</u>	<u>Title or description</u>	<u>Prepared by</u>
JUNIC/1995/1	NGLS	NGLS
JUNIC/1995/2	JUNIC information exchange	FAO
JUNIC/1995/3	System-wide publication on development issues	Department of Public Information of the United Nations Secretariat
JUNIC/1995/4	Lisbon Exposition 1998: "The oceans, a heritage for the future"	FAO
JUNIC/1995/5	Hannover Exposition 2000: "Mankind, nature, technology"	Department of Public Information of the United Nations Secretariat
JUNIC/1995/6	Follow-up to the World Summit for Social Development	Department of Public Information of the United Nations Secretariat
JUNIC/1995/7	Implementation of the information activities for the Fourth World Conference on Women	Department of Public Information of the United Nations Secretariat
JUNIC/1995/8	High-level intergovernmental meeting on the mid-term global review on the implementation of the Programme of Action for the Least Developed Countries for the 1990s	UNCTAD
JUNIC/1995/9	Observance of the fiftieth anniversary of the United Nations	Secretariat of the fiftieth anniversary

/...

<u>Symbol</u>	<u>Title or description</u>	<u>Prepared by</u>
JUNIC/1995/9/Add.1	Observance of the fiftieth anniversary of the United Nations	Department of Public Information of the United Nations Secretariat
JUNIC/1995/10	System-wide photo competition on the theme "Focus on your world"	UNEP
JUNIC/1995/11	International Year for the Eradication of Poverty (1996)	IFAD
JUNIC/1995/11/Add.1	International Year for the Eradication of Poverty (1996)	Department of Public Information of the United Nations Secretariat
JUNIC/1995/12	The Second United Nations Conference on Human Settlements (Habitat II)	Department of Public Information of the United Nations Secretariat and Habitat
JUNIC/1995/13	Progress report on arrangements for joint participation in international film festivals and media markets	Department of Public Information of the United Nations Secretariat
JUNIC/1995/14	New system-wide film and video catalogue	Department of Public Information of the United Nations Secretariat
JUNIC/1995/15	Photo compact disc and picture exchange system	Department of Public Information of the United Nations Secretariat
JUNIC/1995/16	Facilitating television reporting in developing countries on the activities of the United Nations	UNICEF

<u>Symbol</u>	<u>Title or description</u>	<u>Prepared by</u>
JUNIC/1995/17	Recommendations of the United Nations Committee on Information relevant to JUNIC	Department of Public Information of the United Nations Secretariat
JUNIC/1995/18	Report of the Technical Advisory Group	FAO
JUNIC/1995/19	Follow-up to the 1994 Development Information Workshop	UNICEF
JUNIC/1995/20	Ad hoc sessions of JUNIC	JUNIC secretariat
JUNIC/1995/21	1995 Development Information Workshop	Chairperson of JUNIC

Annex III

LIST OF PARTICIPANTS

Chairperson: Mehr Khan, United Nations Children's Fund

Secretary: Mian Qadrud-Din, Department of Public Information of the United Nations Secretariat

Assistant Secretary: Jadranka Mihalić, Department of Public Information of the United Nations Secretariat

United Nations

Department of Public Information	Samir Sanbar Hassen Fodha Salim Lone Barbara Sue-Ting-Len
Non-Governmental Liaison Service	Tony Hill Leyla Alyanak
United Nations Children's Fund	Morten Giersing Anne Winter
United Nations Conference on Trade and Development	Maria-Sabina Yeterian-Parisi
United Nations Development Programme	Mary Lynn Hanley
United Nations Environment Programme	Tore Brevik
United Nations Population Fund	Alex Marshall
United Nations Centre for Human Settlements	Christina Engfeldt
Office of the United Nations High Commissioner for Refugees	Manoel de Almeida e Silva
United Nations Relief and Works Agency for Palestine Refugees in the Near East	Lynn Falling
International Research and Training Institute for the Advancement of Women	Gorana Šipić
International Trade Centre	Janice Goertz

/...

Specialized agencies and related organizations

International Labour Organization	Kiran Mehra Kerpelman Niloufer Mukhi
Food and Agriculture Organization of the United Nations	Richard Lydiker
United Nations Educational, Scientific and Cultural Organization	Hélène Gosselin
International Civil Aviation Organization	Hutton Archer
International Telecommunication Union	Francine Lambert
United Nations Industrial Development Organization	Kemal Saiki
World Health Organization	Richard Leclair
International Monetary Fund	Bruno J. Mauprivez
World Meteorological Organization	Eirah Gorre-Dale
World Intellectual Property Organization	Laurent Manderieux
International Fund for Agricultural Development	Taysir Mustafa
International Atomic Energy Agency	David R. Kyd

-----