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Co-ordination in the field of public information activities
among the members of the United Nations system

Note by the Secretary-General

The Secretary-General has the honour to transmit to the members of the General Assembly the text of the report of the Joint Inspection Unit entitled "Co-ordination in the field of public information activities among the members of the United Nations system" (JIU/REP/81/2).

* A/36/50.

CO-ORDINATION IN THE FIELD OF PUBLIC INFORMATION ACTIVITIES AMONG
THE MEMBERS OF THE UNITED NATIONS SYSTEM

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I. INTRODUCTION

1. This report follows upon earlier studies made by the Joint Inspection Unit on co-ordination and co-operation among the members of the United Nations system. The first such report was submitted in 1968 after an inspection in some African Centres. 1/ Subsequently, a number of reports were produced on individual projects dealing in part with the questions of co-ordination and co-operation. The present report is limited to the question of co-ordination in the field of public information which in the light of the New Information Order has become a matter of great interest to Member States.
2. The JIU in its report on Regional Structures 2/ had already drawn attention to the need for better co-ordination in the field of public information and again in its recent report on the Information Centres (JIU/REP/79/10) made reference to the need for interagency co-ordination and co-operation in this field and to the need for better harmonization of the funds for public information activities of the members of the system.
3. In 1974, the Administrative Committee on Co-ordination (ACC), considering the importance of strengthening co-ordination among organizations in the field of public information, created the Inter-Agency Public Information Programme Committee, which later was re-named the Joint United Nations Information Committee (JUNIC) with principal responsibility for developing a common United Nations public information system covering all aspects of the activities of the organizations within the system with special reference to the mobilization of public opinion in support of economic and social development.
4. The Inspector will deal separately and in a more detailed way with the work of JUNIC. But here it should be emphasized that public information is such an important function that it has become almost imperative for each organization to have its own information service (department, division, unit, information officer, area information officer, etc.) in order to generate and co-ordinate information on its activities. For the distribution of information, different means are used by the organizations of the system ranging from the ramified network of information centres through area information officers, regional information officers to country representatives. These have resulted in the creation of a great number of information points around the world.
5. The data collected by a working group of JUNIC on co-ordination by means of a questionnaire sent to its member organizations 3/ indicate that the United Nations system as a whole had in 1977-78 information offices in 74 cities around the world and since in many cities more than one organization had an information office there was a total of 148 information points.
6. It is worth noting, however, that these 148 information points are not evenly spread around the world. Twenty-five cities have 9, i.e., 67% of the information points, and one of them has as many as 14, i.e., 10% of the total

1/ JIU/REP/68/4

2/ JIU/REP/75/2

3/ JUNIC/R.47

7. Such a large number of information points require not only considerable financial resources but they also need a great deal of co-ordination and co-operation to function coherently and efficiently. JIU undertook this study in the hope that it could make a contribution to on-going efforts to rationalize and improve the public information programmes and operations of the United Nations system.

8. In order to obtain the information required for this report, the United Nations (and its affiliated bodies), FAO, IAEA, ICAO, ILO, IMCO, ITU, UNESCO, UPU, WHO and WMO, were requested to submit information on their public information services. All findings and statistics in this report refer to these organizations. Subsequently, visits were made to some organizations to discuss their public information activities. The material gathered was then analyzed and the report prepared. The Inspector expresses his appreciation to all those who have provided information and suggestions for use in this report.

II. COST OF PUBLIC INFORMATION ACTIVITIES IN THE UNITED NATIONS SYSTEM

9. Very seldom has the cost of public information activities system-wide been discussed by a competent inter-governmental body or by ECOSOC. Legislative bodies of each organization individually examine and approve the public information costs proposed for their organization as part of their normal budgetary process.

10. Recently, at its nineteenth session, the Committee on Programme and Co-ordination (CPC), examined the question of resources for public information. It had received an informal paper prepared by the Secretariat of JUNIC and the Office for Inter-Agency Affairs and Co-ordination regarding the costs of information in the other parts of the United Nations system, including the specialized agencies.

11. The difficulty that the members of the CPC encountered when discussing this paper submitted to them by the Secretary-General was that the data contained in that informal paper "were not complete and in certain cases reflected expenditure for different years." Therefore, the CPC requested a new formal paper to be submitted in which all data would be combined and made comparable. 4/

12. The Secretary-General submitted a new formal paper on the cost of public information activities in the United Nations system in which it was stated that for the purposes of the paper "public information activities in the system are those which are intended to make the organization's aims, work and achievements better known, whatever the organizational arrangements through which they may be carried out." The Secretary-General further stated that in assembling the data for the years 1977, 1978 and 1979, two main difficulties were encountered. The first was the lack of clear dividing lines between public information activities and other activities, some of a substantive nature but with information aspects. The second difficulty was the need to ensure as far as possible that the cost elements that could appropriately be attributed to these activities were brought together in a consistent manner. 5/ A problem here was the fact that cost elements are as a rule dispersed and often combined with other data in the organization's financial records. Apparently, neither JUNIC nor CCAQ, as subsidiary organs of the ACC, had concerned themselves with the need to define clearly what should be cost elements of public information activities in the system or to ensure consistency in their identification and costing. No standardized format has been elaborated for the presentation of these costs. This led to confusion and difficulties in establishing a financial statement that would present a meaningful breakdown of the costs.

13. This was illustrated by the attempt to breakdown these costs between main sources of funds. The Secretary-General stated that as regards the United Nations the need for a clear definition seemed to arise chiefly in connection with the expenditure of various units, programmes and funds of the United Nations, some of which have budgets separate from the programme budget of the United Nations. Therefore, expenditures of such bodies were defined as extra-budgetary for the purposes of the exercise to the extent that they were not provided for in the programme budget of the United Nations or in related supplementary estimates.

4/ Document A/33/38, para. 4.59

5/ Document E/AC.51/1980/8.

14. It was obvious to the Inspector that such a presentation would not enable him to obtain a full picture of the breakdown of the expenditures and to determine how much was actually spent on public information activities. Therefore, the Inspector sent to the organizations, members of the United Nations system, his own questionnaire with tables to be filled in, requesting more detailed information. In spite of the fact that the letter requesting these data was sent on 22 February 1980 some organizations after five months had not been able to reply. This delayed preparation of the report.

15. The data submitted by the Secretary-General (see annex I) consisted of three tables showing the public information costs incurred by each reporting organization in 1977, 1978 and 1979 (Table 1) and containing analyses of the Regular Budget figures respectively by main type of expenditure (staff costs, travel costs, other costs) (Table 2), and main purpose of activities (publications, audio-visual materials, services for the press, services for the public, other activities) (Table 3). 6/

16. A comparison of the data presented by the Secretary-General provides some useful indicators. For example, the total expenditure for public information activities of the UN system (whether funded through Regular Budget or by extra-budgetary sources) was of the order of \$US 38,496,000 in 1977, \$US 47,119,000 in 1978 and \$US 52,114,000 in 1979. The UN (not including UNICEF, UNDP and UNU) was by far the largest - \$US 21,647,000 in 1977, \$US 26,073,000 in 1978 and \$US 29,335,000 in 1979. If we include expenditures of UNICEF, UNDP and UNU the cost of the public information activities for the United Nations amounts for 1977 to \$US 26,652,000, \$US 33,231,000 in 1978 and in 1979 \$US 36,901,000.

17. These figures show constant increases from year to year. Although inflation accounts for much of this increase, the real increases are significant and should be sufficient to permit increased effectiveness.

18. The second very interesting indicator is the distribution of the expenditures by main type of expenditure. The major cost component was for salaries of the regular staff. Table 2 shows the figures for 1977, 1978 and 1979.

19. An analysis of these costs shows that for the regular budgets the percentage share of staff costs of total public information costs is considerably greater for the smaller UN system organizations than for the larger ones (UN - 74% in 1977, 72% in 1978, 73% in 1979; ILO - 81% in 1977, 87% in 1978, 80% in 1979; UPU - 92% in 1977, 1978 and 1979; ITU - 88% in 1977, 78% in 1978, 89% in 1979; WMO - 86% in 1977, 87% in 1978, 81% in 1979).

20. Although closer co-operation and co-ordination among the members of the system might not necessarily result in a reduction in staff costs, the pooling of some resources in the implementation of specific projects of interest to the whole system, and greater involvement of the ramified network of Information Centres would result in more effective use of these resources.

21. If staff costs and travel costs are taken together, their ratio to total costs is more indicative. Table 2 shows that considerable amounts are spent on staff and travel concerned with public information activities. This high

6/ Document E/AC.51/1980/8.

expenditure on staff and travel does not leave much for the real activities of public information services. A more rational use of staff and travel funds would result in more funds being available for operational (productive) activities.

22. The distribution of the Regular Budget funds by type of activities in the years 1977, 1978 and 1979, as given by the Secretary-General in the paper submitted to the CPC gives an incomplete and somewhat misleading picture because it includes in some cases only staff costs. Therefore, it was not possible to determine from these data how much was really spent on so-called operational activities, i.e., the productive activities. The Inspector tried to make his own calculation from the figures and answers supplied by the organizations in reply to the questionnaire (see annex II).

23. An analysis of these data shows that overall the percentage share of staff costs and travel costs of total expenditure on public information increased from 57% in 1978 to 65% in 1979. Staff costs and travel costs were estimated by the organizations to be at the level of 61% of total expenditure in 1980. However, with the addition of the costs of these items in UNCTAD, UNEP, WHO, IMCO and WMO, which were not in a position to provide estimates for 1980 at the moment of drafting this report, the total may be over 70% for 1980.

24. An increase in staff costs and travel costs entails reductions in expenditure on production and distribution. Table I below shows the ratio of staff costs and travel costs to costs of production and distribution by the four main types of activity:

Table I
Ratio of staff costs and travel costs to the cost of
production and distribution

Year	Publications		Audio-visual		Services for the press		Services for the public	
	Staff & Travel	Prodcn. & Distrn.	Staff & Travel	Prodcn. & Distrn.	Staff & Travel	Prodcn. & Distrn.	Staff & Travel	Prodcn. & Distrn.
1978	62%	38%	63%	37%	73%	27%	74%	26%
1979	60%	40%	73%	27%	80%	20%	78%	22%
1980 (est.)	70%	30%	69%	31%	77%	23%	81%	19%

Table II below shows the percentage share of the costs of production and distribution in the total expenditure on public information in 1978, 1979 and the estimated percentage for 1980:

Table II
Percentage share of costs of production and distribution
in the total expenditure on public information

Year	Publications	Audio-visual	Services for the press	Services for the public
1978	13%	9%	3.5%	3%
1979	11%	7.4%	3%	3.5%
1980 (est.)	8.3%	8.3%	3.3%	2.8%

25. In view of this it was not surprising to the Inspector to discover that the total production in the four main fields of activities decreased as follows:

Table III

Total output in number of copies produced

Years	Publications	Audio-visual materials	Services for the press	Services for the public
	No. of copies produced	No. of copies produced	No. of copies produced	No. of copies produced
1978	5 672 390	305 867	105 157	20 000
1979	5 129 690	266 803	1 2 851	Nil

26. As will be seen from the above Table, in terms of output the United Nations system might be compared to the world's largest publishing house. However, much could be done to improve cost effectiveness. Although each agency must publicize its own activities, a greater effort must be made to further develop on a joint basis the climate of understanding and support for the aims of the entire United Nations system which has been initiated through JUNIC.

27. The Inspector considers that the Secretary-General as Chairman of the Administrative Committee on Co-ordination (ACC) should explore ways of pooling the resources of the Members of the system on public information in order to avoid duplication and to undertake joint system-wide activities.

III. THE JOINT UNITED NATIONS INFORMATION COMMITTEE (JUNIC)

28. The growing number of organizations within the United Nations system, each with its own information service and activities, made it necessary for the organizations of the system to seek closer co-operation and co-ordination in the field of public information. In September 1974 ACC in order to rationalize its subsidiary machinery approved the merger of the Programme Committee of the Centre for Economic and Social Information (CESI/DPI) with the Consultative Committee on Public Information (CCPI) under the name of the "Inter-Organization Public Information Programme Committee", later called the Joint United Nations Information Committee (JUNIC). It was designed to reorient public information programmes to the problems and themes of an interagency nature rather than to sectoral or institutional preoccupations. Accordingly, the JUNIC was given the following terms of reference:

"The Joint United Nations Information Committee (JUNIC) shall assume, under ACC, principal responsibility for developing a common United Nations public information system covering all aspects of the activities of the organizations within the system, with special reference to the mobilization of public opinion in support of economic and social development.

To this end, the Committee shall:

- (a) Advise ACC on general public information policy and co-ordination for the United Nations system as a whole;
- (b) Provide general policy guidance and co-ordination in public information matters throughout the United Nations family at Headquarters and in the field,
- (c) Jointly plan public information operations including the establishment of co-operative arrangements for special projects and events. 7/

29. It can be seen that the mandate given to JUNIC was sufficiently broad to open up ways for establishing truly co-ordinated and more fruitful work in the field of public information with resulting economies and efficiency.

30. Under the new structure of ACC (1978) there are two consultative committees: the Consultative Committee on Substantive Questions (CCSQ) and the Consultative Committee on Administrative Questions (CCAQ). The CCSQ has two components: one dealing with tasks relating to programme and related policy matters, the other with operational activities. JUNIC is related to the ACC as part of the CCSQ/PROG mechanism.

31. The information received by the Joint Inspection Unit from FAO, IAEA, ICAO, ILO, IMCO, ITU, UNESCO, UPU, WMO and UNU on their participation in activities under the auspices of JUNIC indicated that JUNIC has evolved slowly. The first phase of evolution covered the years 1974, 1975 and 1976, when main emphasis was placed on the exchange of information concerning the respective work programmes of JUNIC members. During these years, however, what could be characterized as 'joint information projects' were already carried out with the co-operation (both in terms of staff and financial resources) of a limited

number of JUNIC members, specifically within the work programme of CESI which, by mandate, had a specific information responsibility towards some bodies of the United Nations system such as UNIDO and UNCTAD. Among such projects were, for example, regular seminars and round-tables for journalists, workshops for trade unionists and national encounters on the International Development Strategy and the Second Development Decade.

32. JUNIC served at this stage almost entirely as a tool for the exchange of information at Public Information Director and Officer-in-Charge levels but was not effective in the field of co-ordination of United Nations system public information activities although this was stipulated in its mandate as its primary responsibility. A desire for more co-ordinated work was expressed but not enough was achieved, although some progress was made towards evolving a United Nations system view of global issues and their implications for the public information programmes of the different agencies.

33. In the years 1977, 1978 and 1979, Member States and inter-governmental bodies expressed growing concern with the results, effectiveness and impact of public information activities. 8/ They also stressed the need to identify and abolish marginal and less effective activities and to concentrate available resources on first priorities. But no priorities were laid down either by the inter-governmental bodies or by the organizations concerned.

34. The Committee on Programme and Co-ordination (CPC) in its report on its eighteenth session 9/ pointed to the lack of system-wide co-ordination. It stressed the necessity for such co-ordination through the machinery of JUNIC since organizations in the United Nations system should co-operate in information activities in order to prevent overlapping or duplication. The ACC also emphasized the need for co-ordination and wider co-operation in the field of public information activities. Public Information Directors also became concerned with this question and it became necessary to change the working methods of JUNIC in order to achieve regular co-ordination and planning of public information activities in the United Nations system.

35. To respond to this growing need for better planning and a more co-ordinated approach to the problems faced by JUNIC several subsidiary or auxiliary organs of JUNIC were created to cover various fields of public information activity on a system-wide basis. Examples are the Ad Hoc Working Group on Audio-Visual Matters and the Ad Hoc Working Group on Development Education. Both these groups met regularly through 1978 and 1979 to discuss a number of proposals, some of which envisaged concrete actions.

36. The JUNIC Ad Hoc Working Group on International Press Relations and the JUNIC Ad Hoc Working Group on Co-ordination of Information Activities in the Field also met but their deliberations did not result in concrete actions. It is true that the Ad Hoc Working Group on Co-ordination of Information Activities issued a report dealing with the situation in selected cities of field information offices, but this was work of a preparatory nature - an enquiry - and was not followed by any further action. There were differences of view concerning the terms of reference of the group. Due to this, JUNIC members failed to agree either on the agenda or dates of meetings in 1980.

8/ Resolution of the General Assembly on "Questions relating to information." Doc. A/SPC/34/L.18 of 30 November 1979

9/ Document A/33/38, para. 469, p.9.

37. JUNIC task forces on the International Year of the Child (IYC), on the World Conference of the United Nations Decade for Women, and on the International Anti-Apartheid Year, illustrate further areas of activity covered by JUNIC.

38. It may be stated generally that the deliberations of these task forces identified some specific projects in which a number of JUNIC members might be involved. The results of these working groups, as analyzed by the Inspector, may be summarized in the following way:

(a) Two of the JUNIC ad hoc working groups (Audio-Visual Matters and Development Education) met regularly through 1978 and 1979 to discuss a number of proposals. This led to specific projects being implemented jointly by JUNIC members. Other working groups (such as the Working Group on Co-ordination of Information Activities in the Field) also met but their deliberations did not result in concrete actions on the part of JUNIC in spite of good preparatory work done by the Working Group on Co-ordination of Information Activities in the Field.

(b) On the other hand, JUNIC task forces established for the purpose of co-ordinating the preparation of overall information programmes concerning special events or conferences organized within the framework of the United Nations system have been functioning regularly through 1978 and 1979. This has resulted in a coherent finalization of information programmes leading quite often to joint formulation and implementation of some specific information projects but in which only a number of JUNIC members were involved. Among these task forces, the most active were the ones concerned with the International Year of the Child (IYC), the World Conference of the United Nations Decade for Women, and the International Anti-Apartheid Year.

39. With this number of auxiliary bodies, one could have expected more fruitful and effective work to be done by JUNIC. The basic problem which, in the opinion of the Inspector, prevents these bodies from being more effective lies in the fact that the members of the system participating in the work of JUNIC seldom have the authority to commit their organizations, particularly when common projects have financial implications. The meetings of JUNIC sessions are not always attended by all members of the system nor are these always represented by the heads of the information services.

40. Since its establishment, JUNIC has held seven regular sessions and some special sessions. The first three sessions, as has already been mentioned, put the accent on the exchange of information concerning the respective work programmes of JUNIC members. The Inspector therefore decided to confine himself to analyzing the work of the following four sessions. Analytical tables showing the work of the fourth, fifth, sixth and seventh regular sessions of JUNIC are contained in annex III.

41. To avoid burdening this report, the Inspector has concentrated on an analysis of the main items. Seven items were selected. Annex III shows the conclusions reached by the members of JUNIC. For example, Item 1 - recent developments in the field of public information - the action resulted in briefing the participants on recent developments in the field of public information. This information could have been imparted in writing to the members of JUNIC and need not have taken up time at the session, since no action was required. Item 2 - co-operation with the Pool of Non-Aligned News Agencies - conclusions consisted of a decision to set up still another working group on international press relations to consider

and propose a technical approach to international press relations. Item 5 dealt with the JUNIC Plan of Action for 1978. The food issue was recognized as important and one on which JUNIC members should work together more closely in their future programmes. Discussing the same item at the fifth session, the members of the JUNIC concluded that a common theme of activities for 1978 could not be identified. An analysis of the information plans of the various JUNIC members resulted in the identification of some areas for possible joint action.

42. At its sixth session (1979), the JUNIC Plan of Action for 1979 was discussed. The Plan was compiled taking into account specific indications provided by JUNIC members themselves regarding their needs for co-operation and co-ordination.

43. It will be seen that the conclusions reached were vague. They should have been more action-oriented. The situation was the same throughout all other sessions on almost all items. The JIU therefore decided to attend, as an observer, the seventh session in Nairobi (1980) and also the special session in July 1980 in Geneva. In spite of the presence of representatives of the public information services of almost all members of the United Nations system and some useful interventions by some of the participants, the deliberations did not result in concrete proposals acceptable to all participants. Again, the reason was the lack of clear instructions and delegation of authority to main representatives to commit their respective organizations.

Co-ordination and planning through JUNIC

44. The first real planning programme exercise conducted by JUNIC to work more diligently on joint planning took place in 1978 on the basis of a preliminary study prepared in 1977 by a small group of JUNIC members more directly concerned. As a result, JUNIC decided to draw up a yearly Plan of Action, the content of which results from a comprehensive study of the individual programmes and plans of the organization members of JUNIC and submitted to the JUNIC secretariat in a standardized form of presentation showing categories of activities [Regular/Ongoing (Objectives and Themes); Yearly Priorities (Themes and Events)] and type of activities [Press/publications; Radio/Audio-visual; Reportage mission/field trips/seminars/round-tables/encounters and others (external relations, development support communications, NGOs, etc.)]. The standardized format currently used by JUNIC for the Plan of Action, now prepared on a 2-year basis, contains a brief introduction which indicates the general trend of the Plan for the two coming years as well as the common theme and the sub-themes selected for the same period. As an example, the common theme selected by JUNIC for 1980/81 is the New International Development Strategy and the establishment of a new world information and communication order; sub-themes are the International Drinking Water Supply and Sanitation Decade and the International Year for Disabled Persons. The main part of the Plan of Action describes specific joint projects of a limited duration classified under Events (such as the United Nations Conference on New and Renewable Sources of Energy) and Themes (such as the new world information order) and ongoing joint projects already firmly established under JUNIC auspices such as Development Education, the newspaper Development Forum and the Non-Governmental Liaison Services. Finally, the Plan of Action also includes activities of system-wide concern or of a more general nature such as the joint activities undertaken in the audio-visual field.

45. No evaluation has yet been made by JUNIC of the results or impact of its Plan of Action and of the involvement of JUNIC members in the implementation of specific joint projects. However, at the request of the Inspector, the JUNIC

secretariat attempted a preliminary assessment attached in annex IV. This was made on the basis of the information available from the various JUNIC members involved in implementing the joint projects. An analysis of this first assessment shows that most of the projects were carried out more in a co-ordinated than joint fashion. JUNIC has made a start in the right direction but the level of efficiency which could be expected has not been reached. The difficulty here lies in the fact that JUNIC members are, for the time being and in most cases, willing to commit themselves to joint undertakings as long as they do not interfere too much with the priorities of their own information programmes. Any joint activity, to deserve its name and to be of benefit to the system as a whole, must be identified, planned and financed jointly and this joint approach must start at the very beginning of programme formulation and continue until final evaluation of the implementation.

46. The information received from UNESCO, UPU, ITU, IMCO, ICAO, IAEA, UNU, UNDP, UNICEF, UNIDO, HABITAT and UNCTAD indicated that the decisions adopted by JUNIC were not necessarily applicable to them. The Inspector will cite some of these decisions to illustrate the real situation and the attitude of members of JUNIC to the implementation of JUNIC decisions.

47. For example, UPU indicated that it was a technical organization with its information policy laid down in broad outline in resolution C 11 of the 1969 Tokyo Universal Postal Congress and that it had not been taking part in JUNIC sessions; however, it had adopted those decisions of JUNIC which were covered by the policy laid down in resolution C 11.

48. The United Nations University (UNU) indicated that since it was different from other members it did not feel bound by JUNIC decisions. WMO said that although there were no difficulties of substance in the co-ordination of information for conference events dealing with subjects within WMO's field of competence, nevertheless the nature and extent of WMO's contribution was limited by the size of its information staff and budgets. Concerning the plan of action, WMO stated further that in practice it was difficult for specialized agencies to contribute to information programmes and activities dealing with matters of a purely economic and social sector. The International Atomic Energy Agency stated that the Agency participated in the activities of JUNIC only when the cost was minimal and when it could be useful to other specialized agencies. UNIDO declared: "No financial contribution has been made to any interagency project under the auspices of JUNIC during these three years".

49. The decisions of JUNIC are not applicable either to ICAO. UNESCO, in informing the JIU, was even more direct when it stated that each agency has its own aims and objectives and programme and most of its public information efforts must be devoted to them. Thus, there are limits to interagency co-operation. UNESCO went on to say: "Our feeling is that most effective collaboration probably takes place on a bilateral rather than a multilateral basis and is very much on an ad hoc basis". These are illustrations of some of the difficulties in giving practical effect to the decisions of JUNIC. The question is whether the Member States will accept such obstacles to co-operation or will take measures to impose closer co-operation in order to achieve necessary economies and a more efficient working of the system.

50. Replies submitted to the JIU on the public information activities of the United Nations system make very little mention of joint projects under the auspices of JUNIC in which the specialized agencies participated, except for:

- 1977: Development Forum, non-governmental liaison services in New York and Geneva and World News Supplement
- 1978: Development Forum, non-governmental liaison services in New York and Geneva, World Newspaper Supplement and preparation of the film catalogue of the United Nations system.
- 1979: Development Forum, non-governmental liaison services in New York and Geneva, World Newspaper Supplement, preparation of the film catalogue of the United Nations system and Encounter, organized for UNCTAD V.

51. The agencies spent \$US 190,000 (0.5 per cent) out of \$US 38,496,000 of the total expenditure in 1977, \$US 377,000 (0.8%) of \$US 47,119,000 in 1978 and \$US 387,019 (0.7%) of \$US 52,114,000 in 1979 on joint activities under the auspices of JUNIC. These very small proportions clearly indicate the low priority given to joint information work.

52. However, even these small amounts are overstated if account is taken of the fact that, for example, out of the \$US 190,000 spent on so-called joint projects under the auspices of JUNIC in 1977 \$US 145,349 were devoted to two institutional type activities: Development Forum and non-governmental liaison services in New York and Geneva. Thus, only \$US 44,651 were left for other joint operations in 1977, while the total cost of public information activities came to \$US 38,496,000. In 1978, out of \$US 377,000 indicated by the organizations as the amount spent on joint projects, \$US 193,000 were spent on Development Forum, the World Newspaper Supplement and non-governmental liaison services in New York and Geneva, leaving only \$US 184,000 for joint operations, while the total cost of public information activities in the United Nations system amounted to \$US 47,119,000. In 1979, out of \$US 387,019 pooled by the agencies for joint projects, \$US 293,000 were spent on Development Forum, the World Newspaper Supplement and non-governmental liaison services in New York and Geneva, leaving \$US 94,019 for other joint operations, while the total expenditure on public information activities was \$US 52,114,000 (see annex V).

53. Having analyzed the information received from the members of JUNIC, the Inspector doubts that JUNIC is meeting its real purpose. The idea and the mandate given to JUNIC were good, but JUNIC was stifled from the beginning when the question arose of co-operating more closely and co-ordinating the efforts of the members of the system. JUNIC's sessions became good occasions for the gathering of all members of the system concerned with public information to explain to each other their efforts and to discuss at length some problems in connection with public information activities. JUNIC has devoted too much time to exchanging views but the members have not had the necessary authority - particularly in financial terms - to commit themselves to the decisions of JUNIC, so that even good recommendations often remain unimplemented.

54. The Inspector considers the JUNIC, conceived theoretically as an instrument for the co-ordination of activities in the field of public information, should be more effective in practice and its decisions more binding. To achieve this, its programme and documents should be prepared in advance of each session in close collaboration with other members and sent to all members so that they can be examined and discussed with decision-makers in the organizations and clear instructions obtained on each item of the agenda. The activities of JUNIC should be brought to the attention of CPC at regular intervals. CPC could then provide the inter-governmental guidance which is now lacking and which is important to stimulate and orient the work of JUNIC and also help resolve the problems the Inspector has described in this report. To this end, JUNIC should report annually to ACC/PROG. and ACC should transmit the reports to CPC together with its observations thereon.

55. So long as the Member States of the United Nations system continue to permit publicity on individual organizations or their heads - building up of empires - instead of making them co-ordinate their efforts towards the global aims of development as envisaged by the New Economic Order, the rôle of JUNIC and the contribution of the members of JUNIC will remain a mere formality. The Inspector considers that if JUNIC is to become an effective instrument in the field of co-ordination of public information activities among the members of the United Nations system, it should be strengthened by the participation of all members of the system and receive guidance from an inter-governmental body - CPC. The good decisions of JUNIC should not be allowed to come to nothing because certain organizations are not prepared to co-operate and finance a global effort. Funds for this purpose, in the view of the Inspector, could be made available easily from the fairly substantial amounts included in the budgets of most organizations for public information. It is therefore a question of asserting within the United Nations system the priority to be given to such a global effort. One might then realistically conceive that JUNIC might play its rôle fully and become an efficient organ for joint action.

IV. DEVELOPMENT FORUM

56. Due to the importance of Development Forum it was decided to discuss it in a separate chapter.

57. Development Forum was created in 1973 by the Centre for Economic and Social Information (CESI) and was financed from a trust fund.

58. As a monthly newspaper, it was conceived by CESI as part of its response to a series of resolutions of the Economic and Social Council and of the General Assembly concerned with the mobilization of public opinion on behalf of the objectives and policies of the United Nations Second Development Decade. Development Forum aims at informing and educating both influential circles and the general public on important development issues concerning the international economic and social situation.

59. It is important to underline that the ACC in its decision adopted at its session of April 1979 recognized Development Forum as the single regular publication of the United Nations system in the economic and social fields.

60. Due to the fact that CESI is working without working capital, programming and planning are executed on a yearly basis. Being financially supported only by voluntary contributions has created uncertainty for CESI. No wonder that the situation of Development Forum has been shaky from the very beginning. Switzerland, Federal Republic of Germany and (with one grant in 1976) France have made money available to Development Forum mainly to cover distribution costs in their respective countries. The main contributors are Denmark, Finland, Japan, the Netherlands and Norway.

61. The diminution of funds, mainly as a result of the fall in the value of the dollar, put CESI in a difficult situation and it requested that other ways of funding be found. CESI had the alternative either to seek direct support from the organizations of the United Nations system and from Governments (which were not all donors to the trust fund of CESI), or to launch a separate Business Edition which could in the long term have surplus income to cover the deficit.

62. Within the United Nations system the United Nations, UNDP, UNFPA, UNEP, UNICEF and UNU have expressed their readiness to support Development Forum. The World Bank and two regional development banks have pledged to meet the deficit of the total Development Forum operation for two years up to certain limits (this to be given on a loan basis).

63. In 1979, ACC expressed deep concern at the financial situation of Development Forum "which is the only regular periodical reflecting the purposes of the public information services of the UN system". In its decision 1079/79 the ACC recommended that the organizations of the United Nations system share financial contributions to the General Edition as far as their respective policy and financial resources would permit. Furthermore, the ACC instructed JUNIC to make a study immediately of the long-term situation of the General Edition of Development Forum, and to present to ACC proposals aimed at strengthening the financial and organizational structure of the publication, including recommendations for such annual financial contributions by the organizations of the United Nations system as are possible within the limits of the policies and financial resources of these organizations. This instruction, in the opinion of the Inspector, made it impossible from the beginning to recommend an effective system of financing

this publication since there was no obligation on the part of the organizations to conform to this decision. This opened ways to many reservations concerning the readiness of the organizations to give real support to Development Forum. The Inspector during his visit to the headquarters of one big organization was informed of a categorical refusal by the responsible staff to support the publication financially. What importance have the decisions of the ACC?

64. It is interesting to note that the Special Political Committee of the General Assembly discussed the problem of information and the majority of Member States - particularly the developing countries - wanted to ensure support for Development Forum from the regular budget. In its resolution A/SPC/34/L.5/Rev.1, which has since become a resolution of the General Assembly (A/34/182), affirmed "the importance of the role played by the periodical Development Forum in disseminating the objectives of the new international economic order and decides that continued publication of Development Forum as an interagency project is essential and that United Nations participation in the production of the publication should be ensured".

65. As a result of this, the General Assembly decided to grant Development Forum \$US 200,000 for 1980. This was a good step forward, but there is still no formula acceptable to all organizations of the United Nations system.

66. In its decision 1979/9, mentioned earlier, the ACC, inter alia, instructed JUNIC "to make immediately a study of the long-term situation of the General Edition of Development Forum and to present to ACC proposals aimed at strengthening the financial and organizational structure of the publication and...." etc.

67. In its report to ACC 10/ JUNIC gave a detailed survey of the situation regarding Development Forum. The Inspector wants to limit himself to the proposals dealing with the financial situation and budgetary proposals.

68. In the view of JUNIC, it is essential to have a sound annual budget - with sure sources for the necessary funds. JUNIC cautions that it will not be sufficient to maintain a status quo only enabling the journal to survive with its present size and circulation, possessing neither the means to promote income generating circulation in the north nor proportionate subsidized circulation in the south. 11/ The Inspector fully shares this view.

69. As possible sources of income JUNIC proposed: (a) DESI trust fund contribution from Governments; (b) contributions from individual United Nations organizations; (c) "service charge" against the Business Edition of Development Forum and (d) paid annual subscriptions (bulk and individual). It is expected that possibility (a) - DESI trust fund - will effectively disappear after 1981 as a central budget source and it will be necessary to ensure progressive increases in income in the other headings.

10/ Document ACC/1979/82.

11/ Document ACC/1979/82, para 29, p. 18.

70. In November 1980 ACC reiterated the continuing need for long-term financing of Development Forum by the United Nations and for supplementary support from other organizations of the system and urged the executive heads of the organizations of the United Nations system in a position to support Development Forum to include an appropriate provision in their 1982-1983 budgets taking into account the recommendation made by JUNIC that organizations of the system should consider a commitment to long-term financial support to Development Forum as the single interagency publication on development.

71. The proposals put forward by JUNIC for expected income and expenditure are given in the tables below:

Table 1

Development Forum: Statement of Income Estimates for 1980 and 1981*
(in \$US)

	<u>1980</u>	<u>1981</u>
United Nations	200,000	200,000
United Nations University	200,000	200,000
Trust Fund for Economic and Social Information	180,000	90,000
UNFPA	80,000	80,000
UNDP	60,000	60,000
IBRD	50,000	50,000
UNICEF	25,000	25,000
UNEP	10,000	10,000
WHO	7,000	7,000
UNCTAD	6,500	6,500
GATT	1,300	1,300
ILO	-	15,000
IFAD	-	10,000
WMO	-	2,000
Asian Development Bank	25,000	20,000
African Development Bank	20,000	15,000
Subscriptions to Business Edition	680,000 <u>a/</u>	900,000
Total	<u>1,552,800</u>	<u>1,691,800</u>

a/ Represents actual receipts of January to July 1980 of \$US 460,100 and expected receipts of \$US 227,900 for the balance of 1980.

Table 2 *

Development Forum: Statement of Expenditure Estimates for 1980 and 1981
(in \$US)

	<u>1980 a/</u>			<u>1981 b/</u>		
	<u>General Edition</u>	<u>Business Edition</u>	<u>Total</u>	<u>General Edition</u>	<u>Business Edition</u>	<u>Total</u>
Established posts	362,000	240,000	602,000	374,000	312,000	686,000
Temporary assistance	58,000	36,000	94,000	61,000	38,000	99,000
Common staff costs	85,000	63,000	148,000	95,000	69,000	164,000
Travel	28,000	11,000	39,000	29,000	11,000	40,000
Contractual printing	155,000	145,000	300,000	162,000	152,000	314,000
Other contractual services	46,000	18,000	64,000	49,000	19,000	68,000
Distribution costs	170,000	37,000	207,000	179,000	38,000	217,000
Communications	16,000	53,000	69,000	17,000	56,000	73,000
Supplies and equipment	11,700	17,000	28,700	12,000	18,000	30,000
	<u>931,700</u>	<u>620,000</u>	<u>1,551,700</u>	<u>978,000</u>	<u>713,000</u>	<u>1,691,000</u>

a/ Represents allotments authorized by the UN Budget Division for 1980.

b/ Rates of exchange and inflation rates are based on those projected in the proposed Programme Budget for the biennium 1980-1981 (A/34/6, annex IV).

72. The question of Development Forum has since its creation been an item on the agenda of JUNIC's sessions.

73. In particular, the question of financial contributions was discussed at the February 1980 session of JUNIC and during the special session of JUNIC in July. As it is of interest to Member States, the Inspector gives, in full, the text proposed on this question during the discussion: 12/

"Following the decision of the General Assembly to appropriate \$US 200,000 for this question in 1980, and that of the United Nations University to become co-publisher, the future of Development Forum seemed slightly less precarious. Contributions were still sought from other agencies. However, in this connection the JUNIC secretariat proposed the following text on the interagency financing of Development Forum.

(a) ACC has requested JUNIC, as a follow-up of its decision 9/1979, which declared Development Forum to be the single regular publication on development issues of the United Nations system, to propose a system of financial support by the organizations of the United Nations system for that part of the budget which is not covered by a contribution from the Regular Budget of the United Nations or the service charge and subsidy by the Business Edition of Development Forum.

12/ JUNIC/1980/SS 5 of 2 July 1980

* Document ACC/1980/37

(b) The assistance of CCAQ was asked and promised. CCAQ is however not yet in a position to draft a proposal. JUNIC, therefore, decided to draft its own proposal for ACC.

(c) JUNIC took into account that the General Assembly would continue to allow an annual grant from the Regular Budget of the United Nations to Development Forum to an account based on the grant of \$US 200,000 for 1980 and the annually decided percentage because of inflation.

(d) Progress made from the period 1980/1981 shows an increased financial support from the Business Edition of the publication from 1980 on. Those prognoses anticipate financial support from the organizations of the United Nations system, excluding the above-mentioned support from the Regular Budget of the United Nations of about \$US 450,000 for 1982, \$US 420,000 for 1982 and 1983.

(e) JUNIC found that the organizations of the United Nations system could be divided into three groups in terms of involvement in development activities and of size and budget of their information programme. Each group would be asked to cover a percentage of the United Nations system support. The actual amounts would reflect the differences in financial capacity and involvement between the organizations.

(f) To the first group would belong FAO, IBRD, ILO, IMF, UNDP, UNESCO, UNFPA, UNICEF, UNU and WHO. This group would be asked to supply 65% of the requested amount with grants ranging from \$US 25,000 - \$US 45,000.

(g) The second group would consist of IAEA, IFAD, UNCTAD, UNEP, UNHCR, UNIDO and WFP, which would be asked to supply 25% with amounts ranging from \$US 15,000 - \$US 25,000.

(h) The third group would be formed of GATT, ICAO, IMCO, ITU, UNCHS, UNITAR, UPU, WFC, WIPO, WMO and WTO; the percentage for this group would be 10%, with grants ranging from \$US 2,000 - \$US 6,000.

74. After a very heated debate on this item, JUNIC modified the proposed text as follows: 13/

"Interagency financing

(a) ACC's decision No. 1979/19 instructed JUNIC No. to expedite a system of predictable voluntary contributions for 1982 and beyond.

(b) In deciding for proposal for such a system, JUNIC took into consideration the decision of the General Assembly to allow a grant of \$US 200,000 to Development Forum for 1980 and based its proposal on the assumption that the General Assembly would continue to give this contribution, including the annually decided correction because of inflation, based on the development of the publication and the implementation of its development plan as accepted by ACC in its decision 1979/18.

(c) JUNIC noted with appreciation the participation of the United Nations University (UNU) as co-publisher for a two-year period and expressed the hope that this participation, in terms of subsistence as well as of financing, might continue after 1981. In noting the decision of the

University on this matter, JUNIC welcomed the possibility that the University should be treated as a potential contributor in group (i) in para (h) below.

(d) Prognoses made for the period 1980/1981 show an increased financial support from the Business Edition of the publication from 1980 on. These prognoses show a need for financial support from the organizations of the United Nations system of about \$US 450,000 for 1982, \$US 420,000 for 1983 and 1984, in addition to the above-mentioned support from the Regular Budget of the United Nations.

(e) JUNIC suggests that the organizations of the United Nations system could be divided in three groups in terms of involvement in development activities and of size of their information and other relevant programmes. Organizations in each group would be invited to contribute on a voluntary basis to cover a percentage of the necessary support of the United Nations system. The actual amount donated by the organizations which would contribute would be left for each organization to decide taking into account the indications given in para (h) below.

(f) JUNIC expressed the hope that, whenever considered possible and desirable, organizations of the United Nations system whose programmes have a direct bearing on world development or humanitarian issues, and participating in the Joint Committee, could make voluntary contributions.

(g) JUNIC took into consideration the different procedures in the various organizations which would be followed to decide on contributions to the publication and assumes that, if ACC endorses the proposal for predictable voluntary contributions, those organizations which are in a position to contribute will decide within a reasonable time on the form and size of their contribution, keeping in mind ACC's recognition of the need for long-term financing.

(h) While each JUNIC member organization will make its own decision whether to contribute, and in what amount, JUNIC suggests the following grouping:

(i) To the first group would belong FAO, IBRD, ILO, IMF, UNDP, UNESCO UNFPA, UNICEF, UNU and WHO. Organizations in this group would be invited to supply some 65% of the requested amount with grants, in most cases and though not implying any absolute ceiling, ranging from \$US 25,000 to \$US 80,000 per annum.

(ii) The second group would consist of IAEA, IFAD, UNCTAD, UNDP, UNHCR, UNIDO and WFP, which would be invited to supply 25 per cent with amounts ranging from \$US 15,000 to \$US 25,000.

(iii) The third group would be formed of GATT, ICAO, IMCO, ITU, UNCRS, UNITAR, UNRWA, UPU, WFC, WIPO, WMO and WTO; the percentage for this group would be 10 per cent with grants ranging from \$US 2,000 to \$US 6,000 per annum.

Endorsement of this text by JUNIC members implies no commitment by their respective organizations to contribute to the interagency financing proposal."

75. In the view of the Inspector the whole document adopted by the JUNIC members following a prolonged and very heated discussion is weak almost to the point of being useless and is unfortunately typical of the sterility of the discussions and decisions of JUNIC. One could wonder what force the recommendations of the General Assembly have when any proposal to put Development Forum financially on a strong footing is so easily mutilated by some members of the system.

76. The Inspector wonders whether any discussion or proposals have any sense if the members of JUNIC are not given clear instructions and authority to commit their organizations. Whether any sound proposal would in future depend on the goodwill of the heads of the organizations as if they did not belong to the same system, the same family of international organizations. The time has come for Member States to take a serious look at the work of the administrations of the various organizations members of the United Nations system. The funds spent on the various subsidiary organs of the ACC come from the Regular Budget or from extra-budgetary contributions. Therefore, it is of interest to the Member States to see whether they are rationally used and whether there are methods for closer co-operation with the aim of achieving more economy and increased efficiency.

77. It is in the interests of Member States, as expressed during the last General Assembly, to have a periodical devoted to development and to make it really representative. They should impose a solution and not leave the publication dependent on the goodwill of the heads of some organizations.

78. The Inspector considers that after almost a decade of existence of Development Forum, and the recognition by the General Assembly of its importance, a decisive step is required to make it a really representative publication of the system. Having in mind that there is no other system-wide publication devoted to economic and social development, the Inspector considers that it is indispensable to maintain this publication, to strengthen it financially and to improve its structure and the composition of its editorial board. The Inspector welcomes the recent decision of ACC 14/, and hopes that it will be fully implemented.

79. The Inspector proposes that the system used for financing other inter-organization activities such as CCAQ, JIU or ICSC be applied to financing the General Edition of Development Forum, with the participation of all members of the United Nations system from their budget within a predetermined formula. This formula might be based upon the groupings suggested by JUNIC but contributions should be obligatory, not voluntary, subject only to the approval of each organization's legislative body.

80. Of course, if this is adopted, an adequate professionally qualified editorial structure will be required. The editorial team should reflect the composition of United Nations membership.

81. In future, the internal structure should be such that the selection of authors would be made by one of the following four methods:

- 1) On the basis of previously published material by authors of repute which demonstrate their ability to write on subjects of concern to Development Forum.

- 2) For the Business Edition, contacts with specialized newspapers or magazines should be established.
- 3) Tap the resources of the United Nations family: example, special lists of UNCTAD, WHO, ILO, etc. - to identify qualified writers who have already provided good material for the United Nations organizations.
- 4) Names suggested in editorial liaison meetings at which United Nations bodies and specialized agencies in Geneva are represented.

82. At present, the majority of the authors are from developed countries. Efforts should be made to enlist more authors from developing countries. The senior officials of the organizations should become regular contributors to the General Edition thus demonstrating their recognition of the importance of the publication and the fact that it serves the interests of their own organizations.

83. The Inspector welcomes the creation of the Editorial Advisory Board, proposed by JUNIC, and composed of distinguished persons from the academic, development and communications fields, with solid professional backgrounds, who will be sitting in their individual capacities.

V. COMMON FACILITIES

84. As has already been stated in the Introduction to this report, there is considerable duplication of information points in many cities. This raises costs, particularly staff costs, and since funds are limited there is little left for substantive information work. Also it increases the likelihood of overlapping and duplication of work. One should question how it is possible that there are 25 cities with from 2 up to 14 information services. For example, in Geneva there are 14, in New York 11, in Washington 7, in Bangkok 4, etc.

85. Even if the autonomy of the members of the United Nations system has to be respected, the question arises whether the Member States, the contributors to the budgets of the members of the system would wish to have such a duplication of resources when, with better co-ordination of programmes and closer co-operation through a pooling of resources, the organizations could achieve the same if not better results and offer greater economy, so much needed at the present time. For example, in Geneva, the only common action consists of a weekly briefing of the representatives of the press accredited to the European United Nations Office.

86. The Inspector in his visits to the headquarters of the members of the United Nations system found that almost every agency has its own photo/slide, audio and film library. One large agency visited possesses such a large photo-library that it could be described as a museum - over 100,000 prints with modern equipment for processing black and colour prints and slides. There did not appear to be a commensurate use of this expensive facility.

87. If an agency is producing slides, usually there is a catalogue. It is true that JUNIC has a joint project concerning a catalogue of slides for all organizations, but this simple task, after years of effort, is not yet completed. Some of the organizations even have a very large collection of slides illustrated in their own catalogue, which are expensive publications. Bearing in mind the fact that to project slides a projector is needed, one wonders how many of these numerous slides have been shown in the field and how many of the developing countries under present conditions could afford to provide a projector and borrow the slides to be shown in schools.

88. In Geneva, where there are 14 information services every agency has its own photo-library. One organization has its own photo-library which at the time of the Inspector's visit was idle - closed due to financial difficulties through which the organization was passing. The United Nations Information Service has a very modern well-equipped photo-library but this is very poorly fed with photos. The Inspector's impression was that even the New York photo section did not supply photos regularly to its Geneva service. How then can we request the other organizations to supply photos regularly to this library? Do we in fact belong to the same family? Could we make the Geneva United Nations photo-library a really representative and common one where the basic material of all organizations could be found easily?

89. The same situation exists with distribution of information material. The Inspector considers that wherever there are more than two information services there should be one distribution centre, one photo-library. If there is a photo-laboratory, it should service the other organizations represented in that city on the basis of paid services.

90. The picture in the field is no better. A pilot study, undertaken by the JUNIC Ad Hoc Working Group on Co-ordination of Public Information Activities in the Field, selected seven cities to examine the question of co-operation among the members of the United Nations system in the area of public information. The replies received from these seven cities were almost unanimous in expressing the view that co-operation was on an ad hoc basis between various offices of the system in the field, but that potential areas existed for systematic and more fruitful co-operation directed at minimizing, if not eliminating, costly duplication of efforts. This statement was made by the secretariat and is fully shared by the Inspector who during his previous studies had already expressed the view that there was a need for a more co-operative and co-ordinated approach by the members of the United Nations system. It was further stated that almost all field offices have basic production facilities. If these were pooled there would be less expenditure by the United Nations system as a whole.

91. The JUNIC pilot study pointed out that the dissemination of public information material consumes a great deal of the time of some information offices. To remedy this situation, the Inspector considers that only one - the UNIC - should be the disseminating point. At present many organizations have their own field offices in several or many duty stations and disseminate their own information material, sending copies to UNICs on a courtesy basis. Where there is more than one United Nations information office in a city there is need for preparing a joint mailing list to the extent feasible to co-ordinate distribution.

92. The situation is the same with reference libraries. For example, in Bangkok, UNIS, UNICEF, FAO and ILO have their own reference library. In New Delhi, FAO UNICEF, UNIC and WHO each maintains its own reference library.

93. There are examples of other parallel activities in the field. Duplication has become almost the regular practice reflecting not co-operation but competition at the expense of the funds contributed by the Member States.

94. The Inspector considers that with goodwill and a readiness to co-operate more closely not only would the work be done more efficiently but the image of the United Nations would be enhanced.

CONCLUSIONS AND MAIN RECOMMENDATIONS

95. It is hardly necessary to underline the importance of strengthening actions in the field of public information where joint actions are so much needed to enhance the image of the United Nations system as a whole. Actions aimed at presenting individual organizations exclusively can only do harm.
96. In this report, the Inspector has endeavoured to cast a little more light on the actual situation in the field of public information and also to draw the attention of the Member States to the necessity of putting an end to the present reluctance of organizations of the system to co-ordinate and co-operate.
97. The principal reason for the lack of closer co-ordination so far, in spite of formal declarations and some actions that bore the name of co-ordination, which reflect the attitude of some of the organizations and of their secretariats, is the lack of a readiness to combine their efforts. To achieve the necessary co-ordination a consistent approach by Member States in different legislative bodies is required. Whether the Governments of the Member States will continue to close their eyes to the attitude of the individual secretariats which consider themselves fully independent and free to carry out what they consider is in the interest of their own organization, ignoring some of the global decisions of the General Assembly and of ECOSOC, is a matter of importance. So far, attempts have been made to defend their individual positions underlining usually specific aims and tasks of their organizations as if the present world could be divided sectorally with little scope for joint actions. One dares not, at present, even speak of integrated actions or joint programmes in the field of public information.
98. If this opposition to real co-ordination could not be changed it would be appropriate to stop talking of co-ordination and closer co-operation. All that is said above is particularly relevant to the activities of the system in the field of public information where so much is being spent on parallel work and obvious duplication.
99. So far, JUNIC's effectiveness has been weakened by the lack of sufficient authority to discuss and implement agreed actions or projects. In its present form its funds and manpower are not rationally used.
100. The only periodical already recognized by the ACC as representing the whole system in the field of economic and social development - Development Forum - was from its beginning on a precarious basis and depended on the goodwill of some Governments and has survived from year to year uncertainly. The attitude of some members of the system was even hostile to it, so that the chances of making Development Forum a system-wide magazine were very slim. Whenever the proposal was made to ensure obligatory joint financing of costs the rejection on the part of some organizations was so strong that the idea was abandoned.
101. The following recommendations proposed by the Inspector should be considered as first steps in the direction of paving ways to improve the present very unsatisfactory situation:

Recommendations

Cost of public information

(1) In order to give the Member States a full picture of expenditure on the public information activities of the system, JUNIC in collaboration with CCAQ should elaborate a standardized form of presentation of the funds spent on these activities.

(2) The Secretary-General as Chairman of the Administrative Committee on Co-ordination (ACC) should submit regularly to the Committee on Programme and Co-ordination and other committees concerned estimates submitted by the system for these activities. ACC should further explore ways of pooling the resources of the members of the system on public information in order to avoid duplication and to undertake joint system-wide activities.

(3) Programme and budgets for the public information activities of the system of a co-operative or joint character should be submitted to CPC for its guidance.

Joint United Nations Information Committee (JUNIC)

(4) JUNIC, as the only subsidiary body of the ACC in the field of public information, should be strengthened and made more responsible. Sessions should be well prepared allowing sufficient time to enable the participating members to get clear instructions and the delegation of authority to commit their respective organizations.

(5) The programme and plan of activities of JUNIC and the report on programme implementation should be submitted to ECOSOC through CPC.

(6) Sessions of JUNIC should be attended obligatorily by the heads of the information services of all members of the system. These sessions should be held primarily at the headquarters of the main organizations in order to avoid unnecessary travel expenditure.

(7) The staff of DESI, which provides the JUNIC secretariat, should be strengthened to enable it to function properly and to carry out on a continuous basis and efficiently the many tasks involved in regular system-wide co-ordination. In order to help the secretariat of JUNIC in this task, JUNIC members assuming the overall responsibility for a given joint project or projects should assign a specific staff member the responsibility of following this through and of providing an evaluation to the JUNIC secretariat. Furthermore, the composition of the staff should reflect better the composition of the membership of the organizations.

(8) JUNIC, like other interagency bodies, should have a proper budget to be contributed by the participating organizations. Such contributions should come from the organizations' own funds for public information without for this purpose increasing these funds.

Development Forum

(9) Development Forum should be the only system-wide periodical in the field of economic and social development.

(10) The financing of Development Forum should be on the basis of any of the formulas ensuring obligatory contributions by each organization in sufficient

amounts subject only to the approval of funds by legislative bodies. Only on the basis of normal and regular financing can Development Forum become an efficient and representative tool of public information.

(11) The professional staff of Development Forum should more accurately reflect the geographical representation of the United Nations system and should be composed of fully qualified professionals.

(12) The editorial advisory board proposed by JUNIC should be created immediately and composed of distinguished persons.

(13) The heads of the organizations and other top echelon staff and qualified experts should contribute articles regularly to Development Forum.

Common facilities

(14) The UNICs should become the only distribution centres in cities in which they are located and which do not have a headquarters or regional office of a United Nations organization.

(15) In cities where there are two or more information services, possibilities of pooling their resources should be explored with a view to carrying out public information activities jointly. The Secretary-General should prepare a report to be submitted to ECOSOC and the General Assembly on the feasibility of merging or better co-ordinating information services located in one city, particularly in such cities as Geneva, New York and Bangkok.

Table 1. Public information costs, 1977, 1978 and 1979, by organization and main source of funds
(Thousands of US\$)
Source: Document E/AC.51/1980/8

Organization	Regular budget funds			Extrabudgetary funds			Total		
	1977	1978	1979	1977	1978	1979	1977	1978	
UN a/	16 982	19 623	21 406	1 514	1 800	2 317	18 496	21 423	23 723
UNCTAD	266	332	366	-	25	110	266	357	476
UNIDO	216	279	341	18	-	9	234	279	350
UNEP	12	-	-	1 221	2 253	2 817	1 233	2 253	2 187
UNHCR	427	651	657	439	482	1 049	866	1 133	1 706
UNWRA	214	213	252	338	400	578	552	613	830
HABITAT b/	-	15	24	-	-	39 c/	-	15	63
Total d/	18 117	21 113	23 046	3 530	4 960	6 289	21 647	26 073	29 335
UN Children's Fund	-	-	-	3 169	4 125	4 358	3 169	4 125	4 358
UNDP	-	-	-	1 554	2 126	2 240	1 554	2 126	2 240
UNU	-	-	-	282	907	968	282	907	968
ILO	841	1 079	1 013	-	33	-	841	1 112	1 013
FAO	2 460	2 605	2 882	-	-	-	2 460	2 605	2 882
UNESCO e/	4 526	5 235	5 594	655	595	857	5 181	5 830	6 451
WHO	2 253	2 480	2 834	41	71	59	2 294	2 551	2 893
ICAO	367	470	546	-	-	-	144	470	546
UPU	144	144	145	-	-	-	144	144	145
ITU	25	45	46	-	-	-	25	45	46
WMO	103	132	154	-	-	51	103	132	205
IMCO	80	127	109	-	-	20	80	127	129
WIPO	29	33	38	-	-	-	29	33	38
LAEA	687	839	865	-	-	-	687	839	865

a/ Figures cover all public information costs incurred in the framework of the United Nations programme budget other than those incurred in the offices or organizations listed separately. They include costs incurred in the Department of Public Information, the Geneva Information Office, information centres and regional commissions, and for major conferences.

b/ In view of the date of establishment of the Centre, there are no figures for 1977.

c/ Excludes extrabudgetary expenditures incurred for Vision Habitat, financed by the Government of Canada.

d/ United Nations offices or organizations whose activities are financed wholly or partially from the United Nations programme budget.

e/ Figures represent expenditures in the Office of Public Information only.

Table 2. Regular budget information costs, 1977, 1978 and 1979
by organization and main object of expenditure

(Thousands of US\$) Source: Document E/AC.51/1980/8

Organization	Staff costs			Travel costs			Other costs			Total		
	1977	1978	1979	1977	1978	1979	1977	1978	1979	1977	1978	1979
	UN a/	12 470	13 946	15 362	253	254	301	4 259	5 423	5 743	16 982	19 623
UNCTAD	263	326	356	3	6	10	-	-	-	266	332	366
UNIDO	202	247	316	14	9	6	-	23	19	216	279	341
UNEP b/	-	-	-	-	-	-	-	-	-	12	-	-
UNHCR	283	446	414	9	13	13	135	192	230	427	651	657
UNRWA	214	213	252	-	-	-	-	-	-	214	213	252
HABITAT c/	-	10	24	-	-	-	-	5	-	-	15	24
Total d/										18 117	21 113	23 046
ILO	679	941	807	12	10	20	150	128	186	841	1 079	1 013
FAO	1 783	1 800	1 826	74	90	100	603	715	956	2 460	2 605	2 882
UNESCO e/	3 105	3 480	3 119	121	141	140	1 300	1 614	2 335	4 526	5 235	5 594
WHO	1 240	1 355	1 553	14	15	27	999	1 110	1 254	2 253	2 480	2 834
ICAO	124	139	142	2	3	4	241	328	400	567	470	546
UPU	133	133	133	-	-	-	11	11	12	144	144	145
ITU	22	35	41	1	1	1	2	9	4	25	45	46
WMO	89	115	125	1	2	2	13	15	27	103	132	154
IMCO	67	86	56	1	1	1	12	40	52	80	127	109
WIPO	25	28	30	2	2	2	2	3	6	29	33	38
IAEA	291	356	375	3	4	4	393	479	486	687	839	865

a/ Figures cover all public information costs incurred in the framework of the United Nations programme budget other than those incurred in the offices or organizations listed separately. They include costs incurred in the Department of Public Information, the Geneva Information Service, information centres and regional commissions, and for major conferences.

b/ Breakdown by main type of expenditure not available.

c/ In view of the date of the establishment of the Centre, there are no figures for 1977.

d/ United Nations offices or organizations whose activities are financed wholly or partially from the United Nations programme budget.

e/ Figures represent expenditures in the Office of Public Information only.

Table 3. Regular budget public information costs, 1977, 1978 and 1979, by organization and main type of activity
(Thousands of US\$)

Source: Doc. E/AC.51/1980/8

Organiza- tion	Publications			Audio-visual materials			Services for the press			Services for the public			Other			Total											
	1977	1978	1979	1977	1978	1979	1977	1978	1979	1977	1978	1979	1977	1978	1979	1977	1978	1979									
	UN a/	2	155	2 490	3	729	4 573	1	598	1 848	1	960	1	315	1 519	1	892	8	1859	10	453	16	982	19	623	21	406
UNCTAD	16	20	22	16	16	22	74	74	93	104	104	83	83	104	77	114	77	95	95	104	266	279	332	366	341	-	-
UNIDÓ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	-	-	-	-	-
UNEP b/	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UNHCR	232	291	285	115	115	142	68	68	75	134	134	2	2	44	34	34	10	88	88	62	427	651	213	252	657	657	657
UNRWA	-	15	20	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	214	214	15	15	24	24	24
HABITAT c/	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total d/																											
ILO	19	15	32	139	215	129	291	291	342	382	382	341	341	432	418	418	51	75	75	52	841	1 079	1 079	1 013	1 013	1 013	1 013
FAO	674	812	1 039	827	772	852	630	630	677	737	737	164	164	165	142	142	165	179	179	112	2 460	2 605	2 605	2 882	2 882	2 882	2 882
UNESCO e/	2	136	2 483	1	401	1 534	462	462	480	918	918	527	527	532	659	659	527	-	-	-	4 526	5 235	5 235	5 594	5 594	5 594	5 594
WHO	630	723	728	791	843	1 023	372	372	406	476	476	298	298	322	382	382	162	186	186	225	2 253	2 480	2 480	2 834	2 834	2 834	2 834
ICAO	295	360	449	20	50	37	19	19	23	19	19	16	16	16	17	17	17	21	21	24	367	470	470	546	546	546	546
UPU	6	9	6	12	10	14	3	3	3	3	3	-	-	-	-	-	123	122	122	122	144	144	144	144	144	144	144
ITU	5	12	12	-	-	-	-	-	-	-	-	-	-	-	-	-	20	20	33	33	34	25	45	45	46	46	46
WMO	33	45	55	20	26	31	29	29	32	40	40	11	11	15	15	15	10	16	16	13	103	132	132	154	154	154	154
IMCO	45	85	73	-	3	-	11	11	9	13	13	17	17	17	6	6	7	13	13	17	80	127	127	109	109	109	109
WIPO	3	3	3	-	-	-	4	4	5	6	6	18	18	20	23	23	4	5	5	6	29	33	33	38	38	38	38
IAEA	485	590	604	-	-	-	83	83	102	114	114	119	119	147	147	147	-	-	-	-	687	839	839	865	865	865	865

a/ Figures cover all public information costs incurred in the framework of the United Nations programme budget other than those incurred in the offices or organizations listed separately. They include costs incurred in the Department of Public Information, the Geneva Information Service, information centres and regional commissions, and for major conferences.

b/ Breakdown by main type of activity not available.

c/ In view of the date of establishment of the Centre, there are no figures for 1977.

d/ United Nations offices or organizations whose activities are financed wholly or partially from United Nations programme budget.

e/ Figures represent expenditures in the Office of Public Information only.

Public information costs in 1978, 1979 and 1980 by type of activity
(Thousands of US\$)

Org.	Years	Publications			Audio-visual materials			Services for the Press			Services for the public			Other costs	Extra budgetary funds	Total
		Staff costs	Tra-vel	Prodcn. & distn.	Staff costs	Tra-vel	Prodcn. & distn.	Staff costs	Tra-vel	Prodcn. & distn.	Staff costs	Tra-vel	Prodcn. & distn.			
UN 1/ (est.)	1978	3716	60	1329	5213	108	2300	2236	47	986	2781	39	808	-	1800	21 423
	1979	3948	68	1325	5413	126	2394	2350	53	1028	3657	51	993	-	2317	23 723
	1980	5000	33	825	5541	138	2854	2370	58	1223	3783	222	804	-	2679	25 430
UNCTAD (est.)	1978	20	-	-	20	-	-	93	-	-	104	-	-	-	-	237
	1979	22	-	-	22	-	-	104	-	-	114	-	-	-	-	262
UNIDO (est.)	1978	51.8	-	10	51.8	0.6	15	155.4	11.5	12	-	-	-	4.7	14.1	326.9
	1979	62	-	12	62	2.4	20	170	15.6	14	6.5	-	99	89.8	32	585.3
	1980	75	-	13	75	4	55	206	15	15	129	-	5.6	5	40	637
UNEP 2/ (est.)	1978	180.6	3.2	107.6	95.7	6.5	50.6	72.9	0.3	1.8	24	1.5	18.3	88	481.5	11 335
1979	105.1	4.1	175.7	102.1	4.1	35.6	127	2.4	4.3	28.1	1.3	4.9	61.7	1049	1 705	
1980	110	4	200	100	4	69	130	10	10	30	11	10	11	1863	2 562	
HABITAT (est.)	1978	10	-	5	-	-	-	4	-	-	-	-	-	-	-	15
	1979	20	-	-	-	-	-	4	-	-	-	-	-	-	38.9	62
	1980	22	-	-	-	-	-	4	-	0.2	-	-	-	27	53	
ILO (est.)	1978	12.7	-	2.4	201.4	-	13.6	333.5	5.8	2.4	353.8	-	78.4	74.7	33.1	1 112
	1979	13.1	-	18.6	113.4	-	16	357.5	5.1	19.1	291	-	126.5	52.3	-	1 012
	1980	13.7	-	18.7	123	-	32.1	332.3	4	4.8	310.3	-	120	43.8	-	1 003
FAO (est.)	1978	319.2	3.7	343.1	592.9	6.3	48.6	491.4	41.3	36	147.7	2.8	-	434.4	138.3	2 605
	1979	343.7	5.9	583.5	638.6	3.1	47.9	528.7	35.3	32	124.7	4.4	-	382.3	140.7	2 870
	1980	418	13.9	543	756	15.4	111.9	600	49.1	26.3	175	4.1	-	540	214.2	3 466
UNESCO (est.)	1978	3480	141	2639.7	-	-	1583	-	-	480	-	-	532	1614.5	605	11 075.2
	1979	1050	14	1356	967	35	525	713	59	138	342	33	279	83.8	856	6 450
	1980	1039	10.3	1058.5	952	7	389	704	87.1	134.4	342	28.3	210	34.9	859	5 855
WHO (est.)	1978	160	0.9	434.1	631	5.5	56.5	306	6.8	21.2	258	2.5	4.5	593	71	2 551
	1979	183.3	3.8	362.2	723.1	4.8	124.3	350.6	11.1	36.4	295.6	7	-	790.4	-	2 892
1980	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Org.	Years	Publications			Audio-visual materials			Services for the Press			Services for the public			Extra budgetary funds	Other costs	Total
		Staff costs	Trav. vel	Prodn. & Distrn.	Staff costs	Trav. vel	Prodn. & distrn.	Staff costs	Trav. vel	Prodn. & distrn.	Staff costs	Trav. vel	Prodn. & distrn.			
ICAO (est.)	1978	71	1	288	17	1	32	18	1	-	16	-	-	25	470	
	1979	74	1	374	17	2	18	17	1	-	17	-	-	25	546	
	1980	72	1	369	18	1	12	19	1	-	18	-	-	29	540	
UPU (est.)	1978	3.5	-	5.5	7	-	3.3	2.5	-	0.8	-	-	-	121.5	144	
	1979	3	-	3	7.5	-	6.8	2.5	-	0.8	-	-	-	121.5	145	
1980	3	-	1.5	7	7	-	9.1	3	-	0.9	-	-	121.5	146		
ITU (est.)	1978	-	-	-	-	-	-	-	-	-	35	1	9	-	45	
	1979	-	-	-	-	-	-	-	-	-	41	1	4	-	46	
	1980	-	-	-	-	-	-	-	-	-	45	1	5	-	51	
IAEA (est.)	1978	151	270	270	-	-	-	87	1	11	118	3	26	172	839	
	1979	164	264	264	-	-	-	95	1	14	116	3	28	180	865	
	1980	193	-	324	-	-	-	112	2	14	133	3	63	185	1031	
IMCO (est.)	1978	86	2	36.3	-	-	-	-	-	2.7	-	-	-	-	127	
	1979	56	1	33.7	-	-	9	-	-	3.3	-	-	-	6	109	
	1980	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
WMO (est.)	1978	115	2	15	-	-	-	-	-	-	-	-	-	-	132	
	1979	125	2	27	-	-	-	-	-	-	-	-	-	-	154	
	1980	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
UNDP 3/ (est.)	1978	515	9	371	209	10	152	117	-	17	123	107	-	496	2126	
	1979	548	20	351	290	23	84	90	22	21	154	122	22	493	2240	
	1980	517	44	272	248	35	136	83	50	27	113	95	30	565	2215	
UNU 3/ (est.)	1978	544.2	-	-	136	-	-	181.4	-	-	45	-	-	-	907	
	1979	581	-	-	145.2	-	-	193.6	-	-	48.4	-	-	-	968	
	1980	667.8	-	-	166.9	-	-	222.6	-	-	55.6	-	-	-	1 113	
TOTAL (est.)	1978	9436	222.8	5856.4	7177.8	137.9	4254.6	4094.1	1114	1570	4005.5	156	1476	3623.8	45 268	
	1979	7298	119.3	4885.3	8500.9	200	3280.6	5102.8	205.5	1310.9	5235	222	1556	2285.5	44 634	
	1980	8130.5	106.2	3624.7	7986.9	204.4	3668.1	4785.9	276.2	1455.6	5133.9	364.4	1247.6	1535.2	5582.2 44 102	

1/ Figures cover all public information costs incurred in the framework of the United Nations programme budget other than those incurred in the offices or organizations listed separately.

2/ Breakdown of expenditure required for this Table was not available.

3/ Extra-budgetary funds.

JUNIC SESSIONS FROM 1976 TO 1980

JUNIC sessions	Main questions discussed	Decisions taken by JUNIC members as a result of the discussions
<p>Third session 7-10 September 1976 (JUNIC/R.26 24 September 1976) 14 Agenda items</p>	<ol style="list-style-type: none"> 1. Assessment of the United Nations system information work. 2. JUNIC Plan of Action 1977 3. Development Forum 4. Consolidation of regional and field public information services of individual organizations 5. Information activity concerning apartheid 6. Co-operation with the Pool of Non-Aligned News Agencies 7. Inter-agency co-operation in the field of non-governmental organizations service operations 8. Reports of ad hoc working groups and lead agencies 	<ol style="list-style-type: none"> 1. It was generally recognized that JUNIC members should make a special effort to share their respective experience on matters of particular interest to JUNIC. 2. It was agreed that some specific aspects of the Plan were acceptable as a basis for action but special attention should be given to the definition of what information activities were. 3. JUNIC members pledged support of their organizations to a study in order to establish a new format for Development Forum. 4. JUNIC agreed that an <u>Ad Hoc Working Group on Co-ordination of Public Information Activities</u> in the Field should be established to review the situation in each city. 5. JUNIC agreed that information should be exchanged regularly on information programmes and substantive programmes containing anti-apartheid components. 6. It was stated that some arrangements should be worked out between JUNIC members to better co-ordinate their contact with the Pool. 7. An exchange of views on the NGO service operations. 8. JUNIC members took note of three reports: Report of Ad Hoc Working Group on Audio-Visual Matters and on Matters related to photo-libraries, CESI report on Distribution - JUNIC/R.19, FAO/AD report on development education.

JUNIC sessions	Main questions discussed	Decisions taken by JUNIC members as a result of the discussions
Fourth session 12-15 July 1977 (JUNIC/R.29)	1. Recent developments in the field of public information	1. Briefing of the participants on recent developments in the field of public information.
22 September 1977)	2. Co-operation with the Pool of Non-Aligned News Agencies	2. It was proposed that agencies should continue to send their releases to the UN Centre in Belgrade, indicating when a particular one was of special interest to TANJUG. A working group was set up on international press relations to consider and propose a technical approach to international press relations.
7 Agenda items	3. Report of the Working Group on International Press Relations	3. The working group recommended that there be: (a) a regular exchange of information on press activities of all JUNIC members with particular attention to the Pool of News Agencies of Non-Aligned Countries and to other press activities in the developing world, and (b) via CESI, in co-operation with OPI, a regular newsletter to keep JUNIC members informed on these matters.
	4. UN system information activities, concerning apartheid	4. Briefing of the participants on the arrangements for the Lagos Conference
	5. The JUNIC Plan of Action for 1978	5. The food issue, for which there existed very often a great deal of misinformation, was of vital and immediate importance. It should be one of the important themes on which JUNIC members should work together even more closely. It was pointed out that there might be some difficulty in furnishing financial information which was not necessarily easily comparable or quantifiable.
	6. Inter-agency co-operation in the field of non-governmental service operations	6. The possibility of financing projects in the field of non-governmental service operations.

JUNIC sessions	Main questions discussed	Decisions taken by JUNIC members as a result of the discussions
<p>7. Reports of <u>ad hoc</u> working groups and lead agencies</p>	<p>7. JUNIC members took note of two reports. (Report of the <u>Ad Hoc Working Group on Co-ordination of Public Information Activities in the Field</u>, Report of the <u>Ad Hoc Working Group on Audio-Visual Matters</u>.)</p>	<p>7. JUNIC members took note of two reports. (Report of the <u>Ad Hoc Working Group on Co-ordination of Public Information Activities in the Field</u>, Report of the <u>Ad Hoc Working Group on Audio-Visual Matters</u>.)</p>
<p>Fifth session 8-10 February 1978 (JUNIC/R.49 6 March 1978) 7 Agenda items</p>	<p>1. Recent development in the field of public information</p> <p>2. JUNIC Plan of Action for 1978</p> <p>3. Reports of the working groups</p>	<p>1. A brief discussion of the public image of the United Nations system and UN system's credibility.</p> <p>2. It was recognized that a common theme of activities for 1978 could not be identified. An analysis of the information plans of the various JUNIC members resulted in identification of some areas for possible joint action.</p> <p>3. JUNIC members took note of three reports (Report of the <u>Ad Hoc Working Group on International Press Relations</u>, Report of the Working Party on IYC, Report of the <u>Ad Hoc Working Group on Audio-Visual Matters</u>).</p>
<p>Sixth session 5-9 February 1979 (JUNIC/R.83 19 March 1979) 16 Agenda items</p>	<p>1. Recent developments in the field of public information</p> <p>2. Role of JUNIC within the new structure of ACC</p> <p>3. JUNIC Plan of Action for 1979</p> <p>4. Specific conferences and events in 1979, 1980 and 1981</p> <p>5. Development Forum</p>	<p>1. Questions arising from CPC and ACC were discussed.</p> <p>2. JUNIC members were informed of the new structure adopted by ACC. Under the new structure, JUNIC should report to ACC through CCSQ.</p> <p>3. The plan was compiled taking into account the specific indications provided by JUNIC members themselves regarding their needs for co-operation and co-ordination.</p> <p>4. A review of what each agency was planning to do for each event under discussion.</p> <p>5. The Committee recorded its recommendation to ACC that the future financial resources for Development Forum should include annual subventions from within the total membership of JUNIC. The Committee accordingly recommended to ACC that the General Edition should be provided with a substantial budgetary allocation on a regular basis from the United Nations, and that at all other member organiza-</p>

JUNIC sessions	Main questions discussed	Decisions taken by JUNIC members as a result of the discussions
Seventh session 5-8 February 1980 (JUNIC/R.92 28 December 1979) 14 Agenda items	<ol style="list-style-type: none"> 6. Service regarding non-governmental activities 7. Improvement of the public image of the United Nations system. 8. JUNIC report to CPC concerning UN system expenditure on public information activities. 9. Reports of the <u>Ad hoc</u> working groups and task forces 	<p>tions and agencies of JUNIC should make such regular financial contributions to the General Edition as their respective policies and financial resources would permit. in this connection, several representatives stated that it might be too late to include relevant appropriations in the 1980/1981 budget proposals of a number of organizations.</p> <ol style="list-style-type: none"> 6. JUNIC members were informed of the latest developments concerning the activities of the NGO Liaison Services in Geneva and in New York. 7. A preliminary discussion concerning JUNIC's reports to ACC took place. 8. An informal paper prepared by the JUNIC secretariat for the CPC was discussed. A number of guidelines were provided. 9. JUNIC members took note of: Report of the Ad Hoc Working Group on International Press Relations, Report of the Ad Hoc Working Group on Audio-Visual Matters, Report of the Task Force on the World Conference of the UN Decade for Women, 1980.
	<ol style="list-style-type: none"> 1. UN Committees on Information 	<ol style="list-style-type: none"> 1. JUNIC members were informed of the mandate of the UN Committee on Information. It was recognized that the General Assembly resolution 34/182 would require JUNIC to devote greater attention to questions relating to a new world information and communication order. It was decided that the JUNIC secretariat should keep all members informed of the work programme of the UN Committee on Information. In addition, in anticipation of expected requests on the part of the UN Committee, it was decided that all JUNIC members should supply to the secretariat informa-

JUNIC sessions	Main questions discussed	Decisions taken by JUNIC members as a result of the discussions
<p>2. The public image of the United Nations system.</p> <p>3. The role of information in development.</p>	<p>tion on their agencies' current or planned activities in this field.</p>	<p>2. A drafting group was named to draw up a report for ACC on the basis of a working paper submitted by ILO.</p>
<p>4. Joint personnel system for information staff in the United Nations system</p>	<p>3. This paper by Vision Habitat really concerned development support communication or project support communication. It was agreed that communication had a vital role to play in all development efforts and that every development project should have a communication component built into it from the initial planning stage.</p>	<p>4. On the basis of a paper prepared by the World Bank, discussion centered on how career prospects might be improved by a system of transfers, secondments, temporary outposts, etc. The problem was particularly acute for the smaller agencies which have very small information staffs. It was recognized, however, that the obstacles to this sort of system (geographical distribution, language requirements, insecurity of tenure, etc.) far outweighed the opportunities and that while an attempt should be made, it would be unrealistic to expect very great results.</p>
<p>5. Development Forum</p>	<p>5. Following the decision of the General Assembly to appropriate \$US 200,000 for this publication in 1980 and that of the United Nations University to become co-publisher, the future of Development Forum seemed slightly less precarious. Contributions were still sought from other agencies.</p>	<p>5. Following the decision of the General Assembly to appropriate \$US 200,000 for this publication in 1980 and that of the United Nations University to become co-publisher, the future of Development Forum seemed slightly less precarious. Contributions were still sought from other agencies.</p>
<p>6. Special session of the General Assembly on Development and International Economic Co-operation</p>	<p>6. JUNIC decided to make a major effort in this connection: a ring binder handbook/reference work for editors, government officials, etc.; a journalists' encounter immediately before the session; one or more NGO seminars preceding the event; a 36-page booklet by the International Coalition for Development Action issues facing the session, and daily briefings for NGOs during session.</p>	<p>6. JUNIC decided to make a major effort in this connection: a ring binder handbook/reference work for editors, government officials, etc.; a journalists' encounter immediately before the session; one or more NGO seminars preceding the event; a 36-page booklet by the International Coalition for Development Action issues facing the session, and daily briefings for NGOs during session.</p>

JUNIC sessions	Main questions discussed	Decisions taken by JUNIC members as a result of the discussions
<p>7. Reports of ad hoc working groups</p>	<p>7. JUNIC members took note of the report of the Ad Hoc Working Group on Development Education and the report of the Ad Hoc Working Group on Audio-Visual Matters.</p>	
<p>First Special Session 3-6 July 1979 (JUNIC/R.90, 24 August 1979)</p> <p>4 Agenda items</p>	<p>1. Development Forum</p>	<p>1. JUNIC agreed that every effort should be made immediately by the Department of Public Information, to seek the necessary funds and to make the necessary arrangements in order to help solve the liquidity problem still facing the periodical and to guarantee its continuation until the biennium 1982-1983. If such arrangements could be made, it should then be possible to devise a viable assessment scheme for regular financial contributions by the organizations. This scheme could only be applied starting with the biennium 1982-1983.</p> <p>2. As far as the pre-session activities were concerned, the following points for immediate action were agreed upon:</p> <p>(a) Mailing list: after consulting with field offices, each agency should forward to DESI as short a list as possible of people it considers important to reach with information on the 1980 Special Session.</p> <p>(b) Focal Point: Each agency should identify a staff member who will deal with the information programme for the special session.</p> <p>(c) Handbook: Each agency should contribute well-edited fact sheets for inclusion in a loose-leaf ("ring-binder") handbook of information. The fact sheets should deal with:</p> <p>(i) the agency</p> <p>(ii) all areas with which the agency is concerned and which the 1980 session will consider.</p>

JUNIC sessions	Main questions discussed	Decisions taken by JUNIC members as a result of the discussions
<p>JUNIC sessions</p>	<p>Main questions discussed</p>	<p>Decisions taken by JUNIC members as a result of the discussions</p>
<p>Second Special Session 1-3 July 1980 (JUNIC/1980/SS.1 30 May 1980) 6 Agenda items</p>	<p>1. UN Committee on Information 2. Preparation for the Special Session of the General Assembly on Economic Development 3. Report on Current Activities of the organizations of the UN system in the field of information</p>	<p>The exact list of subject-titles should be decided upon by DESI in consultation with UNDP in New York and other agencies as appropriate. DESI should be responsible for final editing and production. The Handbook should have a limited and exclusive distribution.</p> <p>(d) Information Kit: The editorial effort involved in preparing the Handbook should be used to produce also an information kit for general distribution. DESI and UNDP should be primarily responsible for its production. All agencies should get copies of the kit in quantities to be decided.</p> <p>(e) Booklet: A brief, light, illustrated booklet should be produced by DESI explaining the Special Session to the proverbial man in the street. Agencies should forward to DESI lists of points they would like to see clarified.</p> <p>1. Briefing of the participants on the results of the first session of the Committee on Information (9-16 May 1980)</p> <p>2. The JUNIC members agreed that before the end of July 1980 the agencies would send to DESI the material they wanted reflected in the backrounders to be included in the press kit for the Special Session.</p> <p>3. The meeting reviewed what each agency was doing in the field of information and mass communication towards the establishment of a new, more just and more effective information and communication order.</p>

JUNIC sessions	Main questions discussed	Decisions taken by JUNIC members as a result of the discussions
4. Progress report on Development Forum	4. The progress report adopted by JUNIC members implies no commitment by agencies to contribute to the inter-agency financing proposal made by ACC (ACC decision No. 1979/19).	
5. Reappraisal of the joint projects discussed at the 7th session of JUNIC	5. Each agency emphasized that it had its own aims and objectives and programmes and devoted most of its public information efforts to them. The JUNIC members agreed almost unanimously that there were limits to interagency co-operation on a multilateral basis.	<p>In this regard JUNIC members also reviewed the question of "lead agency" roles in efforts to promote a new, more just and more effective World Information and Communication Order. They recognized that in JUNIC usage of the term "lead agency" it had a more flexible and less precise significance than it had in other parts of the UN system. They decided henceforth to use the term "JUNIC members responsible"</p>

NOTE ON THE IMPLEMENTATION OF THE JUNIC PLANS OF ACTION

1. It should be noted that only three plans of action with the format which is now currently used by JUNIC have been adopted by JUNIC since the Committee decided in 1977 to start working more concretely on a joint planning exercise. In 1977, JUNIC did not have a real plan of action but nevertheless it established a list of activities, the implementation of which was to be made in a co-ordinated and, whenever possible, joint fashion.

2. The theme of the JUNIC Plan of Action for 1978 was "meeting human needs in relation to the establishment of a new international economic order". The Plan of Action included: (a) Regular planning through JUNIC and the activities of its Ad Hoc Working Groups and Task Forces; (b) Specific co-ordinated/joint activities; (c) General activities of system-wide concern.

3. The theme of the JUNIC Plan of Action for 1979 was the same as for 1978. The Plan of Action included: (a) Regular planning through JUNIC and the activities of its Ad Hoc Working Groups and Task Forces; (c) Specific co-ordinated/joint activities; (c) General Activities of system-wide concern.

4. An assessment of the implementation of the Plans of Action in 1978 and 1979 leads to the following observations:

A. Regular Co-ordination and Planning through JUNIC Ad Hoc Working Groups and Task Forces

(a) Two of the JUNIC Ad Hoc Working Groups, the Ad Hoc Working Group on Audio-Visual Matters and the Ad Hoc Working Group on Development Education, have met regularly through 1978 and 1979 to discuss a number of proposals which have led to specific projects being implemented jointly by JUNIC members. Other Working Groups (such as the Working Group on International Press Relations, the Working Group on Co-ordination of Information Activities in the Field) have met but their deliberations have not yet resulted in concrete action on the part of JUNIC.

(b) On the other hand, Task Forces of JUNIC established for the purpose of co-ordinating the preparation of the overall information programmes concerning special events or conferences organized within the framework of the UN system have been functioning regularly through 1978 and 1979 and have permitted a coherent finalization of these information programmes leading quite often to the joint formulation and implementation of a few specific information projects in which a number of JUNIC members were involved. Among these Task Forces, the most active were the JUNIC Task Force on IYC, the JUNIC Task Force on the World Conference of the United Nations Decade for Women and the JUNIC Task Force on the International Anti-Apartheid Year.

B. Specific Co-ordinated/Joint Activities

(a) JUNIC Plan of Action for 1978:

- * Joint coverage of the Special Session of the United Nations General Assembly on Disarmament.
- * Joint coverage of the United Nations Conference on Technical Co-operation among Developing Countries.

- * Joint coverage of the WHO/UNICEF Primary Health Care Conference.
- * Background notes and kits; sound-slide presentation; pre-conference media seminars; articles in United Nations system magazines; all related to WHO/UNICEF Primary Health Care Conference.
- * Background notes and kits; encounter for journalists in connection with the fourth session of the World Food Council.

(b) JUNIC Plan of Action for 1979:

- * Encounter for journalists; booklets; articles in Development Forum; joint press coverage: all in connection with UNCTAD V.
- * Encounter for journalists; articles in Development Forum; Earthscan feature service; exhibit; joint press coverage; all in connection with UNCSTD.
- * Projects in connection with the International Year of the Child 1/; films; TV gala and record; TV spots; slide sets; photo missions; poster display set; microfiche; radio programmes; press kits; special issues of United Nations system magazines; feature articles; Development Forum supplement; booklets on IYC themes; Atlas of the Child; films on "The Child and the Environment"; world-wide still photo contest; wall sheets.
- * Activities related to the struggle against Apartheid: radio programmes; features; press releases; special issues of magazines; articles in magazines.
- * Activities related to Primary Health Care; regional press seminars; specialized radio programmes; film on tropical disease research.

C. General Activities of System-wide Concern

Apart from the specific activities carried out on a 1-2 year basis within the JUNIC Plan of Action, there are also a number of general activities which are undertaken under the auspices of JUNIC either through its Ad Hoc Working Groups or under the responsibility of JUNIC members individually. These activities are the following:

(a) Audio-Visual field

- * A joint United Nations system film catalogue has been produced in English and French.
- * United Nations system organizations are working on the establishment of a common pricing policy for films.
- * A newsletter on audio-visual matters "Playback" is being published by DPI/RVS for JUNIC members.

1/ In terms of forward planning and co-ordinated/joint implementation, IYC should be noted as one of the most successful undertakings of JUNIC. Regular consultation, exchange of information and co-ordination throughout 1978 and 1979 ultimately resulted in many joint projects.

- (b) Printed materials and publications
- * The possibility of publishing jointly a directory/guide/binder of United Nations system activities is being studied.
 - * A catalogue of United Nations system publications is being finalized by ITU.
- (c) Study of audiences and targets of information materials; distribution and mailing lists
- * This issue was discussed in 1976 and 1977 and will be taken up again in 1980 by the JUNIC Ad Hoc Working Group on Distribution under the leadership of UNDP.
- (d) Co-ordination of public information activities in the field
- * This question was studied in 1978 by JUNIC and will be taken again in 1980 by the JUNIC Ad Hoc Working Group on Co-ordination and Public Information Activities in the Field.
- (e) Reportage missions, press tours and seminars for journalists
- * The UNDP Information Section in Geneva now serves as a focal point for the exchange of information regarding reportage missions and press tours organized by JUNIC members.

N.B. This note on implementation of the activities undertaken within the JUNIC Plan of Action does not, of course, make any reference to the information activities being carried out by JUNIC members individually within their own information programmes.

Joint projects under the auspices of JUNIC

Org.	1977			1978			1979		
	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)
UN	Dev. Forum	580 200	Trust fund	Dev. Forum	1093 000	Trust fund	Dev. Forum	1356 000	Trust Fund
	NGLS	140 507	50 349	NGLS	137 000	35 000	NGLS	150 000	35 000
	Dev. education activities	to be determined	-	Dev. education activities	to be determined	-	Dev. education activities	to be determined	-
	Folder on conferences	10 000	4 000	IYC	co-ord. effort	-	IYC	co-ord. effort	-
UNLDO	-	-	Nil	-	-	Nil	-	-	Nil
UNOC	Recording and sound mixing of films for UNHCR	Nil	Use of studio, time of technician	Docum. Films: "Int. Court of Justice"	80 947	77 419	Docum. Films "Indus. Toxicology" (for WHO)	NA	Use of studio
				"Mare Nostrum" (for UNEP)	77 411	47 995	"The Green Mountain" (for UNEP)	NA	"
				"The Search" (for WHO)	10 670	10 670	On UNDR0's activities	NA	Research and writing
							Recording and sound mixing of films for UNHCR		Use of studio

Org.	1977				1978				1979			
	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)
UNCTAD	-	-	-	Nil	-	-	Booklet "Unequal Partners" (UNCTAD/DESI)	14 000	6 000	Press encounter on eve of UNCTAD V (UNCTAD/DESI)	98 000	6 000 Vol. contribn. (amount not available)
UNHCR	Nil	-	-	Nil			JUNIC film catalogue	30 000	200			
HABITAT												
UNICEF	World Newspaper Supplement	NA	Material	Dev. Forum World Newspaper Supplement NGLS in N.Y. and Geneva	NA NA 136 000	25 000 Material NA	Dev. Forum World Newspaper Supplement NGLS in N.Y. and Geneva JUNIC film catalogue Agenda for a Small Planet African Inform. Network	NA 758 000 232 000 30 000 NA NA	25 000 material NA Contribn. pledged "			
UNDP	Dev. Forum, NGLS in N.Y. and Geneva	NA 65 000	50 000 36 000	Dev. Forum NGLS in N.Y. and Geneva	NA 136 000	55 000 63 000	Dev. Forum NGLS in N.Y. and Geneva	NA 232 000	60 000 73 000			

Org.	1977				1978				1979			
	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)
UNDP (contd.)							JUNIC Film Cat.	30 000	1 500	Women Writers Team	47 500	10 000
UNU	Nil	-	-	Nil	-	-	Dev. Forum	NA	60 000	Booklet "Crisis of the Decade"	NA	5 000
UNRWA	Nil	-	-	Nil	-	-	JUNIC Film Cat.	30 000	300	JUNIC Film Cat.	30 000	300
WFP	Docum. film on Water Develop.	80 000	35 000	Docum. film on Child theme	65 000	24 166	Docum. film on Child theme	65 000	24 166	"	65 000	24 166
FAO	Functional sup- port to NGLS in Geneva	Not known	9 000	Functional sup- port to NGLS in Geneva	Not known	10 000	Functional sup- port to NGLS in Geneva	Not known	10 000	Functional sup- port to NGLS in Geneva	Not known	10 000
IAEA	Nil	-	-	Nil	-	-	Nil	-	-	Nil	-	-
ICAO	Nil	-	-	World News- paper Suppl.	Not known	5 000	Nil	-	-	Nil	-	-
ILO	IWY	NA	2 695 (poster) 2 960 (leaflet)	Int. Anti- Apartheid Year	NA	8 177 (folder) 12 000 (booklet)	IYC	NA	2 905 (suppl.) 700 (photos) 2 107 (poster)	IYC	NA	2 905 (suppl.) 700 (photos) 2 107 (poster)
				JUNIC Film. Cat.	30 000		World News- paper Suppl.	758 000	2 000	World News- paper Suppl.	758 000	2 000

Org.	1977			1978			1979		
	* Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)	Project	Total cost of project (US\$)	Contribn. of indiv. org. (US\$)
IMCO	Nil	-	-	Nil	-	-	World News - paper Supplt.	758 000	3 000
ITU	Nil	-	-	Nil	-	-	JUNIC Film Cat.	30 000	300
UNESCO	Nil	-	-	Nil	-	-	JUNIC Film Cat. Agenda for a Small Planet World News - paper Supplt.	30 000 Not known 758 000	1 000 2 000 20 000
UPU	Nil	-	-	Nil	-	-	Nil	-	-
WHO	Nil	-	-	Nil	-	-	Women Writers Team JUNIC Film. Cat. Dev. Forum	Not known 30 000 NA	1 500 1 500 5 000