



General Assembly

Distr.
GENERAL

A/37/348/Add.2
28 October 1982

ORIGINAL: ENGLISH

Thirty-seventh session
Agenda item 77

INTERNATIONAL YOUTH YEAR: PARTICIPATION, DEVELOPMENT, PEACE

Report of the Secretary-General

Addendum

I. INTRODUCTION

1. In paragraph 2 of the addendum to his report on the International Youth Year (A/37/348/Add.1), the Secretary-General indicated that a revised report on public information activities would be submitted to the General Assembly in response to the request made by the Advisory Committee for the International Youth Year in its decision 9 (II) of 23 June 1982.

2. The Advisory Committee, in its decision 9 (II), decided, inter alia, that the information activities should:

"(a) Form an integral part of the Specific Programme of Measures and Activities and clearly be directed towards supporting the objectives of the Programme, in particular the basic themes for national action;

"(b) Primarily take place at the national and regional levels. Efforts at the global level should focus on supporting and assisting the various regions and countries, in particular the developing countries;

"(c) Be presented in such a way in order to allow for a core programme that can be implemented within the available human and financial resources and other activities to be undertaken in case additional voluntary contributions are made available."

3. In accordance with the above, the Secretary-General submits herewith his revised proposals for specific programmes of measures and activities in the field of information, in the light of the comments and proposals made during the second

session of the Advisory Committee. However, the Secretary-General believes that it is important that Member States should be aware that the "core programme" proposed on the basis of implementation "within the available human and financial resources" in no sense constitutes a comprehensive programme of public information. The normal complement of public information activities which have been undertaken in the past in support of international years such as the International Year of Disabled Persons (1981), or the major conferences such as the United Nations Conference on New and Renewable Sources of Energy, have been undertaken on the basis of significant additional regular budget resources being made available for such programmes.

II. OBJECTIVES OF THE PROGRAMME AS A WHOLE

4. The objectives of the information programme (both core and supplementary activities) should be to highlight the Year and its themes, namely, participation, development and peace. The information activities will clearly be directed towards supporting the objectives of the specific Programme of Measures and Activities, in particular the basic themes for national action.

III. TARGET AUDIENCES

5. The realization of these objectives depends on the mobilization of mass media and specialized media that deal with young audiences.

6. Information materials would, therefore, be directed to the attention of:

- (a) News media, particularly those designed to reach young people;
- (b) Governmental and non-governmental youth organizations and other non-governmental organizations dealing with youth problems, including teachers' associations and parent-teacher associations;
- (c) Youth welfare departments and similar institutions;
- (d) Trade unions and employers' organizations;
- (e) Parliamentarians specializing in youth (employment, health care, etc.);
- (f) Ministries and departments of education;
- (g) Governmental and non-governmental institutions in charge of non-formal education of young people;
- (h) General public, with a view to creating an atmosphere of understanding and appreciation of the programmes on youth.

7. Media awareness of existing problems and conditions of youth could be further heightened by journalists' encounters, bringing together media representatives with

educators, policy makers and experts for valuable dialogues. These meetings would highlight the need for equitable coverage of both problematic and positive aspects of youth activities.

8. On the part of the United Nations agencies and bodies, their publications would be encouraged to cover youth activities bearing on the various specializations.

IV. CORE PROGRAMME THAT CAN BE IMPLEMENTED WITH AVAILABLE HUMAN AND FINANCIAL RESOURCES

9. Films on youth - Although there are 17 films currently listed under "Youth" in the United Nations Film Catalogue, many of them are over 10 years old and out of date. To mark the International Youth Year it is proposed to produce a new film on youth.

10. Radio programmes - The activities related to the Year will be covered and publicized in the normal weekly and monthly schedule of radio broadcasts.

11. A Promotional Flyer - A promotional flyer would be issued in 1984.

V. OTHER PUBLIC INFORMATION ACTIVITIES TO BE UNDERTAKEN IN CASE VOLUNTARY CONTRIBUTIONS ARE MADE AVAILABLE

12. International photo competition: Youth on youth - It is proposed to hold an international photo competition on youth by youth. The context would be organized along lines similar to the international poster competitions recently conducted by the Department of Public Information of the Secretariat on disarmament and outer space. The competition would be conducted with the co-operation of United Nations information centres and specialized agencies, and with the assistance of the International Photographic Council. A panel of judges would select the winning entries, which would be mounted on an exhibition at United Nations Headquarters and other United Nations offices.

13. Regional encounters with the participation of young journalists and members of youth organizations to debate youth aspirations, needs, actual situations and prospects for improvement. Other topics for discussion would include youth participation in their countries' development and in international and United Nations affairs. It is proposed to hold four regional meetings which would be convened in 1983, pursuant to the mandate granted in paragraph 1 of General Assembly resolution 36/28 of 13 November 1981. About 10 fellows and three panelists would participate in each encounter.

14. Regional intern programme - In the light of the mandate received in General Assembly resolution 35/126 and of the guidelines for regional action established by the Advisory Committee, which requests regional commissions to ensure "that national and regional youth organizations be closely involved in the preparations for the Year", the Department of Public Information would consult with the

executive secretaries of the regional commissions on the appropriate steps to be undertaken to implement a regional intern programme, with the aim of familiarizing young people with the work of the regional commissions.

15. Seed money would be made available to the United Nations information centres to organize the photo competition and the logo contest, as well as seminars, lectures, essay competitions and other events which would draw both media and public interest to the objectives of the Year. In addition, centres would be asked to organize an event similar to the highly successful National Energy Day, which was launched in connection with the United Nations Conference on New and Renewable Sources of Energy. Each information centre would receive about \$2,000 for this purpose. The first installment of the seed money would be made available in 1984, the second in 1985.

16. Information kit, issued once in the 1984-1985 biennium. Its principal theme would be: Participation, Development, Peace. The kit would contain such materials as flyers, fact sheets, newsletters, features, wall-sheets and press releases, to be distributed to a select media list and to delegations. The kit would be issued in English (5,000) and French and Spanish (3,000 each).

17. Newsletter - A quarterly newsletter would be published in three languages - English (5,000), French (2,000), Spanish (2,000) - from 1983 to 1985 to inform the target audiences of all the events and activities taking place during the Year. The newsletter would contain materials contributed by governmental and non-governmental bodies and its graphic presentation would be generous with photographs and illustrations.

18. Wall-sheets, explaining what governmental institutions, non-governmental organizations (in particular youth organizations) and individuals can do to promote youth participation in development and efforts for peace. The wall-sheet would have the following print run: English (15,000), French and Spanish (10,000 each) and Arabic (2,000).

19. Development Forum would print articles concerning youth, both prior to and during the Year, and publish one special supplement on the subject.

Inter-agency activities

20. Joint United Nations Information Committee (JUNIC) - A JUNIC Task Force would be established and would meet in 1983 to consider activities of particular interest to youth in the areas of health (WHO), environment (UNEP), employment (ILO, UNCTAD), food (FAO), population (UNFPA), education (UNESCO) and international peace (Department of Public Information).

VI. RESOURCE REQUIREMENTS FOR THE ACTIVITIES PROPOSED IN SECTION V

21. Implementation of the above-proposed activities would require temporary staff assistance and additional resources to the Department of Public Information. In view of the scope of the proposed activities and the three-year period over which

they will be implemented, it would be necessary to supplement the existing staff resources of the Department of Public Information as follows:

- (a) One P-3 post at Headquarters for 1983-1985;
- (b) One G-4 post at Headquarters for 1983-1985;
- (c) One P-2 post at Vienna for 1984-1985;
- (d) One G-7 post at Vienna for 1984-1985.

22. The functions of the posts would be as follows:

- (a) One P-3 to:
 - (i) Co-ordinate all related public information activities at Headquarters;
 - (ii) Plan and prepare the newsletter and fact sheets in co-operation with the substantive departments and JUNIC members;
 - (iii) Compile a mailing list and arrange for world-wide distribution to all United Nations information centres and other addresses not serviced by Vienna;
 - (iv) Maintain liaison with non-governmental organizations in consultative status with the United Nations and promote the International Youth Year among correspondents accredited to United Nations Headquarters;
 - (v) Co-ordinate other activities included in the information programme;
 - (vi) Deal with queries and distribute requested materials through United Nations information centres (by pouch or direct mail).
- (b) One secretary-typist, New York, to:
 - (i) Assist in the above activities under the Information Officer's instructions;
 - (ii) Draft routine replies to letters;
 - (iii) Assist in the packing and distribution of materials.
- (c) One Professional (P-2), Vienna, to:
 - (i) Assist in the compilation of material for the fact sheets and newsletter to be printed in New York;
 - (ii) Act as liaison officer to the Youth Section of the Centre for Social Development and Humanitarian Affairs in its day-to-day work;

(iii) Compile a mailing list for local and regional distribution, and to reply to queries from the region;

(iv) Maintain liaison with local and regional non-governmental organizations.

(d) One clerk-typist, Vienna, to assist in the above activities under the P-2 staff member's supervision, including distribution (packing, mailing, etc.).

SummaryI. Activities which may be absorbed by the Department of Public Information

<u>Paragraph reference</u>	<u>Item</u>	<u>Year and estimated cost in thousands of US dollars</u>			
		<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>Total</u>
9	<u>Film</u>	-	40.0	40.0	80.0
10	<u>Radio programmes</u>				
	1 writer producer (49.1)				
	1 production assistant (31.8)				
	Adaptation in 3 languages (5.8)				
	Tapes (15.0)				
	Travel (6.0)		56.8	56.9	113.7
11	<u>Fact sheets/Fliers</u>	-	7.5	7.5	15.0
	Subtotal I:	-	104.3	104.4	208.7

II. Activities which will require extrabudgetary resources

16	<u>Information kit</u>	-	68.0	-	68.0
17	<u>Newsletter</u>	4.0	4.0	4.0	12.0
18	<u>Wall sheet in 4 languages</u>				
	Printing (19.4)				
	Typesetting (10.0)				
	Translation (0.6)				
	Distribution (5.0)	-	35.0	-	35.0
13	<u>Regional encounters</u>				
	In conjunction with 4 regional meetings (28.0 x 4) at seats of regional commissions	112.0	-	-	112.0
15	<u>National activities</u>				
	For 62 United Nations Information Centres for adaptation, translation and printing information material locally	-	46.5	46.5	93.0

Paragraph reference	Item	Year and estimated cost in thousands of US dollars			
		1983	1984	1985	Total
12	<u>Photo competition</u>	-	16.0	-	16.0
19	<u>Development Forum</u>				
	One supplement on Youth	-	-	20.0	20.0
22	<u>Supplementary staff</u>				
	One P-3 (New York) x 36 months	49.1	49.1	49.1	147.3
	One G-4 (New York) x 36 months	23.9	23.9	23.9	71.7
	One P-2 (Vienna) x 24 months	-	40.3	40.3	80.6
	One G-7 (Vienna) x 24 months	-	21.7	21.7	43.4
	Common services cost of above staff	<u>17.8</u>	<u>18.0</u>	<u>14.8</u>	<u>50.6</u>
	Subtotal II:	<u>206.8</u>	<u>322.5</u>	<u>220.3</u>	<u>749.6</u>
	Grand total (I + II)	<u>206.8</u>	<u>426.8</u>	<u>324.7</u>	<u>958.3</u>
