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Fiftieth session

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Agenda item 7

Adoption of the report of the Committee on its fiftieth session

Draft report

Rapporteur: Mr. Felix Ayibanuah **Datuowei** (Nigeria)

Addendum

Proposed strategic framework for the period 2012-2013

(Item 3 (a))

Programme 23

Public information

1. At its 8th meeting, on 10 June 2010, the Committee for Programme and Coordination considered programme 23, Public information, of the proposed strategic framework for the period 2012-2013 (A/65/6 (Prog. 23)).
2. The representative of the Secretary-General introduced the programme and responded to queries raised during the Committee's consideration of the programme.

Discussion

3. General support was expressed for the work of the programme and its three subprogrammes. The view was expressed that the document was comprehensive regarding the role and objective of the Department of Public Information. It was also noted that the Department, as the voice of the United Nations, played an important role in achieving the greatest public impact and reaching the global audience.
4. Clarification was sought on the definition of global conferences, grass-root support and the criteria for the selection of external organizations for partnerships. Clarification was also sought on whether there was duplication and redundancy in the activities of the three subprogrammes and how the Department focused on key issues apart from the priority themes guided by the Millennium Declaration. The



Department was also requested to highlight the key challenges encountered during the implementation of its programmes.

5. Strong support was expressed for multilingualism in official and local languages, and the need for equal treatment of all six official languages was emphasized. With regard to the availability of information in developing countries, the view was shared that the Department should be aware of the vast disparity between countries and regions. The importance of finding different means to address the special needs of developing countries was emphasized. It was also requested that internal communication on iSeek should continue with a view to further enhancements.

6. With regard to the use of new media technology, clarification was sought on the measurement methodology in order to address the impact of the programmes.

7. Continued importance was given to the collaboration with the Department of Peacekeeping Operations. The Department of Public Information was called upon to ensure that information on the work of the United Nations peacekeepers could continue to reach a wider global audience.

Conclusions and recommendations

8. **The Committee recommended that the General Assembly approve the programme narrative of programme 23, Public information, of the proposed strategic framework, subject to the following modifications:**

Overall orientation

Paragraph 23.2

In the first sentence, replace the words “timely, accurate, impartial, comprehensive and coherent” with “accurate, impartial, comprehensive, balanced, coherent, timely and relevant”.

Paragraph 23.3

In the first sentence, replace the phrase “global conferences” with “United Nations conferences”.

Paragraph 23.4

Replace the word “expanded” with “stronger”.

Subprogramme 1 Strategic communication services

Indicators of achievement

Add a new indicator of achievement (c) (iii) to read:

“Increased number of information material and United Nations publications available in local languages”.

Strategy

Paragraph 23.7

In the first sentence, replace the word “aims” with “objectives”.

**Subprogramme 3
Outreach services**

Indicators of achievement

Revise indicator of achievement (a) (i) to read:

“Increased partnerships with entities within and outside the United Nations system”.
