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Review and reappraisal of United Nations information
policies and activities

Report of the Secretary-General

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A. REAPPRAISAL

I. INTRODUCTION

1. The United Nations Office of Public Information has been engaged since 1946 in a series of programmes and activities aimed at fulfilling the twin tasks mandated to it under General Assembly resolution 13 (I) of that year: (a) to provide services and support for national media of mass communication - official and unofficial - in building and spreading understanding about the purposes and activities of the United Nations; and (b) to supplement national information activities about the United Nations by producing positive information programmes of its own, in all media, aimed at the same objective.

2. To discharge this task, the Office of Public Information has been structurally organized over the years into three main divisions, corresponding to the media involved: Press and Publications; Radio and Visual; and External Relations. Since 1962, a fourth unit, attached directly to the Office of the Assistant Secretary-General, was added in answer to developing needs in the field of economic and social information; it was enlarged into a division in 1968.

3. In the nearly twenty-five years that the Office of Public Information has been pursuing its mandate, the Organization itself and the world it represents and serves have undergone a radical and irreversible change. The membership of the United Nations has increased from fifty-one in 1945 to 127 in 1971. The first budget for public information was drawn up in 1948. The regular budget of the Organization as a whole has grown from \$38,388,000 in that year to \$192,149,300 in 1971, representing and reflecting the increase in the areas of the Organization's involvements and concern. During the same period, United Nations expenditures under the regular budget on information activities have increased from \$4,080,000 to \$9,245,563, representing - behind the net increase - a percentage decline from 10.6 to 4.15 of the total regular budget.

4. The figures quoted above illustrate what has frequently been noted by members of delegations as well as by the General Assembly's Advisory Committee on Administrative and Budgetary Questions: that, in the Organization's activities and expenditures in the field of public information, there has not so far been any definable or rationalized link or relationship with activities and expenditures in the areas of the Organization's substantive involvements, whether these lie in the field of political and humanitarian action or in that of economic and social development. Thus, in its sixth report to the General Assembly at its twentieth session, the Advisory Committee posed the following question:

"... in the final analysis and assuming that a maximum degree of administrative and operational efficiency has been achieved in the implementation of the Organization's information programme, there remains a policy decision to be taken by the General Assembly, namely, what part of the limited resources of the Organization should be devoted to its essential activities, and what part it should spend on telling the world about its action."

5. The purpose of the present report is to help the General Assembly arrive at the policy decision invited by the Advisory Committee, by attempting to define and formulate a set of criteria in purely professional terms which might serve as yardsticks for measuring information expenditures in relationship to the current and projected activities of the Organization. This attempt at the establishment of professional guidelines for determining the proper levels of information expenditure for the next few years will, it is hoped, also contribute towards the regularization of a de facto situation which has made it necessary, as will be noted later, for the Office of Public Information in recent years to utilize several established posts in areas and activities other than those for which they were originally sanctioned.

6. The origin of the present report lies in an announcement made before the Advisory Committee on Administrative and Budgetary Questions in June 1965. At that time, the Under-Secretary then in charge of the Office of Public Information informed the Committee that he was proposing to institute an intensive internal inquiry into the policies, practices and programmes of the Office, in all its fields of activity and encompassing all the media of communication in which it operated. The immediate object of the inquiry was to review the extent and effectiveness of OPI operations, in terms of the mandate originally laid down for United Nations information activities by the General Assembly in 1946 and subsequently reaffirmed in 1952, as well as to determine whether the changes that had since taken place on the international scene, both outside and within the United Nations, required any modification or readjustment either of existing policies or current activities.

7. This broad line of inquiry already initiated within the Office of Public Information was subsequently legislatively endorsed and reinforced, in at least one large area of operations, by the Economic and Social Council in 1966. The Council requested the Secretary-General, in resolution 1176 (XLI), to undertake, with such assistance as he deemed necessary, a study of information activities of the United Nations with respect to its economic, social and human rights work, including the financing, staffing, publication and press relations programmes and their effectiveness and the relationships with the information services of the organizations of the United Nations system. Two years later, in resolution 1357 (XLIV), the Council stressed the importance of mobilizing public opinion regarding the Second United Nations Development Decade and requested the Secretary-General to report on steps and measures taken to implement the Council's recommendations.

8. The Secretary-General's reports in response to the resolutions mentioned above were submitted in 1967 and 1970 in documents E/4341, E/4394, E/4784, E/4784/Add.1 and E/4784/Add.1/Rev.1.

9. The present report, while covering areas of activity dealt with in the reports referred to above, goes of course beyond those areas in so far as it embodies a reappraisal of United Nations information activities not only in the economic, social and human rights fields but in those relating to matters of political and legal concern. The submission of the present report to the General Assembly was originally scheduled for the twenty-third session. It was deferred to the twenty-fifth session in order to permit the new head of the Office of Public Information, who had been appointed in the meantime to make his personal survey and assessment of OPI activities, and also to enable the Secretary-General to take into account the findings and recommendations of the Administrative Management Service. At its twenty-fifth session, the General Assembly began consideration of the report but decided, on the recommendation of the Fifth Committee (A/8099), to continue consideration of the report at its twenty-sixth session.

II. CONDUCT AND METHOD OF INQUIRY

10. In the preparation of this report the Secretary-General has mobilized to the maximum extent possible the Office of Public Information's own professional resources at Headquarters and in the field. Position papers prepared by senior officials were examined, as were also reports and recommendations by Directors of Information Centres abroad who had been invited to review operations and make recommendations in light of their experience under actual local operating conditions.

11. Also taken into account were the views and attitudes of representatives of Member States as reflected in the debates on public information in the General Assembly and other organs in past years, together with specific recommendations contained in various resolutions of the General Assembly and other organs of the United Nations on matters pertaining to information. Similarly, account was taken of views expressed by members of the Secretary-General's Consultative Panel on Public Information at various meetings of the Panel held in recent years.

12. In addition, the Secretary-General benefited by specific suggestions and proposals advanced by various substantive departments, dealing with both the political and the economic and social phases of United Nations activity and concern, as well as by related bodies outside the United Nations Secretariat structure, such as UNDP.

13. A further valuable source of constructive comment and suggestion was provided by the records of the eight face-to-face meetings which OPI officials at the policy-making level have had with leading personalities in the field of mass communication of all the regions of the world at the Editors' Roundtables conducted annually by the Office of Public Information since 1962. These views and suggestions provide points of reference of special significance in so far as they crystallize the experience and reactions of a major, if indeed not the main, channel of communication between the United Nations and the world public at large.

14. Again, the Secretary-General has drawn upon the suggestions and recommendations advanced by the Committee of Seven in its report to the Secretary-General of 27 November 1968 (A/7359) as well as upon the pioneering field study undertaken by the United Nations Institute of Training and Research on the actual utilization by various mass media of the facilities and services provided by the Office of Public Information.

15. Further the Secretary-General found it both pertinent and useful to refer back to the findings, conclusions and recommendations which the Committee of Experts established under General Assembly resolution 1177 (XII) submitted in its report (A/3928) in August 1958, after an extensive on-the-spot investigation of all phases of United Nations information activity, both at Headquarters and in the field. He also took account of the recommendations formulated by the Administrative Management Service following its review of management and manpower utilization in the Office of Public Information.

16. As part of the method of inquiry, the Secretary-General felt it necessary, at the outset, as the Committee of Experts had done ten years earlier, to define as precisely as possible the purpose of his reappraisal. Clearly, the value of any given activity may be meaningfully measured and assessed only in terms of the objectives towards which that activity is directed or the purposes which it is designed to serve.

17. The prior determination and definition of aims and objectives, in the judgement of the Secretary-General, is even more essential in any worth-while and realistic evaluation of activities which are informational, rather than substantive, in character. As the Advisory Committee on Administrative and Budgetary Questions has frequently noted, information is an activity without any inherent or self-contained and automatically-operating limits. Both the needs and the possibilities of information, especially when conducted on a global and universal scale, are manifestly capable of a very wide range of both defensible and operable manning tables and financial resources. The imposition of some external limits thus becomes a matter of practical necessity, not only in budgetary but in teleological terms.

18. The determination of this relationship between information activity and information objectives, therefore, necessarily becomes the required first line of inquiry. And this leads, in turn, to a necessary restatement and evaluation of the policies the Office of Public Information has been following so far and of the information goals or targets it has been attempting to attain. These are set out below.

III. CONSTITUTIONAL ORIGINS AND DIRECTIVES

19. The work, organization and structure of the Office of Public Information (until 1 July 1958 known as the Department of Public Information) have been governed and conditioned by a series of General Assembly resolutions dealing specifically with these questions. In addition, several other resolutions of the General Assembly and other organs have recommended or specified courses of action in connexion with various substantive issues before the world Organization, such as decolonization, apartheid, disarmament, human rights and economic and social development.

20. The work, organization and structure of the Office of Public Information through the years have also been the subject of fact-finding, study and recommendation by several committees, sub-committees and survey groups (for example, the Technical Advisory Committee on Public Information, 1946; the Survey Group, 1955; the Committee of Experts, 1958; and the Administrative Management Service, 1970).

21. The basic, or primary, resolution governing the Office of Public Information, however, has to this day been General Assembly resolution 13 (I) of 1946, which laid down the basic principles for United Nations information activities and defined the terms of reference of the Office (Department) of Public Information set up by it. These basic principles remained in force until 1952 when they were reaffirmed, with minor alterations, by General Assembly resolution 595 (VI) of 4 February 1952.

22. The revised principles laid down, among other things: (a) that the basic policy of the United Nations in the field of public information is to promote to the greatest extent possible, within its budgetary limitations, an informed understanding of the work and purposes of the Organization among the peoples of the world; (b) that to this end, the Department of Public Information should primarily assist and rely upon the services of existing public and private agencies of information, educational institutions and non-governmental organizations; (c) that the United Nations Department of Public Information should not engage in propaganda; (d) that it should undertake, on its own initiative, positive informational activities to supplement the services of existing agencies; and (e) that it should pay particular attention to the needs of regions where information media are less well developed.

23. These basic principles governing United Nations information activity, as defined in General Assembly resolutions 13 (I) of 1946 and 595 (VI) of 1952, were recapitulated by the General Assembly in the preamble to resolution 1335 (XIII) of 13 December 1958 as follows:

"Considering that, pursuant to the above-mentioned resolutions, the Secretary-General should, within budgetary limitations imposed by the General Assembly, make available objective and factual information concerning the United Nations and its activities to all the peoples of the world through any appropriate media."

This resolution also recommended that

"the Secretary-General should place greater emphasis than heretofore upon enlisting the co-operation of Governments of Member States, privately-owned mass media of information, private institutions, non-governmental organizations and educators in the programme of informing the peoples of the world of the United Nations and its activities".

Further, the resolution recommended that

"greater emphasis should be placed upon the operations and effectiveness of information centres in relation to the Office of Public Information at Headquarters without impairing the over-all central direction of the United Nations information programme or the present facilities for the representatives of mass communications".

IV. PURPOSE OF INQUIRY

24. Since the adoption of the above-mentioned General Assembly resolutions laying down the basic principles governing the activities of the United Nations Office of Public Information, as has been noted in the introduction to this report, significant changes have taken place in the political and technological - as well as, perhaps, in the psychological - conditions pertaining to and affecting the work programmes and activities of the Office of Public Information.

25. In the political sphere, the most significant development from the United Nations standpoint has been the great increase in membership resulting from the admission of a large number of formerly dependent territories upon the attainment of independence and national sovereignty. This progression towards universality of membership in the world Organization, with its concomitant expansion and redefinition of priorities in the activities and interests of the Organization, has clearly created new conditions as well as new needs in terms of information services.

26. Perhaps the area where this expansion and redefinition of priorities has been most marked is that of economic and social development, where the entire system of United Nations-affiliated intergovernmental organizations has been called upon to assume increasing responsibilities, not only as a chain of deliberative forums, but as active agencies engaged in the practical execution of development programmes and projects. This expansion and reorientation in the content and nature of United Nations activities in these and related fields has been accompanied

and reinforced by the establishment of such new major organizations as UNDP, UNCTAD and UNIDO, at the international level, together with several other bodies of allied function and purpose at the regional level such as the regional development banks and training and research institutions.

27. In the sphere of technology, the main developments have been in the field of electronics, where vast new possibilities have come into being for the speedy gathering and dissemination of information through all media, opening up for the information services of the United Nations family new horizons of achievement while placing upon them at the same time new obligations in terms of service and performance. Still other major advances in the methods and techniques of information in all media are on the threshold of realization.

28. Psychologically, the international world of today is also, in some respects, different from that of 1945 when the United Nations Charter was written against the background of a world war which had then not yet ended. The idealism and the hopes generated at that time still survive in most parts of the world, but there is today increasing evidence of more demanding and exacting, often even critical or apathetic, attitudes of public assessment.

29. The object of the present review, therefore, has been to take stock of the political, technological and psychological developments and changes noted in the foregoing paragraphs and to relate them to the work of the Office of Public Information in order to determine whether - and, if so, to what extent and in what manner - either the basic principles and policies which have so far governed its work programmes, or the work programmes themselves, need to undergo a corresponding development or change.

30. In other words, the purpose of the inquiry has been to re-examine what the Chairman of the Advisory Committee on Administrative and Budgetary Questions described in a statement before the 1,315th meeting of the Fifth Committee in October 1969 (A/C.5/SR.1315) as the "philosophy" behind present and future OPI expenditures and activities.

V. LINES OF INQUIRY

31. In conducting this internal review, as stated above, a central purpose was the determination of whether - and if so, to what extent and in what manner - either OPI's basic policies or its actual operations needed to be revised, readjusted or expanded in order to fit them to present-day needs, as well as to present-day possibilities for wider and more effective information.

32. In approaching this assessment, it was considered necessary, first, to examine the term "public information" itself, in order to define as precisely as possible the methods and areas of journalistic activity that it may properly cover and thus to determine as meaningfully as possible the proper boundaries between "public information", as such, and information of a technical, educational or "how to" variety. This distinction would obviously determine the size and scope of information operations and thus also the size of the budget needed for these operations.

(a) Public information: demarcations and definitions

33. When dealing with purely "political" matters, the distinction between "public" and "substantive" information normally presents no special difficulty. Since by such "political" matters what is normally meant are matters of political controversy, it is readily understood that such "information", at least in the United Nations context, must consist merely of recording and reporting positions and actions. Such a merely "reportorial" view of "information", however, seems inadequate and unduly restrictive in matters economic and social, where it is often felt "information" should have a more active connotation.

34. This view is reinforced by the fact that in the economic and social areas of its activity, the United Nations has accumulated, and is continuing to accumulate, a vast amount of substantive information of a highly complex and technical character. Contributing to this storehouse have been the various studies, reports and analyses prepared by the Department of Economic and Social Affairs, as well as the studies, reports and recommendations flowing in from the field, through technical assistance experts and others, where the United Nations and related agencies are engaged on specific development projects. Still other major streams feeding this reservoir of technical knowledge have been the various intergovernmental meetings, seminars and conferences held under United Nations auspices, such as (to name only a few) the Geneva Conference on Atomic Energy, the Rome Conference on New Sources of Energy, the Geneva Conference on the Application of Science and Technology, and the Rome Conference on Population.

35. While there is a certain line of demarcation between "substantive" information in the sense of technical knowledge, know-how and research and "public information" proper, there clearly has to be a frequent crossing of the boundaries into the field of substance by any active public information programme, for reasons explained in paragraph 23 above. Thus, for example, in any purely "informational" press release or article about any given United Nations economic study, survey or action, it clearly becomes necessary to deal with the substance of the matter itself, and not limit the press release or article merely to a statement that such a study or survey has been prepared or such an action completed.

36. However, though in this sense the United Nations Office of Public Information may and often needs to become a disseminator of substantive information as such, the distinction between this type of information and public information proper continues to remain valid for both practical and theoretical reasons. By and large, the activities of the Office of Public Information must continue to centre on the dissemination of information about a given subject rather than on that subject. Consequently, the full exploitation of the vast amount of substantive information which has been accumulated within the United Nations family over the last two decades and which is being constantly expanded with each passing year, must be sought through some other mechanism outside the OPI framework.

(b) United Nations information: possibilities and limitations

37. Having thus defined what he regards as a necessary distinction between the dissemination of information about the "aims and activities" of the Organization and the collation and dissemination of technical knowledge itself, the Secretary-General considered it necessary, next, to address himself to the following two questions as relating to the scope and limits of United Nations information activities:

(a) What is the inherent nature of information activities conducted by, for, and under the authority of an intergovernmental organization;

(b) What are the practical and/or political limitations on the responsibility of intergovernmental services vis-à-vis Member States, on the one hand, and "peoples of the world" on the other.

38. Answers to the above questions concerning the nature and proper role of United Nations information services, it was felt, would not only directly condition and control the nature and content of the activities and output of the Office of Public Information but would have direct relevance in determining the proper scope and extent of those activities, and thus in the establishment of its budgetary requirements.

39. This line of inquiry is of particular significance in the context of Economic and Social Council resolutions 1176 (XLI) and 1357 (XLIV), referred to in paragraph 7 above, in which a more active role for United Nations information services has been proposed, with particular reference to the Second United Nations Development Decade. Determination of what the United Nations Office of Public Information properly can and should do to provide support for the over-all objectives of the Decade and to stimulate the achievement of those objectives would clearly be of relevance also in determining the manpower and budgetary resources required.

40. As noted above, the purpose of the General Assembly resolutions of 1946 and 1952 was not only to determine and define the nature and character of the information activities to be undertaken by the United Nations itself, as an intergovernmental organization, but to define and determine the relationship of these activities with those to be undertaken by and within individual Member States by the national media of information and agencies of opinion-making, both public and private, official and non-official. In so doing, these resolutions formulated two central, interlocking postulates:

(a) The United Nations itself, in the field of public information, was to "primarily assist and rely upon" the services of existing official and private agencies of information, educational institutions and non-governmental organizations;

(b) It was not to engage in "propaganda", though it was to undertake "positive information activities" to supplement the services of existing agencies in promoting "an informed understanding of the work and purposes" of the Organization.

41. The central, interlocking postulates that, in conducting their operations, United Nations information services should seek "primarily" to perform a "supporter" rather than a front-line role, and that, in their own "supplemental" activities they should avoid propaganda in any form, would seem to derive necessarily from two other equally central and interlocking considerations of policy and practicality.

42. In terms of policy, these limitations derive from the fact that, essentially, the United Nations is a political organization, charged with the task of containing and comprehending - in the hope and with the object of harmonizing - conflicting interests, in the common cause of promoting peace, fundamental human rights and

respect for international law, so as to attain social progress and better standards of life in larger freedom. These ends are pursued by the Organization through its various principal organs and through the functional institutions and bodies established by it - whether in the political field or in those of economic and social development. Given this central political reality, it would seem to follow that any and all information activity conducted on behalf of and under the collective authority of the total United Nations membership cannot deviate from the basic political postulates of "objectivity" and "universality". It must necessarily confine itself, particularly when dealing with matters of controversy, to its mandate merely to "make available" to "all the peoples of the world through any appropriate media", information which is strictly "objective and factual". Thus, United Nations information programmes, no matter to what field they relate or how actively or purposefully they are conducted, must continue to be fashioned and articulated essentially as programmes aimed at explanation and clarification and not exhortation.

43. Strictly practical considerations clearly appear to support and reinforce the above basic constitutional conclusion. Information, and the use of the media of mass communication, for example, are without doubt an integral part of programmes of economic and social development and need to be much more extensively and effectively used to this end. However, the quantum and character of the effort required in this field, where two thirds of the world is in need of development and where areas which could usefully absorb information support are infinite in size and variety - traversing the interrelated fields of health, communications, education, social reform, economic planning, agricultural production and industrial development, not to mention fiscal policy and administrative organization - would clearly place an insupportable burden upon international information organizations, if they were required to bear this burden alone. Any attempt to place primary responsibility for the mobilization of popular support for any of the activities of the United Nations upon United Nations information services, even if it could be regarded as permissible in terms of information policy, would involve, in terms of manpower and resources realistically likely to be made available in the foreseeable future, a selection among competing priorities which could not escape being either arbitrary or accidental.

44. For the reasons discussed above, it would appear to be both constitutionally desirable and practically necessary for the United Nations information services to continue to confine themselves mainly to their allotted "supporter" role, aiding and assisting national governments and agencies with essential services and supplies within the mandated limits of universality and objectivity. Continued adherence to these twin criteria, established in 1946 and reaffirmed in 1952, is not only possible but desirable, despite changed conditions affecting both the total world need for United Nations information as well as the technical possibilities for disseminating it.

45. In short, acceptance by the Office of Public Information of an essentially "supporter" role in the conduct of its activities, whether these relate to political questions or to matters of an economic and social content, not only continues to be required by its very character as an organization run by and for sovereign States, but also has the budgetary advantage of providing a usable yardstick for measuring information expenditures. Similarly, by continuing to confine itself to strictly objective information, free from propaganda or proselytizing, the Office of Public Information continues to remain detached from a type of activity in which, by its very nature, there are no built-in restraints either of policy or of expenditure.

46. The Secretary-General recommends therefore that the policy and budgetary guidelines built into the General Assembly resolutions which set up the Office of Public Information and laid down the basic principles governing its work can and should remain unaltered, as basic points of reference. The Secretary-General also finds it necessary, however, to recommend that these points of reference be given a flexible interpretation in terms of information output and programmes, to meet proven needs in certain narrowly defined areas of operations and under strict policy controls. The need for this controlled expansion of output, not merely in terms of media and levels of operations, but - even more importantly - in terms of assisting the United Nations to attain the objectives for which it has been established, is, in the judgement of the Secretary-General, inescapably implicit in the changes that have taken place during the last two decades both outside and United Nations and within it.

47. Some of these changes, internal as well as external, affecting the work of the United Nations Office of Public Information have been noted in foregoing paragraphs: the vast increase in membership, the marked expansion of collective activity in all fields and the altered public response to the United Nations as a whole from one of unquestioning and active hope and optimism to the more passive attitudes engendered by hopes, in some cases, still unrealized and, in other instances, apparently receding into a still more distant future. Coupled with this, there has been the compulsive, though as yet not fully co-ordinated or understood, expansion in those fields of United Nations endeavour which lie beyond activities of an immediately political and controversial character. This expansion in the content and nature of United Nations activities aimed at economic and social development, through deliberative forums as well as through agencies actively engaged in the practical execution of programmes and projects in the field, has been accompanied and reinforced, as already noted, by the establishment of new large and active intergovernmental organizations, working either directly under or in close affiliation with the United Nations.

48. Against the background of these marked and irreversible changes that have overtaken the United Nations since it was first created in 1945, and in the context of the new directions into which United Nations activity is today compulsively flowing in ever-increasing volume, the Secretary-General believes it axiomatic that the nature, quantity and content of its own activity cannot remain static.

49. In the context of the above-noted changes in the external situation, and in the context also of the consequent priorities of action established by the United Nations as a whole and by its various component organs and organizations, it is manifest that public information today must necessarily occupy a place far closer to the very centre and mainspring of United Nations aims and activities than envisaged in 1946 or 1952 and play a much more direct and purposeful role in ensuring the success of those aims and activities. The Secretary-General, in the introduction to his annual report in 1966 (A/6301/Add.1), emphasized this historic change of function and of emphasis in the following words:

"At this point, I should like to refer briefly to the important question, traditionally a somewhat controversial one, of informing the public about the United Nations. It will be agreed, I think, that the ultimate strength of the Organization and its capacity to promote and achieve the objectives for which it has been established lie in the degree to which its aims and activities are understood and supported by the peoples of the world. In this

sense, a purposeful and universal programme of public information is, in fact, a programme of implementation -- an essential counterpart of the substantive activities of the Organization." (underlining added)

50. That the membership of the United Nations is in unanimous, or near-unanimous, agreement with this assessment of the present-day role of public information is readily evidenced by the annual escalation in demands by the General Assembly and by other United Nations organs, both major and subsidiary, for increased and intensified information support in various specific fields of action, both political as well as economic and social. In the political field, the Office of Public Information has been directed to give the "widest possible dissemination" of information to such diverse activities as those relating to disarmament, decolonization - both in general and with specific reference to such areas as Namibia, Southern Rhodesia and territories under Portuguese domination - the promotion of friendly relations among peoples and countries, the evils of apartheid, human rights, status of women, rights of children, treatment of prisoners in South Africa, the work of the International Law Commission and the International Court of Justice, the dangers of a possible nuclear war, the protection of minorities and the promotion of the ideals of peace among youth, etc. In the fields of economic and social development, at the same time, increased information has been desired and demanded not only for the activities of the deliberative organs of the United Nations but for its various operational arms. The range here extends from the promotion of a better understanding of the work undertaken and accomplished in the field of projection and policy formation, to specific needs which the United Nations is attempting to meet, and the individual activities it is carrying out, in every region and in almost all countries of the world, on such matters as health, child welfare, agriculture, population control, nutrition, manpower managing, pre-industrial survey and industrialization, under the over-all needs and incentives of the Development Decade.

51. While it continues to be true today, as it was in 1946 and in 1952, that the primary responsibility for promoting public understanding and support for such aims and activities of the United Nations rests upon national governments and national media of mass communications, the Secretary-General thinks it relevant to recall what he said in 1968: "Practical experience over the past twenty years and more has revealed and emphasized the extent to which national information activity depends, not only for its effectiveness but often for its very existence, upon the support and encouragement it receives from the United Nations Office of Public Information. This international information service constitutes the indispensable infrastructure, as it were, of all national information activity, both in terms of providing them the necessary raw materials as well as the basic motivations and stimulus.... A fully equipped Office of Public Information, acting for and on behalf of the United Nations, is not only needed but is irreplaceable if the message of the United Nations is to reach across national frontiers and ideological divisions." (A/7201/Add.1, para. 166 - underlining added.)

52. To sum up:

(a) As the information arm of an intergovernmental organization, the basic directive of OPI policy must remain for the foreseeable future, as it has in the past, the following: "Your job is to tell the peoples of the world, not what to think, but what to think about".

(b) At the same time, in certain fields, where the Organization itself has, as a whole, taken a definitive and an action-oriented stand - as, for example, economic and social development, promotion of human rights, decolonization, elimination of racial discrimination and, more recently, protection of the human environment - the United Nations Office of Public Information cannot any longer restrict itself to merely neutral stances or statements. It must go beyond this and actively identify itself with these universally approved causes and movements. Not to do so would not only be falling short of historic responsibility and potential but neglecting binding directives from legislative organs.

(c) However, in pursuing this more active role in support of United Nations goals - be they economic and social or political - OPI must continue to draw a clear distinction between "active" and "activist". Thus, while it must expand its activities in such required fields as economic and social development, decolonization, the elimination of apartheid and racial discrimination, the expansion must be in activity which itself remains essentially objective and informational and does not cross what the Secretary-General described in 1967 as the "boundary" separating it from propaganda or promotion. As the Secretary-General then said in the introduction to his annual report:

"The Organization has, of course, established for itself several specific lines of endeavour and several objectives to be achieved, both in the economic and social fields and in the field of political activity. The Office of Public Information, in my judgment, contributes towards the promotion of the Organization's efforts and the attainment of its objectives by confining itself to impartial and factual reporting. Any crossing of the boundaries, whether conscious or otherwise, which traditionally divide information proper from activities with a promotional or propagandistic trend would, I believe, not only be constitutionally improper for the Office of Public Information but also self-defeating in the long run."
(A/6701/Add.1, para. 146.)

(c) Impact

53. In connexion with the above exposition of the limitations and possibilities of the United Nations Office of Public Information as the information arm of an intergovernmental organization, it seems appropriate at this stage to examine what is frequently referred to as the effectiveness or the impact of OPI activities through the various instrumentalities and media employed by it.

54. The phrase "impact" has two distinct, though interrelated, connotations. From the point of view of the United Nations Office of Public Information, in terms of its philosophical foundations analysed above, this distinction is a matter of central importance.

55. In one connotation, the word "impact" is used synonymously with "usage". In this sense, of course, it is both possible and necessary for the Office of Public Information to keep itself continuously informed about the degree to which its various services are being utilized by those for whom they are intended and constantly to adjust these services, as far as possible, to current demands. Some specific proposals to this end appear later.

56. However, the word "impact" is also sometimes used in a somewhat wider sense of results produced in the form of influencing opinion, changing minds or initiating concrete action in given directions. In stepping into this wider sense, the United Nations Office of Public Information, as the service arm of an intergovernmental organization, must clearly proceed with extreme discernment and caution. On the one hand, as has already been noted in preceding paragraphs, the very purpose of such information activity conducted by and on behalf of the United Nations is to promote a wider understanding and support of United Nations aims and activities. In this context, therefore, the success of United Nations information activity is necessarily to be gauged by the extent to which it in fact is achieving this objective of developing wider understanding and support. "Impact" in this wider sense, the Office of Public Information attempts to ensure by making its output as professionally imaginative and effective as possible within the necessary limitations of objectivity and impartiality. However, the Office has neither the machinery nor the mandate to conduct any field research or opinion surveys on the extent of such an impact, other than through the actual utilization of its information materials and services and through the "feedback" arrangements described in paragraph 67.

B. CONCLUSIONS

57. Following the above analysis of the proper function and role of the Office of Public Information as the information service of the United Nations, the Secretary-General has reached the following general conclusions, which he believes would enable the Office to discharge its expanded responsibilities while providing, at the same time, viable criteria for the measurement and limitation of expenditures.

- (i) The basic principles governing the Office of Public Information as established by General Assembly resolution 13 (I) of 1946 and reaffirmed by General Assembly resolution 595 (VI) of 1952 do not need to be revised, amended or enlarged;
- (ii) The clearly increased world needs for information, as well as the increased technological facilities and opportunities for making such information available, whether in the political field or that of economic and social development, can and should be confined and accommodated within the existing basic principles and terms of reference;
- (iii) The Office of Public Information should continue, for the dissemination of information about the aims and activities of the Organization, to rely primarily upon the services of existing official and private agencies of information, educational institutions and non-governmental organizations. Its own primary function should continue to be to assist such agencies and institutions in their own activities and operations through making available to them an infrastructure, as it were, of reference and raw materials and of basic services;
- (iv) Responsibility for the fuller and more effective utilization of the media of mass communication, not only for purposes of information proper but as essential tools of economic and social development, rests primarily with national governments themselves. The Office of Public Information should, however, be prepared to make its expert knowledge and services available to individual national governments, upon request, under appropriate technical assistance or other similar procedures and arrangements.
- (v) In its own positive information operations, supplementing those of existing national agencies, the Office of Public Information should concentrate on activities which depend for their execution, or for their full effectiveness, upon international rather than national management. In such supplemental activities, the Office of Public Information, as part of the United Nations Secretariat, should adhere strictly to the principles of "universality" and "objectivity". At the same time, within these limitations and in respect to such priority fields of United Nations activity as decolonization, disarmament, the elimination of apartheid and racial discrimination,

and economic and social development, the United Nations Office of Public Information should consider itself not only free, but indeed obligated, to pursue a more active information programme, more directly geared to support these activities. Also, in order to make well-focussed and concentrated use of its manpower and resources, it should, within these principles, devote special efforts to serving the needs of selected groups and institutions throughout the world with high opinion-building potential: specialist press, schools, universities, professions, non-governmental organizations, etc.;

- (vi) The Office of Public Information should make greater efforts to enlist the support of national governments and agencies, official and non-official, in the production and distribution of information material relating to the work and purposes of the Organization;
- (vii) In order to perform fully its functions, the Office of Public Information should equip itself as necessary with modern skills and modern technical facilities, such as those needed for utilizing communication satellites and colour television;
- (viii) Where, by reason of the limitations of the salary scales it is in a position to offer, the Office of Public Information is unable to recruit the type of talent required, particularly in the execution of special information projects, it should make greater use of outside talent on a contractual basis for short periods of time;
- (ix) The Office of Public Information should establish within its staff resources at Headquarters mechanism for the central planning of policy for activities through all media and for keeping itself constantly advised of the utilization and effectiveness of its various activities, both at Headquarters and in the field.

C. RECOMMENDATIONS

58. With the above general conclusions as measures of assessment, the operational programmes and activities of the various divisions of the United Nations Office of Public Information are re-evaluated in the following paragraphs, and recommendations made for the future.

I. OFFICE OF THE ASSISTANT SECRETARY-GENERAL

59. Until recently, the Office of the Assistant Secretary-General for Public Information consisted, apart from the Assistant Secretary-General himself, of three Professional and nine General Service staff. Besides his personal assistant (G.5) and his secretary (G.2), all staff assigned to the Office of the Assistant Secretary-General belong to the Executive Office of the Office of Public Information.

60. As provided by General Assembly resolution 595 (VI) of 1952, responsibility for the formulation and execution of information policy, subject to the general authority of the principal organs of the United Nations, is exercised by the Assistant Secretary-General on behalf of the Secretary-General.

61. Since 1962, it has been the practice for the Assistant Secretary-General, in the discharge of his responsibilities, not only to consult the directors of the various divisions individually in the particular fields for which they are responsible, but also to hold daily meetings with them as a group for the purpose of collective planning of information policies and for review of activities.

62. This arrangement has proved, over the years, to be of value in keeping the heads of the various divisions informed of current activities in various fields and has also helped in the process of establishing and maintaining a central direction and control of all OPI activities both at Headquarters and in the field.

63. However, it is felt that, with the intensification of information needs and activities in various directions, and with the expansion of technological facilities for reaching wider audiences in larger parts of the world, a more formalized and clear-cut apparatus for evaluating information policies and determining information priorities needs to be set up within the Office of the Assistant Secretary-General at Headquarters.

64. In dealing with this problem, the 1958 Committee of Experts recommended the establishment of a planning and co-ordination bureau to bear the main responsibility, under the authority of the then Under-Secretary, for planning and implementing the information policy of OPI. This proposal has certain advantages in that it provides for staff who can concentrate, on a full-time basis and without the pressures and interruptions caused by day-to-day responsibilities, on long-range objectives and considerations affecting the public information activities of the Organization. At the same time, however, this approach could

lead to overly general and theoretical formulations which do not take sufficiently into account the practical realities faced by the various divisions. Also, it must be recognized that implementation of policy cannot be achieved except by and through the concrete activities of the various divisions.

65. For the above reasons, the post of Special Assistant was established earlier this year within the Office of the Assistant Secretary-General, as recommended by the Administrative Management Service. Functioning at the Principal Officer level, it is the responsibility of the Special Assistant, in addition to providing staff support to the Assistant Secretary-General in the day-to-day discharge of his responsibility, to assist him in two specific new directions: (a) the formulation of long-range information policy and planning; and (b) the constant review and reassessment of existing policies and activities in terms of their effectiveness and "impact" as defined in paragraph 56 above.

66. Daily meetings of the divisional directors of the Office of Public Information with the Assistant Secretary-General are being continued. At the same time, at least one major meeting of the Assistant Secretary-General and directors is held each month, which is devoted to questions of policy and long-term planning, based on an agenda circulated in advance. The Special Assistant acts as secretary for these meetings and prepares and circulates written minutes of the meetings. He is also responsible for follow-up action required on behalf of the Assistant Secretary-General. Thus, the Assistant Secretary-General, together with the divisional directors and the Special Assistant, operate as a "cabinet" or "planning and co-ordination group" fulfilling the function which the Committee of Experts had in mind in 1958.

67. As part of his second major function, the Special Assistant is responsible for organizing and centralizing "feedback" information, both from Headquarters and from the field, on the degree and extent to which the various information services and activities of the Office of Public Information are being received and utilized by the audiences to which they are directed. The information thus gathered is regularly circulated to the divisional directors and discussed at the formal "cabinet" meetings with the Assistant Secretary-General.

68. The Secretary-General believes that the arrangement noted above will result in a significant improvement in the formulation and execution of information policies by making the office of the Assistant Secretary-General the nerve centre both for the purposes of continuing review and evaluation of information activities and for the constant adjustment of these activities to changing information needs at Headquarters and in the field.

II. PRESS AND PUBLICATIONS DIVISION

69. Until 1 October 1966 the Press and Publications Division also embraced activities relating to the Visitors' Service and public liaison and was known as the Press, Publications and Public Services Division. As of the date mentioned above, these activities were detached from this Division and consolidated with those of the External Relations Division in order to achieve a greater administrative and functional cohesion with functions in the fields of education and non-governmental organizations, for which the External Relations Division is responsible.

70. The activities of the Press and Publications Division resolve themselves into the two broad categories established by the General Assembly resolutions of 1946 and 1952, viz. (a) providing support and services for existing national agencies of information, official and private, and (b) producing "positive" informational material of its own to supplement the services of existing agencies. The Division is structurally organized to correspond with these broad functional categories.

(a) Basic services

71. The first priority in the work of the Press and Publications Division is to provide, at United Nations Headquarters as well as in the field, support to the representatives of national information media and outlets. At United Nations Headquarters and in Geneva, this support takes the form of physical facilities and material services. In other areas, it takes the form of material services through information centres.

72. The larger bureaux are provided with individual offices both at Headquarters and in Geneva, while other correspondents share office space. For the rest, there is a general room with tables and typewriters. In the conference rooms, council chambers and General Assembly hall, seats are available for the press. Other facilities include a document service, offices for commercial cable companies and arrangements to enable correspondents to listen in their offices to debates and discussions in the various conference and committee chambers.

(i) Press releases

73. The material services provided to correspondents, both at United Nations Headquarters and at Geneva, take the form, basically, of press releases and briefings.

74. The press releases cover all principal United Nations meetings. In addition, they are issued on other major events, United Nations reports, United Nations missions overseas, activities of the specialized agencies, activities of UNDP, etc.

75. During 1970, a total of 3,450 press releases were issued totalling 17,416 stencil pages. In the four years prior to that the figures were as follows: 1969: number of releases, 3,315, number of pages 15,061; 1968: number of releases, 3,834, number of pages, 18,323; 1967: number of releases, 3,769, number of pages, 16,546; 1966: number of releases, 3,356, number of pages, 14,192.

76. The minimum run for each press release is 1,200 copies, although some releases, such as roundups and transcripts of press conferences, are produced in larger quantities to meet the demands at Headquarters and in the field. It may be noted that of the minimum run of 1,200 copies, 650 are required for delegation distribution, 150 for the information centres and 400 for correspondents at Headquarters.

77. The work connected with the coverage of meetings and the production of press releases is presently performed by 12 Professional officers on a year-round basis with 11 additional staff temporarily recruited for the Assembly period.

The 12 Professionals are functionally classified as follows: Chief of Section, 1; Chief Editor, 1; editors, 2; reporters, 8. Also engaged on this work are 8 General Service staff on a year-round basis with another 15 being added during the Assembly period.

78. In view of the significant proportion of the manpower and resources of the Office of Public Information devoted to the preparation and issuance of press releases, particular attention has been given to this activity as an area of possible rationalization and economy.

79. As noted in paragraph 23 above, the revised basic principles, established by General Assembly resolution 595 (VI) of 4 February 1952, require the Office of Public Information to assist existing official and private agencies of information, educational institutions and non-governmental organizations. In defining this general directive further, basic principle 6 provides: "The Department should provide at the Headquarters of the United Nations and through its Information Centres and directly to other areas, such services as may be necessary to ensure that the daily, weekly and periodical press is supplied with full information about the activities of the United Nations." The press release service of the Press and Publications Division was instituted and has been maintained in fulfillment of this injunction.

80. Accredited to the United Nations on a permanent basis, and operating more or less continuously from the third floor area of the Headquarters building, are some 300 correspondents representing news agencies, newspapers, television and radio outlets. Around this "permanent" number there floats a more shifting group of approximately another 300 to 350 "temporary" correspondents. During periods of more than usual news interest - such as sessions of the General Assembly and the Security Council - total figures of accreditation rise to an average of 700 to 800 and have on occasions reached as high as 2,000. These correspondents, representing information outlets, large and small, from all parts of the world, constitute - as was recognized by the Committee of Experts in 1958 - the principal means for relaying information on the day-to-day activity of the United Nations to all parts of the globe, through all media. Over the years, these correspondents have steadfastly resisted any diminution of the present press release service, which they regard as vital in the execution of their own primary role in the belt of United Nations news transmission.

81. A complete elimination of the press release service is functionally inconceivable. Most of the world's news outlets maintaining correspondents at Headquarters are represented by very small staffs, the majority by only one person. For them, the press release service is not only useful but indispensable for keeping track of all the multifarious activities of the United Nations, day by day, not only at Headquarters but throughout the world where the United Nations is at work. The withdrawal of this service would render most of the correspondents present incapable of executing their functions as fully as they can now. The absence of such a service would no doubt lead many of the smaller organizations, which cannot afford to maintain a larger staff, to withdraw the staff that they do maintain, in view of their reduced capacity to provide full coverage. Even those outlets which are capable of maintaining larger staff would be handicapped in the range and speed of their coverage. In either event, the United Nations would be blocking its own main access to the "peoples of the world".

82. The present service of press releases, written from the point of view of information media, provides news summaries of debates and discussions as they take

place, very often as many as six or seven debates and discussions in progress simultaneously. These news summaries enable correspondents, while themselves following the one or two debates of particular news interest, to maintain touch with developments elsewhere, without undue loss of time and without the necessity of having to read an entire mass of official records to find what they need or locate what is of interest to them. From the point of view of news media, official records, even if it were not for the time-lag involved - summary records appear as much as 48-72 hours after the event - cannot replace press releases.

83. In addition to the press releases that provide summaries of debates and discussions as they take place at Headquarters, a further category of the present press release production includes statements by the Secretary-General, transcripts of the Secretary-General's press conferences, summaries of important economic and social reports, activities of the United Nations Development Programme, signatures, accessions and ratifications of conventions, biographies, notes to correspondents, and releases from the specialized and related agencies which are reissued on the request of the agency concerned for the benefit of the correspondents at Headquarters. This category of press releases not directly related to "meeting coverage" constitutes a considerable proportion of the current output of Press Services. In 1970, for example, 1,855 releases out of a total of 3,450, or approximately 53.76 per cent, were in this category.

84. In addition to correspondents, the press release service is of importance and is extensively used not only by the other "producing" sections and divisions of the Office of Public Information itself, but by the Secretariat as a whole. It constitutes for them, as for members of United Nations delegations, a primary and much utilized source of current information on events and trends in parts of the building other than those in which they themselves happen to be directly and immediately involved. There is evidence that the smaller delegations in particular depend heavily upon the press release service, with its speedy and condensed account of the day-to-day activities of the United Nations, as a means of keeping abreast of developments and locating those of special interest to them. For them, as well as for correspondents, the slower and bulkier service available through the verbatim and summary records would not prove to be equally adequate. This fact was recognized by the Advisory Committee on Administrative and Budgetary Questions in the following comment on a report of the Joint Inspection Unit on the use of minutes instead of summary records (E/4802/Add.2):

"The smaller delegations which cannot attend on a continuing basis the meetings of all the bodies of which their countries are members rely on records to keep abreast of developments much more than do the larger delegations. But the usefulness of records to the smaller delegations for the above purpose depends on the speed with which such records are issued, and on whether they can obtain the same information more quickly from the Office of Public Information press releases".

85. Finally, press releases serve the purpose of keeping the directors of United Nations information centres supplied with current and more or less detailed information for their own information and use; they also serve as additional "reference" material for the use of the information outlets in the regions for which they are responsible - outlets which do not or cannot maintain representatives of their own at Headquarters.

86. While the need for maintaining the press release service as one of the basic "supporter" services of the Office of Public Information is, in his judgement, unquestionable the Secretary-General has considered several alternative suggestions for curtailing the total output of press releases in the interest both of economy and of efficiency. In this connexion, he had in mind the oft-stated fact that an uncontrolled increase of documentation, including press releases, tends in the long run to defeat its own purpose by reason of its mere size.

87. One suggestion considered as a means of effecting economy in the press release output would have consisted in making a "selective judgement" between different meetings and different subject-matter, giving a press release service to some and letting others await the issuance of the appropriate provisional summary records.

88. In addition to the reasons stated above for the unsuitability of provisional summary records for press releases, this suggestion suffered from the serious difficulty that it would have placed upon the Secretariat the responsibility for deciding which committee or subjects would receive speedy press release coverage and which would be subjected to the necessarily slower procedure of dissemination involved in the production of provisional summary records. Even if such a distinction between different committees and subjects could have been made on valid professional grounds, it is believed that the realization of a certain economy, by denying press release coverage to some committees and subjects altogether, would have been harmful in terms of the basic goal of disseminating information concerning United Nations activities more widely.

89. Another proposal considered centred on the making of a distinction between the major and the subsidiary organs of the United Nations, giving a full press release treatment to the first group and a more limited coverage to the second. This approach also, it is felt, would have proved to be professionally unsound inasmuch as events of a newsworthy character are not always foreseeably tied to the hierarchy of importance of various United Nations bodies in purely insititutional terms. Subordinate bodies dealing with certain types of subjects, for example, frequently provide material of greater interest to news media than other organs situated higher in the institutional scale of values.

90. Still another suggestion considered was that the present press release service might be curtailed in terms of quantity by drawing a distinction between meetings of a political character, on the one hand, and those concerned with economic and social questions, on the other, giving a regular press release coverage to the first group and putting out press releases on the second only on an ad hoc basis, wherever important developments or actions warranted this.

91. This procedure also, while perhaps permitting a certain conservation of manpower and resources, would have been offset by serious disadvantages, both of a political and substantive character. Politically, an ad hoc press release service, coming into play when "important" statements are made or events take place, is exposed to the serious hazard of appearing to discriminate between speakers and developments, and of giving unequal treatment to the intervention or interest of different Member States. In its press release service the Secretariat must act on the assumption (which is also professionally correct, given the wide range of national attitudes and interests) that all statements made on behalf of sovereign States in given organs are of equal value, and that all developments are of

interest. Consequently, whatever criterion is made to apply to OPI's press release operation, its one fundamental requisite must continue to be that of impartiality and uniformity. Any ad hoc or selective treatment would be both politically and professionally indefensible.

92. Substantively also, the suggestion that meetings of an economic and social character be treated on a selected or ad hoc basis, depending on developments, has serious drawbacks. If applied, it would have the effect of impairing the access of correspondents and others to news in that very area of economic and social development in which the Economic and Social Council and the General Assembly itself have asked for reinforced efforts.

93. For the reasons discussed above, if a limitation of press release coverage of United Nations meetings is considered desirable, the approach to this limitation would need to be based on considerations more viable than the hierarchical position of the bodies holding such meetings or the ad hoc determination of the intrinsic or even the relative value and "importance" of such meetings. Nor, it is felt, may a rigid and a priori line of demarcation be safely established between different categories of meetings, purely in terms of subject-matter, without reference to such professional considerations as news value or public interest. The only viable way of limiting the press release service, it was believed, would have been to evaluate United Nations meetings in strictly journalistic terms, giving to each the type and extent of coverage best suited to the subject-matter involved as well as to the professional needs of the mass media concerned. Through such an approach, meetings could, with a reasonable degree of accuracy, be divided into three broad groups:

A. Those dealing with subject-matter carrying a high degree of immediacy and likely to constitute "spot-news" of the type which is of special concern and interest to wire agencies, news broadcasters and newspapers;

B. Those dealing with subject matter, not necessarily of less importance and significance intrinsically, but of less "immediacy" and therefore with a greater potential as feature material rather than as spot-news;

C. Those concerned with still longer-range activities which it is important to record and make available as indispensable background material for the future use of writers, speakers and others concerned with international events.

94. Under such an evaluation, meetings falling within group A would have continued to receive daily press release coverage as at present, with each development or statement being separately and chronologically annotated and summarized. Meetings in group B, instead of receiving day-by-day and speaker-by-speaker coverage, would have been summarized, as thought most suitable, either on a uniform and regular weekly basis or on the basis of a summary to be issued after the conclusion of each agenda item under discussion. At the same time, an oral briefing would have been held each day by the press officer assigned to such meetings for the benefit of those correspondents having a special interest in the subject-matter or in the events of any given day. Such an arrangement would also have provided a "cushion" against developments which have the effect of giving to any particular day's proceedings a "spot-news" character. Finally, meetings in group C would have been covered only by means of "opening" and "closing" roundups before the start and at the conclusion of the sessions as a whole.

95. This line of approach would have required the following division among United Nations meetings for purposes of press release coverage:

Group A. General Assembly (plenary); General Committee; First Committee; Special Political Committee; Fourth Committee; Security Council; Special Committee on Peace-keeping Operations; Special Committee on Apartheid; Trusteeship Council; Special Committee on Decolonization; Disarmament Commission

Group B. Second, Third, Fifth and Sixth Committees of the General Assembly; Committee on the Peaceful Uses of Outer Space; Committee on the Peaceful Uses of the Sea-Bed; the three Sub-committees and the Sub-Committee on Petitions of the Special Committee on Decolonization; Economic and Social Council and its three sessional committees; Commission for Social Development; Population Commission; Governing Council of the United Nations Development Programme; Industrial Development Board; Executive Board of the United Nations Children's Fund; United Nations Conference on Trade and Development; Trade and Development Board; Commission on Human Rights; Ad Hoc Working Group of Experts of the Commission on Human Rights; Sub-Commission on the Prevention of Discrimination and Protection of Minorities; Commission on the Status of Women; Special Committee on Principles of International Law concerning Friendly Relations and Co-operation among States; Special Committee on the Question of Defining Aggression

Group C. Credentials Committee of the General Assembly; Economic and Social Council Committee on Non-Governmental Organizations; Committee for Programme and Co-ordination; Ad Hoc Committee on Periodic Reports on Human Rights; Advisory Committee on the United Nations Programme of Assistance in the Teaching, Study, Dissemination and Wider Appreciation of International Law; United Nations Commission on International Trade Law; United Nations Scientific Committee on the Effects of Atomic Radiation; United Nations Council for Namibia; Advisory Committee on the Application of Science and Technology to Development; Committee for Development Planning; Commission on Narcotic Drugs; Statistical Commission; International Narcotics Control Board; Committee on Housing, Building and Planning; Executive Committee of the Programme of the United Nations High Commissioner for Refugees; United Nations/FAO Intergovernmental Committee of the World Food Programme; Administrative Committee on Co-ordination; Economic Commission for Europe; Economic Commission for Asia and the Far East; Economic Commission for Latin America; Economic Commission for Africa; UNCTAD Committee on Commodities; UNCTAD Committee on Manufactures; UNCTAD Committee on Invisibles and Financing related to Trade; UNCTAD Committee on Shipping; UNCTAD Permanent Sub-committee on Commodities; UNCTAD Permanent Group on Synthetics and Substitutes; UNCTAD Group on Preferences; Intergovernmental Group on Supplementary Financing; Board of Trustees of the United Nations Institute for Training and Research; International Court of Justice; International Law Commission.

96. It will be noted that the division of United Nations meetings into the above three groups would have applied to coverage provided to such meetings held at Headquarters in New York. The rationale underlying the division would also have extended to United Nations meetings and special conferences - such as those on human rights, the peaceful uses of the sea-bed, road traffic, outer space and the law of treaties held in Asia, Europe and Latin America in 1968.

97. Although it is difficult to calculate in advance of actual implementation it may be reasonably assumed that the formulation outlined above regarding the press coverage of meetings at Headquarters could possibly have resulted in a curtailment of the existing press release output by about 25 per cent in terms of the number of

releases and the number of stencils involved without damaging the inherent purpose of the press release service as such. At the same time, the implementation of the above procedure could possibly have resulted in the reduction of the permanent staff of the Press Services by two Professional and two General Service posts.

98. However, strong opposition was expressed by the United Nations Correspondents' Association to any departure from existing coverage arrangements and services. In the light of these objections from correspondents, for whose benefit this service mainly exists, and in spite of the small economies that might have been possible under the formulae analysed above, the Secretary-General has come to the conclusion that the present arrangements should be maintained. Furthermore, the Secretary-General has reason to believe that a small number of delegations from smaller Member States would find the continuation of the present system useful.

(ii) Briefings

99. In addition to the periodic press conferences given by the Secretary-General, the Office of Public Information provides facilities for press conferences or briefings by permanent representatives, foreign ministers, heads of Government, and other visiting dignitaries. Such press conferences or briefings may be requested several times a week during the General Assembly, and at less frequent intervals during other periods of the year. Though the Office of Public Information provides facilities for such conferences, including audio recording and visual coverage (at cost), OPI does not accept any responsibility for the content of the delegation press conferences nor does it issue a release to correspondents summarizing the proceedings.

100. At regular intervals, and as developments warrant, senior officials of the Secretariat are invited to meet the representatives of information media for formal press conferences or background briefings. Particular stress is given in such meetings to work in the fields of economic and social development and human rights. Senior officials of the specialized agencies visiting Headquarters are similarly invited to hold press conferences or briefings as their schedules permit.

101. In order to meet the operational needs of correspondents, OPI has instituted a noon press briefing which is conducted on each working day by two senior information officers. Current developments and meeting schedules are reviewed, statements attributable to a United Nations spokesman are issued, and the correspondents are afforded an opportunity to put questions regarding current matters.

102. Since the programme of briefings and press conferences has proved of demonstrable value to accredited correspondents, it is proposed to maintain this service as at present.

(b) Supplemental activities

103. In addition to its activities geared to providing support and services for existing national and international agencies of information, as described above, the Press and Publications Division also has a positive information programme, by way of a supplemental service, which falls into two broad categories: (a) publications, mainly intended for sale, produced on a recurring and regularly scheduled basis - the Yearbook of the United Nations and the UN Monthly Chronicle; and (b) leaflets,

pamphlets, booklets and reprints, intended essentially for free distribution, on a varying list of subjects and titles determined on an ad hoc basis.

(i) Yearbook of the United Nations

104. The Yearbook of the United Nations, as the name implies, is an annual volume of some 1,100 pages containing a condensed and documented account, for reference purposes, of the activities of the United Nations in all the fields of its involvement and concern. One section of each edition of the Yearbook is devoted to a review of the activities of the specialized and related agencies. As an annual encyclopedia of the United Nations aims and activities, the Yearbook serves as the "memory" of the United Nations not only for use by the general public, but also by diplomats and other public officials, scholars, teachers, journalists, librarians and others concerned with international affairs who seek an informed understanding of the many and diverse activities of the United Nations and its related agencies. It thus constitutes one of the principal publishing activities of the Office of Public Information, falling within the principle announced in paragraph 57(v) above, as a supplemental activity of a kind which depends for its execution of full effectiveness upon international rather than national management.

105. Until 1966, the Yearbook was published by the United Nations in co-operation with Columbia University Press, New York, under an arrangement whereby Columbia University Press arranged for and financed the printing, manufacture, indexing and technical aspects of the publishing of the volume. It also arranged for Yearbook sales within the United States (except the United Nations Bookshop); other sales matters were handled by the United Nations Sales Section in the Office of Conference Services. Under the co-publishing arrangements:

- (i) Royalties were paid to the United Nations by Columbia University Press on a sliding scale (whereby the amount of royalties increased with the number of copies sold by the Press, except those sold or bought by the United Nations);
- (ii) The United Nations Sales Section bought several thousand copies at cost (i.e. including the cost of printing, manufacturing, indexing and technical aspects of publishing) for sale either through the United Nations Bookshop or outside the United States;
- (iii) The Office of Public Information bought about 500 copies of each edition from Columbia University Press at cost for free official distribution.

Copies purchased by the Office of Public Information for free official distribution were sent to delegations (one each), to the depository libraries of the United Nations, to the related agencies of the United Nations family, to United Nations information centres and offices and to various parts of the Secretariat which have a continuing need for a reference work such as the Yearbook.

106. Beginning in 1967, when the 1966 edition of the Yearbook was prepared, the United Nations has taken over from Columbia University Press the arrangements for and financing of the printing, manufacturing, indexing and sales of the book. The additional costs to the United Nations are met from the sales budget to which the revenues from the sales of the Yearbook are returned. Under these arrangements the

estimated cost to the Organization for the sales print run amounted to some \$26,600 for 6,255 copies of the most recent edition. The gross revenue is estimated at \$80,500.

107. In view of the demonstrated usefulness and importance of the Yearbook, the Secretary-General has again considered the possibility of having it produced in French and Spanish versions in addition to the English edition, which is the only one now being produced.

108. In view of the relatively high figures for the net cost to the Organization of producing French and Spanish versions of the Yearbook (\$250,000), the Secretary-General, in the absence of supporting finances, has reluctantly come to the conclusion that, despite the desirability of producing these two language versions, the Office of Public Information will have to continue, as in the past, to make the Yearbook available only in an English language version.

109. Owing to a number of factors, including the necessity of covering the continuing expansion of United Nations activities, delays have been experienced in the publication of the Yearbook. For example, the 1969 edition is not scheduled to appear before the end of 1971. As part of a concerted effort to reduce this delay and bring the work cycle up to date, the Administrative Management Service recommended, among other things, that two editor writers (P-3), an editorial assistant and two clerk/typists be added to the staff of the Yearbook on a temporary basis not exceeding two years. The Secretary-General endorsed this proposal, which has now been implemented.

(ii) UN Monthly Chronicle

110. The UN Monthly Chronicle was instituted as one of the Office of Public Information's regular publications in 1964, after considerable analysis and research, as a month-by-month record of both thought and action within the United Nations, in all its fields of preoccupation - political, legal, economic, social, trusteeship, budgetary, etc. Like the Yearbook of the United Nations, the Chronicle is intended to serve as a basic reference tool with emphasis, in this case, on the needs of those who require a more current and continuing documented record of the United Nations activities in their own work, or those who desire it because of their interest in these activities - diplomats, journalists, editorial writers, professors and students of international affairs, members of non-governmental organizations, etc. The periodical also carried signed articles by heads of various substantive departments and by elected officials of the United Nations family on matters of current significance.

111. There is considerable evidence from reader response that the Chronicle, in its approach, format and content, has found wide acceptance among its users.

112. All three language versions of the UN Monthly Chronicle are printed and published by the United Nations itself in the following quantities: English 17,000, French 2,200 and Spanish 2,500. The paid circulation for the three editions during the last five years has been as follows:

	<u>English</u>	<u>French</u>	<u>Spanish</u>
1966	14,300	650	1,000
1967	13,570	483	914
1968	15,558	403	798
1969	13,214	520	815
1970	12,342	535	765

113. The cost of producing the three language editions during the last five years exceeded the revenue derived therefrom by \$172,352, as shown below:

	<u>Cost</u>				<u>Revenue</u>			
	<u>English</u>	<u>French</u>	<u>Spanish</u>	<u>Total</u>	<u>English</u>	<u>French</u>	<u>Spanish</u>	<u>Total</u>
1966	\$62,892	\$22,220	\$15,133	\$100,245	\$73,090	\$1,365	\$2,100	\$76,555
1967	74,698	24,320	13,154	112,172	88,936	1,575	2,450	92,961
1968	71,268	23,800	13,800	108,868	88,717	1,128	2,155	92,000
1969	82,800	26,500	15,000	124,300	75,548	1,540	2,287	79,375
1970	99,858	24,726	18,164	142,748	71,356	1,587	2,147	75,090
<u>Total</u>	<u>391,516</u>	<u>121,566</u>	<u>75,251</u>	<u>588,333</u>	<u>397,647</u>	<u>7,195</u>	<u>11,139</u>	<u>415,981</u>

114. It will be noted from the above figures that, while the sales revenue from the English language edition has declined in the last two years as a result of factors affecting the publishing industry as a whole, the total revenue during the last five years from the English language edition of the Chronicle has nevertheless covered the actual printing costs. The French and Spanish editions, on the other hand, because of the limited number of paid subscribers and the added cost of translation, have incurred a deficit in each of the last five years.

115. From a purely budgetary standpoint, it might seem desirable to discontinue the French and Spanish editions of the Chronicle. It is felt, however, that both of these language editions should be continued in view of the desirability of having a timely and comprehensive record of United Nations deliberations and decisions available in French and Spanish as well as English. This is especially important in the absence of French and Spanish editions of the Yearbook of the United Nations.

116. The Secretary-General is particularly conscious of the desirability of increasing the paid circulation of all three language editions of the Chronicle, both to extend the readership of the periodical and to offset more of the printing cost against revenue. Accordingly, the Office of Public Information is undertaking, in co-operation with the Office of Conference Services, which is responsible for the sale of United Nations publications, a systematic promotion campaign for all the language editions.

(iii) Leaflets, pamphlets, booklets, reprints, etc.

117. Both at Headquarters and at the information centres, there is a continuing demand for some leaflets, booklets, pamphlets and reprints from the UN Monthly Chronicle, which explain in a succinct manner the major concerns and decisions

of the Organization in a wide variety of fields - political, economic, social human rights, legal, decolonization, etc. These are intended for use particularly by non-governmental organizations, students, editorial writers, etc., and are generally made available without charge, although at Headquarters considerable quantities are sold through the United Nations Bookshop and occasionally bulk orders are purchased for redistribution by non-governmental organizations.

118. The subject range of these leaflets, booklets, pamphlets and reprints is wide. Following the end of each session of the General Assembly, a series of leaflets is issued containing the texts of the major resolutions adopted. Several leaflets and booklets are issued annually on the work of the United Nations in the fields of decolonization and apartheid. Human rights is another important area covered. Additionally, the Office of Public Information updates and issues annually such basic titles as United Nations: What It Is, What It Does, and How It Works; Basic Facts About the United Nations; and United Nations Development Programme.

119. A considerable number of these booklets, pamphlets, leaflets and reprints are translated and issued by the information centres in the languages of their areas. The information centres report a demand for some of this material that cannot be met from the quantities they produce.

120. An appropriation of \$130,000 for the production of leaflets, booklets, pamphlets and reprints has been requested in section 10, chapter III, of the 1972 budget estimates. Of this amount, approximately \$43,000 is spent for local printing at information centres and \$82,000 at Headquarters (where the English versions for global distribution and reprints of the Charter, the Universal Declaration of Human Rights etc. in a variety of languages are produced). The General Assembly has also from time to time approved additional allocations for booklets and leaflets on particular topics, such as apartheid, human rights, outer space and the report on the effects of the possible use of nuclear weapons.

121. In view of the use which is made of this material throughout the world, particularly by non-governmental organizations and student groups, the programme of publishing such booklets, leaflets, pamphlets and reprints falls well within the revised principles of OPI and should be continued.

122. During the past several years the cost of translation and printing has risen steadily in most areas of the world. Consequently, in order to maintain the existing publications programme at its present level in real terms, it will be necessary in future years to increase the budget appropriation to offset the rise in prices.

123. Since 1967, when the United Nations assumed responsibility for the printing and publishing of the Yearbook of the United Nations, the volume of copy-editing undertaken by the Publications Service of the Office of Public Information has very considerably increased. Additionally, in order to ensure better management, maximum accuracy and consistency in style and presentation of the pamphlet and booklet output of OPI, it is desirable that all manuscripts should be "copy-edited" before being sent to the printer. The Administrative Management Service had proposed that a Central Writing and Editing Unit be established within the Publications Service, to form a pool of common services to supplement the resources of the other units of the Publications Service and of the Press Service in their peak periods, and to provide manpower to undertake ad hoc assignments. The Unit has now been set up.

(iv) Objective: Justice

124. As explained above, under "Supplemental activities", OPI's publications programme involves the production of a number of booklets, pamphlets, leaflets and reprints on a wide variety of subjects. In response to resolutions of the General Assembly and other organs, OPI also produces special publications covering a particular field, information about which, it is felt, requires wider dissemination and for which special allocations are provided. In view of the increasing number of such requests in recent years, particularly in the fields of apartheid, racial discrimination and decolonization, it was decided in 1969 to begin publication on an experimental basis of a new periodical entitled Objective: Justice, devoted generally to the above three topics. It was felt that by employing a popular magazine format a much wider audience could be reached; at the same time the production of separate publications - usually in the form of pamphlets - on a number of isolated subjects could be eliminated. The cost of the first English edition of Objective: Justice in the autumn of 1969 was met from the regular budget allocations for publications. Subsequent issues on apartheid and decolonization in January and April 1970 were financed from special allocations; other editions published in July and October 1970 were financed from regular allocations for the English edition and from special allocations for the French edition. Finally a special edition in January 1971 on the International Year for Action to Combat Racism and Racial Discrimination was published in six languages. Subsequent issues during 1971 are being financed from the current publications appropriation for the English edition and from a special allocation of \$24,000 for the French edition.

125. In view of the experience gained and the generally favourable response to the new periodical, it had been decided to continue its production, as a regular part of the publications programme, at least for the present, thus largely eliminating the production of separate publications on these subjects. Every effort will continue to be made to produce the magazine within existing staff resources and to meet the cost of the English edition from the regular 1972 appropriation. The additional cost for the parallel publication of a French edition for translation and printing is again estimated at \$24,000.

(v) French-language production

126. In view of the increasing number of requests in recent years from information centres, non-governmental organizations and permanent missions for more OPI material in the French language, a review and reappraisal of French-language production of press releases, booklets, leaflets and pamphlets has been undertaken in connexion with the preparation of this report.

127. From the establishment of the UN Monthly Chronicle in 1964 until April 1971, the French edition was produced and printed in Paris. A private contractor was engaged to undertake the editorial preparation, translation and proof-reading. In May 1971, the production of the French edition was transferred to the Geneva office.

128. French editions of OPI leaflets and booklets have been translated, printed and distributed through the United Nations Information Centre in Paris or the Information Service of the United Nations Office at Geneva. Because of the workload in these two offices, the translations have had to be undertaken externally on a contractual basis.

129. At Headquarters, a French edition of the Weekly News Summary is prepared for use by information centres, Secretariat, non-governmental organizations and permanent missions. Additionally, a few selected press releases, statements by the Secretary-General etc. are issued in the French language as press releases in response to requests from correspondents and delegations. It has been possible, but only on an ad hoc basis, to secure translations of such press releases through the co-operation of the Translation Service of the Office of Conference Services. However, the Office of Conference Services rightly indicates that it must give priority to official documentation and it is not always possible for them to meet the deadlines established by the Office of Public Information for the translation of this press material.

130. In this situation a small French Language Unit has been established within the Press and Publications Division to undertake the functions described above. This Unit consists of two Professional and one General Service posts financed in 1971 from temporary assistance funds under the regular budget. For 1972, these posts are being requested as established posts. The Unit provides a daily bulletin which summarizes in a few pages the activities at Headquarters and reports on meetings. It publishes press releases received from offices located away from Headquarters, as well as background notes on particular topics and features on economic and social matters. The Unit is also responsible for the "Lettre hebdomadaire". Finally, the Unit provides translations into French of material produced by the Centre for Economic and Social Information, for which purpose one Professional and one General Service posts are financed from the allocation of funds made available to CESI from the United Nations Trust Fund for Development Planning and Projections.

(vi) Revolving Fund

131. Over and above the publications described in the preceding paragraphs, a separate method of financing the production of information material has been evolved in recent years through the Working Capital Fund.

132. Under these arrangements, the Office of Conference Services, in collaboration with the Office of Public Information, is permitted to use moneys from the Working Capital Fund, on a reimbursable basis, to finance publications which have high sales potential but are too expensive to be accommodated within the Office of Public Information allocation for leaflets, booklets and pamphlets. Such an arrangement has permitted larger compliance with the General Assembly directives calling upon the Office of Public Information to increase to the maximum extent possible the production of material of a self-supporting and self-liquidating character.

133. Through this machinery, the Office of Public Information has produced such basic reference materials as Everyman's United Nations. It has also made possible the publication of such other material of enduring value as Never Again War, on the visit of Pope Paul VI to the United Nations, and Your United Nations.

134. In order more fully to exploit the flexibility provided by the Revolving Fund for the production of information material on a self-liquidating basis, the Office of Public Information proposes, with the Office of Conference Services, to explore ways and means of undertaking a wider range of publications.

(vii) Stimulation of outside production

135. An essential counterpart to the Office of Public Information's own efforts, through the Revolving Fund, to produce major books relating to the United Nations family without cost to the Organization is that of stimulating the production of such books by outside authors, publishing houses and institutions. To this end, the Office of Public Information has, almost since its inception, considered it as one of its more important responsibilities to maintain and develop liaison with independent publishers and authors, and to give them assistance in producing books related to the United Nations and its family of international organizations. Such assistance has ranged all the way from the provision of ideas and source materials to active collaboration in the planning and execution of books, with editorial and substantive guidance and control at all stages. When books have been produced on the initiative of the United Nations, and under its policy and editorial guidance, they have been categorized as "special project publications" and have qualified for formal United Nations endorsement.

136. Under such arrangements, a number of books of high informational and educational value have been produced in recent years by various reputable authors and publishing houses. Included among the titles which have thus been issued with United Nations endorsement have been such volumes as The Good War by Marian Maury (Macfadden-Bartel Corporation, 1965), The United Nations at Work by Joseph H. Jones (Pergamon Press, 1965) and Decade of Development by James A. Joyce (Coward-McCann, 1966). Finally, The United Nations and What You Should Know about It, a book for children written by Jean Picker, is being produced in co-operation with Interchange.

137. In the field, the responsibility of maintaining liaison with outside publishers rests with the directors of information centres.

138. The Office of Public Information regards the maintenance and further development of its responsibility to encourage and stimulate the production of books about the United Nations by independent publishers and authors as being of major importance in the over-all information effort on behalf of the United Nations family, both at Headquarters and in the field.

139. To this end, at Headquarters, the Office of Public Information has assigned this function to a post established in the Office of the Chief of the Publications Service of the Press and Publications Division. This post, while permitting a more direct involvement by the Office of Public Information in the field of stimulating outside publications, does not, however, affect the areas of responsibility in this field that properly pertain to the Office of Conference Services.

III. RADIO AND VISUAL SERVICES DIVISION

140. Until 1957, two separate divisions within the Office of Public Information were responsible for conducting the various activities now consolidated in the present Radio and Visual Services Division. One of these former divisions was concerned with the broadcast media (radio and television) and the other with films, photos etc. The consolidation was effected in the interest of economy and to permit a more flexible and effective use of professional talent. The Division presently consists of the following major organizational units: (a) Central Services Section, (b) Radio Service and (c) Visual Service.

(a) Central Services Section

141. The provision of facilities and services for representatives of television, film and radio organizations and of television and film materials to United Nations information centres is the main responsibility of the Central Services Section. The units of this Section have come under increasingly heavy pressure in recent years, particularly with the growth of television and the more frequent use of satellite communications.

142. The International and Satellite Communications Unit handles the accreditation of correspondents (550 accredited television, film and radio correspondents in 1970, representing organizations in over fifty States and territories), 1/ their live bookings, booth allocations and studio bookings, and is responsible for all broadcasting traffic arrangements, including services going by satellite. In 1970 these comprised 1,100 international circuits, including outgoing correspondents' despatches and United Nations Radio news bulletins, and also incoming United Nations Radio reports. 1/ Satellite services are provided to those television organizations in a position to pay the technical charges involved. In 1970 the United Nations originated nineteen television satellite programmes for Europe and Asia with an average of twelve countries covered by each transmission. In view of the volume and complexity of the work of the Unit and the increasing role it will be called upon to play as satellite development continues, the Administrative Management Service recommended the strengthening of the International and Satellite Communications Unit by the addition of a Facilities Officer (P-3). This post has been established in 1971.

143. Accredited correspondents and the producers of the United Nations' own programmes are heavily dependent on the film and recordings libraries maintained by this Section. The Visual Materials Library has the care of large amounts of new material (192,549 feet of film were added in 1970) which now includes the colour film from production activities in the field and at Headquarters. In 1970, this Library provided 98,000 feet 2/ of selected film in response to 200 requests from national producers; this was in addition to the material supplied for United Nations Television programmes and films. The Audio Library similarly serves the constant daily needs of the Radio Service for recordings of meetings and events in the field as well as at Headquarters. It is in addition responsible for processing and

1/ This includes correspondents assigned to cover the twenty-fifth anniversary commemorative session.

2/ The sizable increase in footage requested from the Library over the previous year is due in large measure to the events surrounding the twenty-fifth anniversary of the United Nations.

despatching in good time an average of 750 radio programmes weekly to the organizations in the 147 countries and territories which need to receive them against regular deadlines. These small library units are separated in various parts of the building, and their consolidation in one location for greater efficiency is planned as soon as conditions in the Headquarters building permit.

144. Attention should be drawn to the cost of technical engineering services, which are increasing statutorily according to the terms of the contractual agreement with B. Eichwald and Company. These engineering costs amounted to \$630,000 in 1970, almost 50 per cent of the total operating funds for the entire Radio and Visual Services Division. Factors inherent in the contract between the United Nations and B. Eichwald and Co., providing for the employment of engineers belonging to a national union and containing a number of clauses covering practical working arrangements, limit the ability of the Division to use its operating funds in a flexible manner.

145. Attention must also be drawn to the inadequacy of present technical facilities for production. The fast-growing demand for natural colour in all visual productions has been a factor strongly affecting United Nations facilities and services, whether in television, film or photographs. This development needs to be taken into account in any planning. More costly than the present over-age black-and-white equipment which it must replace, colour equipment can provide a black-and-white picture, but the reverse is not possible.

146. United Nations Television has been enabled to undertake colour transmissions through the availability of one electronic colour camera, which consumed the entire telecommunications equipment provision in 1967, plus two additional colour cameras and two video-tape recorders purchased through special colour surcharges to subscribing networks. This arrangement has provided only a minimal capability and when Security Council or General Assembly meetings coincide there is no electronic colour camera available for interviews, correspondents' despatches or satellite transmissions.

147. Besides the introduction of colour, the advent of communication satellites has given stations everywhere, whatever their state of development, equal access to the United Nations, provided that the OPI disposes of the requisite technical facilities to meet these needs. Valuable experience has been gained in the course of providing television transmissions via satellite to Europe and the Pacific on 125 occasions, including the visit of Pope Paul VI to the United Nations, which involved very complicated arrangements. But the existing electronic equipment, which has been in use for periods far longer than the five years of normal life span, has begun to break down.

148. A more realistic programme to keep this plant maintained properly, such as those for other Headquarters equipment like elevators, furniture and carpets, will have to be envisaged. For this purpose, the Secretary-General will submit to the General Assembly at its twenty-sixth session a detailed report on this matter which would include proposed additions to the present equipment based on programme requirements and technological developments, as well as a long-range replacement programme for the next five years.

149. In the context of providing the fullest possible direct access to radio and visual information, it is relevant to cite the Secretary-General in his foreword to the budget estimates for the financial year 1967 (A/6305):

"While I am well aware of the need to establish some limit on expenditure for public information activities, I would nevertheless commend to Member States for their careful consideration the thought that the ceiling imposed should not be so restrictive as to prevent either adequate United Nations coverage of the expanding and important activities of the Organization or to allow present facilities to become so obsolete that the United Nations is unable to benefit as appropriate from the new and revolutionary technological developments in mass communications media."

(b) Radio Service

150. Services provided in radio, supplementing reports from correspondents of national broadcasting organizations, consist of broadcasts by short wave of proceedings of meetings at Headquarters for rebroadcast or monitoring by national organizations; live or one-way circuit of news bulletins in the five official languages and Arabic; and news bulletins, news summaries, feature and documentary programmes in thirty-three languages to broadcasting organizations in 127 Member States and thirty-five other States and territories, which undertake to broadcast them in their own services. As shown in the table in Annex III, broadcasting organizations in eighty-four States and territories report regular broadcasts of more than one United Nations radio programme weekly. Broadcasting organizations, particularly those in developed areas, will be further encouraged to undertake more of their own production of features and documentaries on the United Nations so that more of the available resources may be used to extend services for developing areas, particularly where broadcasting has become the principal mass medium of news and information.

151. As a result of the continuing reappraisal of the effectiveness of services, the frequency of news broadcasts was reduced in 1958 from daily to weekly throughout the year except during General Assembly sessions, when daily programming is maintained. Radio programme expenditures have since that time been reduced from \$315,000 a year to \$220,000, excluding engineering costs, despite the considerable increase in the number of Member States to be served. The addition of further short-wave news services would be considered only in response to specific demand for relay purposes.

152. For short-wave broadcasts of proceedings and of news summaries, the United Nations utilizes transmitters leased under preferential arrangements from France, Switzerland, Italy and the United States. It should be recalled in this context that, as early as February 1946, the General Assembly recognized that "the United Nations cannot achieve the purposes for which it has been created unless the peoples of the world are fully informed of its aims and activities" (resolution 13 (1)), and that to fulfil this global mandate, the United Nations "should also have its own radio broadcasting station or stations with the necessary wavelengths, both for communication with Members and with branch offices, and for the origination of United Nations programmes" (*ibid.*). Under the present arrangements, these broadcasts suffer from limited reliability and do not enable the United Nations to achieve global informational and news coverage on a universal and equal basis, but this will become technically feasible through the use of communication satellites. Since 1963, meanwhile, facilities have been obtained on transmitters with considerably greater power and effectiveness in reaching parts of Africa, Europe, Latin America, the Middle East and parts of

South-East Asia; nevertheless, coverage remains inadequate in East Africa, parts of Europe and most of Asia. Wherever transmissions are technically satisfactory, however, there is evidence that the availability of these broadcasts is known and that they are utilized not only by broadcasting services but also by news agencies and newspapers. The reports which have been received indicate regular rebroadcasts of the news summaries in fifteen, periodic rebroadcasting in twenty-seven countries and occasional use in some others. It is therefore intended to maintain these broadcasts and to continue to publicize their existence pending the outcome of present developments in satellite communications.

153. The Central Programme Section is responsible for research and preparation of documentary features in direct support of decisions of the principal United Nations organs. The editorial content of the news bulletins and summaries, which are broadcast in various languages, is the responsibility of the Radio and Visual News Desk.

154. The language and/or regional sections in the Division are responsible for maintaining constant liaison with the national radio and television organizations and for responding to regional service and language requirements. These sections, however, are manned by one, two or three Professional officers with responsibility for very large areas (for example: Africa, the Arabic-speaking region, Asia, the Spanish and Portuguese-speaking areas) and they are required not only to keep in touch with national organizations but to oversee the production of the programmes and materials required. These sections serving the regions are administratively within the Radio Service but recruitment efforts in recent years have been directed so far as possible toward filling any vacancies as they arise with officers having professional television experience.

(c) Visual Service

(i) Television and Film Section

155. During the past twenty years the rapid growth of television as a dominant mass medium of communications has been reflected in a shift of priorities within the Division. Film and television, hitherto separate services, were consolidated into one section, in 1958, to permit the maximum flexibility in the use of personnel and technical resources. Thus, on the production side, both television and films use the same camera crews, editing facilities and library materials; on the distribution side, television programmes and documentary films are used interchangeably for telecasting and group showings. To keep pace with current developments in the mass media, another shift in priorities has occurred: 35 mm. coverage in black and white has been abandoned in favour of 16 mm. colour filming, which is required today for television and for educational and group audiences. At the same time, the Television and Film Section has been built up on a basis intended to recover out-of-pocket expenses beyond the regular establishment of engineers and the nucleus of United Nations staff.

156. Emphasis is placed by the Section on furnishing materials and facilities to national organizations for their own production and programming. This is accomplished by providing direct access to United Nations proceedings via line-feeds and satellites. Newsreel summaries, edited or semi-edited, are also distributed to virtually all television stations through the two international newsreel

agencies which thus receive a balanced and objective news service. Production facilities and film excerpts are also made available to correspondents for their own despatches. As a supplement to programmes on the United Nations produced by national television stations, the Television and Film Section also produces and distributes its own documentaries through contractual arrangements with subscribing organizations.

157. At its inception some twenty years ago, television as a mass medium was confined to a few developed countries whose national broadcasting organizations were both willing and able to pay enough for United Nations television programmes and facilities to make it a viable service. Now that television is established in 127 countries and territories with a combined total of 250 million sets, the situation bears some re-examination if developing television organizations are not to be discriminated against in a de facto sense. In 1957, the report of the Expert Committee on United Nations Public Information (A/3928) estimated that "the revenue from North America comprises 95 per cent of the total revenue and has been sufficient to make television a viable operation on virtually a year-round basis". The corollary of the need to obtain revenue, however, is that services are provided, and programmes designed, to ensure that their costs are repaid from developed countries that can afford them. This, in turn, means that there are national television organizations in many developing countries that want and need these services but are denied access to them because they cannot afford to pay even the minimum share of costs.

158. The United Nations now, broadly speaking, has two alternatives in determining the conduct of its television operation. One is to retain the self-financing factor on which United Nations Television has so far been built, with user organizations being required to pay for television services in proportion to the number of television sets in their area. The other alternative is to put television on a budgeted basis similar to that established for press and radio services that are made available to users free of charge. There is a compromise step between these two extremes: to continue to seek revenue from users in developed countries willing to pay for services while at the same time providing material free of charge, subject to budgetary possibilities, to developing television organizations that cannot afford to pay for them. The Secretary-General proposes to adopt, at this time, the compromise solution.

159. This solution would permit the United Nations to continue to make available to world-wide television audiences the unique programmes on the aims and the functions of the United Nations family of organizations in the political, economic and social and human rights field: as well as to respond to the General Assembly resolutions calling for special informational support for the struggle against apartheid and racial discrimination and for decolonization, etc. Experience has shown that national television organizations tend to rely on United Nations initiatives in this field.

160. For a relatively modest cost these programmes and films could be produced in Spanish, French and Arabic for free distribution to television stations in Latin America, Africa, Asia and the Middle East. They could also be made available for educational and group showings of non-governmental organizations through the established distribution libraries.

(ii) Photographs and Exhibits Section

161. The Photographs and Exhibits Section obtains photographic coverage of meetings and events at Headquarters and of conferences and activities in the field in order to maintain a quantitatively limited but substantively and geographically widespread coverage of the work of the Organization. In response to increasing demands from outside publishers for colour photographs, a representative proportion of the coverage is carried out in colour and is made available at cost. These materials are provided through the Photographs Library at Headquarters and through the information centres.

162. This activity has been moderately increased over the past ten years as a result of the need to cover the increased activities of the Organization and to make copies of photographs available to the larger number of United Nations information centres. A second full-time staff photographer has been provided in recent years and the laboratory staff has been slightly strengthened to deal with the increased volume of work. This strengthening was partly achieved by discontinuing the production of new filmstrips at the time when the demand for filmstrips required their future production in colour, with increased staff and expenditure.

163. This Section also provides annually limited materials for display purposes, namely 10,000 to 12,000 copies each of three printed wallsheets and 17,500 copies of the photo display set. These visuals are produced in three languages (English, French and Spanish) and in blank versions for overprinting in local languages. For the photo display set this amounts to some thirty-eight languages; wallsheets vary depending upon subject-matter. These materials meet a widespread general demand for display purposes - except that when they are produced in black and white they suffer by comparison with materials in full natural colour, including those available to non-governmental organizations from other sources.

164. The production of posters was discontinued in 1958. The activity in this field is limited to producing suggested designs for posters in connexion with particular occasions, such as the International Year for Human Rights, which are provided by this Service to assist national, governmental and non-governmental organizations in reproducing their own posters. No increase in this activity is envisaged.

165. This Section also continues to provide at a much reduced level some elements for inclusion in displays at international exhibitions. The production of multiple small self-contained mobile exhibits was discontinued in 1959 for budgetary reasons. Since that time, only minimal quantities of photographic enlargements have been produced in response to the most pressing demands, and directors of United Nations information centres have had to depend on their own resourcefulness in mounting small displays on United Nations activities at appropriate international exhibitions. Accordingly, the Secretary-General considers it desirable to utilize limited quantities of the self-contained exhibits, for which minimal funds will be requested within the over-all operational requirements of OPI.

166. As in the case of all visual production, the demand for natural colour in graphic productions, magazines, books, etc., is increasingly strong. In the basic output of photographs, as noted in paragraph 161 above, a proportion is already

being shot in colour and an experimental capability has been built up in order to produce such materials as can be economically processed internally. Outside contractors are used for occasional quantity work. As the demand is increasing, it is proposed to carry out a slight expansion of the present experimental colour laboratory to improve its efficiency and thus augment its very limited colour production.

IV. EXTERNAL RELATIONS DIVISION

167. The responsibilities of the External Relations Division are essentially outward-oriented and can be grouped in two main categories: (a) through a world-wide network of United Nations information centres, the Division extends the work of the United Nations Office of Public Information in all media to Member States and areas away from Headquarters; and (b) both at Headquarters and in the field, it provides information services to the general public, educational institutions, and other official and non-governmental organizations.

168. To carry out these responsibilities, the External Relations Division is at present organized as follows: the Office of the Director of the Division; various services, sections or units at Headquarters; and information centres or services in the field. By far the greater part of the Division's resources in manpower is assigned to the information centres abroad, leaving only a minimum nucleus of Professional staff to carry out essential functions at Headquarters.

(a) Services at Headquarters

Office of the Director

169. The Office of the Director, which consists of the Director of the Division and a Deputy Director plus General Service staff, carries out the over-all supervision and policy planning of the Division's work. Responsible directly to the Assistant Secretary-General, the Office of the Director also co-ordinates the Division's programmes within the total programme of the Office of Public Information through daily meetings with the Assistant Secretary-General and the directors of the other OPI divisions.

Information Centres Service

170. As one of the two principal services of the External Relations Division, this office is responsible for the over-all operation of the network of fifty-one United Nations information centres and services located throughout the world. Its headquarters establishment consists of the two sections described in the paragraphs below.

Policy and Programme Section (formerly Centre Services)

171. This Section is responsible for the co-ordination of operational requirements for United Nations information centres and the over-all planning of their substantive programmes. It deals with policy matters affecting the work of the

centres and acts as a channel of communication between the centres and departments and offices at Headquarters. Arrangements for the establishment of new centres are also the responsibility of this Section. In this connexion, it is responsible for correspondence or consultation between Member States and the Secretary-General, as well as liaison between OPI and the Office of the Secretary-General and between OPI and the Field Operations Service of the Office of General Services. The Section also co-ordinates the needs of the centres with media divisions of the OPI and with substantive departments of the Secretariat.

Information Support Section (formerly Briefing Service)

172. This Section is responsible for sending substantive information material from Headquarters to all United Nations information centres and similar offices in the field and for handling information coming into United Nations Headquarters from the centres. It keeps centres fully and promptly informed of United Nations news and activities for local redissemination. The Section covers all United Nations subjects ranging from major international political issues to matters chiefly of regional or national interest, and it serves as the main channel to centres for information material produced at Headquarters. It also provides centres with background information and guidance. In doing this, the Section works closely with other OPI services as well as with substantive offices of the Secretariat. When possible, special material in English, French and Spanish is produced by this office to meet the needs of the centres for which no provision is otherwise made. Daily distribution of information material and United Nations documentation is done by the Section, with individual attention given to the particular requirements of each centre with regard to subject-matter, languages and quantities needed, and the fastest means of transmission consistent with due regard for economy. Reports from centres on local editorial or official comment about matters of interest to the United Nations, which are received regularly by pouch and cable, are processed and distributed to appropriate offices at Headquarters and elsewhere. The Information Support Section supplies public information material, under special arrangements, to a number of United Nations Development Programme resident representatives in countries without United Nations information centres and supervises the distribution of United Nations information material to the Trust and Non-Self-Governing Territories. It also carries out certain monitoring functions relating to the French-language press.

173. The Non-Governmental Organizations Section and the Educational Liaison Section, both of which report directly to the Office of the Director of the Division, also work actively through the network of information centres.

Non-Governmental Organizations Section

174. This Section maintains liaison with the non-governmental organization representatives listed with the Office of Public Information and assists them in promoting wider public knowledge and understanding of the United Nations. The Section also gives guidance to the information centres on co-operation with non-governmental organizations in their area. Facilities are provided at Headquarters for some 210 organizations, sixty-five of them international. Services include the use of a lounge where United Nations information material and documentation are made available to the non-governmental organizations on a daily basis. Weekly briefings by officers of United Nations committees and by senior Secretariat and specialized agency staff are arranged to provide background information on current

issues. The briefings culminate in an annual conference to consider ways in which non-governmental organizations can further help develop public understanding and support for specific United Nations activities, particularly in the economic, social and human rights fields. The Section also works with individual organizations on their information programmes.

175. One effective way of developing regional NGO activities is through periodic regional and subregional conferences. In this connexion, an important initiative was taken by the Office of Public Information in February 1970, when the first regional NGO conference for Africa was held in Addis Ababa in co-operation with the Economic Commission for Africa. The conference was held simultaneously with the second African Editors' Roundtable in order to permit joint briefings by high-ranking officials. The success of this experiment has prompted the Office of Public Information to propose similar conferences for other regions. Such conferences can be expected to improve the flow of information on United Nations activities, particularly in the economic, social and human rights fields; lead to increased interest among national organizations in United Nations programmes; and open up new channels of communication.

176. There is a growing realization in the United Nations of the need to work more closely than in the past with non-governmental organizations. This realization is reflected in the increasing number of resolutions of the General Assembly and the Economic and Social Council which seek more co-operation from non-governmental organizations.

177. The relationship of the Office of Public Information with non-governmental organizations has in recent years been limited in large measure to the provision of public information material. However, both the need and the possibility exist today of a much broader and more dynamic approach to the potential represented by the non-governmental organizations in spreading information about the United Nations throughout the world and in building support for it at the "grass roots" level. Steps to this end can be taken both at Headquarters and in the field.

178. At Headquarters, there is need for a more active programme of personal contact and follow-up with individual organizations in order to assist them in developing information programmes relating to the United Nations. Organizations with a common interest in specific major issues - such as peace and international security, trade and aid, the Second Development Decade, the human environment and human rights - can be encouraged to form working groups on these topics. These could provide useful forums for an exchange of views and ideas, not only among non-governmental organizations themselves but with interested United Nations agencies and officials. At the same time, more material specifically geared to the needs of non-governmental organizations could be developed in order to encourage further non-governmental organization initiatives. For example, community action guides, such as those produced for the International Year for Human Rights, could be provided to non-governmental organizations suggesting specific action by them in support of various activities and interests of the United Nations such as economic and social development, refugee programmes or anti-apartheid activities.

179. In the field, both the need and the possibility exist for a much more active enlistment of the co-operation of national non-governmental organizations, as recommended in Economic and Social Council resolution 1297 (XLIV) of 27 May 1968. Experience has shown that working with national organizations can be as productive

as working with international organizations, since it is often the national affiliate that reaches the individual and is best equipped to make an impact on the organization's real constituency.

Educational Liaison Section

180. The function of the Educational Liaison Section is to stimulate further interest and action in teaching about the United Nations and its related agencies in Member States. This Section is also responsible for the planning and co-ordination of observances of United Nations Day. In doing this, the Section organizes fellowships and seminars, conducts interne programmes and carries out liaison activities with educational authorities and institutions of Member States, both directly from Headquarters and through United Nations information centres and services in the field.

181. The substantive work of this Section involves continuous and close collaboration with the specialized agencies, particularly UNESCO, and also with national and international non-governmental organizations, such as United Nations Associations and teachers' federations, which are actively engaged in educational programmes on the United Nations in schools and among adult groups. In addition, the Section is responsible, jointly with UNESCO, for the planning, writing and presentation of the comprehensive periodic reports on Teaching about the United Nations in Member States requested by the Economic and Social Council to be made every five years by the Secretary-General of the United Nations in collaboration with the Director-General of UNESCO. Confirming the interest which Member States attach to this work, the Economic and Social Council, at its 1678th meeting, held on 14 May 1970, requested that a further such report on this subject should be submitted to the Council in 1975.

182. Information from Member States indicates that, although teaching about the United Nations has increased in many countries over the past twenty years, particularly in secondary schools, much more still remains to be done. In primary and secondary schools, two main obstacles impede further progress: (a) the lack of suitable teaching materials, and (b) the lack of adequate preparation of teachers in this field. In addition, the uneven provision of opportunities for effective study of the United Nations in colleges and universities in many countries constitutes a further gap. Meanwhile, the potential for further action in this field is given a new emphasis by the vast and unprecedented expansion of educational facilities and school enrolment now taking place in countries throughout the world.

Fellowships and seminars

183. To help Member States overcome the lack of suitable materials for use in teaching about the United Nations, an existing OPI fellowship programme has, since 1965, been redesigned to enable persons responsible for the preparation of textbooks and other teaching aids in the developing countries to observe and study the work of the United Nations at first hand while assisting them to secure the necessary background information to develop teaching materials in terms of their own idioms and needs. Thus, a series of three seminars for textbook writers was held in 1965, 1966 and 1967, organized on a language basis, and attended by a total for the three seminars of forty-three participants. As a result, twenty-two textbooks and other teaching aids totalling over 3 million copies have been

issued in Member States, written by these participants and published at no cost to the United Nations. Other titles are in the process of publication and additional manuscripts are still in the writing stage. Starting in 1968, a similar series of three seminars, also organized on a language basis, was initiated for persons working in the field of educational broadcasting. These seminars are proving equally productive.

184. For the conduct of its fellowship programme, the Office of Public Information has been receiving an annual allocation of some \$20,000. However, in view of the demonstrated effectiveness of the education-oriented information programmes followed since 1965, it is proposed to expand the number of fellowships to be awarded each year beginning in 1973 and to provide for the services of well qualified consultants on a short-term basis to assist in conducting the seminars.

185. Further, to assist Member States to overcome the lack of adequate teacher-preparation in this field, particular attention is devoted both by the Educational Liaison Section of OPI at Headquarters and by the United Nations information centres to the provision of information materials and services to national and regional seminars for teachers on the purposes and work of the United Nations, working in close collaboration with national ministries of education, UNESCO, teachers' organizations, and the World Federation of United Nations Associations. It is intended that the present level of activity in this field be increased. This work could also be strengthened by the provision of some funds to cover the travel of a member of the OPI staff to locations where these seminars are held.

Interne programmes

186. In the field of higher education, two parallel interne programmes for university students specializing in fields of work related to the United Nations have been conducted by the Office of Public Information during the summer - one at Headquarters, since 1955, and the other at Geneva, since 1961. The Geneva programme, which comprises briefings and attendance at the summer session of the Economic and Social Council, is attended by approximately 100 participants each year. The New York programme, which features work assignments of the internes to the substantive departments of the Secretariat relevant to their training and interest, is attended by about fifty students each year. The conduct of these programmes in New York and Geneva involves no cost to the Organization, as the participating students either pay their own travel and subsistence expenses or are subsidized by their Governments or by the educational institutions to which they belong; this programme has proved to be of manifest value and will be continued.

Public Services

187. Relations with the general public are maintained by Public Services, which is the other of the Division's two principal services. Public Services consists of a Public Inquiries Unit and a Visitors Section, which in turn is made up of a Group Programme Unit, an Administrative Unit and a Guided Tours Unit with its related dispatchers and guides. The information functions of these activities are aimed at reaching all segments of the public, including individuals, groups, institutions and organizations, that are interested in the aims and activities of the United Nations.

Visitors Section

188. This Section serves the general public at Headquarters by providing guided tours for visitors, briefings and related programmes for visiting groups. It also makes arrangements for United Nations officials to fill speaking engagements to various groups in the United States and Canada. The Visitors Section has a special status for budgetary purposes, since it is a revenue-producing activity deriving its income from fees charged for the guided tours. Its three component units are described below.

Guided Tours Unit

189. A year-round average force of some eighty guides and dispatchers are trained and organized by this Unit to provide one-hour guided tours of the United Nations Headquarters buildings for the visiting public. The guides are briefed daily and kept up to date with all significant United Nations developments to enable them to answer the questions of visitors. In a normal year about 1 million visitors take the guided tour, and the number of visitors taking the tour on a single day has run as high as 6,800.

Group Programme Unit

190. This Unit of the Visitors Section, whose activities are closely linked to the guided tours, takes care of organized groups visiting United Nations Headquarters by arranging programmes which include the guided tour, briefings or lectures by United Nations speakers, and attendance at United Nations meetings. Arrangements are also made by this Unit for United Nations officials to address various groups throughout North America at no cost to the Organization. Such briefings and speeches can help to clear up misunderstandings or misconceptions as well as to provide selected information for specific audiences.

Administrative Unit

191. Since the Visitors Section operates on revenue produced by the guided tours, special administrative responsibilities devolve upon this Unit. Another factor which is peculiar to the administration of the Section is the necessarily high turnover of personnel among the guides, whose total length of service is limited, requiring the recruitment and training of new "classes" of guides on a regular basis.

Public Inquiries Unit

192. The other component of Public Services whose costs are not charged to the revenue from the Visitors Section but are carried against the regular OPI budget is the Public Inquiries Unit.

193. The growing dimensions and complexity of the United Nations work have made it more difficult to cover in a one-hour tour lecture, so visitors are increasingly being referred at the end of the tour to the Public Inquiries Unit for more detailed information. However, most of the inquiries handled by this Unit (averaging 7,000 monthly) are in the form of correspondence. Increasing interest

is shown in economic development, and there have been more requests in recent years from businessmen and professional organizations, possibly stimulated by United Nations conferences on such subjects as atomic energy, petroleum, trade and industrial development.

194. In the academic field, the Public Inquiries Unit supplies information materials and guidance for a considerable number of model United Nations conferences organized every year by university and high-school students, often providing keynote speakers from the Secretariat. It also meets requests from writers of books, articles and academic theses and dissertations for information about the United Nations. When necessary, qualified requests for specialized information are referred to the appropriate services of OPI or substantive offices of the Secretariat.

(b) Services in the field

195. One of the first specific recommendations of the "Basic principles underlying the public information activities of the United Nations" approved by the General Assembly in resolution 595 (VI) of 4 February 1952, reads:

"In order to ensure that peoples in all parts of the world receive as full information as possible about the United Nations, the Department of Public Information should establish and maintain a system of Information Centres on an adequate regional and/or linguistic basis with due regard to actual varying needs."

196. In subsequent years, the General Assembly adopted a number of further resolutions laying down additional guidelines and directives for the establishment of United Nations information centres and their staffing. Among these were resolutions 1086 (XI), 1335 (XIII), 1405 (XIV), 1538 (XV), 1558 (XV) and 1607 (XV). The present network of United Nations information centres embodies the response of the Office of Public Information to these directives, in terms both of the geographical areas covered and of their staffing and management.

197. The results of the General Assembly's continued interest in the use of United Nations information centres as an essential part of the work of the Office of Public Information are apparent in the pattern of growth of the centres - of their number and of the areas they serve. In 1946 there were only 2 centres, serving 6 Member States. In 1952, the year in which the General Assembly approved the "Basic principles" cited above, there were 18, serving 50 countries. By 1955 there were 23, serving 58 countries, and now there are 51, serving 103 countries.

198. Much of this expansion has resulted from the policy of consolidating information services, wherever possible, with other offices of the United Nations family in the field, in conformity with the letter and intent of General Assembly resolution 1086 (XI). This recommended that the Secretary-General should

"keep the structure of the information centres under constant review and... renew his efforts to co-ordinate the information services of the United Nations with those of the specialized agencies in order to avoid duplication of work and to make it possible - by means of savings which may be made in other sections of the budget without prejudice to existing services, or by other administrative means within the competence of the Secretary-General - to set aside funds for the progressive establishment of the necessary information centres in new Member States".

199. In carrying out this policy, the Office of Public Information has sought, wherever conditions permitted and the situation warranted, the opening of new information centres with the collaboration first of the Technical Assistance Board, then with the Special Fund and now with the United Nations Development Programme. Under such arrangements, resident representatives in selected areas were named directors of the information centres, and locally recruited information staff was provided to them for the purpose of undertaking additional functions in the field of information. Of the present 51 information centres and services, 11 are being maintained under this collaborative arrangement.

200. A typical United Nations information centre is a microcosm of all the main functions of the Office of Public Information itself, extending to its own locality services in the fields of press, publications, radio, television, films, graphics and exhibitions, public liaison and reference. Backed by pertinent services from Headquarters, centre directors are able to establish direct contacts with representatives of the local press, broadcasting organizations and other information media, with educational and governmental officials, and with non-governmental organizations to enlist their aid toward bringing about "an informed understanding of the work and purposes of the Organization among the peoples of the world".

201. Centres maintain reference libraries of United Nations publications and documentation and reply to public inquiries about United Nations affairs. They also encourage the outside translation and publication of pamphlets and other literature on the aims and activities of the United Nations. Every year they are active in promoting and assisting in the world-wide observance of such anniversaries as United Nations Day and Human Rights Day.

202. An operating difficulty which has become acute in recent years concerns the availability of senior posts for assignment to certain information centres. The Secretary-General believes that there are a number of centres which, in terms of the responsibilities involved, warrant the upgrading of certain posts. In the light of the findings to be submitted to him by the Administrative Management Service in the near future, the Secretary-General will formulate recommendations in this regard to the General Assembly at the twenty-sixth session.

203. It is in line with the directives of the General Assembly, as well as manifestly desirable from the point of view of economy, that further extension of the system of information centres should be accommodated, as far as possible, within the arrangements described in paragraph 198 above. To this end, the Secretary-General proposes to examine the possibilities of a further consolidation of United Nations information resources in the field, not only with UNDP and UNICEF but with the specialized agencies. There are, however, some limitations of a practical nature that need to be considered in instituting further efforts in this direction.

204. The information centres that are already in existence have clearly demonstrated their value as local outposts of the Office of Public Information. However, the efficiency and effectiveness of information centres clearly depend not only upon the quality and calibre of the Professional staff assigned to direct them, but upon the quality and quantity of supporting services and resources that can be provided to them. Inadequate manpower or budgetary support severely limits the usefulness of information centres, and this limitation is not counterbalanced by the psychological or political value that might be regarded as deriving from the spreading of information centres over still larger areas of the world.

Clearly, in the light of this consideration, the desirability of having United Nations information services available in as many countries as possible needs to be balanced against the need for consolidating and concentrating resources in the field and at Headquarters. This consideration is also raised by the Committee of Seven in its report to the Secretary-General (A/7359, 27 November 1968), to which reference will be made later.

205. Another limitation upon a further increase in the number of United Nations information centres beyond present immediate plans, even through the consolidation of services with other members of the United Nations family as discussed above, arises from the necessarily separate, even though parallel, terms of reference for the individual members of the United Nations family. The UNDP, UNICEF and the specialized agencies are engaged in activities of a technical character, centring in and around the field of economic and social development. This specialization understandably limits their involvement and concern to areas which, from the United Nations standpoint, necessarily constitute only a part - even though a very important one - of its own range of activity and interest.

206. Given the above considerations, the Secretary-General believes that a solution to the problem of providing larger and more effective information services in the field to each and every Member State of the United Nations - services which themselves can only be regarded as being of cardinal importance - lies in a twofold approach: (a) an extension of the present reference library system and (b) the establishment of regional production bureaux to support, supplement and consolidate the United Nations information centres. These two proposals are examined below.

Reference libraries

207. One function common to all United Nations information centres, large or small, is maintaining reference libraries of United Nations press releases, important documentation and selected publications of OPI and of substantive departments of the Secretariat. These libraries represent particularly in developing countries an important or sometimes the only local source of relatively complete and current information on the aims and activities of the United Nations accessible to the public.

208. Although there are only 51 information centres for a total of 127 United Nations Member States, the process of "regionalization" of the centres' areas of responsibility has spread the services of the existing centres to 103 Member States in addition to certain other countries and territories. (The other 24 United Nations Member States 1/ are served directly from Headquarters for geographical, linguistic and other reasons.) This means that 52 Member States are now served by centres which are not actually located within their borders. Nearly all these States are, however, hosts to UNDP or some other United Nations representation.

1/ Botswana, Canada, Central African Republic, Chad, China, Dahomey, Equatorial Guinea, Gabon, Haiti, Indonesia, Ivory Coast, Lesotho, Maldives, Mali, Mauritania, Mauritius, Mongolia, Niger, People's Democratic Republic of Yemen, People's Republic of the Congo, Somalia, South Africa, Swaziland, and Upper Volta.

209. If, in any of the 52 countries under consideration, the local representatives of UNDP or another United Nations - affiliated agency were to provide the necessary physical facilities in their offices, it would not be prohibitively expensive for the United Nations information centre serving that country to appoint and train a locally recruited staff member to maintain at least a modest reference library with material supplied through the centre. In nearly all such cases, by the very nature of the considerations which governed the centres' regionalization, linguistic and communications problems would be minimal, and the additional burden on the centres could be largely absorbed by increased supplies from Headquarters or the use of modern duplicating equipment now available at moderate cost.

210. The establishment of such United Nations reference libraries could begin immediately in a number of countries where the needs are greatest and the necessary conditions permit. There is no reason, however, why similar libraries cannot eventually be established in all Member States where any kind of United Nations office exists.

211. As a beginning, arrangements could be made with existing libraries, particularly university or college libraries, in Member States where there are no depository libraries (see below), for the maintenance of selective documentary reference collections which would supplement their existing collections and possibly be available for use by a larger segment of the interested public. This would not constitute the designation of the library as a depository.

212. There are at present a total of some 340 United Nations depository libraries throughout the world which, by arrangement with the United Nations, receive regularly a supply of documentation and publications which they undertake to keep in good order and to make available to the public, free of charge, at reasonable hours.

213. A closer co-operation is proposed between information centres and depository libraries. Although they all eventually receive the same basic material from Headquarters, the centres have the advantage of receiving by air pouch or cable more current material for public information purposes, such as press releases, radio and visual material, and selected documents and publications. This material, after it has served its initial purpose in a centre's reference library, is often a valuable supplement to a depository library's more permanent collection for scholarly use. Since there are many more depository libraries than centres, the possibility should be considered of establishing, with the aid of the centres, a number of additional United Nations reference libraries through the facilities of existing depository libraries, especially in those countries where no centre is located.

214. It is proposed, as a practical approach, that directors of United Nations information centres and services be fully briefed on this idea and be requested to make whatever arrangements they can with United Nations depository libraries in their regions in order to carry it out.

Regional production bureau

215. While the extension of the reference library system through the procedures discussed above would result in a notable and valuable augmentation of the existing supply of basic information on the United Nations to countries at present not receiving it, this basic service needs to be supplemented by some new functional arrangement in the field, which would have a more active connotation.

216. To this end, the Secretary-General is prepared, as an experimental measure, to seek the strengthening and consolidation of the present system of United Nations information centres through the establishment of a regional production bureau for Africa, with Addis Ababa as the base of operations. Should the General Assembly approve this programme, the necessary staff required for the experiment would be financed from temporary assistance funds. If the experiment proves successful, its extension to other developing regions - Asia, the Middle East and Latin America - would be considered.

217. Stationed at Addis Ababa would be a small but carefully selected and highly integrated staff of professional information officers specializing in the various media, such as press and publications activities, radio and visual programming, and non-governmental and educational liaison functions.

218. Each member of the bureau would have two specific sets of responsibilities: one pertaining to his individual area of specialization, and the other to the collective conduct by the bureau as a whole of its planned and concerted information programmes. Individually, it would be the responsibility of each "media" officer, within his particular area of specialization, to: (a) encourage and assist in the production, by national information media of his region, of material and programmes on subjects related to the United Nations; (b) prepare information material on subjects of regional interest for use by national information outlets; and (c) provide a "feedback" service of coverage from the field to Headquarters for use in OPI's central output. This specialized activity by individual information officers functioning on a regional basis would, in the judgement of the Office of Public Information, provide the most economical means of expanding United Nations information services in the field, wherever they exist and of extending services to those large areas of the world where there are none at all.

219. An equally significant contribution towards the over-all aim of strengthening the supply of information on United Nations activities to various parts of the world could be made through the operation of the specialized members of the regional production bureau working together as a team.

220. This aspect of the functions of the bureau would involve the undertaking by it of a series of organized travels through the region, for a stated period of time, at regulated intervals. Each visit by members of the bureau outside their own base of operations would be carefully planned in advance, in the closest possible consultation not only with local United Nations offices and functionaries but also, as far as possible, with the directorial managements of national information outlets. The aim and objective of each such pre-planned and prepared visit would be to secure the maximum information impact on the widest range of subjects, through the largest number of outlets in each of the countries visited.

221. Since the plans and detailed programmes for the visit will have been drawn up in consultation and collaboration with governmental ministries, non-governmental organizations and local information outlets in each country visited, the bureau would be enabled to play its own part in the prepared programme in a concerted and expeditious manner. According to the prepared programme, individual members of the team, working within their own special media, would either collaborate with the national outlets involved in producing information for and through them on United Nations activities, or where necessary, produce such material themselves for direct local distribution.

222. It is envisaged that under such an arrangement it would be possible for the bureau to draw local United Nations offices and functionaries into an active participation in the information programme to the maximum extent possible. Also, it is envisaged that in the planning and conduct of group visits, maximum use would be made of information personnel of specialized agencies operating in the field, through prior consultation and negotiation, in carrying out the agreed information programme.

223. Also involved in the establishment of the proposed regional production bureau would be the possible consolidation of some functions and integration of manpower with the information staff presently at work at the seat of the Economic Commission for Africa. The information service of the Commission would be maintained and would continue to perform its functions, as at present. However, its staff would function in close collaboration with the regional bureau. This arrangement will have the functional advantage of keeping the number of new posts required for the bureau to a minimum, without impairing the separate working of the existing information service in Addis Ababa. Indeed the establishment of the regional production bureau should help to strengthen the existing information service, which has clearly demonstrated its value in promoting understanding and support for regional economic and social development activities.

224. Structurally the bureau would consist of four Professional staff members with the following grades and responsibilities:

- One D-1, Director;
- One P-4, Information Officer for Press and Publications;
- One P-4, Information Officer for Radio and Visual information;
- One P-4, Information Officer for Education Liaison and
Non-Governmental Organizations.

225. Added to the above internationally recruited staff would be two local Information Assistants and five local General Service staff. With reference to the locally recruited Professionals, experience in the information centres has shown that the rotation of this staff after two or three years of service has not been effective and has not proved attractive to highly qualified candidates. Accordingly, recruitment for this category of staff would be made on the same basis of tenure as is applicable to the locally recruited staff in the centres. The total costs, including Common Staff costs, for the proposed regional production bureau would be about \$109,000 for the first year, and some \$171,000 annually for subsequent years (see annex II).

226. Other requirements for the regional production bureau are detailed in annex II.

227. Given the existing situation where United Nations information does not reach many areas of the world effectively, and where it does not reach other areas of the world at all, the establishment of regional production bureaux might offer the most practical as well as the most economical method of correcting deficiencies where they exist and of filling the void where there is at present no information activity at all. The experiment in Africa will accordingly be assessed in this light after a period of two years or so.

228. It might be recalled that the above conclusion and recommendation appears to be in line with the thinking of the Committee of Seven in their report to the Secretary-General of 27 November 1968 (A/7359). Commenting upon the need for the widest possible dissemination of "an accurate and objective account of the manifold activities of the United Nations including, of course, its activities in such important fields as the maintenance of international peace and security, decolonization, economic and social development and human rights", the Committee went on to say:

"it would seem to the Committee that serious thought should be given to the possibility of regrouping and concentrating the information centres, taking into consideration regional, subregional and other important characteristics of an area. The Committee is aware, however, that communication and transportation problems exist in various regions of the world, and that the political sensitivities of Governments may, in reality, make it difficult to establish regional or subregional information centres in which all the United Nations efforts in public information overseas could be concentrated."

The Committee added:

"It seems desirable and practicable to pool some of the resources for information activities on a regional rather than a national basis. For example, it might be possible to translate and produce pamphlets and other literature concerning the work of the United Nations more economically at regional production centres. The same consideration might apply to the production of visual aids. Consideration might also be given to a greater use for public information purposes of resources already available at the regional economic commissions, where extensive knowledge of the region has been accumulated, with a view to producing information material which takes into greater account preoccupations and requirements of the region."

229. In advancing the proposal for the establishment of the regional production bureaux, the Secretary-General feels it necessary to draw specific attention to paragraph 223, which speaks of the proposed relationship of the new Bureau to the existing information service in Addis Ababa.

230. Constitutionally and functionally, the information services of the various regional economic commissions, while necessarily acting under the close and continuing direction and supervision of the Executive Secretary of the Commission form an intrinsic part of the over-all world-wide OPI operation. As stated earlier, while concentrating on the activities of the regional commissions, the information services of these commissions also act as OPI information centres for the countries where they are located. In some cases, as for example in Bangkok, they are also responsible for serving - as general information centres - countries other than those where they are situated.

231. In this context, the Secretary-General also considers it necessary to draw attention to the relationship between the Office of Public Information, as the duly constituted information service of the United Nations as a whole, and the information services of such parts of the Organization as UNCTAD and UNIDO.

232. When UNCTAD was established in 1964 an exchange of correspondence took place between the then Under-Secretary for Public Information and the then Secretary-General of UNCTAD, on the question of the establishment and the operation of information activity relating to the specific functions of UNCTAD. It was at that time agreed that it was necessary to provide UNCTAD with two information officers to deal specifically with the information requirements of UNCTAD in Geneva. An arrangement similar to those with regional economic commissions was worked out whereby OPI provided one staff member at the P.4 level from the OPI manning table while another at the P.5 level was charged to the UNCTAD manning table. It was at the same time explicitly agreed that both these information officers would function as a part of OPI's European Information Service in Geneva, in order to maintain the over-all OPI "umbrella" over the UNCTAD information operations. It was agreed that the maintenance of this umbrella was necessary, both constitutionally and in functional terms.

233. In recent years, however, the functional as well as the constitutional position relating to UNCTAD has become somewhat more obscure.

234. Similarly, while close and co-operative working relations have in practice been maintained between OPI as a whole and the Information Service of UNIDO in Vienna, no clear definition of the relationship between the two had been established.

235. The same principle of uniformity which exists in the case of regional economic commissions and which was, at least in the early years, acknowledged in the case of UNCTAD, could usefully also be extended to UNIDO. Thus, the staff members dealing with information activities in UNIDO must be treated as forming an integral part of the over-all OPI operations. They would, as in the case of the regional commissions, continue to concentrate, under the supervision and direction of the Executive Director, on UNIDO activities, but would at the same time function as members of OPI as a whole, thus providing Austria with an information centre analogous to those in Bangkok, Santiago and Addis Ababa.

236. In order to clarify and underline this constitutional and functional link between OPI at Headquarters and United Nations information activities in the field - whether pertaining to the regional economic commissions or to UNCTAD and UNIDO - it may be necessary to devise some way of reflecting this relationship more fully and clearly in the budgetary estimates pertaining to the regional commissions, UNCTAD and UNIDO respectively. How this purpose may best be achieved needs further study and a recommendation will in due course be presented to the Advisory Committee on Administrative and Budgetary Questions.

Regional meetings of centre directors

237. Until six years ago, funds were provided in the budget of the Office of Public Information to bring to Headquarters every two years the centre directors from

various parts of the world, for purposes of joint consultation and discussion among themselves and with senior officials of the United Nations Secretariat. These meetings were synchronized with those of the Consultative Committee on Public Information, thus permitting the development of a still wider range of contacts and exchange of ideas. Apart from the usefulness of these meetings in terms of planning, co-ordination and exchange of experience among centre directors, they served to reduce the sense of isolation which inevitably afflicts outposted staff, particularly those who have been away from Headquarters for a number of years. The Secretary-General believes that the reinstatement of such meetings, in some form, is essential both in the interest of staff functions and of morale.

238. It is proposed that meetings of centre directors be organized in the future on a rotating and regional basis, at the seat of each regional economic commission in turn. These meetings would be attended by senior officials of the Office of Public Information from Headquarters as well as by other officials directly concerned with the activities of regional information centres, including of course members of the proposed regional production bureaux.

239. The above recommendation received support from the Committee of Seven in document A/7359 referred to above. In paragraph 43 of its report the Committee said:

"Shortage of funds has also deprived the Directors of the existing information centres of the opportunity for regular annual briefings at Headquarters. In this situation, there may be advantage in convening, perhaps on a yearly basis, a regional conference of information officers - preferably at the seat of the regional economic commission - with the Assistant Secretary-General for Public Information presiding or with other appropriate information officers from Headquarters in attendance".

240. In addition to the annual regional meeting of centre directors, it is necessary to reinstitute, at least on a five-yearly basis, a meeting of all centre directors at United Nations Headquarters in New York. These meetings, to be organized in conjunction with the opening of the regular sessions of the General Assembly, would provide an opportunity for centre directors to confer with various officials of the Office of Public Information, to reacquaint themselves with the work of the Office at Headquarters, to meet key officials of the Secretariat, to attend briefings and to be present at meetings of the General Assembly in plenary and committee sessions. They would also enable the centre directors to meet and make working contacts with members of delegations and permanent missions of Member States.

241. At a cost of \$70,000 (at 1971 prices) every five years, such "universal" meetings of centre directors would greatly assist the Office of Public Information in establishing, maintaining and developing its lines of communication with its officers in the field, and also in developing a sense of common purpose among these officers themselves. The development of this sense of identification in a universal effort is considered to be both psychologically and functionally essential, even if it is difficult to evaluate in any concrete terms.

V. CENTRE FOR ECONOMIC AND SOCIAL INFORMATION

242. The General Assembly in resolution 2305 (XXII) stressed "the importance of enlisting the support of world public opinion in favour of the policies and objectives to be pursued during the next decade". In resolution 1357 (XLV) the Economic and Social Council called for "the formulation of a programme of action, as part of the international development strategy for the next development decade, by which . . . mobilization of public opinion could be achieved". General Assembly resolution 2567 (XXIV), which bore the title "Mobilization of public opinion", endorsed in general the activities being undertaken in support of the aims of the Second United Nations Development Decade, and paragraph 84 of the International Development Strategy adopted by the General Assembly at its twenty-fifth session refers to the mobilization of public opinion in both developing and developed countries as "an essential part of the work during the Decade".

243. In September 1968, the Secretary-General, recognizing the need for expanded information efforts, on a family-wide basis, in the field of economic and social information, enlarged the existing Economic and Social Information Unit of the Office of Public Information into a Division operating within the framework of OPI. The Administrative Committee on Co-ordination, taking note of the newly established Centre for Economic and Social Information, has given formal recognition and endorsement to the Programme Committee of the Centre, which is chaired by the Director of CESI and provides an opportunity to the information services of all agencies to participate in the planning, financing and executing of information programmes in support of the objectives of the Decade. In February 1970, CESI was experimentally transferred from OPI to operate as a common service within the framework of the Department of Economic and Social Affairs. In reviewing the results of this experience, the Secretary-General concluded that while CESI should revert, effective 1 January 1971, as a Division within the framework of OPI, it nevertheless has to function on a somewhat different basis from the normal functioning of OPI, in light both of its specific promotional and co-ordinating responsibilities and of the fact that its operational programme, for the most part, is funded from voluntary contributions.

244. In order to enable the Secretary-General to take a direct interest in the formulation of appropriate policies and programmes for CESI, he has established an interdepartmental committee consisting of the Under-Secretary-General for Economic and Social Affairs, the Assistant Secretary-General of the Office of Public Information, the Controller, the Assistant Secretary-General for Inter-Agency Affairs, the Secretary-General of UNCTAD, the Executive Director of UNIDO, the Executive Director of UNICEF, the Administrator of UNDP and the Secretary-General of the United Nations Conference on the Human Environment. In line with the arrangements for similar interdepartmental committees, the Chef de Cabinet convenes meetings of the Committee, which may take place as often as necessary and ordinarily four times a year, to make recommendations to the Secretary-General on issues before the CESI Programme Committee, on which all the agencies of the family may be represented.

245. Once the Secretariat's programme for information activity in the field of economic and social development for a given period is approved by the Secretary-General on the basis of the recommendations of the Interdepartmental Committee, it is the responsibility of the Director of CESI to implement the programme, in co-operation with the other Divisions of OPI and other concerned officers in the Secretariat.

246. At the present time, CESI is financed largely from voluntary funds made available to the Secretary-General, for which the primary contributor at present is the Netherlands, but which may be augmented through the contribution from other countries of additional funds. This has already occurred in the case of Canada.

247. CESI is responsible for:

(a) Assisting national Governments in the mobilization of public opinion in support of the aims and purposes of the Second Development Decade;

(b) The necessary liaison in this field within the United Nations Secretariat, with members of the United Nations system and legislative bodies and with national commissions, non-governmental organizations and other bodies and individuals at the international, regional and national levels;

(c) The production of adequate and appropriate basic material to national bodies and media;

(d) The production, organization and dissemination to selected audiences of developmental, economic and social information;

(e) The organization of seminars, lectures, symposia and similar activities and the issuing of special publications and periodicals on development themes;

(f) Special programmes for education and the involvement of youth in the development process.

248. The performance of information activities for the various departments and units of the United Nations concerned with development is one of CESI's main concerns. It also acts as a co-ordinating service for certain public information activities of the United Nations family in support of development, as directed by the Interdepartmental Committee. A major responsibility of CESI in this area is the production and dissemination of news-feature-oriented material on the achievements of the United Nations system in the economic and social fields.

249. Against this background, and with its restricted resources and the need for co-ordinating its efforts with others concerned, CESI has paid particular attention to programmes and projects in these four areas of impact:

(a) Leadership involvement;

(b) Media involvement;

(c) Youth involvement;

(d) Education.

250. Since CESI's concept is flexible, new fields of impact may be added to the list as they are identified and defined, while older ones may be redefined, modified or abandoned in the light of experience. The programme items listed below may be specific to a given field of impact, or they may have an "across-the-board" effect. For ease of description and to avoid repetition (since some activities support programmes in several fields), they are taken up by type of activity.

National information commissions

251. In paragraph 5 of resolution 2567 (XXIV) on mobilization of public opinion, the General Assembly urges Governments to give consideration, in the light of their individual circumstances, to the establishment of new national bodies designed to mobilize public opinion, or to strengthening existing ones. The same point was made in paragraph 84 of the International Development Strategy. The Secretary-General has noted with satisfaction that national commissions have been set up in a number of countries, and has moved the reconstituted National Commissions Section of CESI to Geneva since so many of the existing and currently planned national information commissions are in Europe, as are a large number of specialized agencies.

Target Audience Data Bank

252. CESI's Target Audience Data Bank service could not only serve as a delivery system to national commissions and in other areas, but could also provide key lists and profiles of decision makers, media, organizations, educationists and other specialists, etc., as well as lists of meetings related to development problems. It could identify audiences and provide facilities for analysing their requirements in a way never before achieved in the United Nations system. A CESI distribution list of approximately 26,000 names has been adapted for computer application by the International Computing Centre (New York).

CESI publications

253. A series of Executive Briefing Papers consisting of studies on various aspects of economic and social development is directed to influential leaders of opinion. The papers are intended to contribute original thought on particular aspects of development, or to synthesize clearly and concisely existing material on development problems. Publication in English, French and Spanish versions is assured by CESI. Versions of a number of titles are being produced by Governments or national institutions at their own expense in Danish, Dutch, German and Japanese; other languages may be added.

254. CESI also has or will issue a number of other publications destined for special purposes. They include the text of the strategy itself as adopted by the General Assembly, a special edition of "Towards Accelerated Development" (the report of the United Nations Committee for Development Planning), a history of twenty-five years of United Nations technical assistance, an account of the development strategy (including a discussion of the elements on which it is based and the role of the members of the United Nations system in its formulation) and a pamphlet pointing out to a wide public the consequences of success or failure of the Second Development Decade.

255. A concise information bulletin on the progress of development at all levels will be distributed monthly, beginning in 1971, to parliamentarians, information media, national and international information services, national information commissions for the Second Development Decade, non-governmental organizations and other interested institutions.

Audio-visual material

256. CESI, in co-operation with the Radio and Visual Services Division, the World Bank, UNESCO and the United Nations Development Programme, has organized the production and release of a series of three hour-long television films on aspects of development.

Meetings, symposia etc.

257. The first in a series of meetings of information officers of national development departments with the information directors of the United Nations system took place in 1970. There is also an interagency working party on education and development. There are also planned a series of symposia on substantive aspects of development, designed to involve opinion- and decision-makers in various countries. The first took place in Boston on 27 May 1971, with a keynote address by the Rt. Hon. Lester B. Pearson and a major address by the Secretary-General.

Field trips

258. These are essentially a device for making it possible for individuals selected for their importance in their own countries to see the development process at work in other countries. Many agencies in the United Nations family sponsor such trips, particularly for media representatives; in the case of CESI, stress is placed on increasing the insight of the participants, rather than on the coverage of projects or the institutional publicity that may result.

259. A series of field trips for senior editors and media specialists, which was a major component of the CESI programme in 1969, continued in 1970 with a tour by six Asia-based correspondents to Manila on the occasion of an ECAFE/UNIDO investment promotion meeting, and to see development projects in the Philippines, Singapore and Thailand. The next tour for senior economic editors is being planned for Asia in 1971.

260. The first youth study programme by a group of United States students, brought together by the Student Coalition for Development (an organization which grew from CESI initiatives in this field), took place in the summer of 1970 in Chile and Bolivia. The returning participants devoted the autumn semester to reporting on their experiences on campuses and in information media across North America. In 1971 a second United States study programme is expected to take place, and Japanese students are organizing a similar programme in Asia with an information programme through the fall and winter 1971-1972. It is felt that the involvement of youth in the effort to mobilize public opinion for the decade is of vital importance.

D. SUMMARY

261. The following is a summary of the main conclusions reached and recommendations made in the foregoing chapters of this report relating to the Office of Public Information as a whole and to its four constituent divisions: Press and Publications, Radio and Visual, External Relations and the Centre for Economic and Social Information:

- (i) The broad terms of reference established for the Office of Public Information by the General Assembly in its resolution 13 (I) of 1946 continue to provide, even in the changed conditions of today, a valid and practical framework for United Nations information activity, both in the context of setting up broad information targets and policies and in terms of establishing general guidelines for budgetary allocations. Within this framework, however, there is need for strengthening and reinforcing certain constituent elements of the over-all OPI organization and operations to meet current needs. These needs have arisen not only because the membership of the United Nations has more than doubled since the Office of Public Information was first set up but also because the United Nations system has greatly enlarged the area of its activities and concern, both in the political and in the economic and social fields.
- (ii) While the essential role of the Office of Public Information can and should continue to be that of providing basic services and support for national information outlets, the Office of Public Information needs to intensify its own supplementary information output, in all media. While national information outlets have both the responsibility and the capacity to bear the primary responsibility for keeping peoples of the world informed about United Nations aims and activities, experience over the last twenty years has shown that they rely, in order to discharge this responsibility, upon the Office of Public Information to supply not only basic services but sustained stimulation.
- (iii) The present output in the field of publications - weekly news summary, UN Monthly Chronicle, Yearbook of the United Nations, leaflets, pamphlets, booklets, etc. - can be maintained at their present level. An additional annual allocation may be required to offset increased operating costs and to permit an increased output of information during the Disarmament and Development Decades.
- (iv) The translation and printing, in 5,000 copies, of four issues of the French edition of Objective: Justice would require additional funds.
- (v) In addition to information material printed under recurring annual allocations, greater use should be made of the Working Capital Fund to finance, on a reimbursable basis, publications which have high sales potential but are too expensive to be accommodated within the annual budgetary allocation.

- (vi) In addition to OPI's own output, whether financed from the regular annual allocations or from the Working Capital Fund, greater effort should be made to encourage independent publishers in producing their own material on subjects of United Nations interest and concern.
- (vii) Press releases are an essential basic service, for correspondents as well as for delegations, members of the Secretariat, information centres etc. and therefore need to be maintained.
- (viii) Until it becomes possible to meet the world-wide demand for United Nations Television services on the basis of regular provisions, it is intended to resort, in so far as possible, to seeking payment from users, always bearing in mind the special difficulties of the developing countries, and to encourage co-production and cost-sharing with national television organizations.
- (ix) In order to give television and radio stations in all parts of the world equal access to actual United Nations proceedings "live" by means of communication satellites, which are now reaching effective global operation, a three-year modernization plan is recommended for United Nations television, radio and film equipment at Headquarters, at the Geneva Office and at other offices. A regular programme of replacement of existing outworn television, film and radio equipment is also recommended.
- (x) The increasing demand for United Nations photographs in colour requires an improvement of the present colour photo processing equipment. The preparation of selected photographic enlargements for small exhibits at appropriate international exhibitions would require additional funds. The visual aides, at present produced in black and white, would be much more effective if produced in colour, for which additional funds would be required.
- (xi) In radio, maintenance of the present facilities and services is recommended, including broadcast of meetings and provision of news summaries and programmes to radio stations undertaking to broadcast them.
- (xii) To enable the Educational Liaison Section and the Non-Governmental Organizations Section to carry out their responsibilities more effectively, additional travel funds for seminars and conferences would be required. Furthermore, an expansion of the current fellowship and seminar programmes would require additional funds.
- (xiii) To set up the proposed Regional Production Bureau in the field, four new Professional posts would be required in addition to two locally recruited information assistants and five secretary/clerical posts.
- (xiv) It is proposed to resume, beginning with the year 1973, the former practice of holding periodic meetings of information centre directors once every five years at Headquarters. A special provision of \$70,000 would therefore need to be made for this purpose in the 1973 budget. In between the five-yearly meetings at Headquarters, it is proposed that regional meetings of centre directors should take place on a rotating basis in Africa, Asia, Europe and Latin America. The average annual cost of these regional meetings would be about \$15,000, beginning in 1974.

(xv) The Centre for Economic and Social Information, set up in September 1968, is presently partially financed from the regular budget of the Office of Public Information and to a larger extent by governmental voluntary contributions. When the tasks performed by CESI can be identified as long-term, the Secretary-General would wish to have the views of Member States on the desirability of transferring activities hitherto financed by extrabudgetary funds to a more permanent place on the regular budget, in the light of circumstances then existing.

Annex I

FINANCIAL IMPLICATIONS

Should the General Assembly adopt the proposals with respect to the establishment of a regional production bureau in Addis Ababa, and with respect to the production of the French language edition of the publication

Objective: Justice, an additional appropriation of \$147,000 would be required for 1972, as follows:

	\$
Section 3. Salaries and wages	62,000
Section 4. Common staff costs	16,000
Section 5. Travel on official business.	9,000
Section 8. Permanent equipment.	23,000
Section 9. Rental and maintenance of premises	4,000
Section 10. General expenses	33,000
	<hr/>
	<u>147,000</u>

Annex II

ESTIMATED COST OF ESTABLISHING A REGIONAL PRODUCTION BUREAU IN ADDIS ABABA

	<u>Budget section</u>	<u>Regional expenses on annual basis</u> \$	<u>Non-recurring expenses</u> \$	<u>First year requirements</u> \$
Temporary assistance and related common staff costs for 4 Professional and)	3	124,000		62,000 a/
7 Local Service Staff)	4	31,000		16,000 a/
<u>Programme and operating expenses:</u>				
Travel on official business in countries of the region	5	17,000		9,000 a/
Rental and maintenance of premises	9	8,000		4,000 a/
Radio and visual supplies and services	10	11,000		5,500 a/
Publications supplies and services	10	2,500		1,250 a/
Communications	10	2,500		1,250 a/
Other supplies and services	10	2,000		1,000 a/
Furniture, office and transport equipment	8	-	8,000	8,000 b/
Radio and visual equipment	8	-	15,000	15,000 c/
Less income from staff assessment		199,000	23,000	123,000
		28,000	-	14,000
		171,000	23,000	109,000

a/ Based on six months' operating period.

b/ This estimate provides for the acquisition of furniture - nine desks and chairs (\$1,900), two filing cabinets (\$150), two supply cabinets (\$200) and twenty side chairs (\$250); office equipment - two electric typewriters (\$900), four manual typewriters (\$700), one duplicating machine (\$500) and one photocopying machine (\$400). Provision is also made for one vehicle for the Bureau Director (\$3,000).

c/ This estimate provides for the acquisition of audio equipment - tape recorder, receiver and associate equipment (\$5,000); and for visual equipment - 16 mm. film camera and recorder, editing equipment, projector and television receiver (\$9,000) and two still cameras with additional lenses (\$1,000).

Annex III

UNITED NATIONS TELEVISION AND RADIO SERVICES IN 1970

Countries and territories in which broadcasting organizations and educational groups used United Nations services a/

Country or Territory	Accredited Correspondents using TV/Radio facilities		TV/Film Services			Radio Services						
	Perm.	Temp.	Obtained material for their own programmes	Telecast UN TV films		UN Film Library used by groups	Relayed UN shortwave news		Used UN features Regularly			
				More than 10	Up to 10		Regu- larly	Perio- dical- ly	More than 1 wkly	Wkly or bi- wkly	At least 10 in year	
Abu Dhabi											X	
Aden			X									
Afghanistan			X			X						X
*Algeria			X	X		X						X
Angola										X		
Antigua										X		
*Argentina	X		X		X	X				X		
*Australia	X	X	X		X	X		X		X		
*Austria	X		X			X				X		
Azores											X	
Bahamas										X		
Barbados			X							X		
*Belgium	X		X			X						X
Bolivia					X	X				X		
Botswana			X							X		
Brazil	X		X		X	X	X				X	
British Honduras			X								X	
British Virgin Is.										X		
Brunei											X	
*Bulgaria						X					X	
Burma						X					X	
Burundi	X					X		X			X	
Cambodia					X						X	
Cameroon			X			X					X	

* Denotes countries or territories where television organizations subscribe to international television news agency services which regularly distribute UN-TV coverage.

a/ The designations employed in this annex do not imply the expression of any opinion whatsoever on the part of the United Nations Secretariat concerning the legal status of any country or territory or of its authorities, or concerning the delimitation of its frontiers.

Country or Territory	Accredited Correspon- dents using TV/Radio facilities		TV/Film Services				Radio Services				
			Obtained material for their own pro- grammes	Telecast UN TV films		UN Film Library used by groups	Relayed UN shortwave news		Used UN features		
	More than 10	Up to 10		Regu- larly	Perio- dical- ly		Regularly		At least 10 in year		
							More than 1 wkly	Wkly or bi- wkly			
Perm.	Temp.										
*Canada	x	x	x			x		x			
Cape Verde Is.									x		
Central African Republic		x							x		
Ceylon						x	x	x			
Chad						x			x		
*Chile		x	x		x			x			
*China							x		x		
Colombia		x	x					x			
Cook Islands								x			
Costa Rica			x		x			x			
*Cuba						x			x		
*Cyprus		x	x		x	x		x			
*Czecho- slovakia	x		x			x	x		x		
Dahomey						x	x		x		
*Democratic Republic of the Congo								x		x	
*Denmark	x	x	x		x	x					
Dominica								x			
Dominican Republic								x			
*Ecuador						x		x			
El Salvador					x	x		x			
Equatorial Guinea										x	
*Ethiopia			x		x	x	x	x			
*Federal Republic of Germany	x	x	x			x			x		
*Finland	x	x	x		x	x					
*France	x	x	x			x				x	
French Territory of the Afars and the Issas							x	x			

Country or Territory	Accredited Correspon- dents using TV/Radio facilities		TV/Film Services				Radio Services				
			Obtained material for their own pro- grammes	Telecast UN TV films		UN Film Library used by groups	Relayed UN shortwave news		Used UN features		
	More than 10	Up to 10		Regu- larly	Perio- dical- ly		Regularly				
							More than 1 wkly	Wkly or bi- wkly	At least 10 in year		
Perm.	Temp.										
French Guiana											x
*Gabon						x		x		x	
Gambia									x		
*German Democratic Republic	x	x			x					x	
*Ghana			x	x		x			x		
Gibraltar										x	
*Greece		x				x	x			x	
Grenada									x		
*Guatemala					x	x			x		
Guinea						x				x	
Guyana									x		
Haiti						x				x	
Holy See			x								
Honduras						x			x		
*Hong Kong									x		
*Hungary	x		x				x			x	x
Iceland			x			x				x	
*India			x		x	x			x		
Indonesia			x			x	x				
*Iran			x		x	x			x		
*Iraq			x	x		x			x		
*Ireland		x	x							x	
*Israel	x	x	x			x	x			x	
*Italy	x	x	x			x	x			x	
*Ivory Coast			x			x		x		x	
*Jamaica	x		x	x		x			x		
*Japan	x	x	x		x	x					
Jordan			x	x					x		
*Kenya			x	x		x		x	x		
*Kuwait	x		x	x		x			x		
Laos						x					x
*Lebanon			x			x			x		
Lesotho									x		
*Liberia			x			x		x		x	
Libya		x	x	x		x			x		
Lorenço Marques									x		
*Luxembourg	x	x									x

Country or Territory	Accredited Correspondents using TV/Radio facilities		TV/Film Services				Radio Services				
	Perm.	Temp.	Obtained material for their own programmes	Telecast UN TV films		UN Film Library used by groups	Relayed UN shortwave news		Used UN features		
				More than 10	Up to 10		Regu- larly	Perio- dical- ly	Regularly		At least 10 in year
									More than 1 wkly	Wkly or bi- wkly	
Madagascar					x	x				x	
Malawi						x		x	x		
*Malaysia			x		x	x	x		x		
Maldives									x		
Mali	x										x
*Malta									x		
Mauritania										x	
Mauritius						x		x	x		
*Mexico		x	x			x			x		
Monaco	x									x	
*Morocco	x		x		x	x		x		x	
Nepal						x			x		
*Netherlands	x	x	x			x					
*Netherlands Antilles	x									x	
New Caledonia								x		x	
*New Zealand			x		x	x					x
Nicaragua					x	x			x		
Niger			x							x	
*Nigeria			x		x	x		x	x		
*Norway	x		x		x	x					
Pakistan			x			x			x		
Panama			x			x			x		
Paraguay					x	x			x		
People's Republic of the Congo			x			x					x
*Peru			x		x	x			x		
*Philippines			x			x		x	x		
*Poland	x	x	x			x		x	x		
*Portugal	x		x								
*Puerto Rico					x	x			x		
Qatar										x	
Republic of Korea			x			x					
Réunion										x	
*Romania	x		x			x			x		
Rwanda						x				x	
St. Kitts										x	

Country or Territory	Accredited Correspon- dents using TV/Radio facilities		TV/Film Services				Radio Services				
			Obtained material for their own pro- grammes	Telecast UN TV films		UN Film Library used by groups	Relayed UN shortwave news		Used UN features		
	More than 10	Up to 10		Regu- larly	Perio- dical- ly		Regularly		At least 10 in year		
							More than 1 wkly	Wkly or bi- wkly			
Perm.	Temp.										
St Pierre and Miquelon								x		x	
São Tomé										x	
*Saudi Arabia			x						x		
Senegal					x			x		x	
Seychelles										x	
Sierra Leone					x			x		x	
Singapore			x	x			x		x		
Somalia					x			x		x	
Southern Yemen	x		x	x					x		
*Spain	x		x		x				x		
*Sudan	x		x	x	x				x		
Surinam										x	
Swaziland									x		
*Sweden	x	x	x		x						
*Switzerland	x	x	x		x				x		
*Syria			x	x					x		
Tahiti									x		
*Thailand			x		x		x			x	
Togo					x			x		x	
Trinidad and Tobago			x	x	x				x		
Trust Terri- tories: New Guinea Pacific Islands											
*Tunisia			x	x	x				x		
Turkey	x		x		x		x			x	
*Uganda				x	x			x			
*USSR	x	x	x		x					x	
*United Arab Republic			x	x	x				x		
*United Kingdom	x	x	x		x						

Country or Territory	Accredited Correspondents using TV/Radio facilities Perm. Temp.		TV/Film Services			Radio Services					
			Obtained material for their own programmes	Telecast UN TV films		UN Film Library used by groups	Relayed UN shortwave news		Used UN features		
				More than 10	Up to 10		Regu- larly	Perio- dical- ly	Regularly More than 1 wkly	Wkly or bi- wkly	At least 10 in year
United Republic of Tanzania					x		x		x		
*United States of America	x	x	x	x	x				x		
Upper Volta											x
Uruguay			x		x				x		
*Venezuela			x		x				x		
Western Samoa					x				x		
Yemen			x						x		
*Yugoslavia	x	x	x		x	x		x	x		
*Zambia			x	x	x			x	x		