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DISSEMINATION OF INFORMATION ON THE UNITED NATIONS IN  
NON-SELF-GOVERNING TERRITORIES

Report by the Secretary-General

1. In the report dated 3 September 1960 and submitted in accordance with General Assembly resolution 1465 (XIV) regarding the dissemination of information on the United Nations in Non-Self-Governing Territories, it was noted (A/4471, paragraph 11) that at that time no information had as yet been received on the steps taken by Administering Members in pursuance of the resolution concerned.
2. By a letter dated 30 September 1960, the Permanent Representative of the United Kingdom of Great Britain and Northern Ireland transmitted a memorandum, with annexes, summarizing the results of a review carried out by his Government of the information material about the United Nations and the specialized agencies sent to the Territories administered by the United Kingdom.
3. The substance of the memorandum, together with extracts from summaries of information supplied by the Territories concerned, is set out in the present addendum to the report by the Secretary-General.

INFORMATION TRANSMITTED BY ADMINISTERING MEMBERS CONCERNING  
THE IMPLEMENTATION OF RESOLUTION 1465 (XIV)

UNITED KINGDOM

4. By a note dated 30 September 1960, the Permanent Representative of the United Kingdom transmitted a memorandum which states that in the light of the General Assembly resolution 1465 (XIV), the United Kingdom Government has carried out a review of all types of publicity material about the United Nations and the specialized agencies issued to Non-Self-Governing Territories for which the United Kingdom is responsible, and of the use which is made of it. This review is stated to have produced many useful results.
5. Information and publicity material about the United Nations are received in Territories for which the United Kingdom is responsible from a variety of sources. The chief of these are the United Kingdom Central Office of Information,<sup>1/</sup> the United Nations Information Centre in London, United Nations Headquarters itself and the specialized agencies. In addition to these sources, Government information services or voluntary organizations in the Territories sometimes produce material of their own locally for various purposes.
6. The memorandum states that the review has revealed that the use which is made of publicity material varies greatly from one Territory to another according to local circumstances and it is almost impossible to generalize about the type of material which is most useful. In some Territories, for example, radio tapes have been found to be a most worthwhile as well as the most popular method of publicizing the United Nations; in others, particularly Territories with scattered and relatively unsophisticated populations, films which can be taken by mobile cinema vans to people in rural areas are the most useful; in a few others, such as Hong Kong, which has a relatively sophisticated population taking a keen interest in world affairs, material for use by newspapers and magazines is very

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<sup>1/</sup> A note containing details of the principal types of publicity material issued by the United Kingdom Central Office of Information is attached to the memorandum. The note describes the types of material supplied through the overseas press services, the reference services, the film services, radio tapes, publications and posters and photographic services.

profitable. In many cases, experience has shown that publicity about the activities of the specialized agencies is most effective if it can be linked to the activities of one or more of the agencies in the Territory itself in which there is often a keen local interest.

7. The review, which covered the last five years, indicated that generally the supply of material about the United Nations has been adequate to meet local needs; but also that these needs are growing, in many cases rapidly. There are encouraging signs of increasing interest in the United Nations. The authorities in many Territories indicate that they could in future use more of certain types of materials. Various requests for particular types of material are being considered urgently, in consultation, where appropriate, with the United Nations Information Centre in London. A number of Territories indicated that, as suggested by the Committee on Information from Non-Self-Governing Territories in its report to the Assembly in 1959,<sup>2/</sup> they could make use of more simply written material about the United Nations, which could best be produced in English and either issued in that language or translated locally into a vernacular. The United Kingdom Government would therefore welcome the co-operation of the Office of Public Information in producing more material of this sort.

8. In a number of Territories, the authorities indicated that the posters and other material from the United Nations Information Centre in London for United Nations Day (which is very widely observed in British Territories) while of good quality, have not been sufficient in quantity, and this matter is also being discussed with the United Nations Information Centre.

9. The memorandum concludes by stating that the review has revealed many possibilities of widening the scope of publicity about the United Nations in Territories for which the United Kingdom is responsible, and that these are being followed up.

10. Summaries and extracts from the replies sent by individual Territories for the purposes of the review are annexed to the memorandum. The following data are taken from these summaries:

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<sup>2/</sup> Official Records of the General Assembly, Fourteenth Session, Supplement No. 15 (A/4111), part two, para. 54.

### Aden

11. News about the activities of the United Nations is received from the Central Office of Information, United Nations sources and other press services, and is widely publicized through the Aden Press Service, the Aden Broadcasting Service and the Aden Forces Broadcasting Association. United Nations leaflets, pamphlets and posters are given a wide distribution and are placed in six information centres in the Protectorate. They are also distributed to the press, reading rooms, clubs and associations and schools, in both the Colony and Protectorate.

12. United Nations films are included in daily film shows in schools, clubs, football grounds, and other places in the Colony. They are also shown in the Protectorate by mobile units. A very small number of radio tapes have been received so far direct from United Nations sources. Tapes received from the Central Office of Information, which include United Nations material, are used regularly by the Aden Broadcasting Service.

13. The volume and content of the material received at present is quite sufficient to meet the needs of the Colony, but if a wider public is to be catered for, then additional material, especially in the way of films and radio tapes in Arabic, would be welcome. There is a general public awareness in Aden of the purpose and activities of the United Nations and its specialized agencies.

### Barbados

14. There is considerable scope for the use of high quality programmes for broadcasting if recordings of these can be supplied by the United Nations. It would be helpful if these could be accompanied by posters as well as a calendar of forthcoming events to draw attention to them. The film unit of the Department of Education would be particularly glad to receive any films on the subject of community development.

### North Borneo

15. Considerable publicity has been given to the work of the specialized agencies. With regard to publicity of the United Nations Organization itself, feature articles issued by the Central Office of Information have been published in the English and Chinese press. Reference material is available in the

libraries. The United Nations film "A Village Awakens", which is in the Information Department's film library, has been screened at sixty-eight film shows, and has been seen by 33,850 people. Posters and photographs have also been used.

### British Guiana

16. Material on the United Nations received from the Central Office of Information in London consists of news items and feature articles used in government newscasts, in the fortnightly government newspaper for mass distribution, and in the daily press. United Nations films have been obtained from time to time through the Central Office of Information.

17. "United Nations News", a weekly survey of United Nations activities, is received regularly from the United Nations Information Centre in London. A supply of posters and booklets is also received from the Centre each year for use in connexion with the annual observance of United Nations Day. This material is usually distributed to rural libraries, clubs, schools and government offices. The demand from schools has been growing, and the Centre has been consulted about increasing the supply. There is need, however, for improvement: the posters often tend to be abstract and dull and the pamphlets too detailed and difficult. What is needed is material of the photoposter type and pamphlets with an emphasis on pictures rather than on the printed word.

18. The Information Department receives regularly "UNESCO Features", items from which are released to the press and frequently used in radio programmes. Usage is comparatively high as the material is suitable and in a form ready for use.

19. Radio programmes are regularly received from United Nations Radio in New York and broadcast on government time. These programmes are well produced; they have a small but regular and growing audience.

20. There is a good deal of general public awareness in this Territory of the purposes and activities of the United Nations and of its specialized agencies, particularly the World Health Organization and the United Nations Educational, Scientific and Cultural Organization. Their work is known and appreciated among large sections of the community. As regards the United Nations, there is awareness mainly in local political circles, one feature of which is a reported continuing demand for copies of the United Nations "Universal Declaration of Human

Rights". The information which is available is considered adequate to meet local requirements, and there is no urgent need at the present time for more material.

#### British Honduras

21. A regular supply of material is received direct from the United Nations Headquarters in New York and, from time to time, additional material is received from the United Nations Information Centre in London. The United Nations Headquarters supplies two radio tapes weekly, entitled "This Week at the United Nations" and "The World of 1960". Both of these are used regularly over the British Honduras Broadcasting Service and are much appreciated by the local audience.

22. The Territory is on the whole kept fairly well informed about United Nations work through news items and the regular radio programmes. A special effort was made during United Nations Week last year and a series of talks were broadcast by the Colonial Secretary daily throughout the whole week on the United Nations and the work of the specialized agencies. More visual aid material (i.e. films, posters and photographs) would be most useful in giving further effective publicity to the actual achievements of the United Nations and the specialized agencies.

#### Hong Kong

23. Hong Kong has a flourishing press of its own, having thirty-seven daily newspapers fed with world news by seven of the leading international news agencies. The press gives United Nations affairs as much coverage as does the press of most self-governing countries. Material on the United Nations issued by the Central Office of Information is distributed to the Hong Kong newspapers by the Government's Information Services, and publication in one or other paper is being achieved of about one insertion every nine days. With the increase of Radio Hong Kong's English broadcasting hours to an all-day service, practically all the United Nations radio tapes which can be supplied are being used.

24. As regards the general public's awareness of the purposes and activities of the United Nations and its agencies, the information available is adequate to meet local requirements. This is a sophisticated urban community, as fully aware of world events and developments as any other such community.

Jamaica

25. Good use has been made of the material supplied to Jamaica by the United Nations and the specialized agencies and by the United Kingdom Central Office of Information, but it has not been possible, with the resources available, to produce locally printed material along the lines proposed by the Committee on Information from Non-Self-Governing Territories. Schools and library services would welcome a regular flow of up-to-date printed matter of all kinds, dealing with the work of the United Nations. The radio, press and films services have also shown themselves very willing to co-operate in carrying United Nations materials, and more material than is now available could be used.

26. As regards the content of the material supplied, the public in this area have shown themselves particularly interested in United Nations activities in the social welfare fields, e.g. economic development, technical assistance, health education, etc., as well as in United Nations activities and responsibilities in relation to dependent Territories and emerging nations.

27. As this area approaches nearer to self-government and direct representation in the United Nations, it is important that still more material be made available which will help in an understanding of the political aspects of the work of the United Nations and of the political problems with which the Organization is faced, and in the solutions of which West Indian delegates will eventually be expected to play a part.

28. Development of public awareness of, and interest in, the United Nations has also been undertaken by non-governmental organizations. A United Nations association was formed several years ago, which has been instrumental in developing an increasingly comprehensive commemoration of United Nations Day; and during the week preceding United Nations Day it has been the practice to arrange a substantial campaign of information through radio broadcasts, film shows, newspaper articles and lectures. Other non-governmental organizations with special interest in certain aspects of United Nations work are also active in this area on their own and in co-operation with the United Nations Association.

29. A submission has recently been made to the Jamaica Government by the senior United Nations official in Jamaica with recommendations as to the steps which might be taken by the Government for stimulation of public interest in the United Nations. These recommendations are now under consideration.

Kenya

30. Information material about the United Nations and the specialized agencies, which is received by the Kenya Government, either from United Nations sources or through the United Kingdom Overseas Information Services, is distributed by the Ministry of Information. News stories are issued to the local press and the Kenya Broadcasting Service as press releases and receive a fair degree of coverage, and when suitable, are used in the vernacular papers published by the Ministry.

31. Much of the material received deals not so much with the general aims of the United Nations as with various development projects initiated by the specialized agencies. How much impact this material has on the general public is difficult to assess, but it is probably not very great other than when it deals with the activities of a specialized agency, such as UNICEF, which is actually operating in the Territory.

32. The film "A Village Awakens" has been much in use by borrowers from the film library. The copy is old and little comment has been made on it by exhibitors. As it is about Greek peasants, its impact on African audiences is not thought to be very great. Useful publicity might, however, be gained for the United Nations if more suitable films with an African background could be supplied.

Mauritius

33. Material on the United Nations received from the Central Office of Information in London includes news items, articles, pamphlets, reference papers, films, radio tapes, and posters. The news items are included in the daily news bulletins of the Central Office of Information and released by the Mauritius Broadcasting Service. Some of the items of educational interest are distributed to the thirty main secondary schools. All United Nations films are included in the cinema circuits of the mobile cinema units and loaned out to the public.

34. The press and feature services are adequate for the present needs but will, no doubt, admit of expansion when future developmental projects are carried out. Entertainment and documentary films are much appreciated, and films on such topics as home economics, health and sanitation, road safety, public works, handicraft,



first aid, and other ancillary subjects would serve a very useful purpose... It would be desirable to receive more radio tapes, especially those likely to be of specific interest to students of world affairs.

### Sarawak

35. Probably the most important method of publicity for local use is broadcasting material in the form of transcriptions. Such material has been used by Radio Sarawak and they would welcome more of it. The Director of Broadcasting is in direct touch with the United Nations Radio Services.

36. The Government of Sarawak Information Service does a great deal to publicize United Nations activities which affect Sarawak and there is a good coverage of such activities in the local press and in the Information Service's own publications in various languages. Facts about the United Nations and its activities are taught in schools and teachers' training colleges. The Director of Education would welcome more material of the simpler kind, with pictures and diagrams, for use in schools.

37. Printed material other than that already mentioned can be put only to limited use in Sarawak and is received in more than adequate quantities. The capacity of a Territory of this nature to digest quantities of information can easily be exceeded and it is important to concentrate on a limited field. Education, Broadcasting and Information Services are all fully conscious of the importance of increasing local knowledge of the United Nations and make the best use in a selective way of the material supplied.

### Sierra Leone

39. On the eleventh anniversary of the adoption of the Universal Declaration of Human Rights, on 10 December 1959, a special exhibition was mounted in Freetown by the Department of Information. To coincide with the opening of the exhibition, the Prime Minister issued a special message. This was given wide publicity.

40. The Department of Information also holds a number of United Nations films in its library and, apart from using these prints in departmental shows throughout the country, they are made available on loan to colleges, schools and organizations possessing projection equipment.

41. In addition, this Department also makes available to the local newspapers and to the public a variety of material received from various United Nations agencies. On such occasions as United Nations Day, the Department requests large quantities of posters and leaflets which are distributed to schools and organizations. Unfortunately, last year, only a limited supply was forthcoming.

42. The Regional Director of Information for the United Nations visited Sierra Leone in the early part of 1960 and spent a considerable time with officers of the Department of Information, the Sierra Leone Broadcasting Service and various government departments. He met press representatives and officials of the local United Nations Association and the United Nations Students Association branch at Fourah Bay College, the University College of Sierra Leone. In many cases, he discussed the possibility of meeting requests for increased supplies of material. An order has also been placed for United Nations Day material for October 1960.

43. Various ministries are in constant touch with the specialized agencies of the United Nations, i.e. the World Health Organization, the United Nations Educational, Scientific and Cultural Organization, the International Labour Organisation and the International Civil Aviation Organization. When items of outstanding interest arise, these are well-publicized and the work which is being undertaken here, by WHO for example, is known to, and appreciated by, members of the public. There is no doubt that, in the immediate future, similar relationships will be developed between Sierra Leone and other specialized agencies.

#### St. Helena

44. The main recipients of the material made available from the United Kingdom overseas information services have been the twelve schools where particularly that provided from the C.O.I. Reference Service has formed a background for lessons. A copy of each item received has also been placed in the public library where the bulk of the C.O.I. London Press Service material is also made available. As space permits, the St. Helena news review has given brief accounts of United Nations activities, but the time-lag resulting from the infrequent mail service between the actual event and receipt of the detailed published news transmission reporting it has strictly limited even this type of publicity.

45. The content of most of the material received seems fairly suitable, and some of it, e.g. that received in connexion with United Nations Day, very suitable; but the quantity sent on the latter occasion did not permit a wide enough distribution.

#### St. Lucia

46. The United Kingdom official overseas information services keep this territory well informed of much of the United Nations activities by a regular supply of releases. Copies of releases are sent to the local (weekly) press for publication, but owing to lack of space much of it remains unpublished.

47. Copies of reports emanating from the United Nations, especially those relating to Non-Self-Governing Territories, are also received here.

48. Films about the work of the United Nations are shown in the main towns and villages, and also in rural areas by the mobile film unit of the Public Relations Department. In addition, radio stations in the West Indies broadcast news about the United Nations supplied on tapes by the transportation service of the United Nations.

49. The work being done in the island by some of the United Nations specialized agencies, especially UNICEF and WHO, creates a certain amount of public interest in the affairs of the United Nations as a whole, since the people have derived great benefit from the work of these agencies. As a result there exists a certain degree of public awareness of the purposes and activities of the United Nations.

50. Interest in the political activities of the United Nations has also been increasing in the last few years. Today their work in the Congo is attracting much public attention.

#### Trinidad and Tobago

51. Information about the United Nations is made available to the public mainly through the radio. At least once a week - except on rare occasions when circumstances make it impossible - a United Nations radio programme is used on the two local radio stations simultaneously during the Government hour, which is at a good listening time. These weekly programmes, obtained on tapes and discs from the United Nations in New York, deal with the activities of the various

organs of the United Nations. The programmes, which are generally well produced, are very popular.

52. For United Nations Day every year, leaflets and posters received from the United Nations Information Centre in London are distributed and special radio programmes are used. The number of posters and leaflets sent is never adequate and there is need for 16 mm. films.

#### Virgin Islands

53. There is general public awareness of the purposes and activities of the United Nations. Teachers deal with the subject in "World Affairs" classes with senior children and there is a comparatively large number of radio receiving sets in all the islands through which daily news broadcasts as well as specialized reports are received. WHO, which conducted a public health campaign, and UNICEF, which is responsible for the distribution of milk to children and nursing mothers, are both well known in the Territory.

54. Materials received at present are adequate for the available facilities to use them. With the recent opening of a cinema, it might be useful if such United Nations films as are circulated could be received. Greater publicity might also be given to appropriate material now that a weekly newspaper is being published.

#### Zanzibar

55. A number of pamphlets on the work of United Nations agencies, such as WHO, UNICEF, UNESCO, and Africa and the United Nations have been received. Extracts have been broadcast and published in the weekly government newspaper "Maarifa". In addition, tapes such as "World Health Day, 1960" from the Central Office of Information have been broadcast. Much of the written material has been distributed to the local press, libraries and schools, but the local press has so far shown little interest in publishing this material.

56. There has been publicity about WHO activities (malaria eradication, T.B. survey) in Zanzibar and Pemba. General public awareness of these activities is high. As for activities of the United Nations General Assembly, Trusteeship Council, Security Council, the public awareness has in the past been slight but

a recent visit by the Secretary-General and more recently events in the Congo, particularly the use of United Nations forces largely composed of troops from independent African territories, has resulted in increased public awareness of some of the United Nations activities.

57. The chief need is for simple accounts in simple English of what the United Nations and its agencies have done to promote peace, and help economically under-developed countries in terms that can be comprehended when translated into Swahili.

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