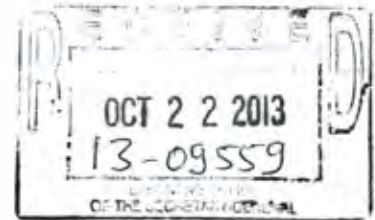


ACTION

COPY

DA

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NOTE TO MS. MALCORRA

UN Day at Times Square: participation of the Secretary-General

The Department of Public Information has developed a photo opportunity for the Secretary-General that would both celebrate United Nations Day and serve as a moment of outreach to New York.

DPI has negotiated with Nasdaq to display a series of UN messages on its large screen and ticker in Times Square at various times on Thursday 24 October, including between 9:57 a.m. and 10:00 a.m.

The Secretary-General indicated last week that he would be pleased to appear in Times Square for a photo opportunity at the time of the display. As such, the photograph would feature the Secretary-General and UN messages projected behind him.

The event would create imagery that would help identify the Secretary-General and the work of the UN with the city. It would be recorded by DPI staff and the content would be widely distributed, including via UN social media accounts. Selected local media would also be invited to cover the photo opportunity.

Staff members could join the Secretary-General in Times Square to hand out UN "Every Day" cards and similar promotional materials.

We would be grateful for your approval so that we may prepare the scenario for the photo opportunity accordingly. The duration of the event, including travel time to and from UN Headquarters, would be approximately one hour.

SOSG COMMENT

or SG's approval ☒
 or SG's attention ☐
 or SG's information ☐
 or SG's signature ☐

Subject:
 UN Day at Times Square: Photo-Op
 front of Nasdaq UN Messages

Date: 22/10/13
 Comment (if applicable):

File number: 13-09559

CdC

Recommended
 Action: _____

Date: _____

Comment
 (if applicable): _____

Mr. Amdur
 Ms. Ambiehl
 Mr. Nesirky

SG

Approved ☐
 Noted ☐
 Seen ☐
 Signed ☐
 Date: _____

Deborah Seward
 Deborah Seward
 Officer-in Charge
 Department of Public Information
 21 October 2013

RECEIVED

OCT 23 2013

EOSG/CENTRAL