

Note to Mr. Akasaka

DPI Weekly Press Review

In reference to the DPI Weekly Press Review dated 4 November 2011, this is to advise that the Secretary-General has seen its contents. The Secretary-General conveys his thanks for your valid view points on the subject of media outreach efforts regarding the recent trip to Libya which have been noted for future opportunities.

Thank you.



Vijay Nambiar
8 November 2011

cc: Mr. Kim

11-10760



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NOTE TO THE SECRETARY-GENERAL
(through Mr. Nambiar)

DPI Weekly Press Review



This week's Press Review examines key trends in the coverage of the UNESCO vote on Palestine and its aftermath. In the initial reporting on your response, a majority of news outlets highlighted your concerns over the funding issue, while noting that you avoided commenting on the political aspect of the vote. Subsequently, the AP interview in Cannes triggered a spate of dispatches, based on one quote from the interview, that tended to give prominence to the point that the membership drive would not be beneficial to anybody. That line of reporting, however, appears to have subsided. The main thrust of today's headlines is on your warning that Israel and Palestine were on a "collision course." We will continue to closely monitor media coverage of this issue.


The review also looks at the immediate reporting on the G20 summit, which was dominated by the Eurozone crisis. Nonetheless, the messages of your L20 address, particularly your emphasis on the importance of the need for a sustainable recovery, drew the interest of a range of outlets. The summit also prompted commentary on the role of the G20 as an institution, with some calling for the creation of a permanent secretariat. We can anticipate that the issue of UN-G20 interaction could become a topic of heightened interest to the media.

The final segment of the review looks at your visit to Libya, which triggered news reporting by a range of outlets, including from a number of major wire services and television networks. Two key themes emerged from that coverage – some tended to highlight your concern over the weapons issue, while others headlined your words that the UN stands ready to help the Libyan people. While the trip did produce a fair amount of news reporting, it appears that a more robust and better planned media outreach effort may have been able to generate wider coverage, especially given the truly momentous nature of the visit.

In the past, we have seen many examples of a very favourable response from the media to your readiness to view first-hand – and without delay – the scenes of crisis or natural calamity or environmental threat. Such trips have produced positive coverage and iconic images that have been successfully reused in subsequent communications campaigns. The Libya visit in that regard provided an important opportunity that could have been exploited much more effectively. While I fully understand the vital importance of security considerations, it appears that those concerns could have been addressed through more extensive advance planning and close coordination with UN Security.

Thank you.

PR: kept by SG 762


Kiyo Akasaka
4 November 2011

Thanks for your valid view points. I will take note for the future opportunities. 762

cc: The Deputy Secretary-General/Mr. Pascoe/Mr. Kim/Mr. Orr /Mr. Haysom/Mr. Meyer/Mr. Nesirky