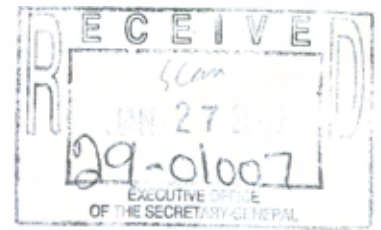


DPI
(SG's trip)

ACTION ✓
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**NOTE TO MR. NAMBIAR
(through Mr. Akasaka)**

Secretary-General's visit to the Middle East: Media and Public Information ✓

The short-term analysis of the public information impact of the Secretary-General's visit to the Middle East is extremely positive, despite the tremendous complexity of the mission and the backdrop of tragedy it was set against. I write to briefly review the elements that were notable to me in the hope that they might be replicated as soon as possible.

The driving force for the success was of course the Secretary-General's message, which resonated with the people of the region and the media of the world. Another element that made the trip successful was his strong determination to facilitate media access, speak to media at every possible occasion, and allow such a large number of journalists to accompany him on this important mission.

Apart from the political nuances of bringing significant numbers of media, however, bringing the media by definition means an exponential increase in logistical concerns. The media need a focal point to ensure they receive the information and logistical support needed to meet deadlines. Therefore, when the decision is made that a sizable number of journalists will be allowed to accompany the Secretary-General, I strongly recommend that a focal point for the media be sent in addition to the Spokesperson, as was done in this mission.

The Spokesperson must be able to focus on following the Secretary-General closely in order to stay on message, supporting his press encounters, responding to media enquiries and briefings in person and by telephone, and preparing or reviewing text for any remarks going to the press.

In the Secretary-General's mission to the Middle East, three people were on the delegation for information functions: a) spokesman; b) information assistant, to ensure press conferences were arranged and materials were transcribed, formatted, distributed and fed back to UNHQ in rapid time (Jane Gaffney); and c) media liaison, to manage and support the journalists' component of the delegation (Gary Fowlie). Please note that JG and GF performed their duties with excellence, while working on average 20 hours a day.

I would also like to recommend that forward planning for trips of the Secretary-General include at least one advance meeting dedicated to communication issues, with participation by both the Spokesperson's Office and the Department of Public Information. This would allow for better strategic communication, enable the Department to make best use of its media services, and – when possible – ensure sufficient notice to DPI field offices in the mission area to ensure a concerted and organized effort.

→ Central

COPY: CH/2009
YKC

Mr. Kim - pls see CdC's comments
SP 9/2/2009

In conclusion, I believe this mission was a public information success due largely to teamwork and to decisions on messaging, the Secretary-General's accessibility to and strong support for media, and the staffing component. I strongly recommend that whenever the Secretary-General embarks on a complex political mission and particularly when a large number of journalists are traveling with him, he brings with him three information staff: Spokesperson, Information Assistant and Media Liaison.

Thank you.



Ahmad Fawzi
23 January 2009

cc: Kim Won-soo
M. Montas
M. Meyer

I think this suggestion
has wisdom. We may need
to look at his format
for media management as
facing complex political
missions

KWS TW
MM

