

NOTE TO THE SECRETARY-GENERAL
(through Ms. Malcorra)

DPI Weekly Press Review

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This week's press review focuses on unfolding events in the Middle East – the efforts to mediate the crisis in Syria and ease the humanitarian suffering, and reactions to the deadly violence in Libya and elsewhere against US diplomatic facilities.

Press coverage on Syria focused on three fronts: humanitarian, human rights and political. The joint visit by Mr. Guterres and his Special Envoy Angelina Jolie to refugee camps generated substantial attention and allowed the United Nations' message to permeate the more popular and entertainment-focused segments of the media. Ms. Jolie's visit was a prime example of the strategic deployment of celebrity advocates.

Meanwhile, your speech to the Human Rights Council, followed by that of Ms. Pillay, underscored the need for accountability in the long term. The interest in Lakhdar Brahimi's mediation efforts remains high, even if the expectations of a positive result are low.

Turning to the violent protests, the unrest continues as of this writing and has spread to more countries. While the video is clearly not the only reason, it provided a perfect spark to entice actions by radical and disaffected groups against the United States.

As can be seen from the press review, your initial statement on the violence was carried by a number of media outlets. Such statements, if released simultaneously in Arabic would increase the pace at which they reach their intended audience and would show that the UN treats the Arabic-speaking public with respect. It could also help to mitigate the image of the UN in some eyes as an Organization allied too closely to the West.

very good point!

In cooperation with the Alliance of Civilizations, UN traditional and social media networks in Arabic and English will be put to use to disseminate our message of tolerance and respect. It is worth noting that social media which have been so visible over the past year in the Middle East are extremely active on this particular issue.

To this end, I am pleased to inform you that the UN Twitter account welcomed its one millionth follower this week. The account is vital for disseminating UN messages and for countering erroneous information about the UN in real time. An independent assessment ranks it as the most influential of all Twitter accounts in the UN system.

Thank you.

Handwritten signature of Peter Launsky-Tieffenthal

Peter Launsky-Tieffenthal
14 September 2012

cc: The Deputy Secretary-General/Mr. Feltman/Mr. Kim/Mr. Orr/Mr. Nesirky

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