

Mr. Chairman,  
Distinguished Delegates,

It is a great pleasure for me to address the annual session of the Committee on Information as you begin deliberations on "Questions relating to information," as the Acting Head of the Department of Public Information — DPI.

My task has been made easier by the fact that I am addressing a Committee with which the Department enjoys a close and collaborative relationship. Since its establishment in 1978, the Committee on Information has supported the Department of Public Information and helped to steer its work in directions responsive to the rapidly changing global information environment. Guided by your leadership over the past year, Mr. Chairman, and ably supported by the members of the Bureau, the Committee has demonstrated a clear commitment to help DPI be

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In Arabic we say, "A promise is a cloud; fulfilment is rain."

Last year, when we met at the 33rd session of the Commission on Information, the Under-Secretary-General for Communications and Public Information assured you of DPI's commitment to complement our effective use of traditional media through an embrace of new information and communications technologies, including new media, to maximize our outreach, and to inform and engage new audiences around the world. We are pleased to inform you that much of that promise has been fulfilled, and much more should be expected.

In 2012, the Department continued to strengthen its digital media presence and bolster knowledge-sharing on social media platforms across the UN system. Social media is now woven into all communications campaigns — and has the additional benefit of driving audiences to the UN's long-standing radio, television and print resources.

The most notable current example is "The Future We Want" global conversation on sustainable development, which so far has reached more than six million social media users, setting the stage for June's Rio+20 conference in Brazil. But it is not the only one. Leading up to the International Day for the Elimination of Racial Discrimination, we reached more than three million people in less than a week through posts in all official UN languages. Earlier this month, DPI facilitated the successful Google+ Hangout event, which allowed youth from around the world to pose questions directly to the Secretary-General.



the Department has had tremendous success by taking the annual DPI/NGivact BMC 1 g88.5 589.924.4 (v)4 EMC

Heroes, Resisters and Survivors," the commemorative week of activities paid tribute to the men and women who fought valiantly against the inhumane practices of slavery.

