

DEPARTMENT OF PUBLIC INFORMATION (DPI)

Support to NEPAD

Period of Report: July 2008 to June 2009

The Department of Public Information (DPI) continues to work closely with the UN Office of the Special Adviser on Africa (OSAA), the UN Economic Commission for Africa (UNECA) and the NEPAD Secretariat to promote awareness of the goals, challenges and achievements of the New Partnership, and to generate support for its implementation among Africans and their development partners.

As a core member of the Advocacy and Communications Cluster of the UN Regional Coordination Mechanism for NEPAD, the Department played a lead role in a media dialogue held at Riviera on Vaal, South Africa, in February. The goal of the dialogue was to familiarise senior African journalists with the NEPAD programme. Among those taking part were *All Global Media* which runs allAfrica.com, *El Yom* (Egypt), *Ghanaian Chronicle*, Kenya Broadcasting Corporation, *Alakhbar* (Lebanon), *L'Express* (Mauritius), *CNN* (Africa correspondent) and the London-based *New Africa* and *New Africa Business* magazines. Participation in the Cluster also helps to ensure that the activities of agencies and programmes represented in the Mechanism are reflected in the activities and outputs of the Department.

In September 2008, the Department provided information support for the General Assembly High-Level Meeting on Africa's Development Needs, through television feeds, web-casts, press conferences and a press kit, which highlighted NEPAD's priority issues and projects. A booklet, published in cooperation with the African Union in December 2008, containing the full text of the original NEPAD document in English and French, continues to be popular. It is available on request from DPI (africarenewal@un.org), the NEPAD secretariat, the UN Economic Commission for Africa.

During the year, the Department continued to cover NEPAD in its quarterly magazines *Africa Renewal* and *Afrique renouveau*. It published stories on strengthening Africa's fisheries, agriculture production, job creation, building infrastructure, and mobilizing domestic resources, among other priorities. The magazine is now disseminated to more than 38,000 readers (four times a year in English and French). It is read by an estimated 300,000 people (according to DPI's reader survey). Additional users access the magazine and other elements of the *Africa Renewal* information programme online at www.un.org/africarenewal, and through major Africa interest web portals such as allafrica.com, afrik.com and africafiles.com which also post *Africa Renewal* material online.

A special thematic issue of *Africa Renewal* focusing on NEPAD ("Building the future: NEPAD's vision, goals, challenges and achievements") produced for use by the media, academia, civil society groups among others, continues to be popular. "Silent no more: Africa fights HIV/AIDS", another special thematic issues, is also in high demand for educational purposes by a wide range of groups throughout the continent.

A major means by which the Department seeks to raise public awareness of the goals, challenges and achievements of NEPAD and to generate support for its implementation is by reaching readers of major media in Africa, Asia and elsewhere.

Through the activities of the *Africa Renewal* feature service, short articles are placed in the mainstream press. In the first six months of 2009, the number of articles carried in major independent media on the successes and the challenges facing the New Partnership rose again compared with the same period last year. Some 61 short features (15 each in English, French and Kiswahili, 10 in Spanish, three in Portuguese and three in Greek) were published 396 times in major English-, French-, and Kiswahili-language media. Media in Africa which regularly published these stories included *Business Day* (South Africa), *Daily Graphic* and *Public Agenda* (Ghana), *The Nation* (Kenya) *Public Eye* (Lesotho), *Morocco Daily*, *Punch* and *ThisDay* (Nigeria), *Le Messenger* (Cameroon), *L'Essor* (Mali); *Walfadjri* (Senegal); *Mail and Guardian* online (South Africa), *Wall Street Journal* on-line and *USA Today* (USA), and the major website portals, *Afrik.com* and *Allafrica.com*.

In 2009, the Department paid particular attention to producing information aimed at raising international awareness of Africa's special needs in relation to the global financial and economic crisis. In-depth articles were published in *Africa Renewal* and *Afrique renouveau* and posted on the *Africa Renewal* website (www.un.org/africarenewal). These included "Africa braces for global shockwaves", "Out of crisis, opportunity? Africans seek a global response to their situation", and "World downturn squeezes Africa. Leaders call for more aid and greater voice in recovery plans".

Short feature articles on these topics were also prepared and disseminated to major media in Africa, Asia and beyond. Six articles were published in 91 major media in English, French, Spanish and Kiswahili. In addition to major daily papers in Africa, Asia and beyond, the media publishing these pieces included the gateway websites *allAfrica.com*, *afrik.com* and *Africafiles.com*; as well as *Factiva* and *Newstin*, both of which capture information published elsewhere and organize it so that it can be best used by those which need to see it.