



# THE REPUBLIC OF KOREA

PERMANENT MISSION TO THE UNITED NATIONS

335 East 45<sup>th</sup> Street, New York, N.Y. 10017

Tel (212) 439-4000, Fax (212) 986-1083

---

**Statement by Mr. BAE Byeong-soo**

**Representative of the Republic of Korea**

**The 31<sup>st</sup> Session of the Committee on Information**

**7 May 2009**

**New York**

**<Check against Delivery>**

---

Mr. Chairman,

Let me begin by congratulating you on your assumption of the Chairmanship of this Committee. I am confident that your able leadership and vast experience will steer our deliberations to productive outcome. My congratulations also go to other members of the bureau for their election. My delegation also thanks Under-Secretary General Mr. Kiyo Akasaka for his informative statement and for his leadership for the commendable work of the Department of Public Information (DPI).

Mr. Chairman,

The Republic of Korea attaches great importance to the work of the DPI, which has served as the public voice of the United Nations, informing the world about the goals and work of the Organization. We commend the DPI for enhancing public information by providing timely, impartial, comprehensive and coherent information and for expanding partnership to maximize its global outreach.

As detailed in the report of the Secretary-General, the DPI has made significant progress in its activities for communication campaigns on priority issues of the UN and expanded partnership with civil society and private sector, using new information and communication technologies. We believe that strategic communication has greatly contributed to such progress. We note that the Department continues to support the United Nations by developing effective communication strategies on priority issues such as development, peace and security, human rights and climate change.

The work of the DPI is particularly important in the field of peacekeeping. With the increasing role of UN peacekeeping operations in conflict and post-conflict areas, the DPI should focus its efforts on the public

information activities of the Department of Peacekeeping Organizations. It is imperative for the DPI to establish an effective communications and public information system to gain public support for UN activities from within the region as well as in the wider world.

The United Nations Information Centers (UNICs) play an important role in disseminating the messages of the UN and in building relationship with the civil society and media. We recommend that the DPI should enhance the work of the Network of the UNICs to maximize the impact of public information, expanding cooperation locally and regionally. In this regard, we wish to highlight outreach activity. To have the greatest impact on the international community, the UN must continue to strengthen its outreach effort towards the private sector and civil society. The DPI identified Africa as a regional focus and youth as a strategic audience. My delegation hopes that the Department will continue to develop communication strategies to engage and educate the target audience to support the ideals and activities of the UN.

Even though a branch office is yet to be established in the Republic of Korea, the Korean government has continued to provide the Korean public with information on the activities of the UN and promote public awareness of global issues. My delegation is pleased to note that the 39<sup>th</sup> Plenary Assembly of the World Federation of the United Nations Associations (WFUNA) will be held in Seoul from 10 to 12 August 2009 on the theme of "Global Citizens for the UN." The WFUNA-youth Meeting is planned to be held concurrently. We believe that hosting the Assembly will further contribute to enhancing the public awareness on the role and work of the UN across the country.

Mr. Chairman,

We welcome the significant improvement of the United Nations homepage and other useful tools yielded by the DPI to inform the world of the work and priorities of the UN effectively. However, we are concerned about the increasing gap in public information resulting from inequalities in the development of information technology among countries. My delegation wishes to encourage the DPI to enhance its outreach activity and information dissemination for countries where information technologies are not readily available. In this regard, the DPI should maintain balance between new and traditional means of communications, in order to reduce the gap of public information among the countries.

We also recognize that the DPI is working hard toward parity in all official languages of the UN. We note that the DPI continues to timely update the content and enhance the multilingual nature of the UN website. We recognize the DPI's efforts to improve the accessibility of those with disabilities, and believe that the UN Web site and other tools such as the webcast should also be accessible to those with disabilities.

Mr. Chairman,

Let me conclude by expressing Republic of Korea's deep appreciation for the DPI's vigorous efforts and significant progress in promoting the work of the United Nations. The Republic of Korea pledges its continuing support for the DPI in its efforts to communicate the goals and actions of the UN to the international community.

Thank you.