

CTED 2010 Communications Strategy and Action Plan

The work of the Public Communications and Outreach unit continues to be grounded in the communications strategy approved and adopted by the Counter-Terrorism Committee (CTC) in early 2006.

This plan reflects the intention of the Committee's Executive Directorate (CTED) to be more actively engaged with Member States, international organizations, relevant research institutions and civil society in explaining its role within the United Nations system and in promoting the value of CTED's contributions to the organization's efforts to fight terrorism around the world.

The plan also advocates reaching out to an "internal" audience within the United Nations; establishing synergies with Secretariat partners, other relevant Security Council bodies and participants in the Counter-Terrorism Implementation Task Force (CTITF) would help reinforce CTED's messages and amplify their reach.

External Audience

Member States

Each interaction by CTED legal officers with counterparts at Permanent Missions or in capitals has been planned as a potential opportunity for outreach, particularly when discussing Preliminary Implementation Assessments or PIAs, plans for facilitating technical assistance or negotiating the terms of an assessment mission or visit. CTED representatives, travelling to a state or region for a conference, also meet with relevant counter-terrorism officials of the host country and/or officials of other states in the region or subregion; they also meet with such officials on the margins of these workshops or conferences. While talking points often are tailored to the circumstances of each individual State, having a flexible set of key communications messages, prepared in advance, has helped maximize these opportunities.

The Committee Chairman and the CTED Executive Director conduct periodic briefings to all Member States on developments in the Committee's work (such as, greater emphasis on regional challenges like maritime security and terrorist financing via new payment technologies) as a way to encourage transparency and maintain a regular dialogue outside the usual written communications.

Member States are also invited to participate in Subcommittee sessions when the file of their State is under discussion. This promotes transparency, allows the country concerned to “buy in” to the process of assessment, and also provides the Committee valuable feedback for its working methods.

Civil Society

Working in conjunction with the Department of Public Information (DPI), CTED briefs appropriate non-governmental organizations (NGOs) on the work of the Committee and the Executive Directorate. These efforts also engage non-governmental organizations and civil society in the global campaign against terrorism, sometimes resulting in actions taken, funding provided to states or regions, or other forms of support as noted in the General Assembly’s United Nations Global Counter-Terrorism Strategy.

These organizations range from think tanks or research institutions affiliated with academic institutions, to special interest bodies such as UNA/USA, or even appropriate private sector representatives, such as IBM or Microsoft representatives, to consider technical assistance issues.

Media

Country visits enable CTED to communicate its message directly to government officials as well as to local or regional media who serve as CTED’s messengers to national populations. Given that each State might have a different approach/philosophy to public information, and considering the sensitive nature of the topic of terrorism, media activities must be tailored specifically to each Member State. These could consist of an end-of-visit news conference, an article published on the UN News Centre website (www.un.org/news) or local newspaper, a joint statement issued as a press release to the local media, or a note to be read at the daily noon briefing by the Spokesperson for the Secretary-General.

The Committee Chairman and/or CTED Executive Director periodically hold background briefings with selected media, such as the UN Correspondents Association (UNCA) or the media of countries to be visited.

Activities for an Internal Audience

CTED has engaged members of the Department of Political Affairs (DPA) and the Department of Peacekeeping Operations (DPKO) to examine how their activities reinforce and amplify CTED’s work and messages.

For example, CTED provides key messages to the DPA coordinator for the Secretary-General's talking points, which the SG then delivers in bilateral meetings with country representatives. CTED, working with DPA, have prepared talking points on an ad hoc basis so far, but could draw up a working list of countries to develop tailored messages accordingly.

In countries where the UN has a peacekeeping or political support mission and CTED is preparing to conduct an assessment mission, both DPKO and DPA have been asked to consider incorporating some counter-terrorism elements into their capacity building activities – or to help in identifying technical assistance needs of the countries concerned. For instance, in East Timor, where international legal advisers helped draft the country's legal code, counter-terrorism issues have been incorporated for consideration. Assistance and model legislation have been offered through UNODC/TPB's Legal Advisory Section.

In addition, CTED's Executive Director could be invited to speak at DPI's annual meeting of directors of UN Information Centres/Services as well as monthly town hall meetings/brown bag lunches of DPA, DPKO or other sections such as the Department of Economic and Social Affairs (DESA) to raise awareness and to provoke ideas for possible future cooperation.

These activities have already been incorporated and others could gradually be extended to the agencies, funds and programmes participating in the CTITF.

Public Communications and Outreach Activities for 2010-2011

Website

- Coordinate with DPI to revitalize the CTC website in all six official language versions.
- Continue to regularly update web content, including statements and briefings, reports, etc., and develop new sections as needed, such as the Compilation of International Good Practices, Codes and Standards related to Resolution 1624.
- Explore the possibility of utilizing short online videos to present excerpts from open CTC meetings, expert panel discussions, speeches, etc.

- Examine how other UN departments are using online social networking sites and tools, such as Facebook and Twitter, and determine how these might be leveraged to promote global awareness and greater understanding of the work of the CTC/CTED.
- Continue development of the Preliminary Implementation Assessment (PIA) process database and the Technical Assistance database. Ensure that records are added and updated.
- Continue to maintain and update the Counter-Terrorism Committee Executive Directorate (CTED) Intranet, finding ways to develop it into a more useful resource for CTED staff for sharing with experts of the 1267 Monitoring Team and the 1540 Committee as well as the secretariat of the Counter-Terrorism Implementation Task Force.
- Respond as resources permit to public inquiries made through the CTC website and other media.

Briefings

- Compile an updated list of appropriate topics for briefings. Prepare new communications messages and talking points that can be adapted for different target audiences.
- Continue to organize periodic briefings of non-Committee members, in coordination with the CTC Chair delegation.
- Identify relevant civil society groups for briefings by the CTED Executive Director or other senior staff, in addition to those identified by DPI. Contact targeted non-governmental organizations or groups to gauge their interest in the work of the Committee or Executive Directorate.
- Organize more frequent briefings for journalists. Update Backgrounder with the UN Correspondents Association (UNCA), including the 1267 and 1540 Coordinators for the briefing.
- Liaise with DPI/Information Centres Service for CTED country visits and for briefing of the UNIC/UNIS Directors' meeting.

Printed Materials

- Press Kit: Update fact sheets on technical assistance, in cooperation with CTED Working Group on Technical Assistance. Translate changed sheets into all six official languages.
- Produce professionally printed and bound copies of the Technical Guide to the Implementation of Security Council Resolution 1373 (2001) and continue to print bound copies of the Global Survey on the Implementation of Security Council Resolution 1373 (2001) for distribution to Member States and other relevant parties.
- Design, compile and desktop publish other printed materials such as leaflets, posters, brochures and small booklets.