STATEMENT BY

KURT DAVIS
COUNSELLOR
PERMANENT MISSION OF JAMAICA
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Madam Chair,
I have the honour to deliver these remarks on behalf of the delegation of Jamaica. My delegation aligns itself with the statements made by the distinguished delegations of Bolivia on behalf of the G77 & China, and Costa Rica on behalf of the Community of Latin American and Caribbean States (CELAC).

Jamaica extends its gratitude to the Department of Public Information, for its sterling efforts in promoting the activities and accomplishments of the United Nations across its entire range of activities. We take this opportunity to thank the Under-Secretary General for his presentation before the Committee at yesterday’s opening session. We also extend our gratitude to the DPI staff for the engaging and useful interactive dialogue.

We also thank the Secretary-General for the reports covering the Department’s activities in the areas of strategic communication services; news services and outreach services.

Madam Chair
Jamaica commends the DPI for embracing and making strategic use of new media platforms to reach youth populations especially with the UN’s key messages. We support the broadening of the scope of this work but also emphasize the continued importance of utilizing traditional tools and methods for media outreach. It is a fact that ICT penetration is uneven both between and within countries and it remains important that the organization’s outreach is accessible to those who find themselves on the other side of the digital divide.

A useful mechanism to conduct the UN’s public information activities is the network of UNICs. We were pleased to learn of the high value that the Department places on the work and accessibility of UNICs particularly in reaching local communities and working within domestic and context specific circumstances. We especially commend increasing efforts to engage audiences in their local languages.

Jamaica supports the important work being undertaken by the UNIC that serves the Caribbean which is located Trinidad and Tobago. We continue to urge that full utilization be made of the network of UNICs to make inroads with local media and civil society in order to bring the messaging to our respective publics.

Madam Chair
One complaint we often hear as we discuss the work we do in our Committees and Councils is ‘why is the UN not doing something about x?’ or ‘the UN has a project on that, we didn’t know’. These phrases underscore the importance of bringing some of the, at times mundane, work being done within the walls of the UN out of the confines of the conference rooms and into the sphere of living rooms, classrooms and lecture rooms. In this regard, we commend the DPI for its efforts to spread the word of the work of the UN and encourage that more partnerships be explored with Government Information Services, civil society and the private sector, as appropriate, to broaden the scope of outreach. These partnerships can serve to have a multiplier effect on the reach of the message.
Partnerships also hold the great potential to ensure that publics are sensitized to the dialogue and debate concerning the important issues being addressed by the organization, and could serve as a source of input in some cases.

The very important developments surrounding climate change, Small Island Developing States, human rights as well as the Sustainable Development Goals and the broader post-2015 development agenda are critical issues for dissemination. The Department’s work in publicizing the discourse in these areas, among others, is of immense value. There is also scope for highlighting regional and domestic developments in relation to these areas, and in so doing gaining additional support of Member States in partnering to facilitate the creation of content and programming.

**Madam Chair**

My delegation must make special mention of the DPI’s education and outreach programme as the Department remains an integral partner, along with the African Union, CARICOM, and Member States from all geographical regions, in our commitment to educate future generations about the transatlantic slave trade, including through the erection of a permanent memorial at the UN in honour of the victims of slavery and the transatlantic slave trade, and the annual commemorative events surrounding the International Day of Remembrance.

Allow me to express gratitude to the DPI for spearheading the commemorative events held in March for the International Day of Remembrance. The various events were indeed a fitting and solemn tribute to the memory of the victims of slavery and the Transatlantic Slave Trade. We are also quite pleased at the initiative to spread the activities for the programme throughout the year, including through the series of film screenings, and to take it outside the UN to other areas of the city and the world.

The Permanent Memorial Committee, chaired by Jamaica, and on which the Department sits, aims to complete the construction and erection of the monument in the coming months. The *Ark of Return* will sit on the visitor’s plaza and can become a critical plank in the DPI’s outreach programme. With the support of all Member States, we can surely bring the project to completion and make this a reality.

In closing Mr. Chairman, the delegation of Jamaica wishes to express its gratitude to the Dag Hammarskjold Library for providing and maintaining the online documentation system, which, for small Missions like ours, is an invaluable research resource.

We look forward to the ongoing and increased mutual collaboration between Member States and the DPI in order to ensure that the mandates given to the Department are fulfilled in the most effective and efficient ways possible.

Thank you.