



**Statement**

**by**

**Ms. Caroline Ziadé  
Deputy Permanent Representative of Lebanon  
to the United Nations**

**at the  
Fourth Committee**

**Item 53: "Questions relating to information"**

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At the outset allow me to congratulate you and the members of the bureau on the assumption of your functions at the helm of this committee for the seventy-first session of the General Assembly. I would also like to thank the Under-Secretary-General and head of the Department of Public Information, Mrs. Christina Gallach for her briefing. My delegation appreciates the reports of the Secretary-General on the activities and strategies of the Department of Public Information.

Mr. Chairman,

Could you imagine the United Nations at 71, omnipresent worldwide, without an image, a voice and a message, or without the many attractive hash tags, media campaigns, posters, pins, face book, twitter accounts and colorful events? The answer is simple: No.

In this context, my delegation recognizes the crucial and evolving role of the Department of Public Information who accompanied the United Nations since its establishment, to benefit from new technologies to maintain the highest level of awareness about the work of the organization, its strategies and collective solutions.

We value the strategic approach adopted by the Department of Public information in capitalizing on the latest advances in internet and social media to facilitate the access to information and the contribution to a lively political and economic discourse and social debate, involving many countries and stakeholders in the global conversation.

We also noted with appreciation the Department strategic communications services, including United Nations Information centers, aiming at bringing back the United Nations to the people: we would like to highlight in particular, the youth and educational outreach, United Nations academic Impact and the UN model with a particular focus on engaging young people in the debate and encouraging them to find solutions. It is of paramount importance to promote tolerance, diversity and peaceful settlement of disputes in an era where the world is engulfed in a whirlwind violence.

Moreover, we would like to reiterate that the success of the information campaigns hinges upon collaboration and partnerships not only with media outlet, but also with civil societies and academia. All these endeavors should be deeply rooted in facilitating access to information and bridging the gap in access to technologies between developed and developing countries and disparities in connectivity access.

This accessibility will only be strengthened if coupled with the use of the six official languages, including Arabic language, in the framework of multilingualism and in client services. It will also be reinforced by the use of both traditional media channels and interactive social media platforms in promoting UN messages, thematic campaigns, such as sustainable development goals, Climate change, combating terrorism and violent extremism, large movement of refugees and migrants. We call for the intensification of partnerships with regional and national networks to widen the scope of audience. We also noted with appreciation the improvement of the UN website, the timely issuance of Press releases and media briefings. We invite DPI to closely work with DPA and DPKOs while issuing these press releases to maintain the integrity of the facts reported.

Mr. Chairman,

My country is host to a notable example of mission coordination with the UN Public Information Office in Beirut. The Office continues to implement an integrated approach with regional dimension, one that merges peacekeeping efforts with those of the political section, the civil affairs and development teams. In addition to its traditional efforts in shedding the light on UNIFIL efforts and celebrating international days, the information centre in Beirut publishes articles fortnightly in Arabic on the 17 Goals in partnership with the local media outlets. It also covered visits of the Secretary-General and good will Ambassadors to raise awareness on the challenges facing the refugees and their host communities. In light of these daunting tasks, suffice to mention that the good functioning of the Information centers requires increased support from Headquarters in securing good human resources and adequate finances

Mr. Chairman,

Information is knowledge that leads to wise and intelligent decisions. It bears great moral relevance, in its ability to portray social realities and unveil injustices. In this regard, Lebanon acclaims the work being done by DPI's Special Information Program on the Question of Palestine in awareness-raising and efforts towards ending Israeli occupation and achieving a just and comprehensive peace in the Middle East. We also look forward to the inclusion of young Journalists from my country in the Reham Al-Farra Memorial Journalists Fellowship.

In conclusion, my delegation would like to hail the efforts of journalists who are seeking the truth and standing for just causes too many times at the expense of their own safety and security.

I thank you Mr. Chairman.