

Statement by Mr. Elmer G. Cato, Second Secretary at the Permanent Mission of the Philippines to the United Nations (25 April 2006)

Mr. Chairman,

Allow us to start by commending you, Mr. Chairman, for your outstanding leadership during the 27th Session of the Committee on Information. The Philippine Delegation reaffirms its trust and confidence in you and the members of your bureau as you once again steer the work of the committee during our 28th session.

The Philippines would like to express its appreciation to the Undersecretary General for Communications and Public Information, Mr. Shashi Tharoor, for his usual exhaustive presentation on the work of the Department of Public Information (DPI) during the past year.

It is thus heartening to learn from no less than the Secretary General that this year would be a slightly different story thanks largely to the tireless efforts of the men and women of the DPI to provide the peoples of the world with a better appreciation and understanding of the organization and its work.

Although we could never expect the UN to be immune from media criticism, our delegation is nonetheless pleased to note that the DPI has, to a certain extent, made significant progress in dealing with the image problem that has hounded our organization during the past two years. We have seen how during the past months the proactive efforts of the DPI, under the leadership of Undersecretary General, have succeeded in inviting media attention towards more positive developments as the 2005 World Summit and other undertakings.

World Should Hear More About that gave focus on underreported events that are of significant global interest.

Mr. Chairman,

The Philippines is convinced that the DPI would be in a much better position in the coming months to further project a positive image of the UN before its various audiences as a result of the culture of evaluation it has inculcated within the department as well as its avowed desire to reach out to more and more people through, among others, the use of new technologies, improved coordination, and partnerships.

We welcome the efforts of the DPI to improve its quick response mechanism as part of the lessons learned from the Oil for Food controversy. As a result, the UN could now identify and respond to negative criticism much faster than it used to. We are encouraged s 0 10.02 90 668.46 Tm [(W)0.6 (aha

Allow us to close Mr. Chairman by reiterating the commitment of the Philippine Delegation to assist in the successful outcome of our session and to support the ongoing as well as future efforts of the DPI to more effectively deliver the UN story to the widest audience possible.

Thank you Mr. Chairman.