

Check against delivery

Statement

by Mr. Andrei Savinykh,
Director of Information Directorate,
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at the 33rd session of the Committee of Information.

Dear Mr. Chairman, dear colleagues,

The delegation of the Republic of Belarus sincerely believes that the work of the Department of Information is of paramount importance to the process of ensuring broad public support for UN activities at a global level.

In that respect we strongly support the DPI's efforts to improve the quality and effectiveness of its strategic communication services, news and media related products as well as outreach activities.

We all know perfectly well that DPI is working under the pressure of

challenges differ from region to region. Even common problems can have distinctive variations and content. This situation makes it difficult to design

In fact, that is a nonexistent dilemma in my region. If you choose the new

information habits much faster. While using the traditional media, you communicate with older generations who are of key importance in local decision-making process.

Referring to other forms of work, we are convinced that the regional approach should benefit a lot to organization of various local video, news paper and Internet contests that will be extremely beneficial to the UN information activities.

We usually think about DPI as a source of information about UN activities for local public and local media. But, what can happen, if we shift the approach and will make a local media the main and ever growing source of information