

## **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

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](http://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. C( th5(ommChairmonfer

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.



### ***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