

# **Communicating the work of the Counter-Terrorism Committee and its Executive Directorate**

## **A public information work plan**

The following work plan is intended to outline the objectives, challenges and expected public information activities of the Security Council's Counter-Terrorism Committee and its Executive Directorate (CTED) in 2006 and beyond.

A strategic approach to public information is needed in order for the Committee to address the worldwide threat of terrorism in a practical way and to explain the work of the Security Council and its Counter-Terrorism Committee in monitoring the implementation of relevant resolutions adopted in response to the global counter-terrorism effort. The Committee is conducting a dialogue with all United Nations Member States through an exchange of reports and letters, visits to Member States, participation in international and regional forums and a dynamic public diplomacy strategy. The preparation and implementation of a communications strategy will be a joint undertaking by CTED, under the Committee's guidance, and the Department of Public Information (DPI).

The strategy is expected to evolve over time as the work of the Committee changes and as new benchmarks and goals are reached.

### **I. Key messages**

All messages should convey the mandates of the Committee as contained in Security Council resolutions (e.g., resolutions 1373 (2001) and 1624 (2005) and related resolutions) and, at the same time, be consistent and simple. The messages should communicate ongoing activity in order to demonstrate that the Committee and its Executive Directorate are active, engaged, effective and transparent. The CTC should provide the public with a clear understanding of its mandate which is to monitor the implementation of resolution 1373 (2001) and to facilitate the necessary technical assistance to Member States to enhance their counter-terrorism capacity. It is important to explain that the CTC is working in close cooperation with other subsidiary Security Council bodies related to combating terrorism and to distinguish the CTC's specific objectives. The CTC is not a sanctions committee. Its primary focus is to foster dialogue and cooperation with Member States to help them meet the counter-terrorism requirements within the scope of resolutions 1373 (2001) and 1624 (2005). The CTC fully agrees that measures to combat terrorism should be implemented in accordance with international law, in particular human rights law, refugee law and humanitarian law.

A few general themes about the Committee's work are listed in an Annex to this paper to serve as basic building blocks for conveying information on key agenda items.

## **II. Target audiences**

Member States which are not members of the Committee are the chief target audience of the communications strategy, although ultimately all segments of the general public should be reached.

Specific audiences will be targeted at different times and venues with different messages, with the media playing the role of message multiplier. The Committee may also decide to target or tailor messages promoting its work based on other criteria involving Member States, such as countries selected for visits or countries which request the Committee to assist them by conducting technical needs evaluations or finding donors to help them implement the technical needs that have already been identified.

### ***A. Member States***

The communications strategy will seek to inform non-Committee members, promote transparency and “demystify” issues surrounding the Committee’s work, in particular country visits. It will emphasize that the Committee wants to assist Member States in their efforts to implement relevant Security Council resolutions to combat terrorism. One of the Committee’s fundamental objectives is to build Member State capacity which in turn will strengthen the global counter-terrorism effort.

### ***B. Opinion- and decision-makers at the national level***

Information activities directed at influential government decision-makers, such as executive leaders and parliamentarians, will create a better understanding of the Committee’s work and gain practical support for its mandates. In this context, communications efforts can also reach out to national and regional parliaments, in particular the Inter-Parliamentary Union, in order to explain the mandate and efforts of the Committee.

### ***C. Media***

A relationship with United Nations correspondents, other international media/news agencies and local media that can be reached through the United Nations Information Centres (UNICs) will be cultivated.

CTED and DPI will develop a contact list of media and specific journalists who routinely cover counter-terrorism issues, either at or away from Headquarters. Such a list could be shared and exchanged with the other Security Council subsidiary bodies working in the area of counter-terrorism (i.e. the 1267 and 1540 Committees). We will cooperate with these Committees and their staff in developing common messages that can be conveyed to the press and public, if and when appropriate, under the Committee’s guidance. The two Committees will also receive press releases and updates via United Nations media (radio, television and websites).

***D. International, regional and sub-regional organizations***

The overall objective will be to promote a clear picture of the Committee's work and to allow for enhanced cooperation and coordination, as well as for the strengthening of our joint activities.

***E. Countries in need of technical assistance***

The Committee may decide to take a selective communications approach to countries in need of technical assistance in order to help them implement resolutions 1373 (2001) and 1624 (2005).

***F. Donor countries***

Communications activities could emphasize that donor countries play an integral role in the implementation of resolution 1373 (2001) and could raise awareness of the need to meet technical assistance needs.

***G. Civil society and the general public***

Communications efforts will also focus on the broad public, especially civil society players – e.g., appropriate non-governmental organizations (NGOs), such as the Fourth Freedom Forum – that deal with strategies and efforts related to counter-terrorism. Bearing in mind resolution 1624, the communications effort will also reach out to appropriate educational, cultural and religious institutions that play a role in civil society.

***H. Academic institutions***

National and international academic centres, research institutions and think tanks which are making significant efforts to generate and influence the opinions of decision-makers on terrorism-related issues should be kept informed of the Committee's mandate in order to broaden their knowledge and understanding of its activities and strengthen their support for its work.

**III. Communicating the messages (“Tactics”)**

The work of the Committee and its CTED is complex, long-term and dependent on the willingness of Member States to stay engaged. Therefore, it is important to create and bolster the image of both sides working actively together in order to address common concerns in the global counter-terrorism effort.

Communication of an active image will rely on:

- The Committee's website, which will serve as the cornerstone of this communications strategy;

- Designated speakers familiar with the Committee's and CTED's work and in a position to speak with authority (the Committee Chair, CTED's Executive Director, the CTED experts and other United Nations officials);
- Regular guidance from the Committee, and, as appropriate, CTED and DPI; and
- Additional CTED and DPI communication tools, like fact sheets and press kits.

**A. *The Committee's website***

The Committee's website, which appears in the six official languages of the United Nations, will be redesigned to become more user-friendly and dynamic through improved visual appeal, automated functions and up-to-date information and links.

It will be repositioned to appear on the main United Nations homepage.

The Committee's website will encourage other counter-terrorism websites to link to it and will incorporate links to the sites of other international, regional and sub-regional organizations. It could eventually be expanded to include a comprehensive calendar of counter-terrorism activities worldwide.

**B. *Key communicators***

The Committee Chair, CTED's Executive Director, designated senior CTED staff, and senior United Nations officials will play leading roles to deliver the Committee's message to the public.

**C. *Communication tools***

These include the information services of DPI, its network of field offices and representatives, and the tools available to the Committee (especially the website).

**1. *Information materials***

Compilation of a variety of information materials with different target groups and time spans (both print and web versions), including:

- Press releases and United Nations News Centre stories;
- Fact sheets and background material (for press kits, updated at regular intervals); and
- Guidance for United Nations briefers (at Headquarters and in the field);

**2. *Television and radio programmes***

- Broadcasts of appropriate Security Council public meetings, the UN Chronicle, UNIFEED (a 10-minute-long video clip service provided to broadcasters through the Associated Press), and United Nations radio features;

### **3. Direct work with the media**

- Press briefings, including joint events with the Chairs of the 1267 and 1540 Committees in conjunction with their quarterly briefings to the Security Council;
- Periodic background media briefings by the Chair, accompanied, when appropriate, by the Executive Director, in order to update reporters on the work of the Committee;
- Promotion of press events in the field as a regular activity of travelling counter-terrorism expert teams;
- Articles and op-ed pieces placed in a wide variety of media outlets; and
- Regular contact with the media via email or in person (a media list will be established);

### **4. Outreach**

- In-house and outside lecture and briefing programmes targeting various audiences, both at Headquarters and in the field; and

### **5. Special Events**

- DPI is prepared to consider sponsoring events focusing on action taken in the global fight against terrorism, i.e. workshops, seminars, conferences, Model United Nations debates and special events (in cooperation with other programmes, possibly as part of a larger theme such as the Organization's overall counter-terrorism effort).

#### ***D. Suggested information tools for immediate development:***

- Redesign, restructure and update the Committee's website;
- Update the CTED press kit with current fact sheets;
- Draft and disseminate guidance for all CTED briefers (internal tool);
- Organize a press event as an opportunity for the Committee's Chair to introduce an operational CTED; and
- Create and maintain an active media list of journalists covering terrorism issues.

### **6. Implementation Plan**

A set of benchmarks are proposed below to provide a basis to measure implementation of this communications strategy over the course of 2006. Since the Counter-Terrorism Committee decided that UN Member States are the principal focus of its communications strategy, the following is suggested in order of priority:

1. A redesigned CTC website will be launched by the end of the first quarter of 2006. It will contain information about the Committee and its CTED including: --

- the provision of technical assistance to Member States;
- the identification of best practices;
- country reports;
- follow-up reports and other public documents of the CTC;
- links to other international, regional and sub-regional organizations working with the United Nations on counter-terrorism; and
- policy papers adopted by the CTC.

The current Directory of Assistance will also be updated and more closely integrated into the CTC website.

2. CTED plans to present the new website to the CTC before the end of March 2006.
3. A revised press kit will be produced by the first quarter of 2006 containing updated fact sheets, while other printed material (such as a CTC pamphlet or talking points for internal use by UN officials) will be produced over the course of the year. CTED will discuss with DPI the prospects of producing a video on the work of the CTC and its CTED that can be accessed on the CTC website and made available through all UN Information Centres.
4. A contact list of media representatives dealing with the work of the CTC and CTED will be completed by the end of the first quarter of 2006.
5. The CTC Chair and/or the CTED Executive Director will continue having regular consultations throughout the year with UN Member States, including representatives of regional groups and sub-regional groups. The first consultation is expected to take place in early 2006.
6. The CTC Chair will resume the practice of briefing non-members of the Security Council on a regular basis about the work of the Committee before the end of June 2006.
7. The CTC Chair, along with the CTED Executive Director, will hold biannual background (or on-the-record) briefings with reporters to provide an update on the work of the Committee, including a press event in the first quarter of 2006 as an opportunity to introduce a fully operational CTED and new work plans for the CTC and the CTED.
8. The Chairs of the three Security Council committees dealing with counter-terrorism issues will consider holding quarterly press conferences in conjunction with their quarterly briefings to the Security Council beginning as early as January or April of 2006.

This implementation plan will be reviewed throughout the year for appropriate adjustments. The CTC will request a new communications strategy for 2007.

## Annex

### **Counter-Terrorism Committee/CTED: Communications Themes**

1. Explain how Security Council resolutions, inter alia, resolutions 1373 (2001) and 1624 (2005), are some of the UN's principal tools in the fight against terrorism. Further note how resolution 1624 is a preventive measure.
2. Review how technical needs assessments and identification of potential donors that help Member States implement resolution 1373 (2001) represent an integral part of the United Nations' overall effort to combat terrorism.
3. Highlight how identification of best practices is another critical element in the fight against terrorism
4. Underscore how the Committee and its CTED work closely with international, regional and sub-regional organizations.
5. Note that, in the course of helping Member States implement resolutions 1373 and 1624, the Committee fully agrees that measures to combat terrorism should be implemented in accordance with international law, in particular human rights law, refugee law and humanitarian law.
6. Promote how the CTC works closely with and synergizes its work with the two other counter-terrorism Security Council bodies -- the 1267 and 1540 Committees.
7. Iterate how the United Nations plays a central role in coordinating international efforts in the worldwide effort to combat terrorism.