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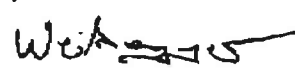
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Reference:

TO : Ms. Elcanor Burns Chief Peackeping Audit Service, Internal Audit Division,OIOS ATTN : INFO :	FROM : Wolfgang Weiszegger Officer in Charge Mission Support, UNIFIL 
FAX NO: 1212963388	FAX NO: 7-9260
SUBJECT: Assignment No. AP2010/672/02 - Audit of Public Information in UNIFIL	
Total number of transmitted pages including this page : 3	
<p>With reference to your memorandum IAD:MO110434, dated 20 April 2011 and UNIFIL facsimile AS-BOI/AUDIT/2011, dated 18 May 2011, attached please find our revised response, which now also includes our comments regarding recommendation 1 of the draft report.</p> <p>[Attachment embedded]</p>	
Drafted: Jacoba Genis	Cleared: Isabella Misaki OJC Senior Administrative Officer, UNIFIL 03/06/2011 11:25:01 AM

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ANNEX 1

RESPONSE AND IMPLEMENTATION OF RECOMMENDATIONS
Assignment No. AP2010/672/02 – Audit of Public Information in UNIFIL

Para. no.	Recommendation	Risk category	Risk rating	Accepted (Yes/No)	Implementation date	Client Comments
10	The UNIFIL Head of Mission should ensure that a public information concept of operations is developed in compliance with the Policy on Public Information in United Nations Peacekeeping Missions and align its strategy, work plans and budget for public information activities accordingly.	Governance	Medium	Yes	31 July 2011	Based on Annex J of the Military Strategic Concept of Operations (the Mission CONOPS) as well as the existing PIO strategy, work plan and budget, PIO/DPCA will develop a public information concept of operations for approval by the UNIFIL HoM by the indicated timeline.
16	The UNIFIL Public Information Office should continue to conduct the surveys or introduce other mechanisms for monitoring and evaluating the effectiveness of its public information services.	Governance	Medium	Yes	Implemented	Public opinion surveys have hitherto been conducted by Civil Affairs (not PIO) through external (donor) funding. In the absence of external funding, PIO may undertake this on a smaller scale within the scope of the budget provisions for the purpose.
20	The UNIFIL Public Information Office should: (i) provide additional guidance for the distribution of public information materials by the Military Public Information Officers; and (ii) improve the feedback mechanisms with the parties involved in the distribution of its materials.	Operational	Medium	Yes	Implemented	Distribution guidance already issued before has been reemphasized to all MPIOs and a new feedback mechanism has been instituted to ensure more accurate feedback on distribution of public information materials undertaken by the contingents.
23	The Mission's Management should review the need for both the Military Coordination Outreach Unit and the Public Information Office to have production functions in UNIFIL. By restructuring and combining resources the Mission will standardize quality and	Operational	Medium	Yes	31 July 2011	PIO has minimal production capacity in video, radio and graphic design. The PIO production capacity is currently stretched and no additional tasks can be undertaken. MCOU is deployed as a formed Unit with its own equipment under a wet lease agreement with the UN. For this reason

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	maintain regular production of public information materials.					<p>direct integration of PIO and MCOU production capabilities is not practicable. A solution could be to remove production capability from MCOU and enhance related capability in PIO to cater also to MCOU/outreach requirements. The question is whether removal of MCOU production capacity would take away from the core characteristics of a self-sufficient fully formed Unit and consequently whether it would be acceptable to the TCCs. If it is decided to allocate additional production responsibilities to PIO in support of MCOU then PIO will have to be accordingly resourced in terms of staffing, equipment and other budgetary requirements.</p>
25	The Mission's Management should form a working group to assess the Mission's media monitoring needs with the view to consolidate its activities to ensure better use of resources.	Financial	Medium	Yes	31 August 2011	<p>Since media monitoring is a core function of PIO, the working group comprising relevant Mission components should be chaired by PIO. The working group will assess any specific additional needs of particular Mission components that are not met by the media monitoring reports currently produced by PIO and make recommendations on the most cost-effective way to address any additional requirements identified. On that basis any additional/reallocation of staff to PIO media monitoring unit will have to be considered.</p>

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