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**COUNCIL
COMMITTEE ON PUBLIC AFFAIRS AND COMMUNICATIONS**

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**DRAFT SUMMARY RECORD OF THE 158TH MEETING OF THE COMMITTEE ON PUBLIC
AFFAIRS AND COMMUNICATIONS (CPAC)**

Held on 17 November 2008

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**DRAFT SUMMARY RECORD OF THE 158TH MEETING OF THE
COMMITTEE ON PUBLIC AFFAIRS AND COMMUNICATIONS (CPAC)
Held on Monday, 17 November 2008
Chair - Ambassador Eric Martin, Switzerland
List of participants**

AUSTRALIA	Ms. Rosemary PASSMORE
BELGIUM	Mr Denis RONDAY
CANADA	Ms. Ashleigh SEARLE
DENMARK	Ms. Dorthe ANDERSEN MAURIEL
FINLAND	Ms. Tuuli-Maaria AALTO
FRANCE	Mr. Patrick DOSTES
GERMANY	Mr. Hans Peter SCHNEIDER
HUNGARY	Ms. Martina BEKE
JAPAN	Mr. Atsushi NAMBA
MEXICO	Ms. Margarita PEREZ
NETHERLANDS	Ms. Dewi van de WEERD
NORWAY	Ms. Ingrid EKKER
SPAIN	Ms. Pilar LÓPEZ
TURKEY	Mr. Osman CETINTAS
UNITED KINGDOM	Mr. William NORRIS
UNITED STATES	Ms. Jane DELBENE

Secretariat

Mr. Anthony GOOCH, PAC Director
Ms. Catherine CANDEA, Deputy Head of OECD Publishing
Ms. Cynthia COUTU, Senior Internet Editor
Ms. Helen FISHER, Media Relations Officer
Mr. Toby GREEN, Head of OECD Publishing
Ms. Marnie PHILLIPS, Secretary to the Committee
Mr. John WEST, Head of the Public Affairs Division

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Agenda Item 1. Adoption of the draft agenda [C/INF/A(2008)8]

1. The draft agenda was adopted.

Agenda Item 2. Approval of the draft summary record of the ad hoc meeting [C/INF/M(2008)7]

2. The **Delegate of the United Kingdom** raised a concern with Agenda Item 5, paragraph 11 of the Summary Record of the ad hoc meeting. His Ambassador requested a revision to reflect more precisely that the CPAC had agreed to forward the Media Guidelines to the Executive Committee as a recommended basis for their discussion during the review of the Manual for the Guidance of Chairmen of Subsidiary Bodies of the Organisation. The **Chair** requested that the Summary Record be revised accordingly. (*Secretariat note: The Summary Record of 20 October has been revised and re-issued accordingly.*)

Agenda item 3. Reporting

- *Director's Report on recent PAC activities*

3. The **Director** presented PAC activities since the last CPAC meeting. The **Delegate of the United States** recognised the increased volume of media coverage of OECD communications and commented the timing of the press release about the OECD Action Plan in response to the financial crisis.

- *Report on the use of 2008 funds for Enhanced Engagement activities [Room Document 1]*

4. In introducing this item, the **Chair** emphasised the need to select appropriate journalists for the OECD Media Fellowships. In response to questions from the **Delegates of Australia, Canada, Finland, Japan and the Netherlands**, the Secretariat clarified the scope, sources and use of funding and agreed to see how best to present PAC Enhanced Engagement activities to the External Relations Committee.

- *Report on PWB 2008: Publishing- Output Area 6.4.3 [Room Document 2]; Expected Outturn 2008 [Room Document 2B]*

5. The **Head of OECD Publishing** presented the report. The **Chair** noted that activities are on track.

Agenda Item 4. OECD Communications

- *Status of OECD Communications Orientations document [C/INF(2008)10/REV4]*

6. The **Chair** noted that the OECD Communications Orientations document had been approved via written procedure. He would therefore present the document to Council at its meeting of 4 December 2008. In answer to a question by the **Delegate of the United States**, the Chair clarified that the Media Guidelines

would be transmitted to the Chair of the Executive Committee as a recommended basis for that Committee's discussion, at which CPAC would be represented.

- *Draft Terms of Reference for Informal Group on Upgrading OECD Communications* [Room Document 3]

7. The **Chair** reminded delegates that the proposed group depends on the outcome of discussions on the 2009-10 Programme of Work and Budget, notably on Output Area 6.4.1 and work with external consultants. The group will be member-led and facilitated by the Secretariat with supporting work. In reply to a request for more information by the **Delegates of Canada** and **Finland**, the **Chair** and the **Delegate of Japan** said that the need for a working group had been recognised. In the absence of a positive outcome, the Committee would return to the terms of reference.

Agenda Item 5. Revised PAC draft Programme of Work and Budget 2009-10 [C/INF(2008)18]

8. The **Chair** thanked delegations who had spoken in support of the draft PAC 2009-10 Programme of Work and Budget in recent Budget Committee discussions. He himself had noted the fragility of funding for OECD Public Affairs and Communications activities, especially in terms of Internet.

9. The **Head of OECD Publishing** presented the printing reform proposed for 2009-10. He replied to questions from the **Delegates of France** and **the Netherlands** about quality control and implications for staff. He also explained that OECD Publishing's shift to accrual-based budgeting is not being pursued at this time as costs of the transition would exceed the resources available to cover them.

Agenda Item 6. OECD Publishing Policy: Launch of the 2008 Review [C(2006)179/FINAL]

10. The **Deputy Head of OECD Publishing** explained that the Secretariat would be reviewing the OECD Publishing Policy and that a draft text would be sent to delegates via the Committee EDG shortly. The Chair asked for an eventual report on the number of publications produced and sold in order to see the best sellers.

Agenda Item 7. Other Business

11. The **Chair** and the **Delegate of Spain** drew the Committee's attention to the fact that the Executive Committee in Special Session will discuss the OECD Action Plan on the Financial and Economic Crisis on 24 November 2008 and asked about the reference that this document makes to a communications strategy. The **Director** said that this reference acknowledged PAC emphasis on the importance of developing communications alongside the Action Plan.

12. The **Head of the Public Affairs Division** asked delegates to note that the approaching 50th anniversary of the OECD was an opportunity to reflect on the future of the Organisation and to organise events in capitals. The **Director** said that, at the next CPAC meeting, the Secretariat will come forward with more detailed information about plans for the 50th anniversary and on the subject of raising the visibility of the OECD brand within the conference centre facilities.

13. The **Chair** closed the meeting by saying that the next Committee meeting would take place on Tuesday, 20 January.