

supplied with copies of relevant human rights materials", in keeping with paragraph 12 of General Assembly resolution 42/118.

64. The Department of Public Information has established a new Dissemination Division which is revising and computerizing the Department's distribution methods so as to target better specific audiences both worldwide and regionally. It is also ensuring that the United Nations information centres and the United Nations Offices around the world have available adequate stocks of human rights print and visual material in relevant languages. Increased attention is also being given by the Department to its distribution of audio-visual material, including material on human rights issues, and the placement of this material with the broadcast media. For example, new arrangements with Cable News Network enables United Nations television features to be seen weekly in 105 countries. The weekly United Nations television magazine programme, entitled, "UN in Action", is broadcast in 125 countries. In addition, Visnews, an international television news syndicate, regularly receives United Nations news items and distributes them to national television networks around the world.

VI. WORLD PUBLIC INFORMATION CAMPAIGN ON HUMAN RIGHTS

A. Introduction

65. Current activities in the sphere of information, education and related assistance have been outlined above at some length inasmuch as they provide the basis for a world public information campaign on human rights. Should the General Assembly agree to launch such a campaign, it would comprise several of the main features described above.

66. The fortieth anniversary of the Universal Declaration of Human Rights coincides with a new phase of United Nations activities and efforts in the field of human rights. The legislative process has reached extensive results since the adoption of the Universal Declaration of Human Rights. Indeed, two covenants (and an optional protocol) and some 50 other international instruments covering almost all aspects of human endeavour have added specific legal obligations to the rights and freedoms enshrined in the Declaration. While that process is not completed, it is evident that the main achievements in standard-setting have already been made. Today, the implementation of the body of norms available in the field of human rights clearly constitutes a United Nations priority. The reaching of that objective on a global scale necessitates information leading to awareness and knowledge of basic rights and freedoms, of the machinery available for the promotion and protection of those rights and of the role that the United Nations plays in this crucial field.

67. A major and widely perceived requirement of our time is to build up a universal culture of human rights, one that clearly recognizes that human rights and fundamental freedoms are inherent to the human person without any distinction as to his or her race, colour, sex, language or religion. In keeping with that, the United Nations, in parallel with its continuing efforts in the field of standard-setting and the further refinement of the law, and the priority attention