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REPUBLIKA E KOSOVËS
REPUBLIKA KOSOVA - REPUBLIC OF KOSOVO
KËSHILLI GJYQËSOR I KOSOVËS
SUDSKI SAVET KOSOVA - KOSOVO JUDICIAL COUNCIL

EFFECTIVE RULE OF LAW PROGRAM and KOSOVO JUDICIAL COUNCIL COMMUNICATIONS STRATEGY

2014 – 2019

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DISCLAIMER

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INTRODUCTION

It is of key importance for the judiciary to have the public be informed accurately and on time about the developments in the justice system.

Effective work with the media is a key segment of the further work of the judiciary in the area of communication with the goal of informing the public about the activities of the KJC, courts, policies and processes and procedures that are of special interest, with the purpose of increasing citizen trust and confidence in the efficiency of the justice system.

The Office of Communication Coordination at the KJC and the Court Public Information Officers serve as a bridge and source of information for the entire judicial system in Kosovo. It is important that the Court Public Information Officers ensure, collect and disseminate information to the citizens and the media on daily basis or based on the needs and inquiries.

The Communication Strategy 2014 – 2019 aims to strengthen the collaboration between the Kosovo Judicial Council (KJC) and the courts of the Republic of Kosovo with the media and the public.

KJC recognizes the right of the citizens to have access to public data in accordance with the legislation in effect, namely the Law on Access to Public Documents and the Law on Personal Data Protection, as well as the right of the media to report on public interest matters.

The challenge lies with the successful implementation of the action plan of the Communication Strategy, which requires the commitment of the KJC and of all courts. Further, the Communication strategy 2014 – 2019 identifies the communication tools and channel to convey messages to the public in order to ensure transparency and accountability.

As of January 1, 2013 when the new court structure was established, the new position of a Court Public Information Officer was created. This was translated into the need of having a Communication Strategy to regulate communication between the KJC and the courts with the media and the public.

MISSION STATEMENT

The mission of the judiciary in the area of communication with the public is to provide timely information, proper and full and speak in one voice while safeguarding the independence and impartiality of the judiciary.

VISION STATEMENT

The judiciary aims to earn the public's trust by enhancing public understanding of the role that an independent and impartial Judiciary plays; by ensuring all the people of the Republic of Kosovo equal justice and easy access to court services.

GOALS OF THE COMMUNICATION STRATEGY

The goal of this strategy is to establish and implement instructions for the publication of information from all courts and the KJC that are deemed as important for the public. This Strategy enables the KJC and the courts to act in full transparency and in compliance with the democratic standards for human rights and public safety that are internationally recognized.

The strategy serves to enable coordination of activities for regular and uninterrupted communication between the KJC and the courts with the media, civil society and the citizens, as one of the efficient ways of increasing transparency and accountability.

Goal 1: Strategic Leadership and Coordination of Information

The judiciary has a unified voice in disseminating information from the courts of Kosovo. The Communication Strategy instructs the KJC and the courts to coordinate any time they send information to the media and communicate with the general public, so the position and voice of the judiciary is unified.

Goal 2: Judiciary-Public Interaction

The judiciary communicates interactively with the public to increase public access to information and strengthen the public trust and confidence in the judiciary of Kosovo. In accordance with this goal, the KJC and the courts conduct various activities and create numerous opportunities that the public have easy and unimpeded access to information to the work of the KJC and the courts.

Goal 3: Proactive Media-Judiciary Relations

The judiciary strengthens the proactive media-judiciary relations to promote accurate and balanced reporting on the KJC and the courts. In accordance with this goal, the KJC and the courts, through the Office of Communication Coordination and the Court Public Information Offices undertake proactive steps to bring information on the judiciary closer to the media and the public.

Goal 4: Easy Access to Public Information

The judiciary uses modern information technology and traditional communication techniques to ensure to the public easy access to information on the KJC and the courts. In accordance with this goal, the KJC and the courts shall use their webpages as a powerful channel of communication to convey messages. In addition, the KJC and the courts shall engage in using social media platforms to reach out to various audiences, as a way of further increasing transparency.

SPECIFIC OBJECTIVES

1. Issue internal regulations that regulate the work and positioning of the Court Public Information Officers within the judicial system.
2. Render completely operational the public information officers in all courts.
3. Continuous professional development of public information officers for the KJC and the courts.
4. Internal structuring of communication within the KJC and the courts (supervisor – spokesperson/public information officer).
5. Provide prompt and efficient access to information of interest for the public.
6. Coordinate activities between the KJC and the courts in the area of public relations with a view to European integration process.
7. Judges forward in time the relevant information to the public information officers.
8. Enhance communication with the citizens to ensure transparency and accountability of the judiciary.

STRATEGIC GUIDELINES FOR COMMUNICATION

GOAL 1

Strategic Leadership & Information Coordination

Strategic Directions

- Public Information Officers hired.
- Internal Judicial Communications Systematized
- Implementation of Communication Plan Started
- Render Operational the Communication Coordination Team

GOAL 2

Two-Way Public-Judiciary Interaction

Strategic Directions

- Diverse Audiences Fully Informed About Court Services
- Court Accessibility and Public Opinion Measured
- Public Participates in Discussion Forums & Events

GOAL 3

Proactive Media-Judiciary Relations

Strategic Directions

- Media Guidelines Elaborated in Collaboration with Media
- Judicial Spokespersons Trained in Proactive Media Relations
- National, Regional and Local Media Contacts Cultivated
- Journalists Educated About Court Structure & Judicial Processes

GOAL 4

Easy Access to Public Information

Strategic Directions

- Timely, Accurate & Useful Information Disseminated
- Interactive Court Websites Constructed & Linked
- Social Media Procedures Formulated & Implemented
- Crisis Communication Management Plan in Place

Target Audiences & Key Messages

TARGET AUDIENCE	<u>KEY MESSAGES</u>
General Public *	<ul style="list-style-type: none">➤ <i>The Kosovo judiciary strives every day to earn the public trust and confidence.</i>➤ <i>The Kosovo judiciary serves the public interest; it belongs to all people of Kosovo regardless of national origin, race, religion, culture, gender, age, special needs, level of income or education.</i>➤ <i>The Kosovo Judiciary protects the rule of law by administering justice impartially, efficiently and continuously.</i> <p>* Messages will be tailored to identified needs and interests of population subgroups depending on channels of communication utilized</p>

**TARGET
AUDIENCE**

KEY MESSAGES

Media

- *Media and the Judiciary both serve the public interest. To achieve this the courts and the media cooperate with respect for their distinct roles in a constitutional democracy.*
- *Media are essential partners in providing timely, accurate and complete information about the justice system while preserving judicial independence, impartiality and integrity.*
- *The Kosovo Judiciary is committed to cultivate proactive and professional media relations.*

**TARGET
AUDIENCE**

KEY MESSAGES

Civil Society

- *The Kosovo Judiciary encourages communication with the civil society.*
- *The Kosovo Judiciary provides complete information that enables civil society organizations to carry out their mission in compliance with the public interest.*

**Business
Sector**

- *An independent Judiciary that faithfully adheres to the rule of law and is not swayed by political influence or public pressure is the hallmark of a stable democracy and contributes to economic stability as well.*
- *Judicial independence and impartiality creates confidence in the security and predictability of economic transactions.*

**Counterpart
Organizations**

- *KJC works collaboratively with counterpart organizations that share common goals and a complementary mandate to preserve and sustain judicial independence and integrity*

Communication Channels/Tools

Communication Channels/Tools	Frequency
• Multi-Lingual Website (Interactive)	Updated Daily
• Multi-Lingual Guidebook to the Courts (Print/Online)	Annually
• Multi-Lingual Public Service Announcements (Print/Electronic)	As Needed
• Multi--Lingual Educational Pamphlets/Brochures/Forms	As Needed
• Special Events (Target Audiences)	Periodically
• Email (All Audiences)	Daily
• Social Networks (Facebook/Twitter/YouTube, Blogs)	Daily
• Media-Judiciary Round Tables	Annually
• Public Feedback Forms (Target Audiences)	Periodically
• Telephone Calls (All Audiences)	Daily
• Training Workshops (Judicial Spokespersons/Media)	Periodically

Communication Channels/Tools

Frequency

<ul style="list-style-type: none"> Stakeholder Meetings 	As Needed
<ul style="list-style-type: none"> Educational Seminars (Target Audiences: women, pupils, students, minorities etc.) 	Periodically
<ul style="list-style-type: none"> Topic-Specific Public Forums (General Public) 	Periodically
<ul style="list-style-type: none"> Roundtable Discussions (Business Sector-Pristina Basic Court) 	Periodically
<ul style="list-style-type: none"> Public Opinion Surveys (Target Audiences) 	Biannually
<ul style="list-style-type: none"> Media Advisories/Fact Sheets 	As Needed
<ul style="list-style-type: none"> Media Press Releases 	As Needed
<ul style="list-style-type: none"> Media Interviews 	As Needed
<ul style="list-style-type: none"> Press Conferences 	Every six months
<ul style="list-style-type: none"> Media Electronic Images and News Videos 	As Needed
<ul style="list-style-type: none"> Newsletter and E-Newsletter (Target Audiences) 	Quarterly
<ul style="list-style-type: none"> Guest Lecturing (Schools) 	Periodically

MONITORING & REVIEW

The Kosovo Judiciary will utilize a variety of qualitative and quantitative research tools – including, among others, direct feedback from court users and the general public, stakeholder focus discussion groups, media monitoring, public perception surveys, website analytics – to track the following communication effectiveness metrics. Further, the KJC shall appoint / recruit an officer to be responsible for monitoring the implementation of the Communication Strategy and Action Plan.

RESOURCE ALLOCATION

The Kosovo Judiciary will appoint as needed the required human, financial, technical and institutional resources necessary to carry out communication strategy goals.