



Republika e Kosovës  
Republika Kosova - Republic of Kosovo  
*Komisioni Qendror i Zgjedhjeve*  
*Centralna Izborna Komisija*  
*Central Election Commission*



## **PUBLIC INFORMATION STRATEGY**

### **Introduction**

Kosovo's Constitution defines the basic principles for the organization of elections, on the basis of free , universal, equal, direct and secret vote, in accordance with the law on elections.

The Central Election Commission is a permanent body that prepares, supervises, directs, and verifies all activities related to the process of elections, referenda and announces their results.

The responsibilities of the management bodies and the organization of elections in Kosovo are regulated by the Law on General Elections, Law on Local Elections and the Law on Financing of Political Parties.

In order to fulfill these constitutional and legal principles, CEC and CEC Secretariat, undertake voter education activities designed to increase voter awareness on the voting procedures and procedures for protecting electoral rights.

This Public Information strategy is intended to enable the CEC to be perceived as competent and transparent institution in respect of constitutional principles, international law and the administration of free and democratic elections.

The strategy aims to inform citizens entitled to vote to use their right to vote, manner, time and place for voting, and identification of target groups, cooperation with civil society, monitoring and information support to the media, political parties and observers during the pre-election and election.

CEC will organize activities to inform voters and stakeholders in all stages of the electoral process and establish coordination mechanisms with other stakeholders to follow up information messages.

This strategy aims to fulfill this function and this overall objective.

## **PURPOSE**

The overall goal of a public information campaign is to inform voters about the electoral process, functioning of the process and their rights under the Constitution of Kosovo and the elections law. The campaign will also be designed and implemented to support the responsibilities and specific activities of the CEC, defined in the Law on General Elections and the Law on Local Elections (it is the period of service voters, confirmation and opposition voters with special needs and circumstances, voting procedures, voting abroad).

This strategy is designed for CEC, to fulfill the obligations of the voter information during all phases of the electoral process.

Besides informing the voters, the CEC is also responsible for informing other interested parties for the elections as political parties, civil society organizations and media on election activities in a comprehensive and timely.

The purpose of this project is to inform the voters about all stages of the electoral process, the motivation to participate in elections, the role, the rights of voters during the election process.

## **OBJECTIVES**

The objectives of a public information campaign for the elections are:

- Disclosure of information on the electoral process and political parties voters.
- Informing voters about their voting rights.
- Information and education on the importance of his vote.
- Information and education on how to vote.
- Encouraging increased participation in the elections.
- Reducing the number of invalid ballots.
- Information on polling day and (time) voting..

## **BASIC PRINCIPLES OF PUBLIC INFORMATION**

Public information campaign is based on five fundamental principles:

**Comprehensiveness** - Requires commitment not only to the traditional channels of information, such as TV, radio and print media, but also news agencies, news portals, nets social and mobilizing all public contacts with all relevant institutions (whether local administration, various NGOs or international institutions).

**The simplicity of materials** - All materials, audio, visual and print, will have a simple, easily understood content. The design of the material will be part of the visual identity that can easily be identified through the use of the slogan, logo and colors of the same.

For all products of TV and radio spots will be used only one sound.

**Flexibility and constant evolution** - Always must analyze campaign performance and the effects of which should be adapted to particular circumstances. There should be no gaps between the distribution and operational needs for information.

**Impartiality** - The process of informing the public, will be impartial and free from political or partisan interference. The content of public information materials, aims to inform the motivate voters to participate in elections, and does not favor any political party competing in the elections.

**Coordination** - The comprehensive approach requires good coordination and interaction of CECS, between departments and institutions at home and abroad.

## **ACCESS OF PUBLIC INFORMATION**

IP's campaign, will be designed and implemented to support the activities of the CEC, defined in the law. Also emphasis of the campaign will be on the electoral process, the rights of voters, the importance of participation, and the role of the CEC, as a public institution with a constitutional mandate.

All materials, electronic and printed, as for the content and the design will be easily identified by all categories of voters. The content of the slogan and other promotional materials, whether in print or electronic media, will be easily identifiable and acceptable for all age groups of voters.

## **INFORMATION BY MEANS OF COMMUNICATION**

In order to achieve the purpose of public information, a few of communication means will be used, such as:

**Mass media** - The main tool of communicating with voters will be the media. Special attention will be paid to providing space in TV and radio, which have a significant impact on opinion. Therefore the most important information will be placed in television and radio programs. Also, through newspaper notices will be published the most detailed and technical.

**News portals** - Seven agencies and five portals (two minority) will be used more frequented by citizens in and outside Kosovo, where the information will be published in all phases of the electoral process. Among the portals will be rtklive.com. Once clicked, the banner can lead them to the website of the CEC.

**CEC website** - Information on elections, will be placed on the website of the CEC. Public information materials that will be offered to voters as a whole, will be published on the website so that voters can be able to download from the Internet all the necessary information to vote. Materials will include: materials in the textual, visual and audio (radio) form.

**Social networks** - Social networks (Facebook, Instagram, Twitter, Youtube), are a very effective low cost to reach the majority of voters, particularly young voters. Through its profile in social networks, CEC will inform voters on a regular and real-time electoral process. CEC will put pictures of different activities and distribute information materials, in order to spread them to the majority of voters who are active in social networks.

**Setting a screen in front of National Theater** - A 3m x 2.5 m screen before the national theater (with the agreement between the CEC and Theatre) where it will continuously broadcast information materials and announcements, videos, and the announcement of the preliminary results reported by K-vote system.

This increases the transparency and credibility of the CEC, but also to inform citizens about the election process and results.

**Personalities:** Whenever possible, we would like to use the recommendations of influential people within communities as: athletes, actors, singers, intellectuals, professionals of various political personalities should be avoided.

**Public message from the President of Kosovo, President of CEC:** Kosovo President and / or President of the CEC can provide motivational messages for women to participate in elections, not only do they vote, but also to be part of process, electoral management

bodies and observers. Messages except broadcast on TV and radio, should be distributed through social networks, organizations Kosova Women's Network, in order to reach as many women.

**Teams and mobile booth:** Will be placed in all municipalities. This activity offers the possibility of meetings, conversations and direct interaction with voters, as well as providing information directly.

**Information desk** - They will be placed at Pristina Airport through which a significant number of citizens abroad, will have a checkpoint in Kosovo during the holidays. Information desks will inform these citizens by giving leaflets containing details of the application for voting abroad, deadlines for registration, and how to complete the ballot and the submission deadline.

**Distribution of billboards, posters and flyers:** The activity of distribution will be an important method of transmitting the education messages to specific groups. For each stage of the electoral process some flyers will be distributed in the registrar's offices, in the headquarters of Political Entities and their branches by SMEO's, and also daily newspapers.