



**Republika e Kosovës • Republika Kosovo • Republic of Kosovo
Institucioni i Avokatit të Popullit • Institucija Ombudsmana • Ombudsperson Institution**

STRATEGY OF THE OFFICE FOR PUBLIC AND MEDIA RELATIONS

2016-2018

Prishtina,

18 December, 2015

BASIS OF THE STRATEGY – GENERAL BACKGROUND

Strategy of the Office for Public and Media relations 2016 – 2018 (hereinafter the Strategy 2016 - 2018) is based on the Constitutional and Legal Mission of the Ombudsperson Institution (OI) for the protection and promotion of human rights, considering the communication and information of the public wide, as one of the forms of transparency and accountability before citizens, as well as a direct contribution to the promotion of human rights and freedoms.

The adoption of the package of human rights laws: *Law on Protection from Discrimination*, *Law on Ombudsperson*, and *Law on Gender Equality*, in July 2015, as well as the appointment of the new Ombudsperson, imposed to review the Strategy for OI Public and Media Relations in order to be in conformity with the changes made.

In the function of meeting the Mission of the Ombudsperson Institution (OI) and its direct legal responsibilities to protect and promote human rights and freedoms and to inform on them through the awareness raising “ [...] *especially through information and education and also through media*” “(*Article 18, paragraph 1.4, of Law No. 05 /L-19 on Ombudsperson*), the Strategy 2016 – 2018 is the underlying document for annual planning of the office of Public and Media Relations and a supportive document in the general planning of the OI communication activities, as a whole.

Document was built based on the:

- ✚ *Need and legal demands raised;*
- ✚ *Continuous need to inform on human rights;*
- ✚ *Need to inform on mechanisms of human rights protection and legal proceedings to protect them;*
- ✚ *Indispensability to inform on the mandate and powers of the Ombudsperson;*
- ✚ *Indispensability of education through raising awareness with regard to the respect of human rights and the role of the Ombudsperson in this aspect;*
- ✚ *Work dynamics and OI activities as well as on transformations and developments with regard to human rights and freedoms at the level of the country.*

PURPOSE OF THE STRATEGY

This Strategy will be the living document during the three upcoming years, which will be open for eventual supplements and adjustments also within this period, depending on processes, in which the engagement of the Ombudsperson will be unavoidable.

Strategy's intention is to serve to the needs of situations during the three upcoming years, in particular, in building basic promotion pillars, by building in this way the public profile of the only national institution of human rights, compatible with the constitutional and legal basis and also in full conformity with the Ombudsperson's vision, and as a response to the need for cultivating general culture of the respect of human rights.

Basic principles of the Strategy for Public and Media Relations in essence have to do with

- ✚ *Legality and impartiality*
- ✚ *Transparency and accountability*
- ✚ *Non-discrimination and equality*
- ✚ *Inclusiveness and cooperation*

GROUPS FOCUSED ON COOPERATION:

- ✚ *Citizens*
- ✚ *Media*
- ✚ *Civil society*
- ✚ *Central and local authorities*
- ✚ *International organisations*
- ✚ *OI staff*

OBJECTIVES

Objectives present aims against the public wide in general and targeted groups as well. Aiming at being close to the citizen and considering media as well as one of the key possibilities of the public communication, this strategy includes **5 substantial objectives**:

- ✚ **1. Awareness raising and education regarding human rights and freedoms – Role of OI**
- ✚ **2. Public challenging of discrimination**
- ✚ **3. Enhancing transparency and accountability**
- ✚ **4. Networking with the OI activities through communication at country's level**
- ✚ **5. Strengthening cooperation with media and civil society**

Expected results for the achievement of these objectives are given under the general conditions, as well as are the nature of activities without details and the way of achievement (which are specified in annual plans or other special projects).

Measurement and assessment of the achievement of targeted objectives is done through (*qualitative and quantitative*) measurement indicators of the projects and activities in the function for meeting the mandate and powers and responsibilities. These indicators are given in the Strategy, and also (see [INDICTORS OF THE ACHIEVEMENT OF OBJECTIVES](#)).

In later stages, the research questionnaires or official forms may be attached to the Strategy as annexes, which will serve for measurement of quality or quantity of the achievement of objectives within the objectives and in conformity with the indicators set out.

Specific activities supporting special activities of departments or offices within OI are not included in the Strategy for Public and Media Relations, but they are included in annual planning and are supported by the Office for Public and Media Relations.

OBJECTIVE I:

AWARENESS RAISING AND EDUCATION RELATED TO HUMAN RIGHTS AND FREEDOMS – ROLE OF OI

Activities:

- *Information on human rights and freedoms guaranteed by the Constitution and by International Agreements and Instruments directly applicable in Kosovo;*
- *Information on specific rights adapted depending on the audience targeted;*
- *Information seminars for official of public authorities in Kosovo;*
- *Seminars/training for journalists in the area of human rights and freedoms;*
- *Training for OI staff related to public relations and promotion of human rights and freedoms in the daily business;*
- *Delivery of promotion campaigns for awareness raising and education related to human rights and freedoms and the role of OI, through specialised companies offering services of this nature (**engagement of media companies/studios, which are specialised for designing and delivery of promotion campaigns is seen as unavoidable and indispensable**).*

Expected outcomes

- *A higher number of people will be informed about rights and freedoms guaranteed as general concepts;*
- *Targeted and predisposed groups whose rights are violated will have more information on constitutional and legal guarantees in order to enjoy those rights;*
- *Targeted groups are informed on the practical side on the exercise of these rights;*
- *Officials of public authorities are educated related to the constitutional and legal; guaranteed rights and the responsibility to respect them;*

- *Directly impacts on education of media / journalists in the area of human rights and freedoms;*
- *OI staff is educated related to the access of the public and continuous promotion of rights and freedoms guaranteed in the country, and legal normative and institutional channels to respect and protect them;*
- *General awareness raising for the respect and protection of human rights and freedoms.*

OBJECTIVE II:

PUBLIC CHALLENGING OF DISCRIMINATION

Activities:

- *Promotion of Law on Protection from Discrimination and Law on Gender Equality and hence the role and the powers of the Ombudsperson;*
- *Media releasing of cases requiring public pressure;*
- *Encouragement through release of cases positively resolved;*
- *Activation in anti-discrimination cases and campaign;*

Expected outcomes

- *More people will be informed on and will be familiarised with the legal basis against discrimination and on the role of the Ombudsperson;*
- *More cases resolved positively;*
- *Assessment of OI's contribution as a party engaged in the protection from discrimination and as part of different activities and organisations;*
- *More people will be informed about the role and powers of the Ombudsperson in the area of protection from discrimination.*

OBJECTIVE III

ENHANCING TRANSPARENCY AND ACCOUNTABILITY

Activities:

- *Proactive media access / organisation of media coverage of activities;*
- *Continuous information on the work and activities in the official website and on the official web profile account in Facebook and through media, which can be contacted also directly through the e-mail;*
- *Developing and dissemination of publications, relevant information of OI and promotional materials physically and in other multimedia forms, for the public/ the institution/ public authorities/ civil society/ media.*

- *Management of media demands for declarations, pronouncements, interviews or participation to television programmes and debates;*
- *Discussion roundtables on specific and relevant topics on developments, findings and data available with OI;*
- *Projection and participation to the execution of programmes in a cycle format with specific topics in audio and visual media;*
- *Initiation of important topics for a public debate in the area of human rights, transparency and accountability.*

Expected outcomes

- *Continuous media information and through them also the wider audience;*
- *Media coverage from as many audio-visual written and electronic media as possible;*
- *Central and local level of institutions / public authorities / civil society/media to obtain direct information from the publication and information of the Ombudsperson on data and practices related to OI;*
- *Media / journalists should obtain answers as soon as possible, from the moment when questions/requests are received for information;*
- *Intensification of relations and cooperation with media in the function of promotion and protection of human rights and freedoms, transparency and accountability;*
- *Dissemination of information as well as education, related to human rights and freedoms, through media to a wider and more diverse audience, in the meaning of understanding social and economic categories;*
- *Opening for discussion topics requiring public debate in the function of raising awareness and protection of human rights and freedoms, transparency and accountability.*

OBJECTIVE IV

NETWORKING OI ACTIVITIES THROUGH INSTITUTIONAL COMMUNICATION AT THE LEVEL OF THE COUNTRY

Activities:

- *Organisation of meetings and constant contacts at central and local level, with specific focus on relevant authorities, related to promotion and protection of human rights and good governance;*
- *Distribution of OI's publications to the institutions of central and local level and to citizens through organisations done by the OI Itself.*
- *Delivery of specific information affecting central and local level to influence on promotion and protection of human rights and good governance;*

- *Close contacts and cooperation with communication offices at central and local institutional level in the function of promotion of good governance, transparency and accountability;*
- *Close contacts and cooperation with human rights units at central and local institutional level in the function of promotion of good governance, transparency and accountability;*

Expected outcomes

- *Increasing cooperation with central and local authorities and informing them about relevant information;*
- *Enhancing knowledge of central and local level officials related to the powers, responsibilities and role of OI as a local independent institution, for protection and promotion of human rights and freedoms deriving from the Constitution of the Republic of Kosovo;*
- *Enhancing knowledge of central and local level officials related to human rights and freedoms and ways of cooperation and advocacy in this regard;*
- *Unhindered communication and institutional cooperation in the function of provision of better services for citizens, without discrimination and with professionalism.*

OBJECTIVE V

STRENGTHENING COOPERATION WITH MEDIA AND CIVIL SOCIETY

Activities:

- *Discussion roundtables on intensification and advancement of media relations;*
- *Recurrent meetings organised with NGOs in the function of identification of projects for promotion of human rights and freedoms;*
- *Initiative of OI media presence with specific focus on local media;*
- *Developing and distribution of promotional material, media and NGOs related to the OI work and activities;*
- *Initiation and the positive response on the OI media presentation;*
- *OI presentation in conferences/seminars/training/workshops organised by civil society and media*

Expected outcomes

- *More knowledge from NGOs and media on human rights and freedoms, as well as on the role, mandate, powers and responsibilities of OI;*
- *Media and civil society should refer to the materials drafted and published by OI as a source of information;*

- *Culture of respect of human rights should be reflected on the work and activities of media and civil society*
- *Awareness raising of civil society and media, regarding the data processed and published by OI*
- *The public, depending on OI location/region should obtain advice / information from OI also through direct programmes or those recorded in media.*

INDICATORS OF THE ACHIEVEMENT OF OBJECTIVES

Quantitative indicators

Taking into account the purpose, principles and objectives of the strategy, the measurement of the execution will be done through measurement indicators:

- *Number of information released for the public, through media, website, Facebook account profile*
- *Number of publications and the disseminated quantity*
- *Number of activities developed, open for media and released for the public*
- *Number of pronouncements, interviews or participations in programmes (not attachments)*

Qualitative indicators for the execution of the mission and role of OI

Execution of the field researches and analysis of their data would serve to measure also the quality of work and responsibilities of the OI. Ombudsperson Institution has never done any qualitative analysis related to the fact as of how many citizens are informed about the mission and responsibilities of OI and how is work and activities assessed; therefore, **researches executed on the work, activities and the role of OI in the function to meeting its Constitutional and legal mission and mandate, targeting special audiences (citizens/ parties or cases/officials of institutions/ media-journalists/ civil society was considered unavoidable during pre-determined periods, within the time period covered by this Strategy 2016 – 2018.**

Hence, the following will be considered as qualitative indicators:

- *Results of recurrent researches with citizens, based on specific questionnaires in compliance with objectives targeted;*
- *Results of researches with officials of institutions/ public authorities;*
- *Results of researches with journalist/media in compliance with objectives targeted;*
- *Results of researches with civil society related to specifications in the objectives targeted.*

Engaging specialised companies on qualitative research is seen as unavoidable and indispensable

GENERAL COMPONENTS ON STRATEGY DEVELOPMENT

General components which are highlighting principles and objectives of Strategy 2016 -2018, are:

✚ Key messages subject to context on extension of activities

- Messages are built depending on the activity based on the mission and key principles of OI work. Messages take an acceptable and more suitable form depending on groups targeted.
- In the context of marking international days, messages follow the global spirit of mottos or calls.

✚ Building and strengthening proactive approach in communication

- Increase of the number of information released for the public through the website, mass media & written media, as well as through social networks,
- Information released should substantially over the OI work and activities;
- Departments and offices will provide constant information to the office for Public and Media Relations on the work, activities under preparation and those executed, so that the same will be followed further through different communication channels.
- The website reflects the OI work and activities and important activities in the field of human rights. Social networks are used to maximise the distribution and the outreach of targeted groups. Multimedia communication channels are used in maximum in the function to meeting the Constitutional and legal mission and mandate.

✚ Communication with targeted parties for cooperation

- Maintaining constant contacts with citizens / media / NGOs/ institutions and occasional consultations on issues of general interest.
- Constant information of the public wide on the OI work and activities through the website, mass media and social networks.
- Organisation of activities not only in Pristina where the Main office is located, but also at centres where regional offices are located.

- Inclusiveness in releasing information and proactive communication with all groups focused for cooperation.

Promotion

- Inclusive promotional campaign.
- Extension of the promotional campaign covers horizontal and vertical reach and targeted groups
- Variety of promotional products depending on targeted groups

CHALLENGES AND RISK

Social and economic developments in the country and scope of application are considered a continuous challenge in the execution of objectives, depending on these developments. A diverse spectrum with communities in need of specific demands may remain secondary depending on these developments.

The financial and procedural part in this aspect remains a permanent risk to the execution of promotional costly projects.

Lack of sufficient staff may bring difficulties to the execution of goals and objectives.

Lack of a positive response of targeted groups in the activities organised by OI is also an issue which should be considered as a potential, and if it occurs, it constitutes a risk without a substitution alternative.

Approved on 18 December 2015, Prishtinë

The Ombudsperson

Hilmi Jashari