

Statement by Chris Bennett, Director of Communications at the Press Conference on Pre- Election Public Information Campaign

Chris Bennett, Director of Communications

Good morning. Thanks for coming this morning at relatively short notice.

We have invited you here today to give you a preview of the spots that will be running on television throughout Bosnia and Herzegovina in the run-up to the 1 October elections within an OHR public information campaign.

I am presenting the spots and not Christian Schwarz-Schilling because the High Representative/EU Special Representative features in one of them and he is too modest to present it himself.

As you can see, he has, nevertheless, decided to be present in the audience, to gauge your reactions no doubt.

The campaign has three aims.

The first is to raise awareness of the changes in the international presence in Bosnia and Herzegovina and in particular the closure of the Office of the High Representative.

The second is to raise awareness of the importance of the elections. Since the OHR is closing, the individuals and parties elected on 1 October will have to take responsibility

for this country's future, a future that is in Europe.

And the third aim is to encourage as much of the electorate as possible to vote. Anyone choosing not to vote, is allowing others to make decisions about his or her future and the pace at which this country will advance towards Europe.

So, without further ado, let's see the spots.

FIRST SPOT.

It runs fast. But our target audience is in particular the under-35s who are statistically least likely to vote.

Perhaps you'd like to see it again.

FIRST SPOT.

"Vote for those who will ensure stability and decent life for all in Bosnia and Herzegovina."

Just don't ask me who to vote for.

And now the second spot.

SECOND SPOT.

And once again.

SECOND SPOT.

"Don't let others decide in your name!"

I hope you enjoyed watching them.

In addition to the TV spots, you should be aware that there are two radio jingles and two press advertisements, all on the same theme.

The campaign will run between 14 and 29 September 2006. The television spots will appear on stations – BHT1, FTV, RT RS, TV Pink, and OBN – as well as the *Mreza* + network. The radio jingles will run on some 40 stations across Bosnia and Herzegovina and the press ads will appear in all the main newspapers and magazines.