OHR launches 2nd Phase of Anti-Corruption Campaign

This week, the Office of the High Representative launches the second phase of a two-phase public anti-corruption awareness campaign. We hope that this campaign will help draw attention and spark debate about this issue, which is so important to the future development of BiH. The campaign comprises five TV episodes, 10 radio spots, 60 jumbo posters, 80,000 comic books as well as an animated video clip. It will run until October 14 and is a co-production of the OHR and the production company Pro.ba, Center for Contemporary Arts, Sarajevo

Through a variety of means, we want to build on the messages of the initial campaign last spring, which informed the public about the types of corruption found all over the country. This new phase willl inform citizens about how they can become involved in the fight against corruption, by insisting on their right to a responsible, accountable government. We will also seek to explain clearly the role of different law enforcement agencies and the judiciary in investigating and fighting corruption.

Starting this week, you will see billboards in cities all around BiH introducing the campaign with the slogan “Gdje idu nase pare?” (“Where is our money going?”). This will be followed up on Saturday, September 9, with the first episode of an animated story line created especially for this campaign and to be broadcast by 25 TV stations across Bosnia and Herzegovina. It features “Ovaj and Onaj”, two characters who encounter corruption and seek to eradicate it. Four new episodes will follow, airing on September 16, 23, 30 and October 7. Each TV episode will be repeated twice the week after its first broadcasting. Short radio messages will be aired every day except Fridays on 40 radio stations, beginning September 9 and continuing until the end of the campaign, when

we will also distribute comic books featuring the same characters in printed form.