

Project:	Anti-Corruption Communication Campaign
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CONTEXT

1. General context

On the 25th of April 2005, Romania signed the Accession Treaty with the European Union. This is a short excerpt from the Treaty: *“in the case of Romania, particular attention will be paid to preparation in the areas of Justice and Home Affairs, Competition and Environment [...] The European Union recalls that safeguard clauses provide for measures to address serious problems that may arise, as the case may be, before accession or in the three years after accession.”*

Chapter 24 in Romania’s Position Paper has become increasingly important, as it deals with the issues of Justice and Home Affairs, which, as the treaty points out, may be one of the barriers on Romania’s road to EU integration. This is the Chapter that also addresses the Anti-Corruption Measures.

Corruption is one of Romania’s main challenges. Laws have been passed, committees and institutions have been set up, anti-corruption campaigns have been developed, but the problem still persists. There are many things that can be blamed for this situation: the famous Balkan mentality, the shortcomings of the system which allow corruption to flourish, the laissez-faire policy of the authorities. However, all these are slowly but firmly being left in the past, as a new generation comes of age and it would be unfair to say that progress hasn’t been made. Things are gradually changing for the better. For example, in 2004 Romania landed the 87th position (from 146) in the most corrupt top, sliding down 10 positions, in comparison with 2002 (research conducted by Transparency International).

There is an obvious sign of change and, as the old generation is being replaced by new blood, things can only improve. There is now an opportunity for the right anti-corruption message to reach its target and to act as a catalyst for the change that is already taking place. Two years prior to the EU accession and with the constant messages Romania is receiving from the Member States, the ground is set, and people are more eager to get involved in fighting the corruption. The first step is to start communicating to these people.

2. Specific context

“The Development of Anti-Corruption Measures” is a Phare project that started in January 2004 and is due to run for 18 months. The beneficiary of the project is the Romanian Ministry of Administration and Interior (MAI). The project is aimed at strengthening MAI’s

ability to prevent, detect and combat internal corruption within all its law enforcement structures: the National Police, the Gendarmerie, the Border Police, the Fire Service, as well as other MAI personnel.

This Phare project is also responsible for the setting up of an Anti-Corruption Directorate, that will have to detect and prosecute corruption cases within MAI and its subordinate structures mentioned above.

All these high-profile activities the project is conducting are in need of communication support. Therefore, a partnership was set up between the Phare project, MAI, a local NGO – The Association for Implementing Democracy, the Anti-Corruption Directorate and a communications consultancy company – Productive International Romania. This partnership is aimed at finding the best communication tools that will have an impact on the target audiences.

Partnership is a key word in the success of this campaign. It is important that the communication solutions are developed by consulting all the parties that will have valuable input in this campaign: the European Union (represented by the Phare project), MAI, the civil society (represented by the Association for Implementing Democracy), the corruption fighters (represented by the Anti-Corruption Directorate) and a communications expert (represented by Productive International Romania). All these organizations will form a focus group that will propose, debate and implement the communications activities that best serve the anti-corruption measures within MAI and its subordinate structures.

OBJECTIVES

The objectives of this anti-corruption communication campaign have to create a strong link between the **target audiences**, the **message**, and the specific **activities** directed to these target audiences.

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| Objective 1: | To inform the target audience of the anti-corruption measures that are being taken. |
| Objective 2: | To convince the target audience to feel responsible on matters linked to corruption. |
| Objective 3: | To change mentalities on anti-corruption issues. |

In the communications grid below, you can see the list of the identified target audiences, together with a specific message for each type of audience, the tone of the message and the communications tool recommended for each target audience. The identified messages will have to come across in all the activities that will be implemented under this communication campaign and they will set the direction for the creative part of the campaign: drafting texts, design and images. This grid was developed during a brainstorm session of the partners (Phare project, NGO and the communications consultants) and it is the basis of this strategy.

Communications Grid

Target audience	Message	Tone	Medium
MAI public servants	It's your responsibility!	educational, supportive	letter signed by the PM
			survey
			documentary film on CD ROM
MAI partners	We're taking action!	sincere, realistic	Short documentary film on CD ROM
Young generation (16-30)	Change the system!	challenging	TV Commercial (TVC)
			Radio
			teen media
Police officers	Do the right thing/help your community	educational	MAI newspaper
			Leaflet
			basic corporate ID (logo + letterhead)
Civil servants	Be professional	affirmative	Letter
			Poster
High Officials	Please support us	friendly, informative	letter from Steve
			Media
Expats/businessmen	Be part of the solution	warning, informative	Airline magazines expat media
Visitors	We are taking action!	Welcoming	folder (resource pack)
Potential recruits (in the school)	Be the future	friendly encouraging	Leaflet

ACTIVITIES

The target audience and the message lead to the necessary activities that need to be implemented in order to achieve the proposed objectives. What follows is a description of the proposed activities.

1. Design the corporate identity of the Phare project

This activity is under the first objective and it will address all the target audiences described in the communications grid.

This activity is aimed at creating a unified image for this Phare project. The corporate identity will start with a logo that will have to be a visual summary of the project's activity. This logo will then appear on every project material (letterhead, power point presentation, leaflet, folder, TV commercial etc). The purpose of this activity is to create awareness for the project and build a strong image that will have an impact on the target audience.

2. Design and produce various printed materials: leaflet, poster, and folder.

This activity is under all three proposed objectives and it will address the following target audiences:

- police officers, potential recruits (the leaflet)
- civil servants (the poster and the leaflet)
- expats and visitors (the leaflet, the folder)

The success of these materials relies on good design, well-written text and quality print. If all three criteria are met, chances of people actually reading these materials and taking in their message increase dramatically.

3. Direct mailing

This activity is under all three proposed objectives and it will address the following target audience: MAI staff, high officials, civil servants.

There will be three different letters, one for each type of audience. The MAI staff letter will also be accompanied by a short survey that is meant to gather information about the staff's opinion on the anti-corruption measures implemented by MAI and about their personal opinions on corruption in general. These three letters will be drafted by the Phare project and it is important that they communicate to the target audience that it is them who are making the change possible and therefore should get involved and take responsibility for it.

4. Documentary Film

This activity is under all three proposed objectives and it will address the following target audience: MAI staff, high officials, MAI partners, expats and visitors.

Pictures, whether still or moving, can have a strong impact on the viewer, provided they are used properly. They can help to challenge prejudices, change mentalities, and communicate messages. The film medium can be used to raise awareness on anti-corruption issues and to disseminate the outcome of the Phare project. The idea is to have a film that is both relevant and interesting to the target audience, a film that they can relate to and debate about.

The film will be a short production of between 15 and 20 minutes and will be made in the "observational documentary" style of Productive International Romania. It will be reproduced onto CD Rom format for distribution to police stations and also made available to public television (TVR) to be potentially inserted into their programmes.

5. Website

This activity is under the first objective and it will address all the target audiences described in the communications grid.

This will in fact be the website of the Anti-Corruption Directorate and its purpose is to be a thorough information resource on the anti-corruption measures. It can be developed in an interactive way, with a forum, where people can express their opinions and comment on various issues related to the subject.

6. Media advertising campaign

This activity is under objectives 2 and 3 and it will address the young generation (16 to 30 years old).

This is the most complex activity of the entire communication campaign. It will involve considerable creative efforts in order to come up with powerful ideas for the TV commercial (TVC), the radio commercial and the press ad. Once the ideas are agreed, the production phase begins: filming and editing the TVC, recording and editing the radio commercial and designing the press print. The production phase is followed by the broadcasting phase: getting free coverage in the media (TV, radio, newspapers).

This is also the activity that will cover the biggest number of people, who are defined by different characteristics. Some of them are still in school, they are financially dependent on their families, with more interest in teenage issues, like sports, music, dating. Others are

young professionals with college degrees, who are proactive, informed and willing to take action.

The media and the creative idea have to be selected so that they have the best affinity with the target audience and its different characteristics. The music channel, MTV, and the teen magazines (Popcorn, Bravo) could be approached for the younger audience (16 – 20), while the national TV network (TVR1, TVR2, TVR Cultural) and an important paper (Cotidianul, for example, who already published an interview with the Phare project Pre Accession Advisor) could be used for the older audience (20 – 30).

The advertising campaign should make a reference to the Anti-Corruption Directorate green number (free phone line, where people can inform the directorate about the corruption cases they encountered) and its website.

BUDGET

This budget covers the costs of Productive International Romania; it does not cover the admin costs of the Association for Implementing Democracy, or the costs of the advertising agency that will implement the media advertising campaign (activity number 6).

The budget includes design costs for the printed materials, as well as the production of the documentary film (filming and editing) and the multiplying of CD ROMs with the film. The budget does not include copyrighting costs for the printed materials (leaflet, poster, letters), as it was decided that this activity will be performed by the Phare project and its partners. The budget also doesn't include production costs for the printed materials (leaflet, poster, folder, and letters); the production will be covered by MAI, who own a printing house. It is important that MAI's printer receive clear technical specification: type of paper, colors, deadline for delivering the materials.

Budget			
	Units	Cost/unit	Subtotal
Creative Design Total			€ 1,779
basic corporate ID (logo + letterhead)	1	€ 400	€ 400
leaflet	1	€ 300	€ 300
folder	1	€ 300	€ 300
poster	1	€ 300	€ 300
agency commission		15%	€ 195
VAT		19%	€ 284.05
Documentary Film Total			€ 7,069
filming (units = days)	15	€ 170	€ 2,550
editing (units = days)	10	€ 100	€ 1,000
CDs (design and production of covers, copying)	500	€ 3.70	€ 1,850
agency commission		10%	€ 540
VAT		19%	€ 1,129
Others Total			€ 3,449
survey	1	€ 300	€ 300
website and discussion forum	1	€ 1,500	€ 1,500
consultancy (units = days)	6	€ 120	€ 720
agency commission		15%	€ 378
VAT		19%	€ 550.62
GRAND TOTAL			€ 12,296

CONCLUSIONS

Our goal isn't to convince the corrupt to transform; this is a task that cannot be accomplished through a communications campaign. Our goal is to change the mentality of the persons who come in contact with the corrupt, whether they are being tempted to commit a corrupt act by someone they work with, or whether they cannot do something unless they pay an illegal fee. These people need to reconsider their behavior and stand up to corrupt behavior, not let themselves be influenced by it anymore.