



Visoko sudsko i tužilačko vijeće Bosne i Hercegovine
Visoko sudbeno i tužiteljsko vijeće Bosne i Hercegovine
Високи судски и тужилачки савјет Босне и Херцеговине
High Judicial and Prosecutorial Council of Bosnia and Herzegovina



Media Action Plan





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Media Action Plan



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This document has been prepared with the financial support of the Swedish International Development Cooperation Agency (SIDA) as part of the Improving Court Efficiency and Accountability of Judges and Prosecutors in BiH Project – Phase III (ICEA) funded by the Government of the Kingdom of Sweden. The content of the manual is the sole responsibility of the HJPC BiH and does not necessarily reflect the views of the Government of the Kingdom of Sweden.

INTRODUCTORY REMARKS:

The Media Action Plan is a document of the High Judicial and Prosecutorial Council of Bosnia and Herzegovina (HJPC BiH), developed in cooperation with the Swedish National Courts Administration under the project Improving Court Efficiency and Accountability of Judges and Prosecutors in BiH - Phase 3, implemented with the financial support of the Kingdom of Sweden. The project seeks to identify the goals, ways and methods of communication by judicial institutions with the media and the public with the aim of establishing a system of proactive communication, which means providing the public with accurate, timely, and high-quality information about the activities of judicial institutions, as well as developing a relationship of trust and understanding between the media and judicial institutions, and thus between the public and judicial institutions.

The Media Action Plan is one of the tools for improving the communication practices and transparency of judicial institutions and as such it is an annex to the Communication Strategy of the HJPC BiH.

The main purpose of the document is to strengthen visibility and credibility of judicial institutions by providing the public with credible information, where the media as main creator of public opinion play a key role.

Therefore, a particular focus of the document is on more intensive cooperation and communication with the media, with the aim of increasing transparency and effectiveness of communication of judicial institutions.

The Media Action Plan sets out the principles for working effectively with the media, where the ultimate outcome of the application of the document by the judicial institutions should be greater transparency of judicial institutions and public trust in and satisfaction with their work.

The document covers different segments, and a particular focus is placed on the use of gender-sensitive language and the development of a system for measuring effectiveness of communication.

Communication of judicial institutions should undoubtedly fall into the domain of strategic communication, which implies an organised, planned and proactive process.

The goal of establishing a strategic communication system is:

- building partnership relations with the media;
- providing timely, accurate, professional and continuous information to the public;
- proactive approach of judicial institutions in dealing with the media and the public;
- adequate use of communication tools and channels in accordance with the needs of target groups;
- incorporating gender-sensitive language into the communication culture of judicial institutions;
- continuous measurement and evaluation of the success of communication processes.

The HJPC BiH is the umbrella regulatory body of the judiciary, which is why it plays an active role in creating communication standards in judicial institutions with the aim of establishing a relationship of trust and understanding, primarily between the judiciary and citizens.

THE IMPORTANCE OF STRATEGIC COMMUNICATION AND MEDIA RELATIONSHIP BUILDING

Current practices in judicial institutions indicate the absence of a strategic approach in communication processes, both internally and externally. Public opinion surveys conducted by the HJPC BiH, as a regulatory body for judiciary, on several occasions and the results of survey conducted among media workers indicate this practice.

The fact is that the public's perception of the work of judicial institutions is not at a satisfactory level, which is why, in terms of communication, it is necessary to act more proactively.

As stated in the previously developed Guidelines for Reporting on Court Proceedings, public trust in the judicial system largely depends on its transparency, while transparency, as such, depends on:

- a) readiness of the court management to update and continuously inform the public about its work and
- b) the capacity of court management/administration to provide information of importance to the public in a professional and truthful manner.

Current communication processes are, as a rule, reduced to ad hoc activities, without clearly defined objectives and roles in the communication process. Also, there is a noticeable absence of proactivity and continuity, which often causes dissatisfaction, both of the media and citizens in BiH.

The findings so far indicate that judicial institutions do not have sufficiently developed organisational capacities for effective internal and external communication, that they do not use adequate techniques, tools and channels for communication, as well as that they are not sufficiently open to the media and the public, which significantly affects the creation of the public perception about the work of judicial institutions as well as the level of trust in their work.

One of the ways to improve this field is recognised in the establishment of a strategic communication system and uniform communication methods for all judicial institutions, which should result in more effective communication.

The approach envisaged by this document aims to achieve the openness and transparency of institutions as well as the harmonisation of communication messages, communication channels and ways of communicating messages, with the aim of achieving the most efficient communication.

A key role in the entire process is the building of good cooperation with the media, which play a dominant role in shaping personal beliefs.

Building good cooperation with the media implies continuous informing of media outlets about the institution's activities, regular communication with newsrooms, and establishment and continuation of cooperation.

The activities the judicial institutions should/can undertake in order to develop a strategic communication system and develop good relationships with the media are:

1. The judicial institutions should look at the media as strategic partners in creating positive public opinion;
2. In terms of the quality and timeliness of information, the judicial institutions should treat all media equally;
3. In planning communication processes, the judicial institutions should follow the objectives of the HJPC BiH Communication Strategy that is the „umbrella“ strategy for judicial institutions in BiH;
4. Developing partner relationships with the media should be an ongoing process;
5. The judicial institutions should have a proactive approach with the media;
6. The judicial institutions are obligated to ensure unhindered work of the media;
7. Inform the media and public on all the activities of the judicial institution on a regular basis;
8. Use non-discriminatory language in every official and unofficial communication;
9. Continuously evaluate the success of the communication processes and media cooperation.

Understanding and trust are built through a proactive approach, i.e. developing strategies and applying appropriate methods and activities in the communication process, which aim to ensure that all aspects of the operations of judicial institutions are credibly presented and accurately interpreted in the media and as such available to the general public.

The important goal of strategic communication is the introduction of standardised communication practices in all judicial institutions.

Courts' communication with the public, regardless of whether it is direct communication or communication through the media, should be based on the following principles¹:

- transparency - which means ensuring the openness of the courts towards citizens and ensuring the availability of information of public interest;
- publicity - which guarantees that the general public, as well as specific publics, will be familiar with all relevant information for realising their legitimate legal interests;
- up-to-dateness - which ensures timely dissemination of information about the work of the court, as well as other information of interest to the public;

¹ Guidelines for Reporting on Court Proceedings, HJPC BiH

- accuracy - which is a guarantor of the reliability and verification of information that is provided, directly or through the media;
- comprehensiveness – which assumes the obligation to provide information in its entirety, without any content censorship that would influence public opinion.

Significant support in building a strategic communication system in judicial institutions is also provided by the documents developed by the HJPC BiH with the aim of establishing a strategic communication system, and thus strengthening the transparency of judicial institutions:

- Communication Strategies of the HJPC BiH, of which this document is an Annex, and which represents an “umbrella” strategy for all judicial institutions;
- Document Communication with the Media and Use of Communication Tools/ Checklist;
- Guidelines for Reporting on Court Proceedings
- Guide for Creating and Managing Website Content;
- Guide for Creating the Visual Identity of Judicial Institutions.

Judicial institutions and media - How to communicate?

Judicial institutions use different communication channels in order to fulfill one of the main communication goals, timely informing the media and the public about their work.

Some of the most significant and commonly used communication channels are:

Websites of judicial institutions are one of the most important communication channels that offer various types of information to the media and the public. The information available on the website can be downloaded by the media for publication, therefore it is recommended to publish content that requires minimal correction, which means that the posts should be written as a news or press release. On the other hand, information should be adapted to the general public, that is, it should be designed in such a way that it can be understood by the general public.

When creating content for websites, it is recommended that judicial institutions apply the Guide for creating and managing content on websites, which is an integral part of the Media Action Plan.



Social networks are used by the media and the public as one of the main sources of information. The media often use social networks as official sources, which is why it is desirable for judicial institutions to use them as one of the communication channels, both with the media and with other target groups. The most suitable social networks for the communication of judicial institutions are Facebook, Twitter, LinkedIn and YouTube. All of the mentioned social networks allow the placement of different types of content and messages - text, video and photo messages.

Various promotional materials created by judicial institutions in accordance with their own communication needs, including flyers, posters, etc.

When creating these types of materials, judicial institutions should take care of the visual identity of the institution. For the activities that must be undertaken with the aim of establishing the visual identity of judicial institutions, the recommendations listed in the Guide for Creating the Visual Identity of Judicial Institutions should be used, which is an integral part of the Media Action Plan.

Notice boards - although publishing information on notice boards is a legal requirement, it is not enough to publish information only through this communication channel, especially if the media or citizens are the target group. Information published on bulletin boards should be distributed through other communication channels, websites, social media, etc., which are more accessible to target groups.

MEDIA AS A TARGET GROUP TO JUDICIAL INSTITUTIONS

As stated in the Communication Strategy of the HJPC BiH, mass media and journalists should be clearly defined as a strategic target group, and establishing good cooperation with them is a strategic goal of every institution.

One of the key segments for establishing good cooperation is to know the needs of different types of media such as:

Television - Television as a medium requires quick reactions in content marketing. In order for judicial institutions to use this type of media as a channel of communication, they should know that this requires:



- ensuring recording for media (recording of events, conferences, trials, hearings) or delivering video material made in-house.
- giving a TV statement by a staff member of the institution who knows the specific area that is the subject of the information/message
- hosting of a staff member of an institution who knows a certain area that is the subject of information/messages in different formats of television shows
- timely action.

It is not enough to send a press release to journalists in television companies. The institution's management should be aware of the need and possibility for additional engagement, given that it is a reporting format that requires video and audio recording to convey credible and quality information.

Radio is a less demanding medium compared to television. Unlike television, which requires a live image, radio requires a live word. In establishing cooperation with radio journalists, judicial institutions can:



- submit a press release
- ensure an interview or a statement from a staff member of the institution who knows a certain field that is the subject of the information/message, which can be realised live or by phone.

Print media requires text and photography. This type of communication can be done live, via e-mail or by phone. When communicating with print media, judicial institutions should respect the following rules:



- the text should be clear and understandable and written in the form of news, if the format requires it;
- photographs submitted to the media should be of high quality, professional, in the appropriate format and size, and meet all the requirements for copyright protection.

Online media offer a wider range of possibilities for communicating messages and are suitable for placing text messages, audio and video materials, photos. Just as it was stated for printed media, judicial institutions have to take care of the quality, format of audio and video materials, as well as photos that are submitted.

If judicial institutions want their information/message to be interpreted credibly and in the desired way, they should take into account the needs of each of the mentioned types of media.

MEDIA RELATIONS AS PART OF STRATEGIC COMMUNICATION OF JUDICIAL INSTITUTIONS

Relations with the media are an indispensable segment of public relations and strategic communication of judicial institutions, given that citizens' information is mainly based on the content and messages they receive through the media.

As stated earlier, the media play a dominant role in shaping the public opinion, which is why it is crucial to find ways to interpret information about the operations of judicial institutions in a credible manner. It especially depends on the quality of work and engagement of managers and staff members in judicial institutions.

Although many judicial institutions do not have staff members who are qualified and solely in charge of public relations, with the effective use of existing human resources, it is possible to improve current practices.

According to the available results of analyses carried out by judicial institutions, non-governmental organizations and journalists' associations, the media expect greater transparency, openness and cooperation of judicial institutions.

By strengthening the mentioned segments, which is the obligation of judicial institutions under the Law on Courts, as well as based on the instructions of the HJPC BiH, judicial institutions, in addition to building good relations with the media, would at the same time significantly improve communication with citizens and other target groups.

Judicial institutions should take care that in their daily communication they apply the established standards related to:

- quality of information (clarity, suitability to the public and different communication channels);
- timeliness of information delivery;
- using an appropriate communication channel that will ensure that the message reaches the target group.

The following are recognised as key segments for building good relations between judicial institutions and the media:

- openness to communication and cooperation with the media;
- education of media workers on the work of judicial institutions;
- establishment and maintenance of cooperation.

In communication with the media, judicial institutions should always maintain a level of professionalism and keep in mind that conversations with media representatives are always in the service of official information. Informal conversations are not recommended in order to avoid spreading unwanted information to the public.

Judicial institutions, in cooperation with the media, should use a number of communication tools, the choice and use of which depend on the target group to which the institution is addressing, as well as the message to be communicated.

Some of these tools include:

- direct contact with journalists;
- indirect communication tools (telephone, SMS, e-mail);
- events for the media (statements, interviews, press conferences, presentations);
- written content for the media (press releases, notices, reactions, rebottles, reports on work).

Traditional media tools:

- Press releases
- Press conferences
- Media interviews
- Appearances in TV and radio shows

A guide for the use of the aforementioned traditional media tools is available in the Communication With the Media and the Use of Communication Tools/Checklist, which is part of the Media Action Plan, and therefore the Communication Strategy of the HJPC BiH.

IMPLEMENTATION PLAN

1. Building good relationship with the media



When it comes to providing good quality and timely information, judicial institutions are required to treat all media equally.

The Freedom of Access to Information Act of Bosnia and Herzegovina guarantees every natural and legal person the right to access information in the control of judicial institutions, but when it comes to communication with the media, the provision of information needs to be fine-tuned so that the information are up-to-date and timely, especially in case of time-bound information.

There should be a distinction made between requests for information made under the Freedom of Access to Information Act of Bosnia and Herzegovina and media queries, which, in most cases, are not made in the specified format.

Judicial institutions need to be aware of the specifics of media coverage and the time they have available, which is why additional efforts need to be made to ensure that media queries are answered promptly.

To this end, the judicial institutions need to have in place an internal structure comprised of persons in charge of communication with the media so that journalists can properly channel their queries within a specific judicial institution.



Below is the list of basic activities that judicial institutions should/can undertake:

Creating a media list that usually contains the names of media outlets, first and last names, e-mail addresses and contact numbers of journalists, editors-in-chief and newsrooms of TV, print, radio and online media.

Media lists are used for distribution of all types of information, and ensure equal treatment of all media.

Media list should be made available to employees in charge of communication with the media, as well as to heads of institutions.

Regularly informing the media about the activities of the institution through press releases, press conferences, publishing of reports, regularly responding to media queries.

Ensuring optimal work environment for journalists, which primarily means enabling attendance at trials in accordance with procedural laws, as well as enabling the coverage of events that are in the focus of the media (press conferences, round tables, discussions, giving a statement to the media).

Raising awareness of media workers of the work of judicial institutions through the development and delivery of materials and publications to ensure their better understanding of the work of judicial institutions and the specifics of media coverage of judicial institutions.

Application of the Guidelines for Reporting on Court Proceedings which, in a simple and systematic way, provide the courts in BiH with key recommendations for up-to-date, comprehensive, truthful and continuous reporting on court proceedings that are of particular interest for the general public or a specific audience, given that it is this particular segment that the media are most interested in.

Use of the document Communication with the Media and the Use of Communication Tools/Checklist, which contains guidelines for the effective use of basic communication tools and channels

Training of staff in judicial institutions on building and maintaining good relations with the media, as well as raising the awareness of the importance of good quality communication with the media.

Organising events for media representatives such as media open days, meetings with media editors, round tables, specialised events, annual conferences, etc.

Conducting surveys in media editorial offices to determine the level of satisfaction with the cooperation of judicial institutions with the media. This will allow the judicial institutions to identify key areas for improvement and accordingly identify key measures and mechanisms.

Make information about the internal organisation and distribution of responsibilities (contact person/s responsible for media relations) available on the web pages of judicial institutions.

2. Timely, accurate, professional and continuous provision of public information

Media should always be regarded as one of the key channels of communication with the general public.

Planned and continuous communication of the judiciary with the media and the public contributes to developing best practices of accurate, timely and up-to-date public information.





The basic activities that judicial institutions should undertake are as follows:

Provide the media with all relevant information in a timely manner

- Sending a statement about the activities carried out, judgments rendered (it is especially important to ensure that the statement is delivered immediately after the the event, trial, sentencing...)
- Sending out media advisories
- Providing information about the schedule of hearings, trials (in high profile cases).

Regularly inform the public about all activities of the judicial institution

- Continuous and timely delivery of information to the media
- Publishing information on websites and social networks

Carry out media campaigns on activities relevant to the general public

Use communication channels that are well-suited for sharing information with the media and citizens

- Use contemporary communication channels that have wide reach such as social networks, online media

Adapt the messages in terms of their form and content to different target audiences

- Adjust the content of messages (video, text, photo) in line with the requirements of a specific communication channel or tool

Use language adapted to the media and citizens

- The message content should be reader-friendly without the excessive use of jargon

*** Department or a person in charge of public relations is responsible for the implementation of all activities above**

3. Proactive approach of judicial institutions to the media and the public



Media relations are an important segment in planning the communication process and in the continuous process of public information/ message sharing, but also in receiving feedback and opinion of the public about the work of judicial institutions.

The attitude of the media towards the judiciary largely depends on the level of proactivity of the judicial institutions, as well as of their reactivity.

The basic activities that judicial institutions should undertake are as follows:

Responding to media queries (delivering information, responding to media invitations, interview requests) and coordinating with those who may make statements or appear in the media.

Know the needs of the media, both technical and information-related ones, when they need it, as well as the form in which they need it.

Invite the media to the events that are in their focus.

Organise media events (press conferences, round tables, press statements).

Organise meetings with editors and journalists.

4. Incorporating gender sensitive language in the communications culture of judicial institutions



Judicial institutions need to ensure that all communication processes are in accordance with the law, especially those processes that refer to the equal inclusion of all citizens – male and female.

One such segment is the use of non-discriminatory language in day-to-day official and unofficial communication. Gender sensitive language is insufficiently institutionalised in BiH institutions even though there are numerous regulations providing direction on the matter.

The legal framework for the use of gender sensitive language in Bosnia and Herzegovina can be found in the Law on Gender Equality in BiH (2010) and the Law on the Prohibition of Discrimination (2009), and seeing as the judicial institutions are part of the BiH judicial system and form the third pillar of power, they are required to apply the law and its regulations.

In accordance with the Law on Gender Equality in Bosnia and Herzegovina (2010), we can say that not using gender sensitive language represents a form of indirect discrimination. Article 9, paragraph (e) states: “Discrimination in language exists when only one grammatical gender is used as a generic term”².

² Law on Gender Equality in Bosnia and Herzegovina (consolidated version, Official Gazette BiH, no. 16/03, 102/09 & 32/10

Judicial institutions are also required to use gender sensitive language in public discourse, which involves the use of language in official (media, training, administration) and public communications. Any situation where a speaker is expected to use a standardised form of language requires that the language does not contain anything that may discriminate anyone on any basis.³

Some general recommendations when using gender sensitive language are⁴:

- Use parallel forms in sentences – if it refers to both men and women (use both forms when mentioning the public/citizens, journalists etc.)
- Nouns and phrases expressing professions, occupations, titles and work posts for women should consistently be in the correct feminine grammatical gender;
- If it is a matter of documents in which nouns referring to people are often used throughout the document, then for reasons of clarity and readability you can use only the masculine gender; in that, you should use both forms the first time and add an explanation: “All terms used shall incorporate the masculine gender, though shall not serve to discriminate against women”.

At the same time, judicial institutions in their communications are required to use politically correct terminology for marginalised societal groups.

Political correctness means avoiding the use of phrases that may give the impression of intending to exclude, marginalise or offend persons who are socially vulnerable or discriminated (persons with disabilities, elderly persons, ethnic minorities, LGBTTIQ persons etc.)

5. Developing a system for measurement and evaluation

Evaluating the success of communication processes and cooperation with the media must be an ongoing process – both quality and quantity wise.

Evaluating success may be carried out monthly, quarterly or annually, depending on the requirements of the judicial institution.

Based on the evaluation findings, judicial institutions may pass measures and mechanisms to either improve communication processes or maintain the desired results.

Qualitative measurement:

- the level of satisfaction journalists have in cooperation with the judicial institution (survey, research, interviews);
- the level of success of cooperation between the media and judicial institutions (using annual reviews as a basis for creating future steps),
- the level of public trust (surveys, research).

³ Čaušević, J., Zlotrg, S, How to overcome language based discrimination in education, the media and in legal documents, Sarajevo, 2011

⁴ Čaušević, J., Zlotrg, S, How to overcome language based discrimination in education, the media and in legal documents, Sarajevo, 2011

Quantitative measurement:

- The number of media releases (press clippings, media guest appearances, press statements)
- Analyses of social media networks (number of followers, reach, follower interaction).

It is particularly important to keep records of releases/posts and separate the positive from the negative so as to define future activities accordingly

SUCCESS INDICATORS

Activity	Quantitative indicators	Qualitative indicators
Press clippings	No. of statements published, broadcasts, interviews	Accuracy, credibility of relayed information.
Responses to media questions	No. of responses	Reaction to responses
Press statements	No. of statements published	How the information from the statement was interpreted
Press conferences	No. of press conferences organised	How the information from the conference was interpreted
Interviews/statements/guest appearances	No. of media appearances	The way certain topics were presented at the media event
Media monitoring of activities	No. of events attended by the media	How information from the held activity was interpreted
Training for journalists and employees in judicial institutions	No. of trainings organised	Participant reaction
Media guides/publications	No. of guides/publications published	Usefulness at work
Application of guides and other documents dealing with communication with the media by judicial institutions	No. of institutions applying them	Usefulness at work



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Communication with the media and the use of communication tools/checklist





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Communication with the media and the use of communication tools/checklist

Improving Court Efficiency and Accountability of
Judges and Prosecutors in BiH Project – Phase III



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INTRODUCTION

“If something wasn’t in the media, it didn’t happen.”

Media relations play a key role in creating the image and creating positive publicity of the institution. How much we invest in building relationships with the media will also determine how much positive or negative response we will get from the media.

Citizens of any country use the media as one of the basic sources of information, which further indicates that the media greatly influence their perception of the work of any judicial institution.

The importance of building good relations with the media is especially visible when we want to convey certain message to the public. Relations with the media are not “do” and “forget” but they are based on good relationships with journalists, editors and other media employees and their continuous nurturing.

The media and the public expect transparency, accessibility and continuity in the provision of information from all judicial institutions, including courts.

When conducting proceedings before your court that attract particular attention of the media and the public, it is crucial for the public confidence in the work of the court that the relevant person of the court provides the media and the public with timely, accurate, reliable and comprehensive information on relevant facts concerning the specific proceeding, while also taking care to protect the integrity of all persons involved in the proceeding.

We communicate with the media in different ways, depending on the message we want to convey and the type of media we send the message to. Some of the most popular communication tools we use in media relations are: announcements and press releases, media kits, press conferences, informal meetings , briefings, interviews, statements, videos, press centres on the official website, surveys ...

The results we want or expect also depend on the quality of communication, primarily the use of communication tools and channels.

Through this document, a number of practical tips and examples of quality use of various communication tools are offered for the purpose of informing the public, creating a an objective and correct image and publicity, presenting the results of work, but also establishing good relations with the media.



WRITING AND DISTRIBUTING PRESS RELEASES - CHECKLIST

Press release is the most common communication tool of public institutions with the media and the public, which, if delivered correctly and in a timely manner, can achieve the desired effect.

Press release structure and general information

In order for a press release to be interesting, it must contain news, something significantly new and relevant for the moment. You should not write a press release, you should write a news.

How to achieve the desired form of communication?

The irreplaceable rule of writing news is the 5W + 1H. This means that journalistic rules say that if you want to write a news, you have to answer 5 questions:

5 W + 1 H	
WHO	is the subject of a story, who is it about?
WHAT	is the topic of a story?
WHEN	did the event take place (or will take place)?
WHERE	did the event take place (or will take place)?
WHY	is this information important / what is the cause of the event that is in the information?
+	
HOW	did it happen?

5W+1H

The answers to these questions should be found in the opening paragraph of the press release.

The structure of the press release is similar to the news report and the “inverted pyramid” rule is recommended.

- The first paragraph of the announcement should contain the most important information (news);;
- The following paragraphs expand this most important information and provide additional details in the order of their importance
- The least important information is at the end of the statement.

**Who? What? When?
Where? How?**

**Other relevant
information**

**Additional
info**



Press release title

The title is crucial whether the text will be read or not and also for the media. The editors and journalists most often assess whether to pay more or less attention to a delivered press release on the basis of the title. Due to an inadequate title it can often happen that the press release you have sent remains unread or unobserved. Thus, coming up with a title requires a lot of attention.

The title of the press release should be concise, and it should be possible to clearly determine the content and topic of the press release. **The case number and other formal elements should not be mentioned in the title of the press release.**

“The title should be short, clear and eye-catching and it has to bring novelty.”

Examples of titles:

An example of a title that does not follow the above rules:

NOTICE TO PARTIES „A Court Settlement Week.“

An example of a title that will draw a lot of attention:

A court settlement week from 9 to 25 September – solve the dispute faster!

Introductory information

Every press release in its introductory part should contain key information about the context and essence of the information to be shared with the media and the public.

In cases that attract particular media attention, you will most often need to communicate information to the media more than once through press releases. In these situations, it is wrong to believe that the person reading the press release has previously read all other statements related to a particular case. That is why the introductory part of the press release should offer the latest information, and offer additional links and clarifications below.

Press release content

In this part of the press release, it is necessary to present comprehensive information about the facts that you want to share with the media and the public. Regardless of whether it is the disclosure of information related to a particular court decision or a particular procedural situation that is ongoing, this part of the press release should offer the media information that is crucial for proper understanding of a specific situation, in a clear, understandable manner and without unnecessary formalism. Whenever possible, when writing a statement, it is desirable to emphasize the role of the court in a particular procedural situation or proceedings. It is wrong to assume that a person who will write a media news or create a TV report based on the submitted press release is familiar with the things that the judge implies.

When do we write a press release, information for the media?

We write a press release when we have something new to say to the media or the public:

- after organized event
- after hearing, trial, rendering judgement
- legislative amendments
- changes in the work of institutions of public interest
- introduction of novelties, new services, rules ...

When do we send a press release?

The timeliness of sending a press release is one of the key parameters on which it depends whether we will achieve desired objective with the message.

When sending a press release, it is necessary to take account of:

- that the statement is distributed immediately after the event, the end of the trial, the judgement rendering, the hearing ...
- the dates and days of the week when you send the press release. Try to avoid holidays, significant dates, commemorations and anything that may occupy media attention and put your information / press release out of focus.

Difference between an announcement and a press release

An announcement form is most often used when inviting journalists to cover an event organized by the court or prior to the press release.



The announcement form contains basic information about the venue and time, organizer and topic, while the press release contains additional information and is usually sent after the end of an event, activity, to publish a statement or take position on an issue, to give general information or to supplement latest news..

How to write a good press release?

Press release has to be grammatically correct and understandable

- Sentences and paragraphs in a press release should be short so that the editor or journalist can review them quickly.
- They should not contain jargon, abbreviations, unexplained details or clichés.
- Press release should be written using words and phrases of daily use, which are understandable to every member of society.
- It is recommended to avoid dry introductions, such as: On 15 August 2020 the court held... or Today, the court has presented to the journalists the details of case number 8542, which refers to... or...

“Give journalists the most important information immediately ”



Stating the initials or names of the parties to the proceedings and law articles

- When stating the identity of the parties to the court proceedings, it is recommended to apply the rules defined in the Guidelines for Publishing Court and Prosecutorial Decisions on websites of judicial institutions, that the HJPC BiH adopted in 2014.
- Since it is a document that can be changed, the principles of publishing the identity in a press release should be harmonised with the potential changes of the initial document.
- Law articles need not be stated in a press release. The editors and journalists, should a need arise, will additionally research specific court cases, judgements, decisions on the basis of the press release...



Technical specifications of a press release

- A press release should be concise, clear and focused on the information to be shared with the media and the public and should not exceed one A4 page (font 12, normal line spacing).
- It is recommended to separate paragraphs for easier and faster reading of the press release.
- Double spacing between paragraphs.
- Plain paper, preferably containing a memorandum with the name and address of the organization at the top.
- Only print on one side of the page.



The following data are at the top of the standard press release page:

- Date of publication of the press release;
- Name, telephone and fax numbers and e-mail address of the contact person;
- Publication time, if an indication is required that they may not be published before a certain deadline, so that journalists have time to read the materials and process the information, which is important if the story is complex. In that case, write “DO NOT PUBLISH BEFORE” and the date and exact time when the information may be released to the public;
- The headline, which summarizes the news from the press release, which attracts attention should be further emphasized.

How should a press release look like when it is a response to a crisis situation?

When a press release is a response to a current crisis situation, bear in mind that the journalists expect you to tell them:

- What happened?
- What was the reason for the crisis situation?
- What is being done to overcome the crisis?

What is important?

- That the press release is a sort of a response to a crisis situation. That you send the press release on time – react immediately! The response must be quick, clear and open;
- That you present only correct information;
- No ambiguous communication;
- The press release must have the tone adjusted to the current situation (no going into discussions, personal showdowns, attacks); the first reaction in the crisis situation dictates the tone for the next communication.

How to distribute the press release?

The most efficient way to send press releases to the media is via email. When publishing press releases on the website is accompanied by sending the media the press releases via email, we can then expect the information to be disseminated more efficiently.

Journalists receive large numbers of press releases every day, and it is therefore important to take all necessary steps to ensure that the editor/journalist reads and publishes your press release.

- Creating a mailing list with the addresses of all media relevant for your court, including the local media;
 - When sending out an e-mail, use BCC for addresses (do not share your mailing list with other users);
 - E-mail title should correspond to the title of the release, avoid titles such as ‘press release, media release’; e-mail subject ought to attract the editor/journalist’s attention;
-

- Attach relevant photographs, videos or other content, if you have it, to the e-mail;
- Pay attention to the size of the attached files, because some media have restrictions on the file size.



Information that a press release must contain

Contact details: A press release must have contact details, including the contact person's full name, telephone number, and e-mail address of the person that can provide additional information to the media.

Case number: If the press release refers to specific court proceedings, the case number needs to be provided so as to facilitate the media in potentially applying for access to information in line with the relevant legislation.

Additional information

Instruction on access to information under a court's control must be clearly posted on the court's web page. If technically feasible, a press release published on the court's web page should contain a **link** to the referenced information.

Additionally, a court's web page should contain a visible Glossary of legal terms for journalists, whereas a press release, if technically feasible, should have a **link** to the Glossary.

An example of a press release:

Header: Deliver on the court memorandum.

Footer: Write the contacts of the court if the court memorandum does not contain the court contacts (or the contacts of the person designated for media communication differ from the court contacts on the memorandum) then write the contacts for the media.

Press Release

A Court Settlement Week from 23 May to 3 June in courts in BiH – solve the dispute faster and cheaper!

(Sarajevo, 20 May 2022) In all first instance and second instance courts in Bosnia and Herzegovina in the period between 23 May and 3 June 2022, at the initiative of the High Judicial and Prosecutorial Council of Bosnia and Herzegovina, a Court Settlement Week will be held during which the parties can resolve their disputes in a faster and more economical way.

It is a possibility to resolve the court dispute faster, especially in cases of payment of utilities and similar services of small value, payment of debts and monetary claims, damage compensation, division of assets and properties in co-ownership, regulation of boundary lines, material obligations, family disputes and alimony disputes and other.

By closing an agreement that has the same legal power as the court judgement, both the parties and court are spared of long court proceedings, unnecessary obtaining and presenting of evidence, postponement of hearings, a long settlement procedure, potential second instance procedure and a number of additional costs of regular court proceedings are thus avoided.

The interested parties who wish to resolve their disputes by court settlement may contact the court through their representative or in agreement with the opposing party in writing or propose closing the court settlement otherwise. It is important to emphasise that the parties can close a court settlement regardless of the period of the Court Settlement Week.

An intense application of this concept would significantly relieve the judicial institutions of the burden, which would simultaneously mean less cost for the parties to the court procedure, but also faster access to justice for the citizens and business subjects.

Starting with 2016, the court settlement weeks are implemented by the HJPC BiH in cooperation with all the first instance and second instance courts in BiH with the aim to promote court settlement as a peaceful, faster and more economical way to resolve disputes. **For all additional information, please contact:**

Ana Anić, Public Relations Officer

Tel: 035 111 222

E-mail: ana.anic@pravosudje.ba

Example of an announcement

Media Advisory **Open Doors Day for the Media**

The High Judicial and Prosecutorial Council of Bosnia and Herzegovina is organising an Open Doors Day for the Media, during which current information about the work of the Council and current activities will be presented.

The Open Doors Day will be held:

on Wednesday, 17 November 2021
the HJPC BiH building, beginning at 11:00 hours

A presentation of the current information about the work of the HJPC BiH is planned, as well as the announcement of the event Court Settlement Week.

The information will also be presented on the activities that the HJPC BiH has conducted thus far to improve the current communication practice and increase transparency through the Improving Court Efficiency and Accountability of Judges and Prosecutors in BiH Project, which is being implemented in cooperation with the Swedish National Courts Administration.

After the presentation of all the relevant information, an informal part of socialising with the journalists is planned, in order to additionally identify segments for improvement of the cooperation between the media and judicial institutions.

During the event, the attendees will be addressed by:

For all additional information, please contact:

Ana Anić

Public Relations Officer

Tel: 035 111 222

E-mail: ana.anic@pravosudje.ba



MEDIA INTERVIEWS/STATEMENTS – CHECKLIST

Interview, just like a media statement, is a type of a public appearance. The difference between an interview and a media statement is the length and the type of broadcasting, however, both require mental and physical preparation, if we are looking to achieve results.

Manner and intensity of preparations depends on the type of media where the interview or the statement will be broadcast.

Preparation and manner of conducting an interview is not the same for TV, radio, or print media.

“Preparation is the key to any successful public appearance!”

Preparation for a public appearance:

- Identify the media outlet
- Assess the type of audience
- Assess what you can and wish to achieve with the appearance/what message you wish to convey

When contacted by a journalist or a media outlet, try to be thorough in learning about the reasons behind the media’s interest and the details that might be the subject of media’s special attention.

Try to assume which questions might be asked during the interview, so you are better prepared, or simply ask the editor/journalist to send you the questions.

Think how you should phrase your answers to convey a comprehensive, correct and precise information and reduce the possibility of misinterpretation.

If you have no experience with public appearances, try to rehearse answering the expected questions. With time, this practice will help you build self-confidence when making public appearances.

If you believe that a certain fact needs to be particularly highlighted, for full understanding of a specific question, think about the context (answer to which expected question) best suited for relaying the fact to the media.

Always try to make your answers focused on the essence of the questions that drew special media and public attention and try not to digress and thus make room for misinterpretations.

If you are unable to answer a question, try to explain this to your interlocutor clearly and precisely. “No comment” should never be an option for an answer.

Try to be pleasant when conversing, but take a decisive attitude.

How to prepare a good media statement?

- Statement is format not longer than 45 seconds (do your best to say anything that matters within this timeframe)
- Make the answers short
- Media statement is usually a commentary of a current affair, a statement of views/position of an institution...
- Present the key message at the very beginning
- Occasionally you will find yourself in a situation where several speakers are giving a statement to the media. In that case, repeat the essence of your message to increase its chances of appearing as the main topic.
- Speak concisely
- Do not use long sentences (avoid the possibility of having the answer “taken” out of context)
- Always have a phrase, a conclusion... something the media will “catch on” (something current, attractive to the media, something that will attract public attention)
- Do not use phrases such as: as I said earlier... time indications (you don't know when the statement will be broadcasted)
- If you are speaking before several journalists, do not address them by first name if you do not know each and every one of them.



TV interview tips

- Study the content and style of the show inviting you as a guest;
- Think about the audience that will watch the show;
- Think about the journalist, the editor (is (s)he provocative, what can you expect?);
- Write a maximum of three things we want to point out before the appearance;
- Don't let them “drag” you to other topics!
- Never use unverified information;
- Review the most important current media topics;
- Adjust clothing;
- Nonverbal communication;
- Maintain a professional relationship with the journalist/editor, regardless of potential previous acquaintance;
- Avoid uncontrolled reactions, unless you are the only interlocutor (do not let the responses of other participants prevent you from conveying the message in the desired way).

Radio station interview tips

Determine what you want to say during the interview;

- Use informal, “everyday” language;
- Do not use complicated legal/professional terms;
- Do not use jargon;
- Do not talk as if you were in a meeting or addressing a gathering;
- Use anecdotes/stories (to keep the listeners’ attention);

Remember, a radio interview offers the opportunity for the public to only hear you. They do not see you and you cannot complement the verbal communication with the non-verbal one. Therefore, make your speech interesting enough to hold attention.

Interview for the print media

Journalists working in the print media usually send you interview questions by e-mail, after which they paraphrase or copy your answers in full.

It is important that:

- you are aware in what format your statement or interview will be relayed;
- you know how much space it will occupy (the length of your answers depends on that);
- be clear when giving answers;
- do not avoid being photographed by a journalist for the needs of a statement or interview;
- request authorization of the text in order to be able to check the accuracy of the stated/relayed data

What if you are asked a question you do not have an answer to or do not want to answer?

There is a chance that questions and claims may arise during the interview that could jeopardize the conveying of the desired message. In this case, the goal is to have the conversation back on track allowing you to tell what you came to tell and return the communication in the desired direction.

How?

Use the so-called bridging phrases. Of course, bridging techniques are not the only method of diverting attention from unwanted questions, nor should they always be used, but they can serve as a method to successfully send the desired message.

Examples of bridging phrases:

1. **Give me an example “...for example...”**
In a situation where a journalist/editor states that the public does not trust the work of judicial institutions, you answer: “we are doing everything to change such a perception. For example, recent research suggests certain progress....”
 2. **Suggest viewing the situation in a broader context**
A journalist points out that there is too much corruption in your court, and you answer: “The problem exists, but the problem of corruption is only one aspect, let’s look at things in a broader context...”
 3. **Draw the attention to another issue**
If a journalist points out a specific issue, turn the attention to a problem that is affirmative for you in the following way: “... that is not the real issue. The real issue is ...”
 4. **Suggest another way of looking at the issue**
“... Let’s look at it from a different angle ...”, after which you divert the course of communication to the desired direction and highlight information and messages of relevance to you.
-



PRESS CONFERENCE CHECKLIST

A press conference is the most demanding form of media relation and we must have a reason for organizing it, that is, you must have something important to publish.

The goal of a press conference can be to publish something, to present results, analyses, conclusions, data...

What do you need for a successful press conference?

- Check if the news is truly very important/determine the topic of the conference;
- Select the venue of the conference;
- Choose the time of the conference;
- Arrange the space;
- Inform journalists/media information about the press conference;
- Invitation to the media should contain: time and place of the conference, the reason for organising the press conference, full names of the speakers. Announcement for the media should be short and simple and contain basic information. A press release is best sent 24 to 48 hours in advance.
- Appoint a person to moderate the conference (moderator)
- Designate persons to address journalists (speakers)
- Prepare material for journalists
- Have prepared information for the media, no more than two or three pages long and secure enough copies for all journalists. This way, you give journalists/editors additional information, but also increase your chances of them conveying the information to the public. Part of the information can be reports, research results...

What should be the course of a press conference?

- Welcome the journalists, prepare a list for journalists and other visitors;
- at the beginning, specify how long the conference will last and introduce the speakers;
- Give presentations, taking care that speeches are short;
- Provide sufficient time for journalists' questions;
- Distribute written material;

How to choose a venue for a press conference?

- Choose a practical, easily accessible place,
- With enough room for media representatives and their equipment,
- With appropriate lighting and sound equipment,
- That can provide space for cameras
- Brand the space behind the speaker (place banners or other features that are part of your visual identity)

How to define the day and time of a press conference?

Think about the dates and days of the week when scheduling a press conference. Make sure that the day of the press conference does not conflict with holidays, important dates.

- Previous experiences and practice has shown that Tuesdays, Wednesdays and Thursdays are recommended as the most suitable days for organizing events.
- A press conference should not be scheduled before 10:00 and after 14:00.
- Be aware of the time you have available. A press conference should not last longer than 30 minutes
- Make sure that in addition to the time for speakers, you also leave enough time for journalists' questions

Tips for organising a successful press conference?

- Start the press conference at the scheduled time, don't be late
- Do not give individual interviews for broadcasting to the media or newspapers before you start, because that way you may give the impression of favouring certain media, which does not benefit you in any way in building good relations with the media. Individual statements can be made after the conference.
- Place a table with materials for journalists and promotional materials, as well as the list of media representatives, next to the entrance to the room.
- Designate a person who will provide the media with all the necessary information and be at their disposal, if necessary.

What if no one shows up for the press conference?

Prepare a recording of statements, video material, photos, press release, and send it to journalists.

What to do after the conference?

- Send a press release, video and audio material, and photos to journalists who were not able to attend the press conference
 - Find published information, texts and media coverage from the conference (keep records of media appearances)
 - Analyse your performance - this will allow you to detect shortcomings, omissions, but also make improvements
-



Tabular overview of the key steps for organising and holding a press conference:

Preparation	After the press conference
Set the date and place of conference (make sure that there are no other interesting events at that time to draw media attention)	Send a press release and other materials to the media outlets who were absent
Adjust the room (make room for the speakers, journalists and the cameras, brand the room...)	Record the number of media articles about the press conference and reported information
Send the media advisory on time to the media	
Determine the speakers and moderator	
Prepare all the necessary materials for the journalists	
Collect the contacts of the present journalists and editors	



TIPS AND TRICKS

Recommendation during TV interview

- Wear glittery clothing, clothing with thin stripes, squares or dots
- Wear large jewellery, reflective jewellery or jewellery that makes sound when you move. All this can distract the viewers and prevent you from conveying the desired message
- If the interview is taking place in a TV studio, take care to sit comfortably to avoid fidgeting and undesired non-verbal communication
- Wearing bright colours is not recommended
- The hair must not cover the face
- If you are giving a statement while standing, do not sway or swing, keep a firm and stable posture
- When giving a statement to the media, look at the journalist who is standing in front of the camera or at the camera

Radio



- Do not make mechanical clicking sounds (tapping with a pen or clicking it)
- Pay attention to the proximity of the microphone
- Avoid fillers
- Make sure you have water available during the interview

Online and Print

- If you submit your own photo for the purpose of publishing it in the media, make sure that it is a business photograph, not from a private album and make sure it does not jeopardize your credibility.

Press conference

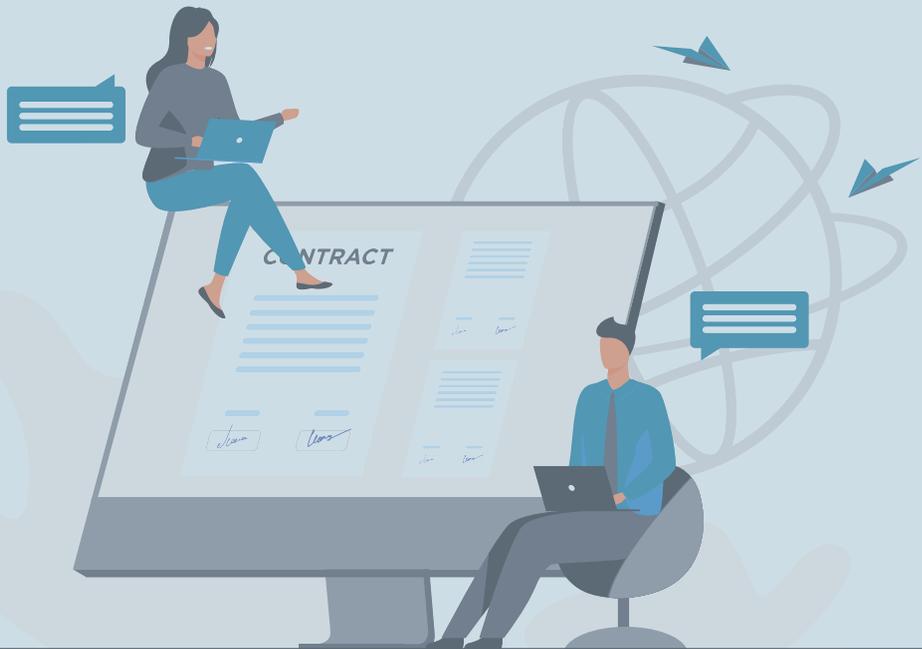
- If you do not have an answer to a question, or if you consider the question inappropriate, invite the journalist to discuss the topic later.
 - Take care of non-verbal communication, we speak with the body as much as with the speech apparatus.
-



Visoko sudsko i tužilačko vijeće Bosne i Hercegovine
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Високи судски и тужилачки савјет Босне и Херцеговине
High Judicial and Prosecutorial Council of Bosnia and Herzegovina



Guide for Creating and Managing Website Content





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Guide for Creating and Managing Website Content



February 2023

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The Guide for Creating and Managing Website Content is a document of the High Judicial and Prosecutorial Council of Bosnia and Herzegovina (HJPC BiH) which was created in cooperation with the Swedish National Courts Administration under the project Improving Court Efficiency and Accountability of Judges and Prosecutors in BiH – Phase 3 that is being implemented with the financial support of the Kingdom of Sweden.

INTRODUCTORY REMARKS

The website represents one of the basic communication channels of judicial institutions, which enables timely information to the public, which can significantly influence the public's overall perception of both, individual judicial institutions and the judiciary as a whole.

Timely information sharing and regular updating of content on court websites is an important activity, which all judicial institutions should carry out with dedication and responsibility.

The High Judicial and Prosecutorial Council of Bosnia and Herzegovina (HJPC BiH) at its session held on 23 and 24 November 2010, adopted the Book of Rules on the maintenance of websites of judicial institutions within the Judicial Portal.

The Book of Rules prescribes the rules, procedures, organisational structure of content and standards that judicial institutions in Bosnia and Herzegovina are required to observe when maintaining their official websites within the judicial portal www.pravosudje.ba.

The Book of Rules regulates the way of maintaining official websites of judicial institutions within the Judicial Portal, which include:

- a) uniformity of the structure and way of presenting the content,
- b) simplified management of posted content,
- c) improving the accessibility and expediency of websites of judicial institutions,
- d) provision of reliable information and services,
- e) standardised method of assigning the subdomain “.pravosudje.ba” to all judicial institutions.

Although the Book of Rules defines the information that shall be published on websites, the need for additional specification of the structure itself and the way of creating content on websites that is important for the general public was observed.

It is a very important segment that requires a systematic approach and commitment.

The aim of the Guide for Creating and Managing Website Content is to provide specific instructions to employees of judicial institutions in charge of creating content for websites with the aim of achieving effective communication through this communication channel.

As defined by the Book of Rules, the web editorial team includes at least the following personnel: editor-in-chief, web content editor, web administrators. In addition, the team may include employees of the institution (department heads, judicial office holders, etc.) and they are responsible for the quality of the website's content.

GUIDELINES FOR CREATING A USER-FRIENDLY WEBSITE

The website is one of the basic communication channels of judicial institutions with different target groups. Websites provide various types of content and are one of the first points of contact with judicial institutions.

In order for a website to be user-friendly, i.e. to be easier to use, it is necessary that:

- you know what the user needs and provide good quality content that meets those needs;
- you carry out the quality categorisation of the content.

If it meets these two requirements, it can be expected that it will meet the needs of the user and fulfil its basic purpose - to transmit the desired message from the sender to the recipient.

CATEGORIZATION OF WEBSITE CONTENT

The website visitor bases his first user experience on his first visit to the website, so it is important that access to the information he is looking for be as simple as possible.

This will primarily be achieved through high-quality content categorisation adapted to target groups. A good site structure will allow users to more easily access the content they need.

This primarily means that the content is reviewed, selected in appropriate categories and easily accessible.

How to select content by category?

In such a way that all content will be:

- placed in categories of the appropriate title
- and classified according to the needs of different target groups.

Table: content categorisation

Court performance should contain all relevant information about the court included in the subcategories, such as: jurisdiction, organisation, employees, history, performance statistics, employment in the court, interactive map of the case flow, schedule of hearings...

Notice board for the parties in the court should contain all relevant information of interest primarily for the parties. The categories court performance and notice board should not overlap in terms of content.

Notice board should be a kind of citizens' corner and contain all important information for them, such as those about different proceedings, services, fees, exercise of rights... Other target groups might be interested in the information, but they should be written and sorted primarily for the parties.

For better viewing and easier user access, all information should be available in subcategories.

Particular attention should be given to parties to the proceeding and, through specific content, answer important questions for them (what they can expect from the proceeding, estimation of duration and costs...)

Your questions should contain answers to the most frequently asked questions. There should not be too many answers in the category, but only the most common and specific ones. If there are still a large number of questions, it is necessary to group them under certain headings.

Public relations should contain information relevant to media representatives as well as the general public. This category should include all news and press releases related to the work of the judicial institution. At the same time, it is necessary to take care to make a clear selection between the press releases and news. Press releases refer to all information that has been delivered to media outlets and as such made available to the general public, while in the news section all other information about the work of the institution should be available, such as notifications about changes in working hours, realised activities...

This category should also include court decisions and judgments, especially those that are of particular importance for the public. In this case, the judicial institution should interpret the decision or judgement in a way that media and the public can understand, in the form of information for the media. In addition, under the Guidelines on the publication of court and prosecutorial decisions, adopted by the HJPC BiH in 2014, the original decision or judgement shall be publicised in PDF format. It is not enough to publicise only a scanned decision or judgment!

Subcategories containing promotional materials, publications, multimedia, books of rules on access to information, reporting from hearings and other relevant documents should also be an integral part of this category.

It is certainly recommended that some materials, which are of interest for the parties to the proceedings, are included both in the public relations category and notice board category.

Public procurement should contain all information related to the process of public procurement and include: procurement notices, procurement completion and all other information necessary to achieve a satisfactory level of transparency.

Contacts should contain all the most important contact telephone numbers and e-mail addresses. If the institution has accounts on social networks, links to social networks should be also available in this category.

***The table contains examples that do not necessarily define the essential content, but serve as illustrative examples.**

CONTENT ON THE WEBSITES OF JUDICIAL INSTITUTIONS

Once quality categorization has been done, the next task is to offer quality content.

Web content consists of information that can be in the form of text, images, tables, lists, audio and video recordings.

Each judicial institution, with the aim of good and quality communication with users, is required to ensure the development of the website by enriching its content with official information that is accurate, timely, grammatically correct and correctly spelled, simply written and clear.

As prescribed by the previously mentioned Book of Rules, the content publicised on the website should be:

- **Simple and comprehensible** - the content should be created in a way that will be comprehensible and clear to the general public. For example, if it is about textual content, it should not be written in professional jargon, but with the use of terminology that is known to the general public, taking into account the diverse educational background of the target groups.
 - **Clear and concise** - the content should not be burdened with unnecessary information that is not of particular importance to the end user. Less is more is the formula that is recommended in creating content for websites, so with as little text as possible to convey all the essential information to the end user.
 - **Official and complete** - the content should be made of official and complete information, written in a formal tone that will not compromise on the simplicity and comprehensibility of the content.
 - **Up-to-date** - the content on the website should be up-to-date, which can be achieved by its continuous updating, especially in the part that is of importance to the general public.
 - **Grammatically correct** content is significantly more relevant than content that is full of mistakes, even typing ones. It is recommended that each content be thoroughly checked for grammar and spelling before publication.
-

The content on the website is available to the general public and is intended for several target groups, therefore it should be tailored to their needs.

As for the textual content, the following is important for the website visitor:

Title should offer basic information, be interesting and clear. Based on the title, the reader decides whether to pay extra attention to the text itself. Therefore, judicial institutions should take account of this segment because their ultimate goal is that certain information reach a certain target group.

Titles such as: “Notice for parties” or “**First-instance judgement rendered in case number: 33 K 199854 22 K**” should be avoided. In both cases, key information should be offered through the title. For example, if the title “**Notice for parties**” refers to a change in working hours, it should read “**Court registry office is open for a shorter time, until 2:00 p.m. on 31 December 2022.**” In this way, site visitors would receive useful information, while in the first case they would probably not even click on the title and read the notice.

Well-structured text primarily refers to the way the text is publicised on the website. The text, in order to be easy to follow by the reader, should be adequately structured.



Therefore, divide long sentences and paragraphs, because such text is better structured and easier for the reader to read. The text should contain a photo or an adequate visual, as this will attract the reader’s attention. Website visitors almost always, as practice shows, perceive visually rather than textually.

When creating visuals or selecting photos, it is imperative to ensure that photos, visuals and all other content meet all copyright protection requirements.

Also, the texts should not be too long, rather use links to other texts or materials that will offer the user(s) additional information.

Content relevance – In addition to spelling and grammar, the text must contain accurate and verified information. Incomplete, unverified and inaccurate information must not be found on the website. The quality of written content also determines its availability on internet search engines, which is all the more reason for additional engagement.

The use of websites, as one of the basic communication channels of judicial institutions, has two primary goals: to offer the public transparency and to facilitate access to information and services.

CREATING CONTENT BY TARGET GROUPS

The judicial institutions should start selecting the future content of the website in a strategic way. The end users should get the information they need and therefore, current and updated content should be on the website.

In the context of transparency strengthening, it is of great importance that the websites contain the content such as:

- Interactive road map
- Information on public procurement procedure
- Performance reports
- Case flow
- News and press releases

The following is recognised as part of the content that makes the access to information and services easier for the users:

- Information on court fees
- Schedule of hearings
- Services to access court cases on the internet
- Information on work hours and other useful information
- Court organisation
- Contact

The content needs to be continuously edited, while only the content relevant for the readers should be kept.

For the website content to be useful for the visitor, it is necessary that the person in charge of content editing, while creating and selecting content, uses the end user perception, meaning take into consideration his needs and habits.

The visitors expect:

- Information on services
- quick links that will offer them additional information
- quick access to content

The website visitors are:

- citizens,
 - media representatives,
 - representatives of NGOs, academic community, judicial community.
-

What information are citizens looking for?

Information on what they can expect in individual proceedings before the court (this part should contain viewable basic information on each of the proceedings they might participate in)
On price of court fees and costs (this part has an already developed court fee calculator that should be visible and available to the citizens and included in the category meant for the information and provision of services to the citizens)
On foreseeable time by case type
On working hours
Contact information
Information on availability of electronic services Access to their court case file

What information are sought by the media?

Press release (The Guide for creation of press releases is available at: https://vstv.pravosudje.ba/vstvfo/B/141/article/117637)
Schedule of hearings
Judgements and decisions
Performance reports
Information on how to access information
Information on the possibility and conditions for the organisation of an interview with relevant counterparts, photo taking and recording hearings and other relevant documents
PR officer contact information

What information are sought by the representatives of NGOs, academic community, judicial community?

Publications
Performance reports
Legal provisions and books of rules

RECOMMENDATIONS FOR ADDITIONAL WEBSITE IMPROVEMENTS:

- More information - fewer PDFs

Publishing information in PDF is difficult to read and sort, and due to the need for additional opening, users often skip the content. PDF, i.e. downloading this format, leads off the website, which is not favourable to the content creator. PDF suppresses other information and is not suitable for internet browsers.

- Make your content available on search engines

Most users search for content on internet search engines, therefore it is of great importance that the content of the website is relevant and therefore available on the search engine. It is recommended that the website contains high-quality, author's content that contains keywords (words that will be searched). Keywords are words, terms and phrases that people type into a search engine. Keywords should be used whenever appropriate in the text, but not too much. The text should still be easy to follow.

Parts of the text that must contain keywords in order to make the created content as visible as possible to users during an organic search are:

- o title
- o the beginning of the text
- o subtitles

About 54,000 results

Šta je sudska nagodba i kada je moguće koristiti?

<https://vstv.pravosudje.ba/vstvfo/B/141/article/115065> ▾

Web **Sudska nagodba** je način rješavanja sudskog spora koji podrazumijeva međusobni dogovor stranaka u sporu o predmetu spora. Sudskom nagodbom, stranke same dogovaraju na ...

When creating titles, it is not recommended to use the bold option, but to create interesting titles that will attract attention and contain keywords.

E.g. the title “How to calculate court fees” will attract attention and there is a good chance that this is exactly the phrase that users will use when searching.

- Title of materials

When uploading materials to the website, it is recommended that they be given appropriate titles. This also applies to publications, audio and video materials, photos, visuals, as well as all other materials that can be an integral part of the website. Materials should not have titles such as “final, version4, document2” but have a title that is specifically related to the content, because only such files can appear in search engines.

- Multimedia content

It is desirable that the website contains photos, infographics and other visual solutions because such content is more complete and offers users a more visually clear content. When choosing photos, visuals and all other content, it is necessary to take care that they meet all the requirements for copyright protection.

- Links

In the content, where necessary or useful, use links that lead to another location on the website to provide users with additional information.

Example:

Rad suda Oglasna ploča Viša pitanja Odnosi s javnošću Javne nabavke Kontakt

Odnosi s javnošću > Vijesti > Saopćenja za javnost

Interaktivna mapa o radu sudova

20.06.2017.

Poštovani,

Obavještavamo da je na web portalu Viskogog sudskog i tužilačkog vijeća BiH (u nastavku VSTV) puštena mogućnost pregleda osnovnih statističkih podataka o radu sudova klikom na link https://pravosuđe.ba/jgs/izvjestaji_gm.html.

Cilj ove aktivnosti je da rezultati rada sudova budu dostupni javnosti putem web stranice, a sve u svrhu povećanja transparentnosti rada pravosuđa i povećanja efikasnosti.

Podaci prikazani na mapi su informativnog karaktera i preuzimati će se iz CMS sistema.

U narednom periodu je planirano i razvijanje aplikacije za Android koja će omogućavati pregled istih informacija putem mobilnih telefona.

Linkovi

Interaktivna mapa
Link na vijest na web portalu VSTV-a

1080 PREGLEDA

f in v e m t

The link leading to the interactive map should be included in the main page with quick links, because in such categorisation it remains inaccessible for wider public, while it is important for the strengthening of transparency of judicial institutions' performance. It should be also emphasised that this is statistical monitoring of the corruption cases in the courts.

