



VOTER INFORMATION AND EDUCATION ON ELECTORAL PROCESS IN BOSNIA AND HERZEGOVINA

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CENTRAL ELECTION COMMISSION

26. ANNUAL ACEEEEO CONFERENCE
SOFIA, 08. –10.11. 2017.

OVERVIEW

- **Campaign Regulation**
- **Voter Information**
- **Educational Campaign - Voter Information**
- **Motivational Campaign**
- **Use of ICT in Voter Education and Information**
- **Next steps**

1. CAMPAIGN REGULATION

Legal framework that defines principles, rules and prohibitions relating to media representation of political parties in the election period in BiH are:

- **Chapter 16 of the BiH Election Law (Media in election campaign)**
- **Chapter 7 of the BiH Election Law (Rules of conduct in election campaign), and**
- **Rulebook on media representation of political subjects in the period from the day elections are announced until the Election Day**

1. CAMPAIGN REGULATION

Election period- the period from the day the elections are announced to the day when the election results are validated

Election campaign- period of 30 days prior to the Election Day within which a political subject informs the voters and the public, as prescribed by the Law, about their program and candidates for the elections

Until the day of the official start of the election campaign, political subjects i.e. the media are prohibited to do **paid political advertising**, i.e. media broadcast except for paid political advertising on holding of internal meetings of political subjects' bodies, under equal conditions for all political subjects.

Paid political advertising is allowed in the period of official start of the election campaign, i.e. in the period 30 days prior to the Election Day.

1. CAMPAIGN REGULATION

- Principles and rules

Electronic media shall cover pre-election activities and observe the principle of **balance, fairness and impartiality**, namely

- No **political entity** shall have a privileged position with respect to another political entity,

Officials at all levels of authority who participate in the elections as candidates must not enjoy a privileged position with respect to other participants in the electoral process,

1. CAMPAIGN REGULATION

Rules and regulations:

- special attention must be paid to respect the principles of **balance, fairness and impartiality** in information programs, especially in news, interviews and discussions on important political issues, such as round tables and similar, which thematically do not directly concern the election activities of political entities, but which could influence opinion of voters.
- **Journalists and moderators in the electronic media** must not express their possible party membership or affiliation in regular or special programs,
- The **public electronic media** shall present political entities in an equal and fair manner and shall inform the public of all issues related to the campaign and the election process during 30 days prior to the Election Day.

1. CAMPAIGN REGULATION

Principles and rules:

- The public electronic media shall provide **free broadcast time** for direct access by political entities registered in the constituency covered by the signal of that media, for the same duration, and order of appearance will be defined by drawing a lot;
- Private media **may** provide free broadcast time for direct access but under equal conditions for all;
- Prices of paid political advertising in the election campaign period must be equal for all political subjects, providing clear and uniform rules for all political subjects.

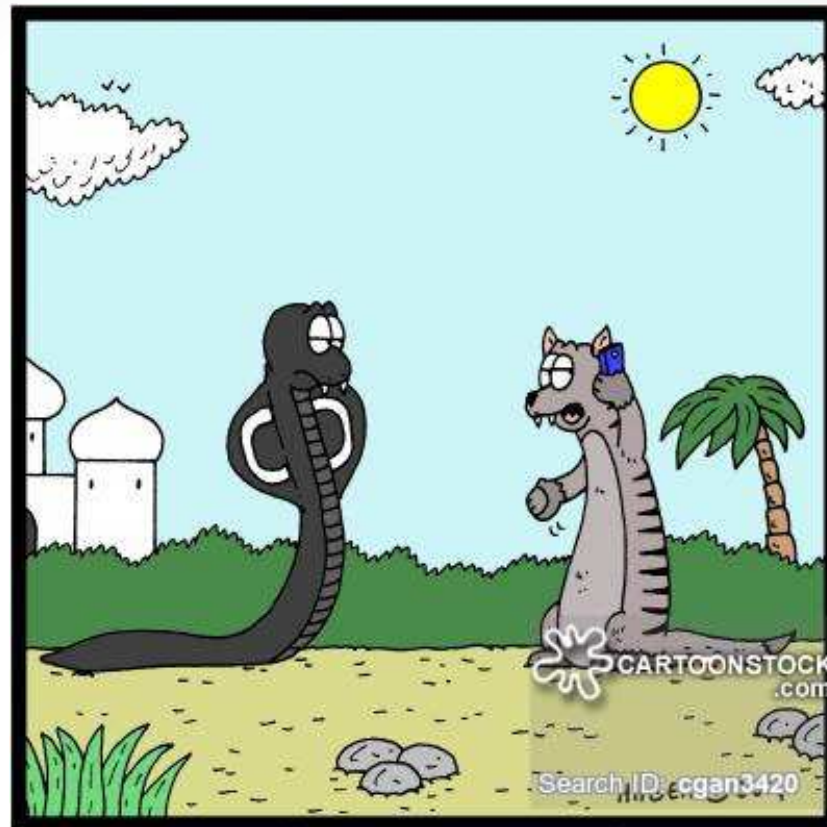
1. CAMPAIGN REGULATION

- The media disclosure of **results of a public opinion survey** is also regulated,
- It has to clearly and without reservation disclose name of the institution or person that ordered and paid the survey, name and the seat of the institution that conducted the survey, size of the sample and a possible tolerance in the survey results, the period in which the survey was conducted.
- Results of a **telephone public opinion research or street poll** conducted among voters during the campaign shall not be presented as a reliable or trustful opinion of a particular social group, which must be particularly emphasized by the media.

No conduct of an election campaign is allowed by way of electronic and printed media where the contents are **stereotype and offensive** against **men and/or women**.



A TELEPHONE PUBLIC OPINION RESEARCH



Yes, It's Joe Mongoose speaking,
but I don't have time to take the survey now:
I'm kind of in the middle of a fight to the death...

1. CAMPAIGN REGULATION

- Campaign silence: No media coverage of any political and electoral campaign activity shall take place in the whole territory of BiH during the period beginning 24 hours prior to the opening of the Polling Stations.
- **Communications Regulatory Agency BiH** is responsible to address all cases in which provisions on the media in the elections were violated.
- **The BiH Central Election Commission** is competent to adjudicate all complaints concerning violation of provisions on the media filed by political parties.
- The political entities refer to the **Press Council of BiH** with their complaints to the content in the printed media concerning coverage of the electoral campaign.
- Election commissions of basic constituencies, i.e. the BiH Central Election Commission adjudicate complaints concerning Chapter 7 – rules of conduct in election campaign.

2. VOTER INFORMATION

- BiH Election Law stipulates that BiH Central Election Commission must publicize, voter information and all other information necessary for the implementation of this law and all electoral laws, in the Official Gazettes and the media, both inside and outside BiH as appropriate.
- In line with its legal obligation the BiH CEC **continuously** publicizes information important for the voters, and informs the public about its work and efforts to improve institutions' performance and electoral practice in BiH.

2. VOTER INFORMATION

- Activities relating to information campaign of the BIH CEC are particularly intensified during the election year and can be divided into two segments:
- **(1) educational campaign and**
- **(2) motivational campaign.**

2. VOTER INFORMATION

Educational campaign

Target groups:

- Voters
- Political subjects

Realization

- May - September

Means:

Video, radio jingles, telops, public ads, publications, etc.

Motivational campaign

Target groups :

- Voters

Realization:

- September-October

Means:

Video, radio jingles, telops, public ads, publications, etc

2. EDUCATIONAL CAMPAIGN - VOTER INFORMATION

Campaign „**Registration of voters into the Central Voters' Register**“ is done in several stages in election year, depending on category of voters:

Voters who
want to
stand in the
elections

Displaced
persons –
voting
option

Refugees
from BIH and
persons
temporary
residing
abroad

Regular
voters

2. EDUCATIONAL CAMPAIGN- VOTER INFORMATION

Campaign „**Registration of voters into the Central Voters' Register**“– **displaced persons** – opting for a voting option:

PODNEŠITE
PRIJAVU DO
19.07.2016.
do 24:00

PRIJAVA

Raseljene osobe, ako želite promijeniti biračku opciju,
prijavite se do 19.07.2016. godine do 24:00 sata

2. EDUCATIONAL CAMPAIGN- VOTER INFORMATION

Campaign „**Registration of voters into the Central Voters' Register**“– **voters outside BiH** – opting for a voting option:

- BiH CEC's website www.izbori.ba
- Distribution of application forms, guides and informative materials through diplomatic-consular representation network and partner associations of BiH citizens abroad
- Electronic and print media
- Education and voter information outside BiH in the countries in which significant number of BiH citizens live, i.e. Significant number of refugees and persons temporarily residing outside BiH

2. EDUCATIONAL CAMPAIGN- VOTER INFORMATION

Campaign „How to Vote“

KAKO GLASATI?

BOSNA I HERCEGOVINA
CENTRALNA IZBORNA KOMISIJA
SREDIŠNJE IZBORNO POVJERENSTVO



БОСНА И ХЕРЦЕГОВИНА
ЦЕНТРАЛНА ИЗБОРНА КОМИСИЈА

Na Lokalnim izborima 2016. godine, koji će biti održani 2. oktobra, glasate tako što upisujete **X** u kvadratić i to na sljedeći način:

Vaš glasački listić za izbor načelnika i gradonačelnika u Bosni i Hercegovini bit će važeći ako:

- označite kvadratić ispred imena samo jednog kandidata **/ILUSTRACIJA 1/**

1 ILUSTRACIJA

1	<input type="checkbox"/>	КАНДИДАТ
2	<input checked="" type="checkbox"/>	КАНДИДАТ
3	<input type="checkbox"/>	КАНДИДАТ
4	<input type="checkbox"/>	КАНДИДАТ

ILUSTRACIJA 2

<input checked="" type="checkbox"/>	СТРАНКА
1	<input type="checkbox"/> KANDIDAT
2	<input type="checkbox"/> KANDIDAT
3	<input type="checkbox"/> KANDIDAT
4	<input type="checkbox"/> KANDIDAT

ILUSTRACIJA 3

<input type="checkbox"/>	СТРАНКА
1	<input checked="" type="checkbox"/> KANDIDAT
2	<input checked="" type="checkbox"/> KANDIDAT
3	<input type="checkbox"/> KANDIDAT
4	<input type="checkbox"/> KANDIDAT

ILUSTRACIJA 4

<input checked="" type="checkbox"/>	СТРАНКА
1	<input type="checkbox"/> КАНДИДАТ
2	<input checked="" type="checkbox"/> КАНДИДАТ
3	<input type="checkbox"/> КАНДИДАТ
4	<input checked="" type="checkbox"/> КАНДИДАТ

Vaš glasački listić za izbor:

- vijećnika u općinskom vijeću, odnosno odbornika u skupštini općine,
- vijećnika u gradskim vijećima, odnosno odbornika u skupštinama gradova
- poslanika u Skupštini Brčko Distrikta BiH bit će važeći ako:

- označite kvadratić pored naziva samo jedne političke stranke, ili koalicije, ili liste nezavisnih kandidata, ili imena jednog nezavisnog kandidata ili **/ILUSTRACIJA 2/**

- označite kvadratić pored imena jednog ili više kandidata unutar liste samo jedne odabrane političke stranke ili koalicije ili liste nezavisnih kandidata **/ILUSTRACIJA 3/**

- označite kvadratić pored naziva samo jedne političke stranke, ili jedne koalicije, ili jedne liste nezavisnih kandidata, i označite jednog ili više kandidata unutar te odabrane političke stranke, ili koalicije ili liste nezavisnih kandidata. **/ILUSTRACIJA 4/**

Glasate tako što upisujete znak "X" u kvadratić pored imena kandidata.

IZBORI
2016
ИЗБОРИ

POSEBNA LISTA KANDIDATA PRIPADNIKA NACIONALNIH MANJINA
ПОСЕБНА ЛИСТА КАНДИДАТА ПРИПАДНИКА НАЦИОНАЛНИХ МАЊИНА
ZASEBNA KANDIDACIJSKA LISTA PRIPADNIKA NACIONALNIH MANJINA

ILUSTRACIJA 5
☒ IME PREZIME - STRANKA

U izbornim jedinicama u kojima se biraju i pripadnici nacionalnih manjina imate mogućnost, glasati za pripadnika nacionalne manjine, tako što ćete označiti samo jedno ime na posebnoj listi kandidata pripadnika nacionalnih manjina.

Ukoliko ste se odlučili da glasate za pripadnika nacionalnih manjina, ne možete glasati ujedno i za političku stranku, ili koaliciju, ili listu nezavisnih kandidata, ili nezavisnog kandidata, jer ukoliko biste glasali za obje opcije, vaš listić bio bi nevažeći!

2. EDUCATIONAL CAMPAIGN- VOTER INFORMATION

All BiH CEC's campaign are realized through electronic (TV and radio) media and print media.

The Law sets forth that electronic media are obligated to broadcast entire statements and information by the Central Election Commission of BiH **free of charge** for the purpose of informing voters about all aspects of the electoral process.

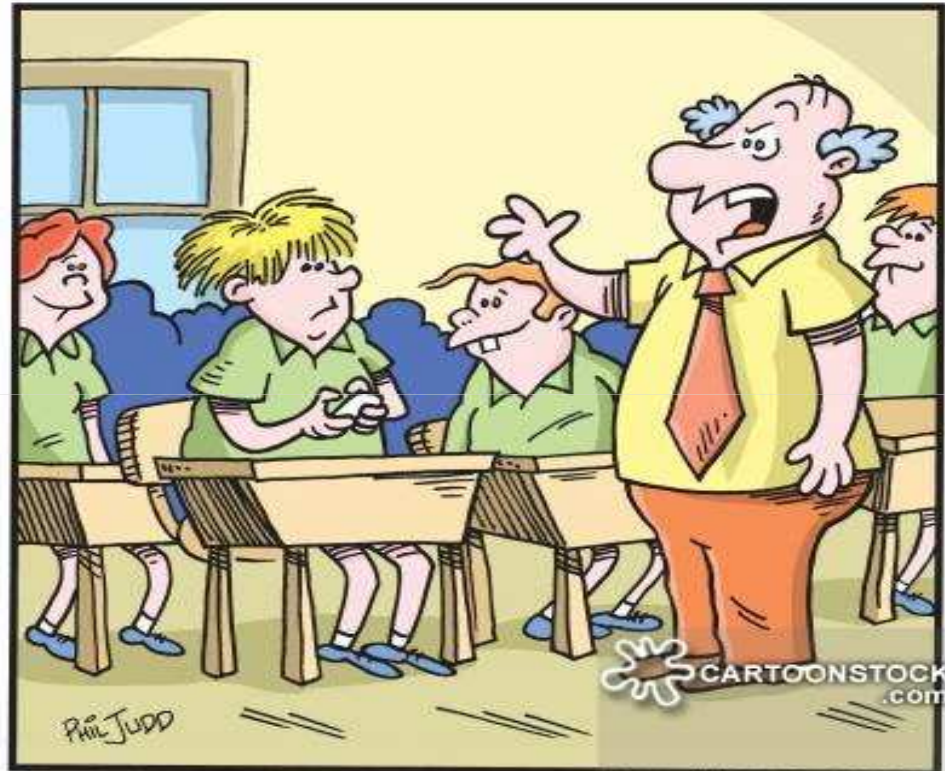
Cca 16 public and 30 private TV stations /53 public and 87 private radio stations.



2. EDUCATIONAL CAMPAIGN- VOTER INFORMATION

- SMS center campaign

- Info line



"Jimmy! Will you stop texting on your mobile phone. We are trying to discuss how technology has changed society!"

2. EDUCATIONAL CAMPAIGN- VOTER INFORMATION

- Web site of the BiH CEC www.izbori.ba
- Additionally, in cooperation with international organizations, the **BiH CEC prepares and publicizes brochures and manuals for every elections**

2. MOTIVATIONAL CAMPAIGN

Motivational campaign is conducted under the slogan of the BiH CEC for particular elections e.g. „October 7 – the day when you make decisions“ and lasts a month before the Election Day.

The goal of motivational campaign of the BiH CEC is to encourage voters to vote and to exercise their right to vote.

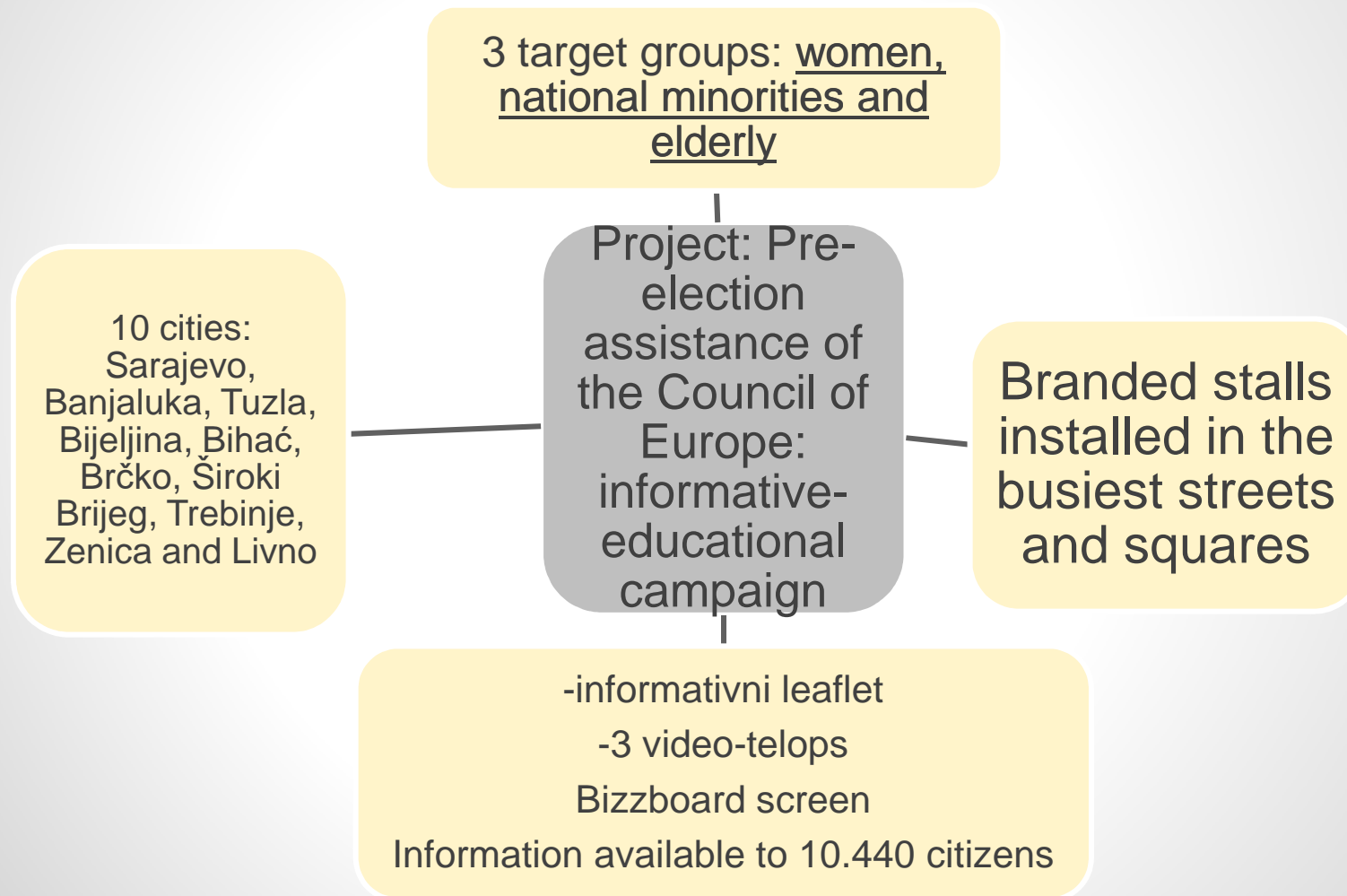
Campaign is intended to different categories of citizens: abstainers, youth, women, persons with disabilities, and includes general motivational ads to encourage voters to go to the polls.

The campaign is conducted in the form of TV ads and radio jingles that are broadcast by all public and most private media.

2. MOTIVATIONAL CAMPAIGN



2. MOTIVATIONAL CAMPAIGN



2. MOTIVATIONAL CAMPAIGN



2. MOTIVATIONAL CAMPAIGN

For additional information,
please contact the Central
Election Commission of
Bosnia and Herzegovina,
on the following number:
+387 33 251 320
or via e-mail:
info@izbori.ba.

WHY DOES YOUR VOTE MATTER?

DON'T LET OTHERS CHOOSE ON
YOUR BEHALF. YOU CHOOSE!

Vote – Local Elections in 2016

Don't let others choose
on your behalf. You
choose!

IZBORI
2016
ИЗБОРИ

3. USE OF ICT IN VOTER EDUCATION AND INFORMATION

- All BiH CEC's campaign are realized through **electronic (TV and radio) media and print media.**
- **Website BiH CEC www.izbori.ba** (All information significant for the electoral process, verification of polling station location, decisions, press releases, statistics, by-laws, informative materials are in this way publicized for the general public.
- Developing a special link on the main menu making the user search for information relevant for the elections much easier.
- Availability of video material (instruction on method of completing application forms for OCV, video materials on work of PSC, informative and motivational TV ads)

3. USE OF ICT IN VOTER EDUCATION AND INFORMATION

- Info-line for the voters, availability of information and communication by phone and e-mail,
- SMS center for verification of polling station location,
- Youtube channels featuring the newest video ads from informative and motivational campaign
- <https://www.youtube.com/channel/UCICjsvkAo8iQxRC/CS16W6vw>



NEXT STEPS

- Inter-departmental working group to analyze the situation and propose modalities for introduction of new technologies into the electoral process in BiH is established, and the BiH Council of Ministers adopted report of the WG on July 2017; next activities include preparation of a Strategy and an Action plan, whereat together with BiH institutions, innovations in the ICT sector that can be applied in the electoral process in BiH will be followed, informing the BiH Council of Ministers thereof twice a year and providing necessary recommendations.

Thank you
for your attention.

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www.izbori.ba