



COMMUNICATIONS STRATEGY TRIAL OF THOMAS LUBANGA

**Outreach Unit
Public Information and Documentation Section (PIDS)**

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COMMUNICATIONS STRATEGY FOR THE TRIAL OF THOMAS LUBANGA

1. Introduction

As indicated in the Strategic Plan for Outreach of the International Criminal Court (ICC)¹, independence, impartiality and fairness are defining attributes of justice; therefore making the judicial proceedings public is a central element of a fair trial and necessary to ensuring the quality of justice.

In order to publicise the first trial at the International Criminal Court scheduled to start on 26 January 2009 and to make the judicial proceedings accessible to the general public and to the communities most affected by the crimes committed, the PIDS has prepared this strategic paper which provides a rationale and framework for the activities to take place before and during the trial of Thomas Lubanga.

The purpose of this document is to define the strategies that will be used to communicate information and messages related to the judicial work of the Court and to further outline the communication approaches, channels and tools that will ensure that the messages reach the targeted audience for maximum benefit.

This document will be followed by the '*Outreach Action Plan*' which will describe in detail the individual projects that will be delivered.

This strategy will be monitored and evaluated on a regular basis.

The strategy is divided in two parts. The first part is intended to present the situation related strategy that will be implemented in the Democratic Republic of the Congo (DRC). The second part is devoted to the strategic plan that the PIDS will implement at an international level through international media.

Both strategies presented in this paper are divided into two time frames according to the two different stages in the proceedings. These being:

1. The beginning of the trial campaign
2. During the trial

¹ Strategic Plan for Outreach of the International Criminal Court , ICC-ASP/5/12

1.2. Objectives of the strategies

Depending on the phase of implementation, the objectives of the strategy are twofold: during the first phase of the implementation of the strategy, the objective is to ensure publicity of the forthcoming trial of Mr Thomas Lubanga and in particular to:

- Raise awareness on the commencement of the trial
- Raise the level of understanding by the public concerning the process of the trial in various aspects: the alleged crimes, the concept of fair trial and the role of each of the parties and participants;

During the second phase of the implementation, the objective of the strategy is to make the judicial proceedings accessible to the general public and in particular to the affected communities within the DRC.

2. Situation related strategy in the Democratic Republic of the Congo

This part of the strategy is based on an assessment of our outreach experience from the DRC as well as lessons learned in other countries where the Court operates (in particular Uganda) and the context in which the Court is currently operating in the DRC, and the different needs of the targeted groups.

2.1. Target groups

During this phase PIDS will target the general public in the DRC, through the media, and directly in public meetings. The Section will adapt the messages to the interests and level of understanding of the Court amongst specific groups such as victims, especially children, youths, women, leaders of ethnic groups, and NGO representatives amongst others.

2.2. Messages

Experience has shown that different targeted groups have different needs and expectations concerning the type of and way in which information is presented and disseminated. Taking this into account, PIDS has carefully crafted key messages that have been tailored for the general population of the DRC and also for the communities most affected by the crimes under the jurisdiction of the ICC.

The following is a selection of key messages which will be delivered, in a variety of ways, to both international and local communities.

Messages:

- Victims deserve justice
- The trial is fair
- The voices of victims will be heard during the trial
- Conscripting children is a crime at national and international level
- The accused has a right to defend himself
- The Court is not politically motivated in reaching its decisions
- The judges are independent

Throughout all phases, PIDS will place special emphasis on the efforts to address the expectations of what the Court can and cannot achieve.

2.3. Phases of the strategy

2.3.1. Phase 1 – Before the trial (16 to 24 January)

Goal: the primary goal is to create awareness and understanding of the crimes that Mr Lubanga allegedly committed. Further explanations will also be provided on other war crimes and relevant crimes under the Court’s jurisdiction allegedly committed in DRC.

PIDS intention during this phase is to crystallize the key stand concerning the ICC, to announce the beginning of the trial, and to explain the stages and key elements of a fair trial.

The approach will be intensive and will probably cause feelings of sympathy, uneasiness and fear, personalising the crimes and causing a strong identification with the victims. This will help avoid any bias due to national or political relations.

During this phase, the Court’s procedures will be explained and made obvious to the highest degree possible allowing the population to understand each segment of the trial procedure.

This stage will be the most intensive and will include all possible available means of public announcement.

2.3.1.1. The communication approach

For the first phase of the strategy PIDS is planning to conduct a strong and intensive media campaign, which will be reinforced by the organization of interactive informative meetings with members of the affected communities.

Considering the fact that DRC is a vast country whereby the majority of the population are economically disadvantaged and illiterate, PIDS will approach target groups through

widely available local channels with products that are tailored to local customs and tastes.

Based on the fact that the most widely available information channels in DRC are electronic media - radio and television, PIDS has made the arrangements with the most important radio and TV networks in order to distribute the Court's information and products.

These being: Ordispace (RFI satellite service to 250 radio stations in Africa - 39 in DRC), Search for Common Ground (network of 90 radio stations in all regions of DRC), Radio Okapi national radio network and other national and community radio stations, as well as a network of national (state and private) local television stations in DRC.

During this phase PIDS will produce and distribute three types of regular television and radio programmes in French: an introductory programme about the trial of Lubanga, a programme entitled Ask the Court, answering questions raised by participants during outreach activities and, a third programme entitled ICC at a Glance, containing summaries of the hearings. In order to reach different target groups, PIDS will distribute these products during different hours within a day.

All these products will not form daily blocks but will be spread out through out the day with special broadcasts during the weekend in order to reach the working population in the evening and non-working days, housewives in the morning, young people in the afternoon when they come from school, etc.

2.3.1.2. Communication tools

A broad range of communication tools and techniques will be employed to reach out to the various target groups listed above. Communication tools will be used in a flexible way to respond to the level of knowledge and awareness of each target group in complex and varied environments.

a) Audio-visual programme Ask the Court

This is a programme intended for audio and video broadcast, which will also be screened during outreach activities. The programme is based on a set of questions asked by the people in the DRC. The answers are then given by officials based at headquarters. The questions and answers will be further edited into a television and radio programme. Judging by the questions coming from participants during outreach activities, journalists and NGO representatives in the DRC there are many questions about the work of the Court including issues related to the Prosecutor's office, detention facilities, warrants of arrest, court proceedings, etc. We will gather these questions, group them based on the

office that should provide the answers, film and record the answers and edit them into radio and television programmes. Each of these programmes will start with a unique leader (specially designed programme graphics) followed by a very short introduction to the Court and an explanation of the programme. Edited questions and answers will follow. The intention of this programme is to express a direct and clear connection and show the interest of the Court in concerns coming from the field.

Duration of the programmes: From seven to ten minutes per programme

Number of programmes: five

Broadcast/Dissemination: Through radio and TV stations, the week prior the commencement of the trial.

Other use: outreach activities

b) Introduction to the proceedings (radio and television programme)

Introductory video and audio programmes will be produced in order to explain to the audience the proceedings, role of the parties, crimes on trial, provide a historical background of the Thomas Lubanga case and information on the up-coming trial. These information and educational tools will be used for broadcast on radio and television stations and also during outreach activities conducted in the DRC.

Issues during the programme will be divided into sections with special graphics for easier understanding.

Duration of the programme: 10 – 15 minutes

Number of programmes: one

Broadcast: one week before the trial

Other use: outreach activities

2.3.2. Phase 2 – The trial (26 January to the end of the trial)

Goal: Promote the people's participation in the judicial processes of the Court and to facilitate dialogue and discussion about the Court's judicial developments.

The secondary goal is to provoke a reaction – feeling of disgust regarding the crimes and fostering a need to identify and punish the perpetrators.

This phase of the campaign will use the media to explain the crimes committed in the DRC and in particular to explain the crimes that Mr Lubanga allegedly committed. War crimes will be presented as crimes committed against fellow ordinary human beings, and thus each citizen will be able to identify with the victims. All planned activities will have several potential topics which will be introduced for discussion. During the discussion it will be made known exactly why the ICC considers certain actions to be crimes (such as

the conscription of children). Potential solutions, presented by participants, may be discussed by the entire audience. The discussion will include an examination of the role of the ICC, the role of the national government and courts, as well as the role of the community at large.

The war crimes will be placed outside the national context and therefore the ICC will be presented as the only Court that will be able to try the alleged perpetrators in an unbiased and fair way, because it is of common interest that such occurrences should be prevented in the future. The inexistence of a reliable alternative way of punishment of the war criminals will be an additional argument in pointing out the importance of the Court. The experience from the region of former Yugoslavia and the ICTR could be very important and positively used in the prevention of war crimes in some potential clashes.

2.3.2.1. Communication approach

In order to keep the affected communities informed and engaged during the trial, the PIDS intends to publicise the proceedings to the highest possible extent by disseminating information in the most efficient way through the most effective channels of communication. In addition, the PIDS will make especial efforts to interact with members of the most affected communities during informative and consultation meetings, during which videos prepared by the Court will be screened followed by lively debates with targeted audiences.

The PIDS will have an active role in the medium of radio and TV and will use all means available to ensure maxim public information exposure of the judicial developments during the trial.

Special attention will be paid to the opening statements and the first week of trial, considering the fact that these days are marking the commencement of the trial and therefore they attract the immense attention of the media and the general population.

In addition, throughout the entire phase, the PIDS will:

- a) Encourage discussion between the affected communities related to the ongoing proceedings;
- b) Participate in dialogue with the affected communities related to the ongoing proceedings;
- c) Seek out and promote positive news stories about the Court;
- d) Encourage the production of programmes about the ICC;
- e) Provide the local producers with both recorded and written information related to the trial;
- f) Respond to identified information needs.

2.3.2.2. Communication tools

Taking into consideration the challenging communications circumstances in the DRC and the fact that journalists and producers working for national and local media outlets will not have the necessary equipment to produce AV material and probably not the funds to come to The Hague, the PIDS set up an AV Team which will be responsible for the production of video and audio summaries of the trial. These audio-visual programmes will also constitute a useful tool in the course of the meetings with the public with the purpose of presenting the procedures and engaging the Congolese populace in the process.

Given the complexity of the trial, the PIDS identified creative approaches to update the target groups in a way that will sustain their interest. Below is a list of the specific communication tools and techniques that the PIDS will employ to communicate the daily judicial developments. A number of other outreach and communication tools will be adopted and prepared to meet the information needs of the diverse targeted groups according to the judicial developments and the national context.

a) Live satellite transmission

A video link via satellite of the opening statements of the trial will be provided. In coordination with the Congolese national television station RTNC, the PIDS will ensure the publicity of the trial in DRC. With the purpose of reaching out to the public at large as widely as possible, special efforts will be made to encourage the use of this service. All worldwide TV stations may downlink the signal (if they so wish) free of charges.

b) Town-hall meetings

To maintain two-way communication and to interact with the communities most affected, the DRC Outreach Team will organise screenings of the summaries of the Court proceedings. The screenings will take place in town-halls, assembling a large number of people who cannot attend the trial in person. These meetings will be conducted with assistance of local NGOs well established in the field and local religious leaders on a regularly basis (twice a month in the same village).

Following the screenings the team will devote time to questions and comments from the audience which will be recorded and then sent to The Hague to record the answers. The given answers by Court officials will be projected during the next meeting in the same village.

c) **ICC Information Centre**

Depending on the Security approval, the PIDS will establish an ICC Information Centre in the field office in Kinshasa. The centre will perform a vital role as the public face of the Court, enabling access to consistent and reliable information on its proceedings.

Allowing free access to certain members of the public, the Centre will be comprised of a small law library, a reading room and a video library containing footage of ICC hearings.

Furthermore, considering the fact that during the trial, certain hearings such as the opening statements, testimony of important witness, etc., will attract a lot of attention, the Outreach Team will invite certain targeted groups to the office enabling them to follow the hearings live.

d) **Consultation meetings**

Throughout the entire trial, consultation meetings will be held in Kinshasa and Ituri with specific targeted groups. The aim of these meetings will be to allow civil society groups (magistrates, lawyers, police) and NGOs to channel their concerns and questions to the ICC. During the meetings, the Outreach Team will update the audience on the trial developments, highlighting the important decisions rendered in the courtroom. Open discussions will follow allowing those attending to pose their questions and concerns which will be communicated to officials of the Court.

Special attention will be given to two targeted groups: women and children. Encounters with such groups will be organised on regular basis and communication tools will be adjusted to their information needs and to address their specific concerns. For instance, in Ituri with the co-operation of associations dealing with de-mobilized children and former child soldiers, the Outreach Team will conduct a series of activities to follow the trial, explaining the procedures and discussing their rights.

e) **“ICC at a Glance”**

Throughout the entire trial, the PIDS will produce summaries in a form of “ready to broadcast” programmes, “ICC at a Glance”, ensuring that their content and length represent the proceedings accurately and are appropriate to the intended audience.

“ICC at a Glance” will contain:

- a) A summary of the court proceedings for that week with special programmes covering only opening statements and the beginning of the trial;
- b) News from the Court ;

Products will be available from The Hague in French.

The most interesting Court events such as the opening statements, closing arguments, major witness testimony, judgments, initial appearances, etc., require a different approach. These extraordinary events will be produced and made available to the public the same day.

Video summaries will be distributed and used by:

- Outreach staff on the field (in the DRC) during meetings with local communities to show what the Court proceedings look like and to inform them on the most recent developments in the case;
- Television stations in the DRC;
- International media.

Audio summaries will be used by:

- Radio stations in the DRC;
- Other radio stations for the production of their own news and current affairs programmes.

For viewing purposes and to reach the general public, these programmes (low resolution) will also be placed on the website You Tube. For use of broadcast media, the PIDS will also provide these programmes on demand (broadcast quality resolution).

f) Roundtables

These series of two weekly programmes will be dedicated to the issue of crimes currently on trial. Thomas Lubanga has been accused of conscripting children under the age of fifteen into the Forces patriotiques pour la libération du Congo [Patriotic Forces for the Liberation of Congo] (FPLC), and using them to participate actively in hostilities in Ituri, a district of the Eastern Province of the DRC, between September 2002 and August 2003. In order to illustrate what these crimes mean we are going to show documentary footage followed by a panel discussion with NGO representatives, journalists, victims, intellectuals, lawyers, etc., who have all been in the field. For this purpose we selected two films: "Congo's Curse" (IRIN production) and "Child Soldiers" (Electric Pictures in co-production with UNICEF). These roundtables in the format of programmes will be locally produced and broadcast in co-production with RTNC (national television station).

Duration of the programmes: 90 minutes

Number of programmes: two

Broadcast: Once a week. They will be broadcast once the RTNC journalists covering the commencement of the trial in The Hague, have returned to the country.

g) **Listening clubs**

In order to facilitate access to radio programmes in the field, the PIDS has established 18 listening clubs in the largest cities of Ituri, where a significant number of affected communities live. This is an innovative tool that enables individuals without radio to come to the club to listen to the radio programmes and then participate in discussions raised during the broadcast. The questions raised are recorded and will receive an answer from the Court at a further meeting of the club.

This system features a wide mix of views and concerns and aims to provide facts and stipulate the basis of the discussion with local communities.

2.3.2.3. Monitoring and evaluation

In order to track the progress of the implementation of the strategy, the PIDS will apply a set of quantitative and qualitative data which will enable it to amend the messages, material and action plans if, and when needed.

The methods for collecting the necessary data have been developed by the Outreach Unit and they are part of the standardised evolution system set up during this year.

The methods that will be applied:

1. Surveys using the **Multi-Question Log forms**. Surveys will be conducted at the end of each meeting held with specific groups initially targeted.

2. Collection and analysis of qualitative data using the **ICC Outreach Question Log Form**. Analysis of open ended questions will enable the monitoring of people's knowledge, attitudes, beliefs, expectations and behaviour towards the judicial process and the ICC in general.

3. Quantitative data will be recorded using the **ICC Outreach Public Meeting General Information Form**. The data collected will include, the number of people participating, number of men and women, number of people who approached the facilitator and offered some kind of collaboration, etc.

4. **ICC Outreach Feedback Evaluation Form for Medium to Large Groups** is a form that the PIDS will distribute to small focus groups in order to obtain information related to the level of knowledge of the targeted groups.

All the information collected will be stored in the special database created this year which allows data to be analysed, reported and easily used for further purposes such as programme improvement and for reporting to all stakeholders.

2.3.2.4. Evaluation

During the judicial recess (summer and winter) the PIDS will hire an external company to conduct an evaluation of the implementation of the strategy.

3. International strategy

3.1. Target groups:

1. Worldwide media
2. Civil society
3. General public

3.2. Phase 1. Before the trial

Goal: Foster the interest of international media and the public in general by promoting positive news stories about the Court and encouraging media to follow the hearings.

3.2.1 Communication approach

The communication approach during this phase will be proactive with special focus on approaching media and encouraging them to write stories about the Court announcing the beginning of the first trial of the International Criminal Court.

Priority will be given to media based in Africa, in particular those where the Court is working (Uganda, Sudan, Chad, and the Central African Republic) and to the countries with strong historical links with the DRC, such as Belgium and France.

3.2.2. Messages

Throughout the entire implementation, the PIDS will communicate and reinforce the messages specifically tailored towards an international audience, and will continuously review them to ensure that they continue to be communicated clearly and accurately to them. Additionally, in the context of particular issues which may emerge during the trial and the concerns of targeted groups, the PIDS will immediately react to the new developments, developing new messages explaining any problematic issues that may arise.

3.2.3. Communication tools

a) DVD and CD containing video and digital images of the Court

In order to encourage the use of official Court footage while covering the trial, the PIDS has produced DVDs containing key video and digital images of the Court (detention centre, courtrooms, main events in the history of the Court and the principles of the Court). Menus and explanations contained in the DVDs are in both official languages of the Court – English and French. The DVDs will be sent to all print and electronic media (newspapers, radio and TV stations) currently subscribing to the PIDS mailing list.

b) Press conferences

To address the media on a more regular basis, the day before the opening of the trial the PIDS will hold a press conference. Communication kits, regularly updated, will be distributed to all journalists present during the briefing. The purpose of the briefing will be to provide explanations and answer questions about specific issues related to the Court's work. This approach will help pre-empt negative press about the Court and encourage better public awareness of its work overall.

c) Interviews

To promote an understanding of the certain features of the Court, PIDS will arrange a number of interviews with different officers of the Court. This will, in turn, create a comprehensive understanding of the Court and will promote a better relationship between the Court and the public in general.

3.3. Phase 2 – during the trial (26 January to the end of the trial)

Goal: Maximum public information exposure of judicial developments during the trial.

3.3.1. Communication approach

During this phase, the PIDS will try to engage the press in the Court's work to the most possible extent by:

- providing information about the Court's work in an efficient and timely manner;
- providing services and direct support to the press;
- pre-empting negative press about the Court;
- ensuring accurate reporting.

The PIDS will seek opportunities to positively influence media reporting and gain positive coverage by enhancing relationships with key media representatives.

In regards to this, the spokesperson of the Court will have an active role in engaging with the press by providing statements and answers to the press and by holding regular press briefings to offer explanations about specific issues related to the Court's work. Such an approach will help pre-empt negative press about the Court and encourage better public awareness of its work overall.

In addition, the PIDS will use other means of engaging the press in the Court's work by regularly providing the press with updated documents related to the developments of the trial proceedings.

By facilitating access to information about the Court's work in this manner, journalists will be able to clarify questions in advance more easily and, where necessary, pose targeted questions to Court staff, including the spokesperson, to ensure accurate reporting.

3.3.2. Communication tools

The PIDS will use all means available to ensure maximum public information exposure of judicial developments during the trial.

a) Website

The ICC website will be essential to providing up-to-date information on judicial developments. Frequent updates and instant access to most publications and decisions will be accessible via the website.

The PIDS will continue to videostream the hearings on the website in response to the exceptional interest in this case shown by the general public, civil society and the media worldwide, and in view of the Court's very limited seating space, for members of the general public.

The website will ultimately be used to promote the principle of a single source of accurate up-to-date information through the *Frequently Asked Questions* approach.

b) Live broadcast of the proceedings

Apart from the live broadcast of the opening days of the trial, the PIDS intends to provide live broadcast coverage of the key days of the hearings which will attract immense media attention such as the testifying of important or high profile witness, closing arguments etc.

c) **Print material**

Printed material is an integral tool for engaging the press in the judicial work of the Court. By facilitating access to information about the Court's work in this manner, journalists will be able to clarify more easily questions in advance and, where necessary, pose targeted questions to the PIDS staff, including the spokesperson, to ensure accurate reporting.

The PIDS will therefore, produce the following documents which will be carefully reviewed to ensure that they respect diverse Court sensitivities.

- Understanding the ICC for DRC: a booklet containing questions and answers on all aspects of the Court;
- Case information sheet – A one-page document summing up background information on the Lubanga case;
- Weekly summaries of the hearings – An index of the week's documents which have been filed before the Chamber, including motions, decisions and judgments.

All of the above numerated documents will be available in French and English and placed on the website. These documents will be distributed through a variety of channels including the website, e-mail and handing over to the visitors.

d) **Audio and video *rough cut edit***

In order to ensure proper video illustration and coverage of the Court proceedings the PIDS will provide journalists with a rough cut edit of the weekly summaries of the proceedings. The edit will be provided in an audio and video format and will be placed on the website in a broadcast quality for download. By providing international media with the high quality summaries of the Court's proceedings, the PIDS will enable them to produce news, current affairs and documentary programmes while using official images of the Court.

e) **The PIDS services**

Throughout the entire trial the PIDS will provide the following services to journalists and to the general public following the trial:

1. Production of weekly summaries – stock footage from the proceedings (10 minutes maximum) - edit footage in video and audio formats similar to those produced by news agencies;

2. Copy service – upon request from the media (but also NGOs and other organisations) we will provide copies of video and audio recordings of the Court proceedings in public session;
3. Daily summaries in extraordinary cases – for the beginning and the end of each phase in the proceedings – opening of the trial, opening statements, high profile witnesses, and other days in the proceedings for which the media have shown an interest in the daily summaries (audio and video) of the Court proceedings will be provided for download. The PIDS will have a proactive role in offering and informing media about this possibility;
4. Photographs – print media will have the opportunity to request digital photographs from the trial. Photographs from the courtroom will be regularly provided once a week.

f) Stock footage material

International media present in The Hague and journalists following the proceedings through the internet, will be provided with various products that will ensure the proper illustration and coverage of the Court proceedings. This will include documents, digital photographs for print media, and audio and video stock footage for international news agencies and television stations.

This material will be available for download in broadcast quality from the internet. Media without the possibility to download material will be provided with DVD or CD copies upon request.

g) Production of the first trial documentary film

At the end of the trial the PIDS will produce a documentary film about the first trial at the International Criminal Court. The purpose of this film will be to inform and educate interested parties about the proceedings and trial phases, and will contain interviews with principles and actors in the proceedings. It will be broadcast by local television stations in the DRC and internationally.

For the production the PIDS will use recordings of the trial, interviews with key people involved in the trial, archive footage from the DRC, video evidence and videos filmed by our field offices.

3.3.3. Monitoring and evaluation

1. Media monitoring - In order to review and analyse the content and to identify emerging issues and misperceptions, the PIDS will conduct a daily content analysis of international TV, radio and print media.

2. Quantitative data will be collected and analysed during the period by recording/counting the number of:

- press releases issued;
- accreditations issued ;
- website hits;
- telephone calls from the media;
- incoming mail;
- requests for interviews;
- organised interviews;
- pictures sent to media;
- images downloaded, etc.

3.3.4. Evaluation

Survey - During the Court's recess the PIDS will conduct a media survey with all accredited media outlets. The objective of this survey will be to measure the quality of services provided by the PIDS during the judicial hearings. The data collected will help the PIDS to improve its services/performances in order to achieve the objectives set up in this strategy.

ANNEX

**ACTION PLAN FOR OUTREACH AND PUBLIC INFORMATION
FOR THE TRIAL OF THOMAS LUBANGA DYILO**

Before the Trial

Activity Groups N°1: Face to face meetings with relevant parties

Activity	Date	Place	Targeted Groups
Four interactive meetings	16-17 January	Bunia;	Members of Catholic, Protestants and Muslim communities
16 town hall meetings with video projection (Two meetings per village)	21-24 January 09	Bogoro, Kasenyi, Tchomia, Marabo, Mungwalu, Komanda, Nyakunde, and Ika Barrière.	Civil society, authorities, women, children, media, teachers, and students
One interactive information meeting with video projection	21 January	Kinshasa <i>Salle du Cepas</i> (Upon availability)	four-hundred religious leaders of various faiths
One interactive information meeting with video projection	22 January	Kinshasa Protestant University	one-hundred students
One interactive information meeting with video projection	24 January	Kinshasa <i>Salle du Cepas</i> (Upon availability)	two-hundred members of women associations
One interactive information meeting with video projection	TBD (week from 19 to 23 January)	Kinshasa <i>Salle du Cepas</i> (Upon availability)	one-hundred members of local NGO
Consultation meeting to discuss pre-evaluation campaign	24 January	Bunia, Salle de réunion pères blancs	Members of RADHIT (<i>Réseau d'actions des ONG de droits de l'Homme d'Ituri</i>)
Placement of banners with information about the commencement of the	20-25 January	Bogoro, Kasenyi, Tchomia, Marabo,	General public

trial at strategic locations		Mungwalu, Komanda, Nyakunde, and Ika Barrière	
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Activity Group N° 2: Interaction with the public through media

Activity	Date	Place	Targeted Groups
Broadcast of the programmes (TV and Radio) <i>Ask the Court</i> (one question from DRC – one response by the ICC). RTNC and Digital Télévision stations; Radio stations at the national level and local radio stations in Ituri.	20-25 January	Nationwide and Ituri	General public
Broadcast of a radio programme introducing the trial and the case via community radio stations in Ituri, <i>Centre Lokole, Digital Radio, RTGA, Radio nationale congolaise, Top Congo FM</i> and <i>radio Congoweb</i> .	20-25 January	Nationwide and Ituri	General public
Broadcast of a video programme introducing the trial and the case by RTNC and <i>Digital Télévision, RTGA and Raga TV, Canal Kin TV</i>	20-25 January	Nationwide and Ituri	General public
One interview on a daily basis to eight community radio stations	16-25 January	Ituri	General public
One press briefing about the commencement of the trial (calendar of hearings, PIDS services to the media, dissemination of communication tools)	23 January	PIDS office in Kinshasa	National and International media representatives (maximum 20)
One press briefing about the commencement of the trial (calendar of hearings, PIDS services to the media, dissemination of communication tools)	25 January	Salle de réunion pères blancs ; Bunia.	Journalists based in Bunia (approx 15).
Regular press interviews	From 19 January onwards	Kinshasa. National coverage	General public
Publication of an interview by the Court's Registrar in the newspapers: <i>Le Potentiel, La Référence Plus, le Phare, Uhuru, L'Avenir</i> and <i>African News</i>	26 January	Kinshasa	General public

During the trial

Activity Group N° 1: Face to face meetings with key targeted groups

Activity	Date	Place	Targeted Groups
One viewing site arrangement to follow television transmission of the opening of the trial	26 January	Bunia <i>Salle polyvalente de Bunia</i>	Journalists, NGO members and other key partners
One viewing site arrangement to follow television transmission of the opening of the trial	26 January	Kinshasa	Journalists and key partners Maximum 20 participants
Interactive outreach session with video projection	27 January	Bunia <i>Salle des pères blancs</i>	Forty demobilised children with the cooperation of the association of demobilised children
Four interactive outreach sessions with video projections	28, 29, 30 and 31 January	Bunia <i>Salle polyvalente de Bunia</i>	To explain the trial to leaders of the Hema, Lendu, and Giti ethnic groups and members of the Women Associations Participants : 400 people (4 meetings)
First tour, to hold a sensitising campaign through informative meetings in different villages	02-05 February 05-12 February	Mahagi (<i>salle de conférences de la procure</i>) Aru, Ariwara (<i>salle de fêtes lycée Adjalemi</i>) and seat of the NGO FOCDP for Ariwara	Interactive informative sessions with targeted groups such as members of the listening clubs, NGOs active in the field of human rights, traditional and religious leaders and local authorities Estimated number of participants: 2000 people
Interactive outreach session with video projection	TBD (second week of the trial)	Kinshasa <i>Salle du Cepas</i>	Two-hundred members of women groups
Interactive outreach session with video projection	TBD (second week of the trial)	Kinshasa <i>Salle du Cepas</i>	100 members of NGOs
Interactive outreach session with video projection	TBD (second week of the trial)	Kinshasa <i>Salle du Cepas</i>	400 members of various religious communities

Interactive outreach sessions to discuss the developments of the trial	During the trial, every Saturday	Bunia <i>Salle polyvalente de Bunia</i>	Local leaders Religious leaders Members of the coalition of NGOs (RADITH)
Open interactive session with demobilised children	5 March (TBC)	Nyakunde	Twenty-five demobilised children, with the cooperation of the associations of demobilised children
Second tour, to hold town-hall style meetings and provide updates of the trial	From 5 to 12 March	Bogoro, Kasenyi, Tchomia, Marabo, Mungwalu, Komanda, Nyakunde, Ika Barrière and Mambassa	NGOs, local authorities, elders, religious and traditional leaders, peasants, women associations and victims Estimated number of participants: 2000 per village

Activity Group N° 2: Interaction with the general public through média

Activity	Date	Place	Targeted Group
Webstreaming of the trial on the Court's website	During the trial	Web site English: http://livestream.xs4all.nl/icc1.asx French: http://livestream.xs4all.nl/icc2.asx	General public
Special coverage through <i>Radio Okapi</i>	Initial hearings of the trial	From The Hague to the DRC	General public
Every morning via eight local radio stations, a 10 minute summary of the trial will be broadcast	During the trial	Ituri	Live broadcasts will be transmitted through telephone starting at 6:30. This programme will answer questions asked by the public.
Interviews with <i>Radio Candip, Canal Révélation, Radio Colombe, Radio Océan, Radio Amkeni, and Radio Tempête du lac</i> and RTK and the main radio stations	During the trial	Kinhasa	General public

in Kinshasa			
Production and broadcast of audio visual summaries of via <i>RTNC</i> and <i>Digital TV</i> .	Once a week	National radio and television	General public
Production and broadcast of audio summaries via 39 radios in the DRC, 11 in Ituri	Once a week	Ituri and the DRC (nation wide)	General public
Press briefings	1, 8, 15, 22 February	Bunia <i>Salle des Peres blancs Bunia</i>	Fifteen Journalists in Bunia
Press briefings	30 January 6 February 13 February 20 February 27 February	Kinshasa	Twenty Journalists in Kinshasa
Participation in two television programmes (<i>Questions d'actualité</i>) Roundtable on the situation of demobilised children. Debate via RTNC	Two days in February (TBD)	Kinshasa-nationwide	General public
Disseminations of press releases, information materials and outreach products	During the trial	First location: <i>Bureau de district</i> Second location: <i>devant la tribune de Bunia.</i>	General public