



"YOU CAN SAY 'NO!' MAKE THE CHOICE!"

This image—of burning sacks called "unprincipled," "clans," "bribery," "protection," and "lobbying"—is one of four posters with a slogan that encourages citizens to say "no" to corruption. The posters, plastered throughout the metro system of the Georgian capital of Tbilisi, are part of a Bank project that uses mass media as a component of judicial reform efforts

The KGB is Challenged in Court, and Georgians Are Learning about it on TV

Mass media critical tool in Bank's judicial reform project

February 27, 2002—Irakli Tsintsadze's old colleagues thought the retired KGB employee was out of his mind when he decided to take the former secret police to court for not having granted him a special pension he was entitled to. To the surprise of many in Georgia, the Tbilisi court ruled in favor of Mr. Tsintsadze, who was quickly awarded a compensation of Lari 2000 (\$1000).

This case was highlighted on *Courier PS*, a current affairs TV program which contains a regular judicial feature—*In Search of Justice*—that is produced and financed by the World Bank's Judicial Reform project. Soon after the program aired 25 similar cases were brought to court.

The educational potential of mass media in the field of development is underused, say the experts in the Bank's Development Communications Unit, who design communications components for Bank projects as needed. This has been understood mainly in the health sector, where campaigns to raise awareness and promote behavior change are common; but communications can be a great instrument to further development across sectors. "All over the world, the Bank promotes reforms which can positively influence people's lives, yet those benefits are seldom explained to the public," said EXT's José-Manuel Bassat, the task team member responsible for the communications strategy.

"When the World Bank started to think about judicial reform in Georgia" says Friedrich Peloschek, the project's task team leader, "it became evident that technical reforms in themselves would not be sufficient to achieve a meaningful change in promoting the culture of the rule of law."

The Georgian people have become accustomed over the last seven decades to living with a judicial system that is neither fair nor independent. When the country became serious about reform, Georgians had to be convinced that the rules of the game were changing. They had to become familiar with their recently acquired rights, understand the role of a modern judicial system, and learn how to "navigate" the courts. It was therefore decided to allocate a substantial share of an upcoming credit to launch a major public education campaign to advance the rule of law.

Opinion research carried out during project preparation showed that Georgians had very limited knowledge of their rights and no trust at all in the judicial system. "There was no point then in launching a communications campaign from the



A spray can called "honesty" kills a cockroach called "corruption." The text: "What kills corruption? Rule of law, Transparency, Justice, Responsibility. MAKE THE CHOICE!"

The TV documentary series *In Search of Justice* highlights cases where the "man in the street" has sought justice from the administration, a corporation, or another citizen and has won, showing that judicial reform is starting to bear results:



The Courtroom TV drama *Where Justice Rules* will start airing in March and will demonstrate the judicial system in practice. Each episode will cover a common civil issue—from dividing an inheritance to deciding on the custody of children in a divorce. Cases will be explained, a trial enacted, and the outcome discussed by the anchor, a lawyer, and the audience



point then in launching a communications campaign from the judiciary itself when the institution, even if in the process of major reform, had a low reputation among the public" says Lado Chanturia, Chairman of the Supreme Court. Consequently, the project team is working through the Association for Legal Public Education (ALPE), a group of NGOs that had joined with the Council of Justice to help bridge the gap between the courts and the public.

Understanding that public education requires a long-term approach, ALPE has been able to move beyond the organization of ad hoc activities and is planning its work strategically. It is working on several fronts, with clearly identified objectives—essential in an area as hazy as public awareness—and approaching different target audiences with specifically tailored initiatives.

It is producing, for instance, weekly TV programs on judicial issues for the public at large, in a format which is, while basically educational, still appealing and easy to understand. It is also issuing a legal supplement in one of the nation's leading newspapers targeted at decision-makers, as well as putting together a series of extracurricular activities for schoolchildren. ALPE has also teamed up with Tbilisi's Faculty of Journalism to develop a curriculum on legal journalism and is organizing regular legal reporting workshops for current journalists.

Its most important task, however, may be the assistance it is providing to the judiciary in its effort to become a more "user friendly" organization. The NGO has helped establish public information offices in the courts—where citizens can receive guidance on how to solve disputes through the court system or where to get free legal advice—as well as disseminated the judicial code of ethics and developed mechanisms for introducing transparency and accountability procedures in the institution's daily operations.

ALPE has been implementing the public education campaign for more than a year. Its director, Gigi Ugulava, claims that the organization's main achievement has been to position itself as a trusted intermediary between the justice system and society. "ALPE is perceived by the population and the media as a source of reliable information, while at the same time it has earned the trust of the judges, who are willing to reach out to the public through us."

Useful links: For more information on the project and the Association for Legal Public Education (ALPE) go to <http://www.samartali.ge/EN/main.asp>. For more on Development Communications, go to www.worldbank.org/developmentcommunications.

A public service announcement prepared for television, part of the project's mass media campaign, focuses on small but significant changes in judicial reform. Georgians are told that a strong court makes for a better future.

