Communicating Anti-Corruption Campaigns

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Communicating Anti-Corruption: EU Best Practices in Internal and External Social Marketing

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Some Eastern European countries have awful communications strategies

- copies of laws on walls
- “available on internet” (somewhere)
- communications with public aimed at highlighting successes

“Training” consists of presenting laws

But how do I use it?
The Old Way: Advertising

- 1990s saw a wave of anti-corruption “propaganda”
  - posters
  - rock concerts, etc.
- Basically ads in the same way that social posters and product ads of early 20th century
- Already public scepticism
The New Way: Social Marketing

Social Marketing

- find out what they want offers a who, what, where, when, why and how
- price, place, promotion, product

Modern marketing starts by finding out what customer (citizen, employee) wants instead of “selling”
Best communications are useful and informative

- In anti-corruption (like other areas of policy), good communications starts by listening
  - surveys
  - focus groups
  - direct observation
- And then communications which answer 5Ws…

**What sum of money are you allowed to bring across the border?**

- more than 6000 lei
- don’t know

**You are allowed to take only $2000 out of the country**
The Old Way: Action Plans and Manuals

- Over 400 instruction manuals produced on reducing corruption
  - advice for staff of international orgs, governments and businesses
- These books are unwieldly, often jargon-laden and abstract
- Action Plans are even worse
  - unfunded wish-lists with no sanctions for non-compliance
  - no legislative/regulatory base!

Please resist the urge to produce paper (codes, manuals, etc)…
The New Way: Mentoring, not Paper

- Every corruption problem stems from public sector service “process problem”.
- Civil servants can’t
  - generate enough value to earn a raise in taxes (and thus wages)
  - get enthusiastic
  - think through problems
- People can’t:
  - find info.
  - complain
- Mentor to help solve problems – Don’t “fight corruption”
News you can use

The Old Approach

The Marketing Approach

REPORTING FRAUD AND CORRUPTION IN IDB GROUP-FINANCED ACTIVITIES

WHAT TO REPORT

All parties receiving IDB Group funds are held to the highest ethical standards and have an obligation to report any potential violations of the Bank's ethical and business policies.

Anyone with knowledge of alleged fraud or corruption should report it to the IDB Group compliance officer. An anonymous reporting is possible, including the following information:

- What happened, describe the event, fully and objectively, and relevant details as possible.
- Where did it happen? Include city, region, specific location, and any other relevant details.
- Where did it happen? Include city details, specific project, and any other relevant details.
- Who do you believe committed the crime? Include names, positions, and any other relevant details.
- When does your information originate? Include date and place.
- What does your information indicate about the Bank's management and operations? Include any relevant details.

HOW TO REPORT

- All reports shall be made in writing. A copy of the report shall be sent to the IDB Group compliance officer.
- The IDB Group compliance officer shall investigate the allegations and determine whether further action is necessary.
- The IDB Group shall keep all information and reports confidential.

WHAT HAPPENS NEXT

After an investigation is conducted, appropriate disciplinary and corrective actions shall be taken, including:

- Reprimand
- Suspension
- Termination of employment
- Financial penalties
- Other measures deemed necessary

To report, call 1-800-888-8888 or email info@idbgroup.com.
Handling the Press

- In Google news search on 30th August 2007, only 2% of news items which reported alleged corruption had an agency/government response.

- Press office can offer explanations instead of only propaganda
  
  * Why allegation arose
  * What measures were in place
  * What steps will be taken in future
  * Provides reader with background
  * DOESN’T NEED TO ACCEPT OR DENY ALLEGATIONS...

Helps contribute to fair, balanced reporting...as well as freedom of info.
Stories instead of advertisements

Cops arrest woman for P30,000 bribe

By Rene F. Alima, Chris Ligan
Cebu Daily News
Last updated 12:35pm (Mia time) 08/28/2007

Lapu-Lapu City, Philippines - A 43-year-old woman, who allegedly tried to bribe a member of the Lapu-Lapu City police for the release of her nephew, who was a drug suspect, was arrested on Sunday afternoon in Barangay (village) Pusok, Lapu-Lapu City.

Nenida Nufiez of Sitio (district) Saac I, Barangay Buaya, Lapu-Lapu City allegedly offered P30,000 to Police Officer 3 Jumar Ybañez, a member of the team which conducted a buy-bust operation on Saturday night that resulted to the arrest of her nephew Adonis Abing.

Polish special police arrest former interior minister

WARSAW, Poland: Polish police on Thursday arrested a former interior minister who has accused the Prime Minister Janusz Kaczynski of government of spying on journalists and political opponents, prosecutors said.

The arrest of Janusz Kaczynski, the father of a dead president over alleged abuses of power by the state, Law and Justice party ahead of early elections expected in October.

The Warsaw regional prosecutors office confirmed the arrest of Kaczynski, son of former national police head Konrad Komasinski, and Janom Netzkel, head of state-controlled PZU insurance company.

The prime minister fired Kaczynski from the top Interior Ministry post in early August, citing suspicions that he had helped in an investigation which hindered a corruption investigation. Since then, Kaczynski has accused Kaczynski and top government officials of using the secret service to dig up dirt on opposition politicians and spy on journalists.

Co-operating with investigative journalists helps all
Public Campaigns

- Of course “media” is obvious way; but equally or more effective
- Stakeholder boards and committees
- “outsource” to NGOs
- human interest stories
Two and a half Easy Pieces

Half-day training in Photoshop to make stickers, posters

Half-day training in Front page to communicate to public

Law plus internal executive orders inform what can and can not be shared easily
Rights and Obligations of Civil Servants

- Like service users, civil servants should know rights
  - if accused of corruption
  - if complicit or if negligent
  - whistleblowing new and important area

knowing how to explain law and operating procedures in simple language also helps civil servants…
Regulatory Issues

- How big should the campaign be?
  - let survey data guide you (more ignorance about rights etc. implies more resources)
  - 2 pilot survey of roughly $200 and a $100 pilot campaign can tell you the total budget envelope (survey – campaign – survey)

- What are legislative/regulatory requirements?
  - most EU countries have needed legislation
  - regulatory fiat establishes specialist in charge of communications and operating procedure
  - do not outsource communications to ACA or general press office if possible

- Isn’t this approach simplistic?
  - reams of complex language is less transparent than a simple poster
  - focus on reasons for regulation