

Phase based framework

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Phase	Timeline	Milestones	Opportunities	Media strategies
1	{Month/Year} to {Month/Year}	<ul style="list-style-type: none"> • Establishment / Constitution of domestic mechanism(s) • Formalisation of one or more of the four mechanisms 	<ul style="list-style-type: none"> • Multi-stakeholder engagement on framing of domestic mechanism • Explanations as to why a mechanism is needed • Compilation of responses around the mechanism, and wider social engagement as a continuum • Ascertaining key issues around which the ONU can mobilise • Explanations around the concept(s) of TJ, disambiguating TJ with retributive justice, war crimes trials etc 	<ul style="list-style-type: none"> • Planned series of op-eds on TJ issues • Roundtable with leading columnists in S/T/E to debrief them on core issues around TJ • Roundtable with Editors • Setting up a feedback loop, so that MSM content can be engaged with by those who choose to do so beyond just a comment on the publication's site: E.g. setting up a WhatsApp "hotline", a telephone "hotline" that records responses, an SMS number that acts as a conduit for citizens to send their thoughts on, a way through which printed letters can be scanned and uploaded, encouraging print MSM to put websites, QR codes, details of these means alongside content they run on TJ

				<ul style="list-style-type: none"> • Like BBC during the Indian elections using WhatsApp, and again during the Nepal earthquake using Viber, using SM / new media / mobiles to augment MSM reach and conversations • Flyers, one-pagers, soundbites, short form videos, memes and cartoon around core TJ issues, not unlike Zapiro cartoons during South African constitutional reform process
2	{Month/Year} to {Month/Year}	<ul style="list-style-type: none"> • Hearings • ONU framework concretised and actioned 	<ul style="list-style-type: none"> • Timelines of hearings • Metadata around hearings (location, times, dates, names of those involved) • Recording of content • Engagement around the key issues that comes up as a consequence of the hearings • Maintaining an interest in the hearings and linking it to 'nunca mas' framework (envisioning a new SL) • Helping support ONU activities whilst maintaining a critical distance 	<ul style="list-style-type: none"> • Sections in MSM that report the locations, details and leitmotifs of each of the hearings (during the LLRC, the process wasn't largely known amongst the majority of MSM consumers) • Visual indicators (timelines, maps) in MSM around process of hearings and TJ initiatives, incl. those led by Govt • Mechanisms and platforms through which public opinion around leitmotifs in the hearings are channelled (1) back to the process that governs the hearings so that

				<p>they are aware of larger public opinion (2) placed in a central location for posterity and easy public access (3) are channelled into arts, theatre and cultural responses to TJ challenges, as the hearings go on</p> <ul style="list-style-type: none">• Archiving, as we did in the past with the LLRC, everything around the domestic mechanism and TJ process, and making these archives interaction (e.g. the amazing Pakistan Citizens Archive Project - http://www.citizensarchive.org)• Ascertaining how best to involve “grassroots” – whether through photocopied content, SMS, F2F meetings, FGDs etc, all the while keeping an emphasis on the documentation of the discussions in a framework that allows for cross-regional comparison, and temporal analysis (so that public mood swings can be determined – SI and social polls can play a major role here)
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3	{Month/Year} to {Month/Year}	<ul style="list-style-type: none"> • Court proceedings • Outcomes of financial investigations • ONU re-imagined out of civic engagement 	<ul style="list-style-type: none"> • MSM trainings around the reporting of TJ, incl. trials and investigations into financial dealings of Rajapaksa's (fact based over partisan opinion) • Reimagining the country's future based on the leitmotifs that came out of the hearings • Engendering social engagement on lustration and other issues that may come up as a consequence of the domestic mechanism(s) / inquiries 	<ul style="list-style-type: none"> • MSM TV productions and Radio series on TJ, along the lines of the radio soaps YATV did during the war in S/T/E around reconciliation, which were a big hit. Other examples from the Balkans and post-genocide Rwanda can also be instructive • Panels, including Skype videos with diaspora, around key findings of domestic mechanism. Synopsis and if possible full transcripts to be featured in MSM print. • Demystifying the process / reigniting interest – which could be by this time long-drawn out and engaging with an apathetic public. Can involve a range of SM / MSM output incl. ads. • Wide-ranging, trans-media discussions on the future of the country's democratic fabric, flagging the negative consequences of the democratic deficit as highlighted by submissions to the domestic mechanism
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