

EXPERIENCE IN BUILDING PUBLIC AWARENESS CAMPAIGNS



STOPPING ETHNIC CLEANSING IN KOSOVA

Since October 1992, Global Communicators professionals have provided public relations advice and counsel to the President and Prime Minister of Kosovo as they have fought a decade-long struggle against repression and for independence. ¹

In the United States and Europe, we mounted a massive public information campaign aimed at alerting opinion leaders and policy makers of the U.S. Government and the European Union.

Our work included a massive media relations campaign directed at columnists, commentators and foreign affairs reporters, as well as officials of the U.S. State Department, National Security Council and the White House.

With the NATO air war of 1999, the U.S. and world leaders recognized that the ethnic cleansing of the 92-percent Albanian majority in Kosovo had to stop.

Now, we are assisting the majority party in strengthening the democratic roots of Kosova through the November 2001 parliamentary elections in which a Kosova legislative body will be re-established.

1996 INSIDE PR Award
For the Kosovo
Public Awareness Campaign



¹ From 1992 until 1997, we worked for Kosovo while executives of Ruder Finn, the international public relations and communications consulting firm. From 1997 to present, GC has counseled this client.