**The Coalition “Pod Lupom” launches its media campaign**

The Coalition “Pod Lupom” launched a media campaign to recruit citizens for non-partisan election observation.

The media campaign will air across BiH with the support of numerous media outlets that have recognized the value of this project.

The goal of the first phase of this campaign is to recruit adult citizens to become election observers. The Coalition plans to gather several thousand citizens willing to observe the voting process on October 12.

The media campaign includes video and audio messages in three local languages. The Coalition will also utilize its website, www.podlupom.org, Facebook page, www.facebook.com/podlupom, and Twitter profile, @pod\_lupom, while also distributing printed materials. Any citizens who would like to become an observer may apply through the free telephone line, 080 05 05 05.

The Coalition “Pod Lupom” was established by seven nongovernmental organizations from BiH with the goal of reviving non-partisan election observation in the country, which was last undertaken in 2006. The Coalition works from seven regional offices and its head office in Sarajevo.