

**Topic : Presentation of PR and media strategies and the office's experience**

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In Norway, the Parliamentary Ombudsman enjoys good coverage in all media. It is a rewarding job – I deal with complaints from ordinary people who believe that the public administration has treated them badly. I find in favour of them if there are grounds for doing so – and the public administration is reprimanded – it yields to my opinions and reverses its decisions – the ordinary man gets justice and the administration is given 'a whipping'.

Nonetheless, we noted that we were rarely in the media in connection with opinions issued in cases we had raised on our own initiative, although we were often referred to by others.

Not so any more, however. We enjoy as much media coverage as before, but we now set the agenda ourselves to a greater extent. What have we done?

We receive a good 3,000 complaints a year. Not many compared with other countries, but remember that only five million people live in Norway. When I became Parliamentary Ombudsman in June 2014, I decided that we must deal with complaints that mean something to more people and that come from disadvantaged groups that do not have resources or in other ways are at a disadvantage in relation to the public administration. This means that cases that can be taken on by a lawyer – who could just as well have taken the case to court – are dismissed by my office. Complaints that represent a voice that not many others have the resources to investigate, or an interest in investigating, end up on my desk.

In this presentation I will tell how we identify the best cases for mass media, how we use the social media and what impact a strengthened strategic PR and mediafunction has played on the outcome of cases and on the publicity.