

**Topic : The Use of Media to Promote Ombudsmen's work in Protecting Human Rights**

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The growing role of media forced all actors of public policy, including the Ombudsmen's institutions, to rethink their strategies on relations to conventional and social media. The dissemination of information on the activities of ombudsmen has become too little if not an insufficient practice to convey the message of human rights to the society.

At the national level, ombudsmen's mandates differ. Some ombudsmen have broad mandates covering all human rights; others are specialised bodies competent to deal with specific rights. However, many ombudsmen institutions are empowered to investigate complaints, others have a promotional role, but most of them attempt to combine both functions.

Moreover, a growing influence of media and an increased involvement of communities in public affairs encouraged ombudsmen to seek more efficient ways to communicate with different players of the society. At the time when media became not only a medium but a meaningful actor of public policy, the need to reassess the forms of communication with different players appeared to be inevitable than ever.

Furthermore, an immense pressure from the society to be involved in decision-making pushed ombudsmen to be more open for the greater participation of civic society. Thus, rearranging their strategies, the ombudsmen refocused from the dissemination of information to an involvement of different stakeholders in the activities carried out by them. More than that, evolving geopolitical circumstances forced ombudsmen to be responsible not only for promotion of human rights but also for a greater contribution to human rights policies within societies.

The protection of human rights nowadays embraces not only means of a reactive mode of operation – namely, investigation of complaints about maladministration in the activities of the state institutions or municipal agencies – but ombudsmen are compelled to proceed proactively both in promotion and protection of human rights by identifying limitations and spreading best practices.

Without further, it encompasses the promotion of human rights and active participation in safeguarding human rights by conducting campaigns, staging human rights events, writing op-ed articles in a newspaper, or arranging an interview for a newspaper or news portal, finally, offering some topics for a talk show.

The presentation on media strategies will reveal the techniques of addressing new challenges of awareness raising on human rights and promotion of ombudsmen's work among the people.

Without any doubt, it challenges ombudsmen to be more creative and open to the new ideas of engagement into a social life of the society rather than being neutral observers of the complex reality.