

**Martens Summer School on International Law**

***Russia and International Human Rights Law***

**Human Rights in Russian Courts: an NGO  
Perspective**

**Seminar 4: Work with the Media, Publications, and  
other tools of spreading the message across**

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by Dr Anton Burkov

# One of the Methods Used in Sutyajnik's Advocacy Campaign

- Teach what we have learned and experienced
  - at special trainings
  - at universities (mostly private)
  
- Publish
  - newspaper and law-journal articles
  - Books
  
- **Conduct PR-campaigns**
  - **press-releases**
  - **press-conferences**
  - **round tables**
  - **Conferences**
  
- Create web-site “Learning How to Apply the Convention”
  
- Bring cases to the European Court as a last resort

# Structure of PR work

- Press-releases (linked with materials of the case on www)
  - Before case is on
  - During litigation on each occasion
  - Final press-release
  - Follow on press-release
- Press-conferences
  - On major occasions
- Round tables
  - On execution of Rantsev v. Cyprus and Russia
- Facebook

# Examples of PR-campaigns

- Transaero case
- Rakevich v. Russia
- Bugrova case

# Prepare Press-release

- Divide into 3 groups and prepare press-releases on
  - Lack of access to the Supreme Court
  - Application to the ECHR
  - Lack of domestication of the Convention principles
- based on the following facts of the case
  - Application by Bugrova challenging 2 sq. m. floor space for detained late husband  
<http://sutyajnik.ru/documents/4262.html>
  - Decision on inadmissibility of Bugrova's application  
<http://sutyajnik.ru/documents/4263.html>
- Full case file is available here (in Russian and English)  
<http://sutyajnik.ru/cases/510.html>