

Workshop on Regulatory Issues

NARUC/USAID

PUBLIC RELATIONS FOR REGULATORY BODIES

Florin GUGU,
ANRE Romania

4-7 October, 2004 BAKU, AZERBAIJAN

PR DEPARTMENT'S GOALS

- **Support the management activity in achieving the organization's goals**
- **Establish sound communication channels with internal and external clients**
- **Influence media and public opinion and perception about your organization in order to improve and maintain a good image**

PR DEPARTMENT'S EXTERNAL CLIENTS

- **Government**
- **Parliament**
- **Regulated entities**
- **Investors**
- **Labor unions of regulated entities**
- **Consumers**
- **Consumers associations**
- **Labor unions of industries as consumers**
- **Other regulators**
- **Mass media**

PR DEPARTMENT'S INTERNAL CLIENTS

- **President (Chairman of the Commission)**
- **Commissioners**
- **Managerial team (heads of each dept.)**
- **All employees**

RELATIONSHIP WITH PARLIAMENT

- Annual reports
- Interaction with various committees set up by Parliament for better understanding each other views and opinions
- Interaction regarding primary legislation that affects secondary legislation issuing
- Regulatory autonomy
- Political independence

RELATIONSHIP WITH GOVERNMENT

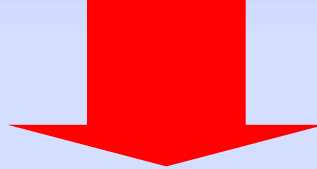
- **Common objective: sector growth**
- **Government is responsible for policy (reflected in primary legislation)**
- **Regulator responsible for issuing secondary legislation compliant with the policy**
- **Political independence**
- **Regulators decisions have impact at macro level**

RELATIONSHIP WITH UTILITIES

- Reduces uncertainty and risk perception
- Transparency in issuing secondary legislation
- Feedback from utilities and other groups of interest is extremely valuable
- Workshops and training

RELATIONSHIP WITH OTHER REGULATORS

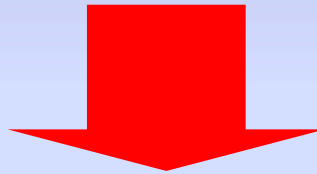
**Growing cross-sector linkages and interplay
between market forces**



Need for regulatory coordination

RELATIONSHIP WITH OTHER REGULATORS

Synergy between power and telecom



**Trend world over: wire business utilities
diversifying into telecom business**

Other examples

RELATIONSHIP WITH MEDIA

Important issues:

- Avoid meaningless news releases
- Avoid meaningless meetings
- Watch the language
- Define target media list
- Update your website

RELATIONSHIP WITH MEDIA

Important tricks:

- Capture the reader's attention with the headline
- Include a client and, or analyst quote if possible
- Include a quote of the president or other appropriate person
- Include contact information for press to receive additional information

RELATIONSHIP WITH CONSUMERS

- In most of the cases there is a lack of culture concerning legal framework
- Consumer organizations are more aware
- Representatives of consumer associations to be included in the consultative process
- Very sensitive to mass media opinion
- Toll-free number to address consumers complaints or questions

CONSUMER EDUCATION

- **Toll-free number to address consumers complaints, questions or concerns**
- **Website is a powerful cost efficient tool in educating consumers**
- **Handouts and brochures**
- **Workshop and training (for large consumers)**
- **Consultants**
- **Coordination with utilities**

**THANK YOU
FOR YOUR ATTENTION!**