



RELATIONS WITH PUBLIC AND MASS - MEDIA

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Spokesman



I. Components of Communication System

- General Director, other directors ANRE
- ANRE press service
- ANRE heads of departments

All the links in the communication system interact and coordinate their actions to ensure ANRE communication in unison, by conveying clear messages designed to clarify and strengthen ANRE's position in relation to the existing problems.



II. Communication is ensured by:

1. ANRE General Director, with the following basic duties:
 - Present ANRE position regarding sensitive issued in the sector;
 - Manage communication in critical situations;
 - Coordinate press service activity.



II. Communication is ensured by:

2. ANRE press service, with the following basic duties:

- Inform mass-media about ANRE's current activities, initiatives and decisions of public interest;
- organize press events (briefings, press conferences, informal meetings, interviews);
- write and disseminate press releases, other informative materials;
- monitor the press and evaluate public perception of ANRE's activity;



II. Communication is ensured by:

3. Heads of departments of ANRE, with the following basic duties:

- inform the press service in advance regarding events, consultation process, examination and approval of draft decisions;
- consult texts written by the press service;
- participate in press events (press conferences, interviews for written and electronic press).



III. Main Directions of Communication

1. Analyze communication problems pending for solutions, identify solutions, plan and conduct efficient communication activities;
2. Establish good relations with the media, knowledge of mass-media specificity and interests;
3. Organize actions of direct communication (conferences, briefings, meetings, presentations, round tables, etc.);
4. Write and disseminate informative materials (press releases, articles, reports, etc.).;
5. Organize public events (public sessions, press conferences, roundtables, etc.).



IV. Means / Tools of Communication with Public and Mass-media (1)

- cooperate with consumer associations, organize actions to inform them on current issues of public interest;
- organize seminars, workshops for consumer protection associations, trade unions, patronages, mass-media;
- organize hearings for citizens, offer replies to consumers, including through ANRE Green helpline;



IV. Means / Tools of Communication with Public and Mass-media (2)

- update ANRE web site, write and disseminate informative materials for mass-media, organize briefings and press conferences;
- prepare and publish in written press articles on current issues, signed by ANRE decision-makers, participate in radio and TV programs (ANRE representatives);
- hold consultative meetings, debates and public sessions of the ANRE administrative Board, attended by all interested parties;
- organize information campaigns for consumers.