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Basic principles in achieving a good relationship with the Media in Administration

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Abstract. Especially in diplomatic relations, a good relation between the embassies and the local mass-media can make a major contribution to strengthening relations between the two countries, both socially and economically. An administration with a good image in the mentality of public opinion must take the citizens into account, it must build basic principles on which they can fulfill the promises made to them, to respect the decisions adopted, so it leads to the good achievement of everything. That is why specialists recommend some basic principles when we want to achieve a very good relationship with the media, and namely: knowing the public, choosing a patient storyteller, focusing the results on activities, moving beyond the room echo-concentration of attention outside the walls of the business, the company must provide confidence, must be in accordance with the promise and delivery of information and appeal to action. This paper is structured in 3 chapters. The first two chapters address the topic from a theoretical point of view, and the third chapter is dedicated to a case study on the communication strategy with the media of the U.S. Embassy in Bucharest.

Keywords. principles, relationships, mass-media, administration

1. Communication in mass media

The public administration represents „the execution of certain services to the population, a good functioning of the public services, the satisfaction of the general interests, through a good performance of the activity of organizing the execution and the execution, in concrete terms, of the law on behalf of the component authorities of this system” (Ioan I. 2001, p. 66).

The action of the public administration is obliged to subordinate itself to legality and, therefore, it must be based on the basis of the law. The general public interests must be satisfied by the public administration authorities in order to maintain social balance and public order. The administration fully and permanently represents the state and for these reasons it must be prompt, energetic and continuous.

Public communication is a formal communication, which wants both the distribution of information of public utility and its exchange in maintaining the social binder and the responsibilities of the public institutions.

Public communication is related to the relations of the administration, because it seeks to promote the idea of the local community and to improve the contact with the public, through

the public administration. In this regard, the need to make administrations more transparent will be answered, aiming at four categories of facts: modernization, in view of the officials of the administrations, the creation of a modern image of the administration, the behavioral change for the category of those administered and the obtaining of a conscious consent of the citizens, towards the projects administrations.

By its nature, the public administration is in close accordance with the communication process. Communication contributes to the coherence and logic of the processes of formation of groups and teams, to the functioning of institutions and to the crystallization of public opinion.

Public administrators must use effective means of communication to succeed in practicing an open and honest system.

Communication also matters when considering the role of public administration in the context of a larger group of civil servants. Effective communication leads to the success or failure of their public institutions. Public administrators should develop effective means of exchanging information among themselves and with stakeholders, in particular the public.

Open public administration, or the exchange of non-classified information, will increase its transparency and encourage public confidence.

Communication helps to coordinate the activities of different departments and people in an organization, providing complete information about organizational goals, ways of achieving them, interpersonal relationships between people, etc. Therefore, communication acts as a basis for coordination.

The communication shall ensure the proper functioning of a public administration. The existence of an administration depends fully on communication. Its activities stop if the communication also stops.

Communication helps in the decision-making process by providing all the necessary information. In the absence of disclosure of the relevant information, no meaningful decision can be taken.

In an organization, the lack of communication can lead to chaos, since the multitude of goals, tasks, interests, human relationships are the main factors that can destabilize the entire management process and the collective climate. Thus, in the literature, communication has been defined as „a simple fact: by practicing it, man tries to establish with a person a relationship through which information, ideas, attitudes can be disseminated”. Communication is the main weapon of an organization, since it allows the exchange of messages between people, the transmission of information, thoughts and feelings, and the obtaining of an agreement or disagreement, manifestation and imposition of power, negotiation and consensus. In an organization, communication plays a major role in the performance of individual and collective tasks of its members. Effective communication " occurs when the right people receive the right information on time", which leads to the need for a basic skill for a good manager, that is, to represent a good communicator. Organizational communication is present on all hierarchical levels, at all levels of management, horizontal or vertical, is indispensable for the achievement of objectives, tasks or projects, individual or collective.

2. Organization of relations with the media

2.1. Mission, objectives of the press office

The press office is the office of an organization, which provides information to newspapers, magazines, television news programs and radio stations. Its main objective is to establish and maintain the relations between the organization and the media.

Thus, some of the most important objectives of the press office were identified, being

represented in the form of: informing the organization about the statements in the press, related to the work of the office or to certain aspects that may represent a major interest for the organization; to develop a good relationship with the press, which will benefit the organization it represents; to create a climate of collaboration between the organization and the press, as well as to meet the need for information among the press and the public.

From the conversational point of view, “social media and the press office no longer operate on the principles of traditional channels, where communication was unidirectional and the audience was passive. Social media, together with the press office, have developed a new model of conversation, characterized by bidirectionality or multidirectionality”. Moreover, through this process, the role of conventional advertising has decreased and developed that type of unconventional advertisement called „the world of the mouth”. As noted in social media, „information flows from one citizen to another, and the degree of trust varies depending on the sender”. Thus, the main strategy within the official press office is no longer to have control over the information as it happens in the traditional media, but to focus on dialogue with the public, citizens, electorate, customers, etc., identifying common needs and interests and individual targeting or mass conversation, depending on the interests of the broadcaster.

The contribution is another aspect that is revolutionizing mass communication in social media, and the exchange of information, opinions and content is the basis for the development of this new way of mass communication, through the press office. In fact, „encouragement” is the watchword, because the leaders of traditional political communication - journalists, institutions and political actors - no longer have the same power and influence in social media as in traditional media. Also, the contribution of ordinary users is the main tool through which information can reach the general public.

From the journalists perspective, the public becomes a „reporter”, who shares photos, videos and other information of public interest in real time, from places that are not touched by a real reporter, which means that civic journalism has developed rapidly.

From the perspective of public institutions, debates on social media are not initiated by public administrations, but ordinary users now have the power to decide on certain issues, and also can include on the public agenda the topics they want, which do not belong to the institutional agenda or the media. Not only contribution is an important feature of social media, but also collaboration.

This new channel of communication promotes the exchange of information and content between political, journalistic and public institutions in particular. Through this mechanism, a message, which is growing inside the press office, can immediately become „viral” by distributing it to the public interested in a certain type of information. Thus, those users will become opinion leaders in the online and will share the message in all nodes of their social network, greatly facilitating the work of the original broadcaster, that is, the public institution or the public actor.

This feature has led users to associate with virtual groups and communities formed by common interests or according to a particular topic of debate.

Another similar feature is closely related to the concept of „connection”. Another similar feature is closely related to the concept of "connection". Users can even customize these connections according to their interests and concerns. Site administrators in the press office can direct the entire Facebook audience to their website and thus increase the interaction between them and social groups.

Beyond the huge opening up of these social media, encouraging users to participate in content generation, social media generates new social structures and, most importantly, empowers people to manifest themselves and impose a public agenda, in the detriment of the

agendas imposed by the political institutional spectrum and media.

Thus, social media has opened a new innovative mechanism through which the institution becomes a person, and institutional communication becomes interpersonal communication. This important aspect has forced advertisers, large corporations, even public institutions and political parties to reconfigure communication strategies in social media and to place great emphasis on personal relations with the public and less, or not at all, on communication in institutionalized form.

3. Case Study: The Media Relations of the U.S. Embassy in Romania

The U.S. Embassy in Bucharest promotes strong bilateral ties between the United States and Romania and works actively to strengthen regional stability, increase counterterrorism cooperation, increase the economic prosperity of the United States, and combat international crime and drugs. The mission also conducts a wide range of consular and security services to support U.S. citizens and businesses.

“The Romanian-American bilateral relations began 135 years ago, on June 14, 1880, during the reign of U.S. President Rutherford B. Hayes and Prince Carol I of Romania. On this day, the letter was signed informing the Ruler of Romania about the appointment of Eugene Schyuler as U.S. diplomatic agent/consul general in Romania, this moment practically marking the establishment of bilateral diplomatic relations.

The relationship of the two states has developed significantly on all levels (political-military, economic, educational, cultural, social), having as constants during 135 years of existence a significant Romanian-American community and strong pro-American feelings at the level of the Romanian public opinion, following the adversities of the history of the XXth century”

(https://www.mae.ro/node/32444?fbclid=IwAR07kqmcEqYx9ofzNkZOuRuv1w5IrGL7tuXIbFvARIUOtqnnAKB_eGH0GyE, accessed on 19.03.2020)

3.1. Centralisation and analysis of data

3.1.1. Press and social media appearances of the U.S. Embassy in Romania

Between 19 October - 18 November 2019 the monitored expression appeared 857 times in the monitored sources as follows:

- 329 appearances in the online press;
- 15 appearances in blog posts;
- 22 appearances on Twitter;
- 11 appearances in press comments;
- 2 appearances in blog comments;
- 162 appearances on Facebook.

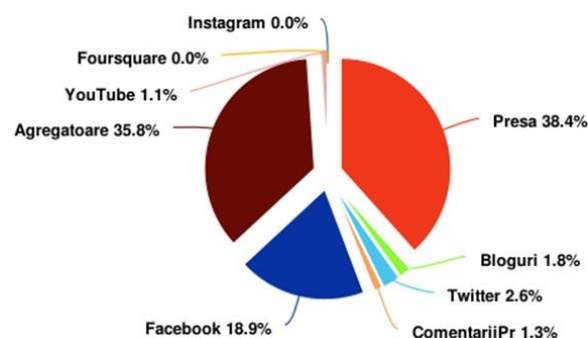


Figure 1. - Mentions of the U.S. Embassy in Romania according to communication channels

The distribution of readers according to the biological gender is 85% for the female gender and 15% for the male gender. Therefore, we see a much greater predisposition of the male public on foreign policy issues, namely information regarding diplomatic and economic relations between Romania and the United States of America. The male public has followed foreign policy themes more than women, because they are more present in this field to see what regulations come into force, or they work in the field, but also because there are stereotypes about gender roles. There is a need to encourage and support women in atypical forms of work, ensuring a regulatory framework through which women will be able to benefit from real economic independence.

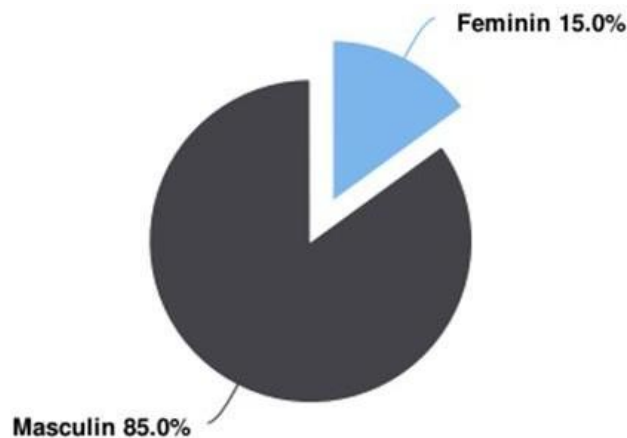


Figure 2 - The biological distribution on gender of the public-reader information about the U.S. Embassy in Romania

Depending on the age variable, we find readers according to statistics, as follows: 40-44 years (30%), 30-34 years (20%), 45-49 years (20%), 50-54 years (10%), 55-59 years (10%), > 64 years (10%). Thus, we can see a higher predisposition of the public 40-49 (50%) on information of public interest on the strategic partnership between the United States of America and Romania.

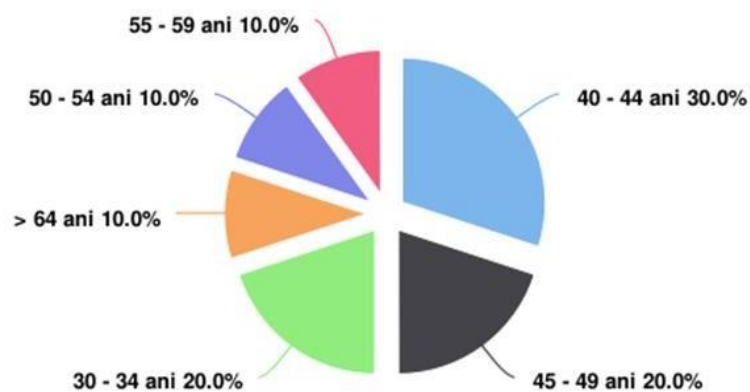


Figure 3 - The distribution on age of the U.S. Embassy-reader information in Romania

Depending on the geographical distribution of the issuers/communication channels, we can see: Bucharest – 59%, Moldova – 14.2%, Muntenia – 13.4%, Dobrogea – 4.7%, Străinătate – 3.1%, Transilvania – 2.4%, Oltenia – 1.6%, Bucovina – 0.8%, Banat – 0.8%. Thus, we can note that the central press is more interested (59%) in taking over and disseminating information about the activities of the U.S. Embassy in Romania, and the press in regions such as Banat, Bucovina, Oltenia or Transilvania are less interested in transmitting such information to their public.

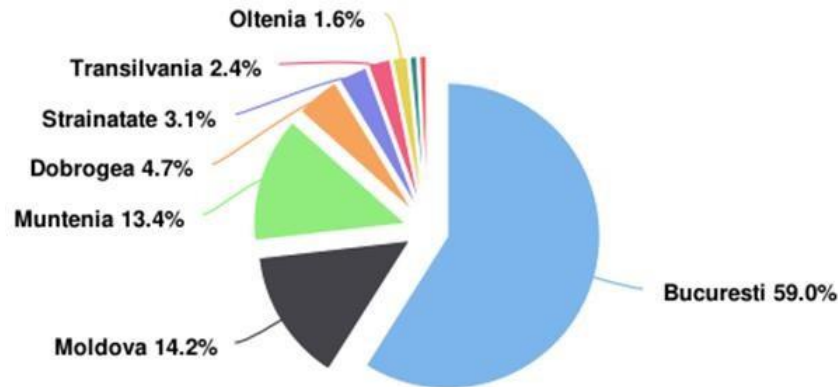


Figure 4 - Geographical distribution of issuers/communication channels

3.1.2. Evolution of viewership in media.

Table 1 - Evolution of viewership according to media occurrences

date	Pr	Blog	Tw	Fb	Agg	Yt
19 oct	56K	0	0	4K	100	172
20 oct	18K	9 K	97	1K	5	19
21 oct	6K	0	0	4K	0	0
22 oct	10K	2 3	0	0	5	33
23 oct	0	0	0	0	0	17
24 oct	173	3 K	0	1K	0	99
25 oct	6K	0	0	7K	5	0
26 oct	0	0	0	2K	0	0
27 oct	3K	0	0	0	0	0
28 oct	135	0	18	459	0	0
29 oct	9K	0	607	1K	0	7
30 oct	11K	0	0	0	10	0
31 oct	15K	0	1K	14K	35	0
1 nov	1K	0	2	13K	35	0
2 nov	75	0	0	0	0	0
3 nov	1K	0	1K	0	30	0



4 nov	14K	0	0	0	15	0
5 nov	19K	0	0	1K	50	0
6 nov	36K	1K	0	13K	65	0
7 nov	18K	855	21	938	145	0
8 nov	103K	810	644	80K	880	0
9 nov	12K	0	644	1K	75	7
10 nov	0	0	0	1K	160	0
11 nov	3K	3K	0	1K	0	0
12 nov	150	0	0	0	45	0
13 nov	0	0	0	26	0	0
14 nov	219K	36K	1K	129K	745	0
15 nov	15K	8K	223	52K	60	0
16 nov	26K	825	0	3K	50	0
17 nov	17K	750	0	178	5	0
18 nov	21K	0	980	43	120	0

We can see that the articles in which the name of the U.S. Ambassador to Bucharest, Hans Klemm, is mentioned, experienced a greater increase in the number of readers between November 7-9, 2019 and between November 13-15, 2019.

We must mention that on November 7-9, the media transmitted information about the ambassador's meeting with the Minister of Foreign Affairs of Romania and about the meetings between the Prime Minister of Romania, Ludovic Orban, in which the strategic partnership with the United States of America was discussed.

On the other hand, between November 13-15, 2019, the media made public the fact that Ambassador Hans Klemm met with Justice Minister Cătălin Predoiu, in which they discussed the laws of justice and the finalization of the criminal codes in Romania.

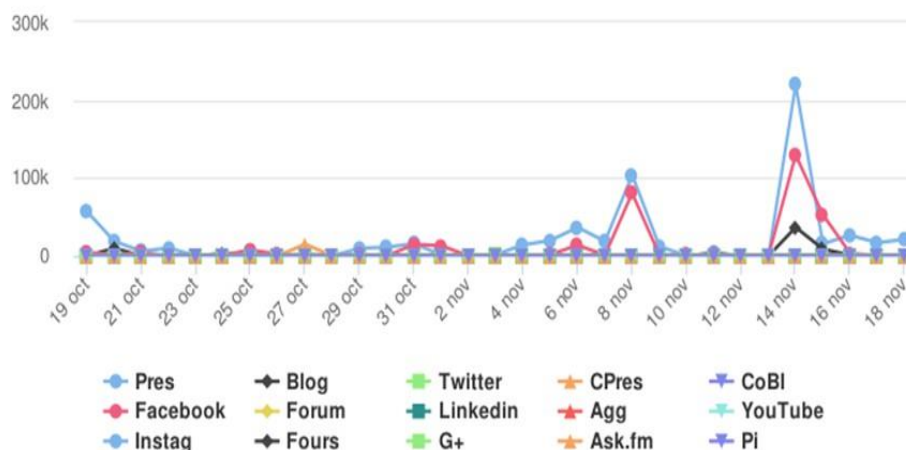


Figure 5 – Evolution on viewership in light of online appearances

3.1.3. Review of the press releases of the U.S. Embassy in Romania

In October 2019, the Embassy of the United States of America in Romania sent 3 press releases, and in November, 2 press releases.

The first press release issued in October 2019 has the title “Violence against women” and announces that the U.S. Embassy in Bucharest supports the march “Together for the Safety

of Women”, an event that took place on Saturday, October 19, 2019, starting at 15:00, which aims to show solidarity with every woman and girl, victims of violence. “The march is organized by the Network for preventing and combating Violence against Women (VIF), a network of 25 non-governmental organizations dedicated to the promotion of women's rights, the protection of victims of gender-based violence and the fight against gender discrimination. The Istanbul Convention requires States Parties to implement policies against this type of violence in a comprehensive and coordinated manner. The rights of victims must be at the heart of these policies. The efforts of civil society must be encouraged and supported. We join the VIF Network in strongly condemning all forms of violence against women and girls. We believe that any action taken against violence in any country will bring us closer to a world where women and girls will be able to exercise their rights in freedom and safety. Support and aid services must be provided without any kind of discrimination and regardless of social condition or ethnicity” (<https://ro.usembassy.gov/ro/violenta-impotriva-femeilor/>, accessed on 19.03.2020).



Figure 6 - Press release on combating violence against women sent by the U.S. Embassy in Bucharest

The second press release from October 2019, the U.S. Embassy in Bucharest announces the launch of the Diversity Visa Lottery program DV-2021, through which Romanian citizens can start submitting applications for registration from October 2 until November 5, 2019, at 19:00. At the same time, the Embassy announces new rules for the DV-2021 program, whereby the main applicants must include the passport number, the country where it was issued and the date of the experience. “Winners: Starting may 5, 2020, DV-2021 entrants will be able to use their unique confirmation number assigned at registration to check online on the Entrant Status Check at the internet address www.dvlottery.state.gov if their application has been selected. On the Entrant Status Check page, selected participants will be able to find information about applying for DV visas for both themselves and their eligible family members. The Department will also confirm the appointment for the visa interview also via the Entrant Status Check website”⁶.



Figure 7 - Press release on the launch of the "Diversity Visa Lottery" program, sent by the U.S. Embassy in Bucharest

In the third press release issued by the U.S. Embassy in Bucharest, as of October 2019, it discusses both the instructions, applications, and registration rules for the DV-2021 program, as well as the date and time of enrollment and program fees. “New rules: We draw your attention to a new requirement for the DV-2021 program, to include the passport number of the principal applicant, the country that issued it and the expiration date. This requirement concerns only the lead applicant and not its dependents. Participants who do not include their passport details will be disqualified. Participants will also need to include a recent photo, taken in the last six months, in accordance with the requirements published in the DV-2021 program instructions. Submitted recordings containing the same photos used in the DV program of the previous year (DV- 2020) will be disqualified”(<https://ro.usembassy.gov/ro/programul-loteria-vizelor-dv-2021/>, accessed on 19.03.2020)



Figure 8 - Press release on the "Diversity Visa Program", transmitted by the U.S. Embassy in Bucharest

In the fourth press release, as of November 2019, the U.S. Embassy in Bucharest wants to congratulate all Romanians and wish them "Happy Birthday!" on Romania's National Day, through the U.S. Government. He wants to encourage and support good communication and close economic relations between Romania and the U.S., which become stronger with each passing year. “Our nations are friends, allies and partners and I am glad to see that our strategic partnership, our economic relationship and the interpersonal ties between us become stronger with each year. We deeply value Romania's contributions to NATO missions, as well as your country's leadership in terms of regional security and energy development. Later this month we will celebrate the 30th anniversary of the Romanian Revolution of 1989. We applaud the hard work and sacrifices made by the Romanian people to build a free, democratic and more prosperous Romania”⁸.



Figure 9 - Press release on "Romania's National Day", transmitted by the U.S. Embassy in Bucharest

In the fifth press release, dated November 2019, the U.S. Embassy in Bucharest talks about Christopher A. Ford, who will lead the U.S. delegation to the Warsaw Conference's Working Group on Missile Proliferation Working Group Meeting, to be held in Bucharest, Romania, on November 14-15. This is due to the fulfilment of the commitment made at the Warsaw Conference on Peace and Security in the Middle East. "One of the main issues raised at the Meeting was the threat posed to the Middle East by the proliferation of ballistic missiles and related technology. This Working Group will continue the discussion begun in Warsaw by taking a closer look at the current threat posed by the proliferation of missiles and by analysing the measures that states can take, both collectively and individually, to prevent the proliferation of missiles and related technology. The Working Group meeting in Bucharest is among the seven announced following the February 2019 Conference. Working groups on cyber security, human rights and maritime and aviation security met in October"" (https://ro.usembassy.gov/ro/christopher-a-ford-calatoreste-in-romania-pentru-a-participa-la-grupul-de-lucru-pentru-neproliferarea-rachetelor-nucleare-al-conferintei-de-la-varso/, accessed on 19.03.2020)



Figure 10 - Press release on "Non-proliferation of nuclear missiles", transmitted by the U.S. Embassy in Bucharest

3.1.4. Analyzing press articles about the activities of the U.S. Embassy in Romania, depending on their views.

From the Zelist Monitor monitoring report we can see that the name of the US Ambassador to Bucharest, Hans Klemm, was mentioned in 24.6% in the written press, which was quoted with the relevance score of 4/10, followed by 14% - press that has the relevance score of 5/10, only a percentage of 10.6% of the very important press (with a score of 9 and 10 out of 10) mentions Hans Klemm.

Table 2 - Table reflecting the analysis of press articles about the U.S. Embassy in Romania

very important score 10	7.0% (23 appearances)
score 9	3.6% (12 appearances)
score 8	2.7% (9 appearances)
score 7	9.1% (30 appearances)
score 6	13.7% (45 appearances)
score 5	14.0% (46 appearances)
score 4	24.6% (81 appearances)
score 3	10.3% (34 appearances)
score 2	9.1% (30 appearances)
score 1	5.8% (19 appearances)
irrelevant score 0	0.0% (0 appearances)

In the press article, published on 14.10.2019, by the “adevărul.ro”, the U.S. Ambassador to Romania, was mentioned due to the fact that he participated in a meeting initiated by him, together with the Minister of Justice Cătălin Predoiu to restore the capacity of the prosecutor's offices to fight crime. “two sides expressed the fact that the restoration of the justice laws and the completion of the criminal codes are essential objectives in the coming period and it was stressed the importance of restoring the capacity of the prosecutor's offices to combat crime of all kinds, respecting the rights and procedural guarantees. „From the very beginning of the meeting, Mr. Hans Klemm congratulated Mr. Cătălin Predoiu, for taking over the mandate of Minister of Justice and sent him the full support from both the Embassy of the United States and the USA, for the agenda with which he came to the head of the ministry as it is found in the government program” it said. The U.S. Ambassador „expressed his readiness for international legal cooperation, as well as the full support for work that the Ministry of Justice, together with the judiciary and parliament, will undertake to restore the laws of justice and the criminal codes”

(https://adevarul.ro/news/eveniment/ministrul-justitiei-intalnire-ambasadorul-sua-restabilirea-capacitatii-parchetelor- combate-criminalitatea-obiectiv-esential-1_5dcd56855163ec4271039fdf/index.html, accessed on 20.03.2020)

This article managed to gather around 9100 views, with a number of relevance equal to 10 and the interactions in the online environment being represented by the large number of 213 distributions and interactions on the officialization sites, being the most important press article in which the U.S. Embassy in Romania was mentioned.

In the second press article, dated 22.10.2019, reported by „adevărul.ro”, in which the name of the U.S. Embassy in Romania and Ambassador Hans Klemm are mentioned, it discussed the use of Romania's history, which is used to throw mud at it. It is reported that an important component of hybrid war is the disinformation of the people, that is, the assertion of

half-truths, and the attribution of representatives of powerful states, such as the US. “This is not the first time that Hungarian officials have created diplomatic scandals in which they also attract US representatives. Another case with a special resounding echo was that of the insidious photo taken, in 2016, by the mayor of Sfântu Gheorghe, Antal Arpad, the president of the Covasna County Council, Tamas Sandor, and by the bishop of the Reformed Diocese of Transylvania, Kato Bela, in which they made the American ambassador, Hans Klemm, appear in a position in which he seemed to support that so-called flag of the non-existent Székely land. Obviously, Hungarian propaganda did not recognize, at that time, that that flag is a gross forgery, invented in 2004 by the Székely National Council (CNS), a pocket NGO, whose leaders are financed with important funds by Budapest, for a single purpose – to incite the population to remove from Romania's authority the counties of Covasna, Harghita and Mureş. Fortunately without success, so far” (https://adevarul.ro/cultura/istorie/cum-folosita-istoria-aranca-noroi-romanian-1_5daed941892c0bb0c6cea4bb/index.html, accessed on 20.03.2020)

This article managed to gather around 9000 views, being one of the best rated articles in which the U.S. Embassy in Romania was mentioned, with a grade of 10 that relevance and around 200 distributions in the online environment.

In the press article dated 29.10.2019, according to „adevărul.ro”, which talks about the XXIX edition of FNT (I.L. Caragiale Theatre) and about the Romanian theatre, the U.S. Ambassador to Bucharest, Hans Klemm, was mentioned as editor of Free Europe in Prague and Bucharest.

„I was saying that this year's theme of FNT was Theatre, a magical moment of history. They illustrated it especially shows such as The Forest of the Hanged, The Republic of Melania, I do not regret anything, The Romanian Journal. Timișoara, Richard III (both versions), First-person History (Luceafărul Theatre in Iași), Ballads of Memory (Reactor of Creation and Experiment in Cluj-Napoca). Silence is impossible (show-reading after the texts of Lenea Constante, in the interpretation of the actress Adriana Moca), Itineraries from ArCuB. There were also debates with balance-sheet intentions with critic and theatricalist George Banu, with director Silviu Purcărete, with director Andrei Serban. There was also a bit of a lot of egotism. Worth the moment to report - Here's Radio Free Europe. We're back! honored by the former editors of the American station in Romanian based in Munich, Neculai Constantin Munteanu and Emi Hurezeanu, by today's editors of Free Europe in Prague and Bucharest, by the U.S. Ambassador to Bucharest, H.E. Hans Klemm. I also point out the exhibition FNT- A retrospective of freedom” (https://adevarul.ro/cultura/teatru/despre-teatrul-romanesc-despre-xxix-editie-fntnumai-binen-1_5db7b5cd5163ec42717a673e/index.html, accessed on 20.03.2020)

This article managed to gather over 8800 views in the online environment, with a quotation note of 10, and a number of shares within social networks, more than 120.

On 14.11.2019, according to a press article written by „cotidianul.ro”, the meeting between the Minister of Justice, Cătălin Predoiu, and the U.S. Ambassador, Hans Klemm, is presented, during which they will discuss the international judicial cooperation between the Romanian-American international judicial cooperation. “From the very beginning of the meeting, Mr. Hans Klemm congratulated Mr. Cătălin Predoiu, for taking over the mandate of Minister of Justice and sent him the full support from both the Embassy of the United States and the USA, for the agenda with which he came to the head of the ministry as it is found in the government program. His Excellency expressed his readiness for international legal cooperation, as well as all the support for work that the Ministry of Justice, together with the judiciary and parliament, will undertake to restore the justice laws and criminal codes. The two sides expressed the fact that the restoration of the justice laws and the finalization of the criminal codes are essential

objectives in the coming period, so that the justice in Romania becomes an efficient public service and, at the same time, carried out on reasonable terms, to bring justice and social peace to the citizens. It was also stressed the importance of restoring the capacity of the prosecutor's offices to fight crime of all kinds, respecting the rights and procedural guarantees” (<https://www.cotidianul.ro/cum-au-pus-predoiu-si-hans-klemm-tara-la-cale/>, accessed on 20.03.2020). This press article has gained over 8300 views in the online environment, the site being rated with a grade of 10, and has been shared on social networks over 110 times.

In the press article dated 06.11.2019, written by „adevărul.ro” in which the name of the U.S. Ambassador to Bucharest, Hans Klemm, is mentioned, it is discussed about General Dynamics that started the production of PIRANHA 5 armoured vehicles for the Romanian Army, which will be manufactured at the Bucharest Mechanical Plant. This meeting, which talks about combat vehicles, was attended by ministers from various ministries, as well as the U.S. Ambassador to Romania, Hans Klemm. „General Dynamics European Land Systems (GDELS) started yesterday the production of PIRANHA 5 conveyors at the factory of its strategic partner, The Bucharest Mechanical Plant (UMB). This event marks an important stage in the PIRANHA 5 program for the Romanian Army. The ceremony of the start of the production was attended by the Prime Minister of Romania Ludovic Orban, the Minister of National Defense, Nicolae Ciuca, the Minister of Economy, Energy, Business Environment and Tourism, Virgil Popescu, as well as Hans Klemm, the Ambassador of the United States of America and the Ambassador of Switzerland to Romania, Arthur Matti” (https://adevarul.ro/news/eveniment/general-dynamics-demarcat-productia-blindate-piranha-5-armata-romana-vehiculele-lupta-fabricate-uzina-mecanica-bucuresti-1_5dc2c76c5163ec4271bec6c3/index.html, accessed on 20.03.2020).

This article has managed to gather over 8000 views in the online environment, has been shared on social networks over 100 times and is rated as part of the best articles in which the U.S. Embassy in Romania was mentioned, having a grade of 10.

Conclusions

The administration of any country reflects the merits and potentialities of its people and gives shape to their qualities and desires. Whenever the people think about moving forward in the direction of progress and growth, the main tool is public administration. To run their institutions and technical institutes, they must have trained human strength. To work towards development and new explorations, citizens need the human scientific brain. Public administration is a tool that contributes to change and development, because it has to plan things that materialize for social well-being, make new laws and implement them.

For public interests to be satisfied, there must be a correlation between the powers of the public administration and its objectives. The functions of the administration must be determined by its effectiveness and must be carried out in a continuous and permanent manner. The role of the public administration is to support the citizens, to innovate an amalgam of services for the local community and to resort to the most appropriate actions that ensure the good relationship and participation of the people in the activities proposed by the representatives of the public administration. The good functioning of the public institution is revealed through the community, which must transmit its needs, where the public institution is obliged to respect and fulfill these needs.

In the case study that we have prepared in this paper, we have presented and evaluated the actions and responsibilities of the U.S. Embassy in Romania, during the monitored period, respectively from October 19, 2019, until November 18, 2019. During this period, within the public relations company, the members of the U.S. Embassy in Bucharest sent a number of 5

press releases, which presented the following events: (1) “violence against women”, announcing that the Embassy will support the march “Together for the safety of women”, which aims to show solidarity with each woman and face and to remind the policies that lead in this regard; (2) the announcement of the “DV-21 Diversity Visa Lottery” programme, through which the population can start to submit applications for registration; (3) the transmission of information on the “DV-21 Visa Lottery” program, including the new requirements and rules of participation that all participants must comply with; (4) the celebration of Romania's National Day, through which the U.S. Embassy in Bucharest wishes to congratulate all Romanians, to wish them a sincere “Happy New Year!” and to encourage and support good communication, as well as the economic and political relations between these two states; (5) leading the US delegation to the Meeting of the Working Group on Nuclear Missile Non-Proliferation of the Warsaw Conference, led by Christopher A. Ford.

It is worth noting that all the public communications of the organizers were very well taken over by the local and central media and disseminated in social networks and blogs.

The first press article was published on a website “adevărul.ro” with a quotation note of 10, being one of the most important sites, reaching to gather a number of 9100 views and 213 shares on social networks, having as main topic the meeting between the Minister of Justice Cătălin Predoiu with Ambassador Hans Klemm, regarding the restoration of the capacity of the prosecutor's offices to fight crime; this is the most important article in which the U.S. Embassy in Bucharest was mentioned. In the second press article, in which the names of the U.S. Embassy in Romania and its ambassador are mentioned, the main topic of discussion is the use of the country's history to throw mud at it. This article has gathered around 9000 views and 200 distributions in the online environment, being written by one of the best rated sites in Romania, this being “adevărul.ro”. In the third press article, written by “adevărul.ro”, Ambassador Hans Klemm was mentioned because, it talks about the XXIX edition of the I.L. Caragiale Theatre, with the new name FNT, which is among the new editors of Free Europe in Prague and Bucharest. This article managed to gather over 8800 views in the online environment and over 120 shares on social networks, also being written by the best rated site on which the Romanian population navigates. In the fourth press article, reported by the “cotidianul.ro” website, the meeting between Justice Minister Cătălin Predoiu and Ambassador Hans Klemm is presented, during which the international Romanian-American judicial cooperation will be discussed. This article managed to gather in the online environment over 8300 views, being distributed over 110 times within social networks, the site having a quotation note equal to 10. In the last press article, written by “adevărul.ro”, the U.S. Ambassador to Bucharest, Hans Klemm, was mentioned because General Dynamics has started the production of PIRANHA 5 armoured vehicles, handed over later after the needles will be finished, to the Romanian Army, and which will be manufactured by the Bucharest Mechanical Plant. This article has garnered over 8000 views online, and over 100 social media shares..

Thus, we note that the most important news in which the names of the U.S. Embassy in Romania and its ambassador, Hans Klemm, were mentioned were written by the most viewed and read online sites, which have the highest quotation note, and which contain current news that generally speaks about political relations, economic and cultural.

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