FOREST FOR THE PEOPLE AND SUSTAINABILITY

The Role of Public Relations
COMMUNICATIONS PRACTICES

- News Productions & Media Relations
- Public Analysis & Publications
- Government Networking
- Civil Society Networking
NEWS PRODUCTIONS

- Choices the Topic
- State the Key Message
- Choice the Right Media
- Cook the News
NEWS DELIVERY

- Speech of Minister
- Press Release
- Press Conference
- Door Stop
- Press Tour

- Photographs
- Videos
- Interviews
- Dialog TV & Radio
- Live Event
MEDIA RELATIONS

1. Journalist Association
2. Media Association
3. Editor Meeting
4. Media Gathering
PUBLIC & MEDIA ANALYSIS

1. Demography
2. Location
3. Social Economy
4. Lifestyle
5. etc
PUBLICATIONS

1. Flyer
2. Leaflet
3. Booklet
4. Internal Magazine
5. Advertisement
6. Banner
7. Billboard
8. Event and Expo
GOVERNMENT NETWORKING

1. Centre Government
2. State Institutions
3. Local Government

CIVIL SOCIETY NETWORKING

1. Mass Organizations
2. Education Institutions
3. Professional Organizations
4. NGO
CHALLENGES

• Democratic Political System
• Pluralist Ethnic and Society
• Difference Culture
• Trends Liberalisme
• Broad of Territory
• Archipelago
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SUCCESS STORY

• Prominent Figure for Change of The Year 2010 from REPUBLIKA Newspaper for Minister of Forestry Zulkifli Hasan
• The Best Public Service Award from Indonesia Broadcast Commission, 2011
• Finance Report Award from Ministry of Finance, 2013
• Online Information Service Award from Ministry of Communication,
TERIMA KASIH
Thanks U