

# **PAPER FOR THE FIRST ASOSAI-EUROSAI JOINT CONFERENCE – ISTANBUL 2011**

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**Main theme:** Challenges for Ensuring Transparency and Accountability in Public Financial Management

**Sub-Theme 1:** Basic Approaches and Challenges for Ensuring Transparency and Accountability

- Managing the Challenges in Communication Facilities of SAIs and Strengthening their Relationship with the Media and NGOs

**Title:** 21st century solutions in the external&internal communication: the recently launched news portal of SAO

## **Abstract:**

In line with the SAO's official website we created a continually updated news portal to be able to publish more news, pictures and videos. It offers a creative and innovative solution to show the usefulness and the values of the auditors' activities. This communication channel enables decreasing the distance between the organization and the citizens. At the same time the website's main aim is to provide the media with information and serve as a reference point for the press, the members of the parliament and the professionals. The news portal is not only an important tool for external communication, however, it is a crucial element of internal communication. Reports, news and pictures are provided and uploaded by the departments individually.

Compared to other Hungarian public institutions it is a unique initiation, so we would be pleased to present our novel communication method. We hope that our system will be inspiring for other organizations as well as other Supreme Audit Institutions.

## **Outlines:**

### **1. Why did we create a news portal?**

- Targets, reasons, actuality
- Strengthen colleagues' engagement

### **2. Comparing SAO's official website with it's news portal**

- Homepage: updated official archives
- News portal: to have your own online medium
- Publication process of the homepage
- Publication process of the news portal

### **3. Detailed presentation of the news portal**

- What is available? Structure and menu
- Topics of the news
- News portal as an effective internal communication tool

### **6. Results**

### **7. Resume**