

Public Relations

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PR PUBLICITY

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One of communications medium, if 'face to face' communications was hard to do because of geographic factors which is related to organization or corporate development.

Publications can be organized as :

Internal Publication → Employee Publication (EP)

Employee Publication's (EP) function is to help *sprout-branched out* every parts in corporation, such as : Personal relations, Industrian Relations, Advertising, etc.

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- ✘ Kinds of publications above is Corporate Public Relations job, since a long time what we called 'employee magazines' already benefitted by management as an instrument to keep contacted with their staff.
 - ✘ The presence of 'in-house magazines' or employee magazines in a corporate as a purpose to create two way communications.

✘ What employee's want to know usually asking in three questions :

1. What did corporate do ?
2. Why did corporate do that ?
3. What's the impact for employee ?

WHAT IS THE OBJECTIVE OF IN-HOUSE MAGAZINE ??

- ✘ Giving information about corporation's work, policies, and problems.
- ✘ Attractive every individual in corporate in order to let them close to corporate.
- ✘ Making employees feeling comfort and be the only part of corporate.
- ✘ Help the employees to conceive the corporate and knowing each other.

✘ Corporate management prosecute that In-house magazine should have :

1. Care-taker
2. Editor in Chief

EVERY NEWS ABOUT POLICIES NEEDS 3 KINDS OF CLEARANCE :

- ✘ First, clearance from :
 - Corporate President Director
 - Executive
 - Chairman of the board

- ✘ Second, clearance from :
 - Corporate Law Advisor (especially if relates to brand or product)

- ✘ Third, clearance from :
 - Information's source (rechecking)

3 KINDS OF CORPORATE PUBLICATIONS :

- ✘ The employee publication. Usually limited to whom on employee's list. It's usually called internal publication.
- ✘ Publication which has contain in combination, for the internal and also external, such as : customer, stakeholders, distributor,, prospects, media, etc.
- ✘ External publication, which has contain especially in information and on behalf of business worker, politician, and economist society.

FORMAT FORM OF IN-HOUSE MAGAZINE, DETERMINE BY SEVERAL FACTORS :

- ✘ Refers to objective in publication publish.
- ✘ Cover (color, font size and type designed by graphic designer).
- ✘ Standard paper usually 8.5 x 11 inch.
- ✘ Pages number related to each other, to make an easier for bind.

CONTAINS OF IN-HOUSE MAGAZINE CAN BE SHOW IN 2 PERSPECTIVE :

- ✘ If it has depth contains, even a small thing, people, or what they do, then the right choose is tabloid formed.
- ✘ If the contains telling a lot about something that very important to discuss or give the explanation and also talking about corporate magazine,

INFORMATION SOURCE :

- ✘ Informations for magazine or tabloid, then most of them are using their own corporate. Every staff activity or the management were main source.
- ✘ Feedback mechanism needs to create through internal publication. This feedback can be formed through rubrication in magazine or in tabloid.

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- ✘ Publication frequency, depends on corporate's development and the corporate's objective.
 - ✘ Generally an internal publication, quarterly or bi-monthly.
 - ✘ For corporate in big scale, frequency usually choose in daily with bulletin.

THANK YOU
