

THE USE OF VIDEO NEWS RELEASE FOR CORPORATE COMMUNICATIONS IN HOSPITAL X BANDUNG

indra Novianto Adibayu Pamungkas,SS.,M.Si

Telkom University

Abstract

Mass media communication has changed constantly and followed by dramatically increased the number of internet users. , PR started to realized that the communication form becomes horizontal since people use gadget and live as account in the cyber era. The message should be real time, fast and must be understood while sending to their stakeholders. Video News Release is a ready-made, pre-packaged story—produced in broadcast news style. that is distributed by habitually by a PR firm to news stations across the country. It is used qualitative research that seeks to analyze the culture and behavior of humans and their groups from the point of view of those being studied. The result show that It can't be denied that the public is mostly misled by individuals who present themselves to be independent, unbiased experts or reporters but are actually skills promoting a prepackaged hospital agenda

Key : VNR, Public Relations , Hospital

1. Background of the Research

Mass media communication has changed constantly and followed by dramatically increased the number of internet users. It is also change in the Public Relations while doing their job. Previously, they make a relationship with the media by sending them press release in the form of paper. It has changed In digital era. Public Relations develop relationship with the customers directly like “you and me “ relationship included with journalist. The form of pres release has develop as the same with the growth of social media especially video like youtube. Regarding to this situation , public relations are able to inform their corporate credo , value or message through audio visual.

Today, PR started to realized that the communication form becomes horizontal since people use gadget and live as account in the cyber era. The message should be real time, fast and must be understood while sending to their stakeholders. Audience in the age of cyberera has changed in the matter of the way of communication . Previously, mostly people do their job in analog way but today

it turn to digital in one device only. It is known as convergence media. Audience in the age of convergence era can communicate via email, online forum and other interactive media. It becomes more easily and quickly with those who also create and publish mass-communications content.

Corporate communications professionals stated to see that they communicate with global audience. Horizontalization makes there is no boundary among geographical and demographical anymore so it become new methods for the professional to understand the way to communicate as professional to the audience and organization by considering the content.

The content of PR has transformed in digitalization. The professionals should consider about the content that must be available for twenty four hours a day with news organizations updating continually about the news and refer to world wide audience. Although facing world wide audience, but the control will be handled by central unit or individual. It is a concentration of media ownership or consolidation has been growing trends and the same process is taking place in digital media world.

PR start to use digital video regarding to the internet has proven a valuable means to send audio visual communications through film and video interactive. It change also the form of release in audio visual form which produced out of mindstream. Digital video has also been godsend for low –budget production from pre production up to post production that can be done on computers.

PR use youtube.com as a medium to share the corporate release through Video News Release (VNR) to communicate with today audiences. The press release as we know as the corporate communication work as the media to connect with journalist to make exposure through news or advertorial from media. Previously, it is made using paper or sending by email. The changing of media has change the way of sending press release. Corporate communication can send it audio visual.

The VNR starts to use by hospital to communicate with their audience. Basically, it is not ethical way if hospital do some hard selling marketing program. In fact, nobody wants to go to the hospital except they need to hospitalized. It is used to inform the audiences the value of the hospital. In this research , researcher used the secondary data and will be supported by supported informan in Public Relations professional.

2.Theoritcal Review

In this research will begin by the theory of Public Relations which has the same meaning with the corporate communications.

2.1. Trends in the Development of Public Relations

Many principles of principles espoused two-ways model of Public Relations. This model emphasize PR as the syestem of managing relationship between organization and individual and also their public both internal and external. The media of mass communications are the tools in the system of relationship management. Emphasis is on building mutual understanding and relationship as long as influencing public opinion. (McIntosh and Pavlik, 2011: 381)

2.2. PR and Media Relations

Although PR professional engage in a wide variety of activity, most typically devote a large portion. If not the majority , of their effort to working with media , including journalism , producers and others reponsible for the content those media. By Developing and maintaing good working relationship with the media , PR professional anticipate that they will be more succesfull in obtaining fair or positive coverage of their organizations . They are several important tools of the Public Reations professional uses in obtaining media coverage , there are :

2.2.1 Distributing News to the media in the digital Age

An important develppment in media relations in the distributon of corporate or organizational news, information and data (whether it statistical or multimedia , including audio and video) usually

through what are called news release or press release. Traditionally done as typed stories sent through the mail, they primarily done online and sent via email or posted on the web.

Today Journalist prefer digital content because it easier to look at and evaluate for the newsworthiness since the journalist easy download the material to a computer. Similar to the written news release is a Video News Release (VNR) . This have cause of controversy in recent year. For example when it was learend. The VNR were made to look much like typical story from the reporter in the field and several television stations around the country ran the without citing the source, making them seem like they had been produce by the news stations it self . Many company, produces VNRs and many are used by televison station , through usually only short clips as part of larger story.

2.4 Press Releases and the Journalistic

In the old days, a press release was actually a release to the press, so these documents evolved as an esoteric and stylized way for companies to issue “news” to reporters and editors. Because it was assumed that nobody saw the actual press release except a handful of reporters and editors, these documents were written with the media’s existing understanding in mind.

In a typical case, a tiny audience of several dozen media people got a steady stream of product releases from a company. The reporters and editors were already well versed on the niche market, so the company supplied very little background information. Jargon was rampant. (Scoot; 2010;11)

2.5 GOALS AND CONTENT

An effective Web marketing and PR strategy that delivers compelling content to buyers gets them to take action. Companies that understand the new rules of marketing and PR have a clearly defined business goal—to sell products, to generate contributions, or to get people to vote or join. These successful organizations aren’t focused on the wrong goals, things like press clips and advertising awards. At successful organizations, news releases, blogs, web sites, video, and other content draw

visitors into the sales-consideration cycle, then funnel them toward the place where action occurs. The goal is not hidden, and it is easy for buyers to find the way to take the next step. When content effectively drives action, the next step of the sales process—an e-commerce company's "products" button, the B2B corporation's "white paper download" form, or a nonprofit's "donate" link— are easy to find. Working from the perspective of the company's desire for revenue growth and customer retention (the goals), rather than focusing on made-up metrics for things like leads and web site traffic, yields surprising changes in the typical marketing plan and in the organization of Web content. Web site traffic doesn't matter if your goal is revenue (however, the traffic may lead to the goal). Similarly, being ranked number one on Google for a phrase isn't important (although, if your buyers care about that phrase, it can lead to the goal). Ultimately, when marketers focus on the same goals as the rest of the organization, we develop marketing programs that really deliver action and begin to contribute to the bottom line and command respect. Rather than meeting rolled eyes and snide comments about marketing. .

3. Research Methodology

Research method is the way how a research conducted. The researcher will conduct qualitative research by in-depth interviews to all informants. As Fiona Williams, Jennie Popay, and Ann Oakley had stated, qualitative methods are based on "an approach to the social world which seeks to analyze the culture and behavior of humans and their groups from the point of view of those being studied" (Williams, 2005: 75).

Qualitative data are also collected in order that the researcher is able to know about things that cannot be observed directly and measured as feeling, through intention, behavior that took place in the past are few examples of those things that can be obtained only by qualitative data collection methods (Aaker, Kumar, and Day, 2003).

4. Research Finding

The use of VNR has been chosen by some hospital as the medium to have relationship between company and press. Based on the research, show that the public most trusts their local news team to tell them what is happening in the world, but local news departments are increasingly facing severe budgetary cutbacks which impact their ability to produce newsworthy reporting.

The PR industry employs over 200,000 people and collects millions of dollars every year from clients ranging from wealthy individuals and corporations to government agencies. The public relations industry is owned by the advertising industry and its mission is to influence public opinion, news information, and public policy on behalf of its clients. It is supported by the statement from the informan, called ms BFC, Public Relations Staff from one of private hospital in Bandung that say :” *Hospital has limitation in sending the content not as like as other business. We don’t tell to the public in hard selling but we publish our achievement and something soft selling to prove that we have done something the best for the public and society. We use VNR to make everything in audio visual because it is more interesting in this cyber era because people dont have time to read carefully but they prefer in audio visual format”*

Video News Release are created for company or goverment that produce by PR FIRM but based on the interview with Ms.BFC said that” *The concepts are made by our internal Public Relations Departement but we use outsource for production process. I think Public Relations today should know how to use camera for production purposes not only for taking picture regarding to the demand of audio visual public gen”*

The role of PR todays should be supported by wrting skills or journalism writing in orther that help the jornalist easier to process the release and the news can be publish in the real time. Considering taking care of our reputationor sustaining is not easy as building. “ Most of Hospital today need somebody who are able to write properly for the press release and script for VNR, when it is sending to the third party, it would be faster in publishing”

The Informant add her statement, “VNR should be made as a valid source so that we made it under our control, we invite the journalists to record our activity in order that they know what actually happened in this hospital” from the answer it shown that the credibility should be the first priority before it published. The reporters and editors were already well versed on the niche market, so the company supplied very little background information. Jargon was rampant. (Scoot; 2010;11)

5. SUMMARY

The used of VNR in hospital industry must be controlled by PR and PR Firm to bring the credibility content. The survey's "fake news" spots, as the center calls them, were produced by corporations, such as Panasonic Corp. and General Motors Corp. and trade groups, such as the American Dental Association and the Flower Promotion Organization. It can't be denied that the public is mostly misled by individuals who present themselves to be independent, unbiased experts or reporters but are actually skills promoting a prepackaged corporate agenda. So it must be underlined that VNR is a ready-made, pre-packaged story—produced in broadcast news style. that is distributed by habitually by a PR firm to news stations across the country. These stories are created for clients and are produced by former journalists who are now PR professionals so that if the Public Relations are not ready to produce it by them self it would be better to work with PR Firm.

6. REFERENCE

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