

Issue 7

Public relations by all

January 15, 2020

Hello.

This is Kohno Shigeru from Nagasaki University.

I announced the President's theme for 2020 is "For Planetary Health, Nagasaki University."  
This year will be the first year of enhancing creative communication.

Currently effective public relations are crucial. Professor Tsuji Hiroshi, the former President of Osaka Prefecture University, created a policy called "Public relations by all." About every week he sent out his messages on Facebook and other media to all staff and faculty. A system and organization were introduced to promote public relations.

Because we are in Nagasaki, all of us should communicate to the world.

However, people from Nagasaki often say: "I don't have anything special to introduce," and "I don't know what I should pass on."

The people, including some specialists outside Nagasaki, frequently comment that "You have too many things to say, it's a waste and you could try harder."

I think we should practice the fundamentals of communication to others about our everyday activity.

- ◎ To the Center for Public Relations Strategy, please collect the slogans from faculties and schools. Display the slogans on the website, Facebook, and other media for the public.
- ◎ To the Admission Division, please share the President's slogan to prospective students.
- ◎ To the student support sections of each faculty and school, please send the President's slogan to current students.
- ◎ To the general affairs section of each faculty and school, please forward my Planetary Health email Issues 1-7 to all academic and administrative staff.

There are many ways to share information. Ask your colleagues about their opinions and try publicizing by any means. As you communicate, you will be able to consider the best way to communicate by reviewing people's responses.

Let's work on "Public relations by all."