

Corporate Communication 2.0, source of information for local media in globalized world.

Juan Pedro Molina Cañabate

Local media need institutions and his 2.0 tools to be an intermediary who continues providing value in the net-society. Though, it seems institutions report directly with final user, journalists still are valuable for institutions as specialists that contrast and validate information.

Keywords: 2.0, online, network, corporate communication

Introduction

Is old Journalism going through a crisis? Probably, our answer (as journalist and professors) is “of course”. The reason is simple: old Journalism shows obsolete business models and, in those days, is beset by economic crisis. A large number of printed newspapers are closing down. Survivors are falling in a ideological polarization and are accused of lack of credibility. Professionals are victims of lack of job security and they are witnesses of new threats (citizenship journalism, for example).

Also, we are living in a new professional world with new rules: we are part of a Network Society, we have overinformation in which users are provided directly from original issuers. Journalists (curiously, as professors) are no longer absolute master of information. The Communication model is not bidirectional (symmetric or asymmetric), is now horizontally multidirectional (Vendrell, 2010). Receptors are issuers too of the same information in a same horizontal level. Now, new opinion leaders are emerging in social media and they manage information and they are listened for thousands and thousands of followers.

However, we need professionals of information who work in local setting for global audiences, we need a new pact, we need a new agreement (professional, cultural and social) between institutions and media. And, probably, the new way is social media.

Communication 2.0, allied of Journalism

Communication 2.0 has been allied of the exercise of Journalism almost from the beginnings of Participative Web. Traditional elements as press releases (with

models in the 20th century very similar to models of his origins in 1700) suffered a positive metamorphosis with the assumption of the new technologies and offering the possibility of modifying and personalizing the informative elements. The PR consultant Iván Pino (ivanpino.com, 2007) tells us that the change started taking place in 2006 with the journalist specialized in Technology Tom Forenski. In his blog, Silicon Valley Watcher (www.siliconvalleywatcher.com), he wrote a critical article (Die, press release! Die! Die! Die!) expressing the necessity of a new model of press release according to new age.

Pino tells us that a PR agency, Shift Communications (<http://www.shiftcomm.com>), designed a new model of press release inspired in Forenski's article. Shortly after, international prestige brands started using it to facilitate the work to journalists.

The model of Shift (<http://www.shiftcomm.com>), was interactive, was sheltering contained multimedia and offered the possibility of using documentation extensive and personalized thanks to the links that were going (route as Delicious, for example) to other news or another type of information. The Institution was offering transparency, availability and customized contents.

The Corporate Communication 2.0 also has contributed to the professional development of journalists with a useful tool: the online press-room. There is no only one model of on-line press-room, but it is clear its transparency and intention to be a strong way in the relation institution - journalist. "Let's remember that one of the premises of the participative web is that the issuer loses the control on the message. Taking this into account, PR departments can only provide as much information as they can by all the available tools. This way, journalists will draft their information with the highest level of accuracy." (Molina Cañabate, 2011:31)

A relation with the final consumer

Communication 2.0, the communication across the social networks, in network, horizontal and multidirectional (Vendrell, 2010) has a basic characteristic: since the issuers can enter direct contact with their receptors and vice versa, the intermediary not providing value will disappear.

This circumstance is dangerous to classic intermediaries of information (publishers, teachers, journalists), that for a long time believed themselves in owners and absolute managers of the information. Today, users of social networks have to blow of click all the possible and, information especially, the possibility of conversing with the direct issuers of the information, with the sources of information, with the institutions.

This bring us directly to another idea: the original sources of information hold great part of power that long ago was in hands of the intermediaries. It is possible that institutions, as sources of information, have no longer considering local mass media to focus instead their efforts in the attention to their final constumer (personalized,

direct and more economic) through the social networks. If we take a look to Facebook or Twitter, for example, we will see that this is more than a trend.

But, what do professionals think?

Not such an evident crisis for the sources of information

According to Txema Valenzuela, specialist in communication in social networks/ coordination of communication I and T of BBVA, "one thing is that the relations [between institutions and media] change and other one is to leave them [...] it is necessary to be a realist and not block up for the changes. Although the whole world has access to the publication of contents, not all the issuers of information have the same authority on every topic, and it is necessary to continue taking care of it".

Valenzuela's bet for the value that the journalists provide, as intermediaries, is clear: "we can't forget that there is nothing more credible for a company than an information validated by third part. It is completely different me saying that my company is the best than an independent voice saying it".

Valenzuela believes that "it is necessary not to confuse communication in new media with massive communication to the final customer either. In the social networks we are related in circles", he remembers. "The voters of a political party scarcely see in their timeline messages of other parties. We only follow the topics we are interested in. So the communication is not totally public, since there are limits established by the interests on the type of information. Thus, the networks also serve to improve the relationship with media, which are sometimes the only ones been interested in certain types of contents".

Valenzuela talks about the example of @PressRoom BBVA in Twitter. For the great public it might provide super specialized information, "but for the journalists and the analysts of economic information it is a great source of information. In this case", it makes clear, "though the communication should be seemingly public, the own content fixes its limits and the channel ends turning into a tool to be in touch with media".

David Martínez, communication manager at Orange España, coincides with many points with Valenzuela. In an article published in financial newspaper Expansion (that it was born of a question to illustrate this text), Martínez affirms to have "serious doubts" if the corporate communication is leaving traditional media in favour to social media. "I believe that still it is early tofor the media to be dead", it affirms, "I even believe that it is early to sign the death certificate of this paper that dirties the fingers of ink when we take our coffee of the morning. And this is because some of the principal aims of the not advertising communication that is chased across the above mentioned means rests, today as yesterday, on supports of limited hearing that strike on persons or groups of persons who take decisions that concern the activity of companies or

institutions or that influence them. Informed public and informant that, already it is in his printed version or across smartphones or tablets, continue being public inspectors to the traditional press".

Martínez indicates a paradox in this company of the information: "Probably it is not so strange that the reports of media impact that rest on the elegant tables of walnut of any of the most spacious offices often continue being photocopies of the press of the whole life. And leaves are not absent to cut away since, in spite of the fact that Spain is situated to the tail in Europe in consumption of diaries, only it is overcome by Germany in number of head-boards. A known information but that always he invites to the reflection".

"I believe that still much is to explore in this way that leads to the transformation of the departments of communication in departments of generation of contents ", it adds notes.

Finally, Sara Moreno Flores, Director of Communication and Social Media Manager of Porter Novelli Iberia, goes more to the root of the problem between institutions and journalists, obviating technological questions: "I believe that the main problems of the relationship between institutions and journalists are two: the lack of professionalism in both sides and lack of alignment of interests (that has been accentuated in the last years due to the financial crisis) [...] How can we improve their relationship? Promoting face-to-face communication, and negotiation, for what is indispensable to get points of physical meeting".

Conclusions

Although institutions connect directly with their customers helped by social media tools, they also need local media in globalized world. They need experts, a third part that confirm and validate information.

The PR history demonstrates that corporations do not use social media to drift apart from journalists. These tools provide new bridges and opportunities.

Bibliography

CARRERAS, R. (2007). "21 elementos imprescindibles en una sala de prensa". Documento en línea. Disponible en <http://robertocarreras.es>. Última revisión: 15 de noviembre de 2010.

LEVINE, R. et al (1999). *El Manifiesto Cluetrain*. <http://www.cluetrain.com>. Documento en línea. Última revisión: 15 de octubre de 2010.

- MOLINA CAÑABATE, J.P. (2011). Introducción a la Comunicación Institucional a través de Internet. Madrid. Grupo 5.
- MOLINA CAÑABATE, J.P. (2009). “La consultoría de comunicación, plataforma de la investigación en comunicación Corporativa 2.0”. Actas del II Encuentro Internacional de Investigadores en Información y Comunicación. Documento en línea. Disponible en <http://www.ucm.es>. Última revisión: 21 de diciembre de 2010.
- PINO, I. (2007). “Examen a la Nota para Medios Sociales de SHIFT”. Documento en línea. Disponible en www.ivanpino.com. Última revisión: 7 de noviembre de 2010.
- PINO, I. (2007). “Examen a la Nota para Medios Sociales de SHIFT”. Documento en línea. Disponible en www.ivanpino.com. Última revisión: 7 de noviembre de 2010.
- PINO, I. (2007). “Cómo se prepara una nota de prensa 2.0”. Documento en línea. Disponible en <http://ivanpino.com>. Última revisión: 30 de diciembre de 2010.
- PINO, I.(2008). “Digital Snippets, nueva Nota de Prensa 2.0”. Documento en línea. Disponible en www.ivanpino.com<http://ivanpino.com>. Última revisión: 7 de noviembre de 2010.
- VENDRELL, I. (2010). “El paso de las relaciones con públicos a las relaciones con personas confirma el nuevo modelo multidireccional horizontal”, en *Medios-sociales.es* Documento en línea. Disponible en <http://www.mediossociales.es>. Última revisión: 11 de diciembre de 2010.

