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KEEPING TRACK OF A NEW ERA OF COMMUNICATION

Germany was one of the countries which suffered an enforced PR production and which also witnessed the freedom of PR, therefore examining Germany about PR could give solid results. For about 150 years, the department of PR exists, however before the Second World War, because of the regime that Germany was facing, the PRs were always under governmental control. Thus, PR was limited and seemed not very useful at that time, as the government usually forced them to promote themselves. However, things have changed and the companies put the deserved value on PR department. PR (Public Relations) is a department in every production company, which strengthens the ties between public and a certain product or the brand itself. Constant communication with public and keeping the data or the knowledge fresh on people's minds are the most significant aims to stay known for any production company. Also, while staying known, a production company should always stay valid in the eyes of their stakeholders regarding the ways to introduce or promote the products. Also, the PR should always keep a constant relationship with both internal and external environment. Obviously, the most effective tools of PR are both the online and the traditional media. Taking a lifestyle magazine called "Provinzial" in hand would help to understand how PR works in terms of solving a problem of fading knowledge about a product.

Provinzial is a lifestyle magazine of which the concept is very popular and one of the best ways to get people involved in the life in the means of living it. Provinzial, recently faced a problem of losing customers. The problem was all about the developing communication systems. People started to use online media more rather than the newspapers, TV or broadcasting. People have smart-phones from which they may reach every single news about any subject in all around the World. The media landscape and usage changed with online and mobile. For instance, we do not see people going to a store to buy a lifestyle magazine as much as they we do before. Also, lifetime magazines are social books which prefer to have it read while drinking a cup of coffee or two. Therefore, people find it easier and more accurate to read or reach the Provinzial lifestyle magazine from their iPads or any other tablets. Hence, the PR of the Provinzial should have to come up with an idea that will connect the magazine and public to each other over again.

The solution found by the PR department was expected that Provinzial decided to create an application for iPads and iPhones which easens the way people reach the lifetime magazine just by one touch. The application was free so that everybody can download it. Also, the application has a name which can reflect the aims of a lifestyle magazine. The name of the application is "Hier" means "Here". This application made sharing possible for people. People could share the articles whichever they want on social media. There was even a cooperation in which the reader could win an iPad by rating the application or by sharing it.