House journal presentation by edwin fernandes

DEFINITION A semi official printed medium of communication publishedby Institutions and BusinessHouses

House Journals Help develop a feeling of psycho - social security among employees. Help employees to be attached to the Goal of the organization- lifts Employee Morale. This helps in meeting organizational goals.

AIMS OF A HOUSE JOURNALTo create a feeling of togetherness among employees.To inform, to motivate, to educate, to empathise, toentertain.Give an outlet to employees‟ literary skills.Serve as a channel for communication betweenpeople posted to far-flung locales.

A House Journal should not look like a college festival souvenir. CFS are meant to make money, not to be in the red or be read! A HJ is vibrant and interactive, a surrogate Relationship Manager.

TYPES OF HOUSE JOURNALS INTERNAL TYPE : Contributes to bonding. Acts as a binding force in the organisation - keeping the family in the net.EXTERNAL TYPE : Projects a corporate image to public.DUAL TYPE : A mix of the above, used for internal and external communication. Some also contain advertisements e.g. 9 HJs of Airlines

FACETS OF A HOUSE JOURNALa) Good idea to carry a disclaimer “The views expressed in this magazine are not necessarily those of the Management". b) Member Association of Business Communicators of India 11

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