
Abstract

(Redesign of the Administrative Public Relations Organization) The organizational restructuring (draft) of the Media and Public Relations Office of the Provincial Council is presented in two ways: i) dual plan and ii) unification.

(2 way plan) In consideration of the functional characteristics of the Provincial Council's Office of Media and Public Relations, it was divided into i) media-oriented organization and ii) media public relations-oriented organization. (Press & Public Relations and Media Office) Divided functions based on the media and set up 3 teams: i) media planning, ii) video media, and iii) social media. (Press and Public Relations Contents Officer's Office) Three teams were established focusing on the media promotion function: i) content planning, ii) public relations strategy, and iii) opinion polls.

(1 way plan) i) Consider the functional characteristics of the Provincial Council's Media and Public Relations Office, but ii) Minimize changes in the current organizational structure in principle. Changed from the current 4 team system with 1 manager (press team, public relations team, media team, broadcasting team) to 1 team with 5 teams (press team, public relations team, new media team, information team, facilities team)

(Reallocation of Administrative and Public Relations Manpower) The manpower redistribution (draft) of the Provincial Council's Media and Public Relations Office is presented in two categories: i) dual-based manpower plan and ii) unification-based manpower plan.

(Dualization-based manpower plan) There are 16 people in the press and media department in charge and 17 in charge of the press and public relations content department, a total of 33 people. (Press & Public Relations and Media Officer's Office) The manpower is allocated to 16

people, and it is redistributed to 6 people in the press team (including officers in charge), 5 people in the video media team, 5 people in the social media team, etc. (Press and Public Relations Contents Officer) The manpower is allocated to 17 people, and the content planning team has 7 people (including officers), 5 people in the PR strategy team, and 5 people in the polling team.

(Unification-based manpower plan) The Media and Public Relations Office, which consists of 5 teams, consists of a total of 33 people. Redistributed 11 press team, 9 PR team, 6 new media team, 4 information team, 4 facilities team

(Provincial Council's public relations strategy) ii) Public relations strategies for old media such as newspapers, TVs, and radios, and ii) New media promotion strategies such as SNS and online video media are presented.

(Old Media Promotion Strategy) Divided into i) newspapers and magazines, ii) TV and radio, iii) outdoor advertisements, and iv) the Internet. (Newspapers and magazines) To strengthen two-way communication, the 'Provincial Council Promotion Press Release and Newspaper Contribution Contest' should be held in which residents directly participate. (TV · Radio) Introduce the 'Gyeonggi Provincial Council Administrative Ambassador' program in which the citizens directly participate to raise the interest of the local residents in the provincial council. (Internet) It is necessary to actively utilize the Internet video market based on various platforms such as i) smart TVs, ii) mobile phones, and iii) tablet PCs for customized publicity.

(New media promotion strategy) i) SNS (Twitter, Facebook, Instagram, etc.), ii) Online video media (YouTube, etc.), (SNS) i) Expand the use of 'Sowon', the representative character of the city council. (Online video media) The main contents of YouTube video content are selected by the Standing Committee, and the method of content delivery needs to attract the attention of the locals by collaborating with famous YouTubers.

Keyword Gyeonggi-Do Council, Administrative PR, Old Media, New Media