

The Mission of PR and Publicity Is to Convey the Advantages to as Many People as Possible

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There are an enormous number of satellites with different nationalities, operators, objectives and specifications. The word of satellites first makes me think of Communication Satellite “SUPERBIRD.” And I feel that the relationship that I have with SUPERBIRD is close to that between a TV personality and a program producer.



In Front of Hiroshima Peace Memorial stopping off after the interview (June 6, 2002)

I joined Space Communications Corporation about eight years ago. Since then, I have been engaged in public relations and publicity as a member of the Corporate Planning Department. I had wanted to be assigned to that Dept., because I originally thought that I would be able to study international law, something I had found interesting in my university days, if I was engaged in the frequency coordination covered by Corporate Planning Dept. at that time. But I was actually assigned to work on public relations and publicity. I later learned that frequency coordination had little to do with international law.

At present, my duties cover overall public relations and publicity work, centering on the production of brochures, including corporate information, service introduction and newsletters, administration of our website, as well as advertising and the creation of drafts for magazine articles. (Strictly speaking, “public relations” and “publicity/advertising” may have different definitions, but here let me collectively refer to my duties as “public relations and publicity.”)

I believe that the present mission of my public relations and publicity work is to increase public awareness of our Company, Space Communications Corporation, and to express the features of SUPERBIRD and its services to the media so that a large

number of people have a positive image about them. The target includes existing and potential customers, students and the general public, and varies depending on the objective. The ultimate goal is to ensure that more enterprises, organizations and people make good use of SUPERBIRD.



At Local Authorities Satellite Communications in Yamaguchi
(December 7, 1995)

Indeed, a mere advertisement does not immediately lead to increased use of the satellite. We always try to carry out public relations and publicity activities with consideration given to the means, the occasion and the effect to inform as many people as possible of the characteristics and the advantages of our Company, our satellite and our services and thereby achieve our ultimate goal.

It is analogous to the role of producers: we promote a personality with diverse abilities called SUPERBIRD and “produce” it in various ways to encourage more enterprises to become fans.

I often interview our customers for our PR magazine “SUPERBIRD News,” which is one such tool. I have already visited more than 50 companies to find out how our users actually use our services. When I first joined the Company, I was not accustomed to going out of the office and tried to create a draft from materials available at the Company or information from our sales staff. However, as I experience more interviews, I have been more certain that there are things that we can obtain only from actual visits.

In every interview, I normally ask the interviewee about their motivation for introducing our satellite services, the way they use the services and the advantages, points requiring improvement, and their future expectations. Interviewees come in all different types: some have prepared replies to our questions and some answer off the cuff. When I ask them a question derived from an area of my own personal interest, they give me unscripted or unexpected responses. Some information can naturally be acquired from the development of conversations. Other new information can be obtained when I dare to raise a question about it. Each piece of such information refers to details and may not be reflected in the actual articles. But conversations help me understand not only the mere facts, but also the points and characteristics of their use of the satellite. After all, interviews are communications with interviewees and

the content varies depending on the approaches or attitudes that both sides adopt. When an interviewee is not good at conversation, I may sometimes ask him or her a series of questions to get the conversation going. On the other hand, we may be lucky when they will happily give us information on areas we did not ask about or off-the-record information.

Recently, I went to Niigata to visit a certain gas company. Despite their own peculiarities, many electric power companies and gas companies use our satellite communications for telemetry^{*1}, telecontrol^{*2}, or as emergency backup lines and private circuit lines in the event of a disaster using a SNG vehicle. Three years ago, I visited four such companies. I thought that they used our services in similar ways. However, I learned that one company uses the satellite not merely to monitor and operate the gas pipelines but also to identify weak electric currents flowing along the surface of their pipelines. It is apparently not out of the ordinary to apply electric currents to pipelines to prevent corrosion, but I also heard that this allowed the pipelines to have a semi-permanent life, or more precisely for 800 years according to the calculations. This story fascinated me and made me realize the mission that is peculiar to gas companies, namely that they cannot allow any suspension in the gas supply as a utility line for society and private lives. As it happens, their key concept was “stable supply.” They repeatedly used this term in the interview.



With a slice of a gas pipe at an interview site (November 20, 2002)

In addition, although this has nothing to do with interviews, I have been able to discover the enthusiasm and personality of the interviewees, as well as some aspects of accompanying sales staff members that are often not evident in our office.



Visiting Ibaraki Satellite Control Center with my boss for a meeting (August 18, 2000)

Through these interviews, I have realized the importance of communications. As already noted, what we can learn varies depending on the communications we have with the companies that we visit for interviews. These communications help us acquire more information. From a different aspect, we cannot keep up with the trends and

information of a company without internal communications. Moreover, I believe that we can only be effective in our public relations and publicity activities if they can reflect the information we obtain, so that we can communicate with invisible users and potential customers existing at the other end of the media.

These days, we deal with a broader service menu and more applications. Our range of services is expanding, including the launch of a new project in response to the broadband era. In satellites as well, our business is expanding, with the acquisition of the rights to use C-band transponders on Spacenet 4 and AMC-13 of SES Americom.

In the future, the target and objective of our public relations and publicity activities will diversify further and their roles will become more significant. Recently, in addition to the traditional challenges, we have been facing new challenges to our roles in society, such as achieving our corporate values and making a social contribution.

I sometimes regret not having communicated something sufficiently. But always bearing in mind that I must make positive communications my policy, I plan to redouble my daily efforts to ensure that as many people as possible are aware of the appeal of Space Communications Corp. in general.

*1 Telemetry: Remote monitoring of facilities supplying electric power and gas

*2 Telecontrol: Remote control of facilities supplying electric power and gas



Always impressive: the Ibaraki Satellite Control Center at dusk (November 27, 2002)