**Target's Communications Changes Address Employee Concerns**

Target store employees were becoming frustrated with the lack of direct communication from the company, and instead learning about major decisions through the news. The communications team responded by launching an internal newsletter to keep employees in the loop, and the increased transparency has been well received, said Dustee Jenkins, senior vice president of communications at Target.

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<http://www.prweek.com/article/1410966/series-crises-flipped-targets-internal-comms-strategy-its-head>