



Public Relations and Publicity

Definitions of Public Relations and Publicity



- ❑ Public relations include all the activities that a hospitality and travel organization uses to maintain or improve its relationship with other organizations and individuals.**
- ❑ Publicity is a public relations technique, which involves non-paid communication of information about an organization's services.**

Roles of Public Relations and Publicity



- a. Maintaining a positive public presence**
- b. Handling negative publicity**
- c. Enhancing the effectiveness of other promotional mix elements**

Publics Served by a Hospitality and Travel Organization



Internal publics:

- a. Employees and employees' families**
- b. Unions**
- c. Shareholders and owners**

External publics:

- a. Customers and potential customers**
- b. Other complementary hospitality and travel organizations**
- c. Competitors**

Publics Served by a Hospitality and Travel Organization



External publics:

- d. Industry community**
- e. Local community**
- f. Government**
- g. The media**
- h. Financial community**
- i. Hospitality and travel schools**

Developing a Public Relations Plan



- 1. Set public relations objectives**
- 2. Decide on in-house public relations or agency**
- 3. Establish tentative public relations and publicity budget**
- 4. Consider cooperative public relations**
- 5. Select public relations and publicity techniques**

Developing a Public Relations Plan



- 6. Select public relations and publicity media**
- 7. Decide on timing of public relations**
- 8. Prepare final public relations plan and budget**
- 9. Measure and evaluate public relations success**

Public Relations and Publicity Techniques



Three distinct categories of techniques:

- 1. Continuous public relations activities**
- 2. Pre-planned, short-term activities**
- 3. Unpredictable, short-term activities**

Public Relations and Publicity Techniques



- 1. Continuous public relations activities:**
 - a. Local community involvement**
 - b. Industry community involvement**
 - c. Newsletters, newspapers, and company magazines**
 - d. Employee relations**
 - e. Media relations**

Public Relations and Publicity Techniques



1. Continuous public relations activities:

f. Media kits and photography

**g. Shareholder, owner, and financial
community relations**

**h. Relations with hospitality and travel
schools**

Public Relations and Publicity Techniques



- 2. Pre-planned, short-term activities:**
 - a. News or press releases**
 - b. News or press conferences**
 - c. Ceremonies, openings, and events**
 - d. Announcements**
 - e. Feature stories**
 - f. Press and trade seminars**
 - g. Marketing research**

Public Relations and Publicity Techniques



3. Unpredictable, short-term activities:

a. Handling negative publicity

b. Media interviews

Steps Involved in Establishing Good Media Relations



- ❑ Always provide honest, factual information.**
- ❑ Do not show favoritism toward any individual stations, newspapers, or magazines.**
- ❑ Give news releases to all the media at the same time.**

Roles of Public Relations Consultants



- 1. Define public relations objectives**
- 2. Select public relations activities and media vehicles**
- 3. Use media contacts to get coverage for clients**
- 4. Provide creative services to develop various materials, programs, and events**

Roles of Public Relations Consultants



- 5. Conduct research to measure and evaluate the effectiveness of public relations activities and various aspects of an organization's image among publics**
- 6. Provide specialized assistance in dealing with specific publics**

Benefits of Using Public Relations Consultants



- a. Employ some of the best public relations professionals in the country**
- b. Broad scope of experience; more objective**
- c. Media contacts**