AOHT Hospitality Marketing

Lesson 9

Public Relations

Teacher Resources

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| Resource | Description |
| Teacher Resource 9.1 | Guide: In the News |
| Teacher Resource 9.2 | Answer Key: Public Relations Anticipation Guide |
| Teacher Resource 9.3 | Assessment Criteria: News Release |
| Teacher Resource 9.4 | Key Vocabulary: Public Relations |
| Teacher Resource 9.5 | Bibliography: Public Relations |

Teacher Resource 9.1

Guide: In the News

For the news release activity, the students need an assortment of articles that are examples of public relations communications in the hospitality and tourism industry. These articles may come from newspapers, magazines, trade journals, and so on. Ideally, you need at least one article for every two or three students in your class. The majority of the articles should be intentional PR—that is, articles designed to put a company in a positive light. In addition, try to include some crisis PR in which the company is managing a difficult situation or some strictly factual articles that may not be the result of a specific PR campaign. Remember that public relations means using the media to broadcast positive stories about your business.

Begin searching for articles in your local daily and weekly newspapers. Regional magazines are another excellent source of public relations stories, as is the Internet: <http://www.prweb.com/>.

Articles That May Be the Result of a PR Campaign

* An article about the launch of a new product—for example, a new hotel opening or a new restaurant chain launching
* A positive news story about one particular business—that it’s releasing a new product, celebrating an anniversary, contributing to a local nonprofit, and so forth
* An article that emphasizes how the business is involved with the local community—for example, working as a member of the Chamber of Commerce or sponsoring a sports team or charity event
* An op-ed (opposite the main editorial page) about a particular aspect of the business, written by the owner of the business
* An article about a business owner or manager contributing to the local community—speaking at an event, volunteering, winning an award—that also includes some information about the business
* A food, home and garden, or style section article that quotes a local business and/or profiles a trendy product
* An article for the datebook or calendar section about an upcoming performance or festival, the history of a specific venue, and so forth
* An article managing bad news about the company—one that addresses a scandal or crisis (food poisoning, embezzlement, a crime that involves the business) and includes comments or prepared statements released by the company
* A factual article that reports news about the company, such as earnings (usually found in the business section), and that includes comments from the company about its future plans

Teacher Resource 9.2

Answer Key: Public Relations Anticipation Guide

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| The goal of public relations is to generate immediate sales of your product or service. | |
| My guess: | I agree I disagree |
| My reason: |  |
| I learned: | PR is different from other elements of marketing because it isn’t so focused on making an immediate sale. For example, the goal of a commercial or a print ad is to get the customer to buy your product or visit your business now. PR is about giving the customer a positive image of your company so he or she is more likely to buy from you in the future. For example, you might want to get the media to talk about your new product even before you launch it so that people are looking for it. |
| People believe and trust what they learn through public relations more than what they learn through advertising. | |
| My guess: | I agree I disagree |
| My reason: |  |
| I learned: | The public is more likely to believe a public relations story than an ad. People think that if a newspaper or TV station is doing a story about your business, that story is true and accurate. They will not make that same assumption about advertising, which they know is paid promotion. |
| If you send out a news release, the media is required to report on it. | |
| My guess: | I agree I disagree |
| My reason: |  |
| I learned: | In PR, you don’t control the message that comes out about your company. You can send out all the news releases you want, but the media has to choose whether or not to cover you—and how they present you to the general public. Or you could invite someone to review your product and they could write a bad review. |

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| An international chain of restaurants has to put just as much effort into local public relations as a small family-owned business does. | |
| My guess: | I agree I disagree |
| My reason: |  |
| I learned: | For a national or international chain, it’s important to develop a strong local identity in addition to the larger brand name. Making personal, lasting connections will keep you in business and make your business grow. Burger King and Holiday Inn are huge multinational corporations; but, just like individual hotels or family restaurants, they try to create a local connection. They want to become “our” Burger King or “our” Holiday Inn. |
| Your *trading area*—the geographic area in which most of your customers are likely to reside—is based on where your business is located and it doesn’t change. | |
| My guess: | I agree I disagree |
| My reason: |  |
| I learned: | Your trading area is based on where your business is located, but it does change. Take the time to drive for 15 or 20 minutes in various directions and at various times of day. Have someone ride with you and make note of what customers are in this trading area—and keep in mind that it will depend on the time of day. |
| A public relations expert’s main job is to write really great news releases. | |
| My guess: | I agree I disagree |
| My reason: |  |
| I learned: | Writing good news releases is important, but PR experts also need to develop good relationships with the media and help the business develop and maintain its community relations as well. |

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| Donating time, products, or services to charity might make your business look good, but the business doesn't really benefit from it. | |
| My guess: | I agree I disagree |
| My reason: |  |
| I learned: | Building goodwill in the community can help your business financially because some customers may choose to support your business specifically because of your community outreach. Donating time, products, or services to the community can also make your employees feel better about their jobs. |

Teacher Resource 9.3

Assessment Criteria: News Release

Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Using the following criteria, assess whether the student met each one.

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|  |  | Met | Partially Met | Didn’t Meet |
| The news release offers a clear angle that makes the story newsworthy. |  | □ | □ | □ |
| The lead conveys all the important information in two or three sentences and grabs the reader’s attention. |  | □ | □ | □ |
| The news release makes the attraction sound good without resorting to a sales pitch. |  | □ | □ | □ |
| The news release follows the proper format and includes all of the components of a professional news release. |  | □ | □ | □ |
| The news release is neat and uses correct grammar and spelling. |  | □ | □ | □ |

Additional Comments:

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Teacher Resource 9.4

Key Vocabulary: Public Relations

| Term | Definition |
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| community relations | Part of public relations designed to increase community awareness and positive image of the business in the community; frequently, philanthropic activities are part of community relations. |
| media relations | Part of public relations designed to increase positive media coverage, including writing news releases, hosting news events, and so forth. |
| news release | A written communication that reports on an event or other newsworthy information about a product or a company. The release is distributed to the news media for the purpose of promoting a product or a business and encouraging the news to write a story about the announcement. Also called a press release or a media release. |
| philanthropy | Support for human or social welfare. |
| trading area | A geographic area containing the customers of a particular firm or group of firms for specific goods or services. |

Teacher Resource 9.5

Bibliography: Public Relations

The following sources were used in the preparation of this lesson and may be useful for your reference or as classroom resources. We check and update the URLs annually to ensure that they continue to be useful.

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