

Chapter 10 Outline

Public Relations
What Public Relations Is
How Public Relations Can Be Applied
Internal Public relations
How Can Public Relations Be
Measured?
Publications
Trade Media
Case Examples

Competencies

1. Describe public relations.
(pp. 139–141)
2. Explain how public relations can be applied, summarize tips for directcontact PR, and describe strategies for successfully dealing with the press. (pp. 141–147)
3. Describe internal public relations, explain how public relations can be measured, and list examples of hospitality industry publications.
(pp. 147–152)