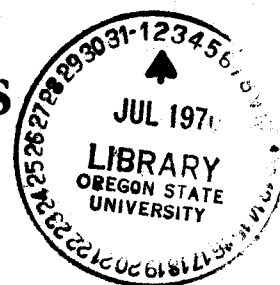


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# PROFIT

PLANNING RECREATION OPPORTUNITIES FOR INCOME AND TOURISM

## Promotion and Public Relations in Private Recreation



Special Report 296

June 1970

## Foreword

Promotion of an outdoor recreation enterprise can be one of the most important factors in achieving success. Advertising is only one part of the promotional program. A program of publicity and public relations is important in keeping the enterprise before the public. In some cases, publicity and good public relations may be all that are necessary for a good promotional program.

This publication has been prepared because of the interest and requests received from people who are considering a recreation enterprise as a source of income.

When an individual has planned, developed and opened the doors of an outdoor recreation enterprise, his survival depends on the volume of business that beats a path to his door.

The individual operator's ability as a salesman then becomes as important to the success of the enterprise as do his skills as a manager. It is well to remember that if you have a good product (recreation opportunities) your selling job will be much easier. Without a good product, the best promotional efforts may eventually fail.

This publication is designed largely for the landowner who is not trained or experienced in promoting a recreation enterprise. The large-scale recreation operator with all the knowledge and skills normally associated with the high investment operation generally has ample promotional skills available to him.

It has been my attempt to consider in this publication the various techniques available to the landowner that will help him to:

1. Decide if he wishes to promote.
2. Select the type of media he should or could use.
3. Develop a promotional plan.
4. Consider other promotion and public relation factors essential to the success of the enterprise.

Special appreciation must be given to Mr. Gerald W. Huettig, a graduate assistant with the Department of Agricultural Economics at Oregon State University, who was invaluable in gathering information on this subject. Appreciation is also given to Mr. Arnold Ebert, Extension Information Project Leader, and Dr. Russell Youmans, Extension Resource Economics Specialist, who provided valuable advice and counsel.

This publication is by no means meant to be all inclusive, but is meant to be a simplified booklet to assist you. We have approached this problem from the vantage point of the landowner who has a recreation opportunity (product) to sell and wants the public to know about it, to enjoy it, and to return to take advantage of this opportunity time and time again.

Robert L. Wilder  
State Extension Specialist  
Outdoor Recreation

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## Promotion and Public Relations

in

### Private Recreation

Promotion of an outdoor recreation enterprise can be one of the most important factors in achieving success. Before a promotion program is undertaken, all the pertinent factors must be analyzed to determine the feasibility of promoting. If the enterprise is worth developing it should be worth promoting and this means a thorough promotional plan should be developed. Included in the plan should be consideration of enterprise information, from where your customers will come, market areas, your promotional objectives, your promotional budget and what media to use.

Once the plan is developed, an effective method of putting the plan into action is necessary along with constant evaluation of results.

Advertising is only a part of the promotional program. Publicity and public relations are important aspects of keeping the enterprise before the public. In some cases, publicity and good public relations may be all that is necessary for a good promotional program.

#### Deciding Whether to Promote

Let's assume that an operator is going to promote or he wouldn't be reading this publication. This being the case, there are some questions the operator should answer as he prepares to develop a plan for promotion. The operator will need to know if this promotion will stimulate sufficient business at prices which will cover all costs, including the promotional costs of advertising. Whether or not such a volume of sales can be stimulated through advertising depends upon the combination of conditions that exist in respect to the activity or

service being offered. Among the conditions which may exist, five are considered by many to be very important. They can be analyzed by answering the following questions<sup>1</sup>:

- Is the demand for the service or facilities favorable?

Advertising and promotion is particularly helpful to a product that is known to have an increasing recreational demand.

Recent studies show that increase in income, leisure time, mobility and population are causing marked increases in the demand for outdoor recreation facilities. However, other factors that influence demand should also be taken into account, such as location, surroundings, quality of the product, etc.

It seems fundamental that advertising is likely to be more effective if the operator has a favorable demand than if he is operating with an adverse one.

This condition seems to be generally favorable in recreation as most forms of outdoor recreation have been experiencing an increase in demand.

- What about the area or service is unique?

If an enterprise operator cannot tell the public ways in which his facility is different from similar enterprises, advertising will be far less helpful to him than if he can point out differences that are real or at least plausible.

Advertising and promotion are likely to be most effective when there is an opportunity to differentiate your enterprise from other similar enterprises.

Emphasis of qualities or characteristics of an enterprise that make it different from similar competing enterprises can be extremely advantageous in the attraction of customers. Implanting these qualities and

characteristics in the customer's mind increases that enterprise's share of the market for the type of recreation.

Product differentiation can be of different forms and magnitudes. For example, differentiation in fish pond enterprises may consist of the type of fish in the pond. Differences in scenic rides being offered to tourists would be the areas and sites to be seen. Generally, the greater the differences, the greater the opportunity to stimulate selective demand by advertising.

- What are the hidden qualities of the facility or services?

Advertising and promotion can be used effectively for a product when several of its characteristics are not readily known.

If a prospective customer can learn all he needs to know about an enterprise through visual observation, advertising has little chance of being effective. Qualities within an enterprise which cannot be seen tend to increase customer reliance upon that particular enterprise. Examples of hidden qualities are safety features built into a ski lift, the experience behind a guide of a hunting party or the number of fish in a pond and the probability of success.

- How can you cater to certain human needs or desires?

Advertising can make effective use of human motivation. For example, in the case of oranges, effective health appeals have helped to build demands for products of the California and Florida Fruit Growers. The importance of health to success and happiness has been increasingly stressed to the public.

Health would appear to be a powerful emotional buying motive in the outdoor recreation industry, as physical activity is usually highly correlated with good health. Other emotional buying motives that might

stimulate demand are "prestige, security, achievement, adventure, family affection or aesthetics."<sup>2</sup> Boating, big game hunting and golfing at country clubs may appeal to the prestige motive. Family camping facilities may appeal to the family affection motive. The types of motives which may be appealed to by outdoor recreation enterprises are numerous and vary considerably depending upon the enterprise.

Advertising and promotion can be highly important for increasing the demand for the enterprise where appeals can be made to powerful human buying motives.

Do you have sufficient advertising funds?

A too-timid advertising program is more likely to lose money for the operator than win clients. Advertising must be on a scale large enough to make an effective impression upon the potential client. Consequently, the size of the advertising fund is highly important in any appraisal of advertising opportunity.

The sale of hunting privileges on a ranch may be small in number, but the price at which they are sold may provide a considerable margin for advertising. On the other hand, the sale of mementos and souvenirs may net a small income per unit but the number of units sold may provide an adequate margin available for advertising.

The key word is adequate. More is involved in the question of adequacy of funds than whether or not there are dollars available. There should be considerable flexibility in use of funds as well. For example, during initial or introductory periods, funds needed may greatly exceed those needed for a continuing effort.

Advertising and promotional programs must be supported by an adequate budget for a sustained, coordinated program.



If these preceding five conditions are present for an enterprise, one could reasonably infer that the opportunity to stimulate demand through advertising is very good. In practice, the presence of all five of these conditions may seldom be observed. However, different combinations of some of these conditions may make advertising opportunities favorable. In fact, an unfavorable condition can be, and often is, offset by a favorable condition. The net effects of the combinations of conditions must be weighed and evaluated by the operator of the recreation enterprise.

There are many other conditions in addition to the five just discussed that are considered to be important in evaluating promotional opportunities. For additional information contact your County Extension Agent.

#### Developing a Plan for Promotion

In making the promotion plan one must consider the various methods of promotion and determine what combination best serves his needs. Some of the alternatives which Dailey<sup>3</sup> discusses should be considered here.

##### I. Advertising to users

This method, which is the most obvious, utilizes standard consumer media such as newspapers, radio, television, etc.

##### II. Joint promotions

Many recreation enterprises in an area find it beneficial to advertise as a group, the idea being to inform the prospective visitors of all the recreation facilities available in the area. This type of advertising is usually directed at tourists who will stay in the area for two or three days or more and who want diversified activities during their stay. Some organizations which promote in groups in Oregon are the Travel Information

Division, Chambers of Commerce, Deschutes County Advertising Committee, the recreation associations or park and recreation agencies. Many other organizations may be in existence in your area.

### III. Pricing

To the user, the price may be an index of quality or an indication of whether or not he can afford to use the facility. Prices are related to prices of competing enterprises, alternative purchases and in some cases the ability of the user to pay. Promotion should be coordinated to take advantage of price changes corresponding to seasonal rates of use.

### IV. Publicity

A great deal of promotion can be obtained by informing news editors of your enterprise and give him an interesting article that can be used as a feature in a newspaper. Publicity can also be obtained by talking to groups and associations which are interested in your enterprise. For example, a guide service enterprise operator can talk to fishing and hunting clubs. Camping clubs exist in some areas which would be good targets for a campsite owner. Saddle clubs and posses should be contacted by a riding stable owner.

Those just listed are some of the promotional approaches which may be available to the promoter. The proper combination or promotional mix can be determined only by appraising the alternatives according to what is from the community, other recreation enterprises, and the degree of competition being encountered.

### Promotion Budgeting

Determining how much to spend on promotion is very difficult and in many cases, the recreation operator may never know whether the amount he

is spending is the right amount. Many methods to budgeting for the promotion program are in use. Some of these methods are<sup>4</sup>:

### I. Simplified Marginal Method

With this method, advertising expenditures are increased until the last unit of advertising cost equals the price of the last unit sold. This approach is the essence of all approaches in that the promoter will maximize profits by continuing to spend as long as each dollar spent adds more than a dollar to total profit. However, it has limitations in that a unit of advertising costs may be difficult to determine and it may be difficult to relate added dollars spent on advertising to added numbers of users.

Also, much advertising may be thought of as an investment rather than an expense as the advertising objective may be a long run increase or an attempt to develop user confidence in the particular facility rather than to increase the number of users within an immediate time period.

If these problems can be overcome, the marginal method is one of the best ways to determine how much to spend and when to stop, and provides a criterion for judging other methods.

### II. Percentage of Sales Method

This method involves taking a percentage of past or expected sales as the amount to be spent on promotion. A variation of this method is where a fixed percentage of sales is used, this percentage may vary according to conditions or seasons.

This is a very popular method and has received widespread use in business. Its advantages are that it is simple to calculate, and it is related to funds available as a result of the previous year's income or expected income from the future year.

### III. All-You-Can-Afford Method

This might be a logical approach, providing the cost of advertising

is less than the additional profits obtained as determined by a marginal analysis. In many cases, this approach may lack logic; however, many reports indicate that it receives rather wide use.

Other methods or combination of methods are possible in order to determine how much you should budget for promotion.

Whatever method is used, you should consider the following:

- A. Strength of the commitment to a promotion program . . .
- B. Newness of the enterprise. It always takes more money to launch an enterprise that is not well known . . .
- C. Type of enterprise.
- D. Prospective market.
- E. Sales outlook.

Another consideration, perhaps one of the most important, is the cost of the advertising. The rates charged by the various media differ considerably depending upon the location and the coverage obtained. Since there are so many rates in existence, examples will not be cited here. It is recommended, however, that before the final determination for the budget is made, the recreation operator contact the local media which are available to get exact quotations of the rates they charge, and the advertisement plans they offer.

### Media Selection

Once the promotion goals and objectives, the market, the amount of money to be spent, and the "promotional mix" are determined, the recreation operator is ready to analyze the various types of media and determine the combination which best suits his needs. In planning the media mix, the operator will want to consider such factors as cost, coverage, markets reached and content. He should therefore make a full examination of the media available.

## I. Word of Mouth

This is believed to be the least expensive but most effective method of advertising. A prospective customer is much more likely to be influenced by the testimony of another person who has used your facilities and has been favorably impressed. This, of course, requires that you have a quality product and do all that is necessary to insure that the customer is fully satisfied with his use of your facilities and will want to recommend your enterprise to others. In some cases, word-of-mouth is all that is necessary to provide a steady flow of customers once the enterprise has been established, providing that the customers have received a favorable impression and are pleased with the service.

## II. Outdoor Displays and Roadsigns

Since most outdoor recreation enterprises are reached by automobile and many drivers lack exact knowledge of the location of your enterprise, roadsigns and outdoor displays can significantly influence the number of customers you have. Attractive signs that explain what you offer and where you are located should create an impression that will persuade the customer to use your facilities rather than your competitor's. Your signs and displays should be different from your competitor's and delineate the features of your enterprise that are different from or in addition to those of your competitors. Directional signs should be placed according to state and federal law at any road junction where the driver might make a wrong turn. They should be well maintained at all times and should never be obscured or hidden by weeds growing up around them.

## III. Newspapers

Newspapers can be a very effective method of informing your prospective customers. Two characteristics of newspapers which make newspaper

advertising effective are (a) intensive coverage, and (b) flexibility and timeliness.

"The chief value of newspapers is their intensive coverage of the cities and surrounding areas in which they circulate. Almost every family buys or sees at least one newspaper a day."<sup>5</sup> The number of people being reached, however, should not be confused with the number of prospective customers being reached. The value of newspaper advertising is high, therefore, only if the proportion of the people who might be interested in your enterprise is high in relation to the total population of the people to which the newspaper is circulated. Another idea to keep in mind is that newspapers can provide selective coverage to a specific group of people. For example, a fish pond operator wants to reach the men and boys so his advertisement is best placed on the sports page. Resort owners and vacation farm operators have an opportunity to reach a large proportion of prospective customers by advertising in special travel and vacation editions or sections of some newspapers. In general, newspapers can enable the advertiser to pinpoint his campaign and go after markets heavily loaded with prospective customers.

Flexibility and timeliness can be crucial factors in stimulating demand. Many recreation enterprises operate on a seasonal basis which makes timing of advertising especially important. Since you are providing outdoor facilities, changes in weather greatly influence demand. A ski resort operator finds it wise to obtain wide and intensive coverage for the opening of the skiing season. During the season, he wants to keep his customers informed of the skiing conditions with special coverage going out after a heavy snowfall has improved skiing conditions.

A water sports facility operator wants to put special emphasis on his advertising campaign during unexpected periods of hot weather. News-

papers enable the advertiser to deliver the message at the most opportune time.

Limitations of newspapers include short life and hasty reading. A newspaper contains the news of the day on which it is printed. It is usually read that day, then discarded and is of no further value. In many cases the reading is done during short periods of time which induces hasty, perhaps incomplete reading, which detracts from the usefulness of newspapers as an advertising medium.

#### IV. Magazines

Two characteristics of magazines that make them desirable methods of advertising of recreation facilities are:<sup>6</sup>

##### A. National coverage at low cost

National coverage may not be as intensive and as low in cost as some other types of media; however, magazines have provided satisfactory results in some cases. This might be an important consideration for a nationally known ski resort or a vacation resort operator near a famous geographical attraction such as Crater Lake.

##### B. Selected audience

The selected audience characteristic may be very important for many recreation facility operators. Special interest magazines, such as camping magazines, sportsman's magazines, skiing magazines or travel magazines can provide information outlets to groups of people specifically interested in the facility you have to offer.

Other advantages of magazines are:

##### C. Long life

Magazines are kept around the home longer than other media; are often used for reference and may be passed on to several readers.

#### D. Prestige

Many magazines claim that advertising in them lends prestige to the product advertised. There is little doubt that some magazines do add prestige, and that some (e.g., the pulp magazines) do little for a product's prestige."<sup>7</sup>

Disadvantages of magazine advertising include lack of flexibility and lack of timeliness. Many magazines have national coverage which limits their ability to provide for specific needs of a particular region. Timeliness is impaired because of the length of time required from the time the advertisement goes to the publisher and the time the magazine is published and disseminated.

#### V. Television

Television has a distinct advantage over other advertising media because it registers its message both by sound and picture.

"Among its many advantages are the following:

##### A. Impact

Since television brings into the viewer's living room a combination of sight, sound and motion, it is almost the equivalent of a door-to-door sales call.

##### B. Flexibility

There are few directions in which a television user cannot move. Whether he wants to demonstrate his product, create a mood, use a hard sell or some other approach, he usually finds some form of television commercial that will do the job.

##### C. Mass Coverage

Television covers for long periods of time people not exposed at all (or exposed very little) to the other media. It is in the major metropolitan areas a truly mass medium serving all classes of people.



#### D. Repetition

In certain types of promotion repetition is quite important. Television can repeat several times during the day, or at certain times of the day when your potential is highest, the message you want communicated."<sup>8</sup>

Going along with these distinct advantages is the disadvantage of a relatively high cost. If the use of television is determined to be desirable, cooperative advertising may be necessary to meet the cost.

"Most often, entrepreneurs offering comparative services within a region will attempt joint sponsorship of television commercials. Travel associations within a state, for example, attempt to attract travelers to that state and solicit advertising funds from member businesses . . . This type of cooperation in obtaining the cost of advertising is essential where the costs are high in a large marketing area. Preparing commercials should be the business of a commercial advertising agency. In the event you do wish to prepare a TV commercial on your own, your best bet is to work closely with the staff of your local television station."<sup>9</sup>

#### VI. Radio

Radio advertising also has certain distinct advantages for advertisers. "Its use of the spoken word makes advertising on it not only more personal but also more persuasive and more interesting."<sup>10</sup>

Timing of radio advertising is very important as you want to send your advertisement (ad) out when the greatest number of potential customers is likely to hear it. Messages must be short, appealing, and concise.

"If you are dealing with a radio station that is very popular in the area, the best times to have an ad on the air are between 7:00 and 9:00 a.m. and 4:00 and 6:00 p.m. when many people are traveling."<sup>11</sup>

The length of time a radio commercial is on the air is very short, ranging usually from 15 seconds to one minute. This requires that the ad be well planned and rehearsed in advance to cover the specific information you want covered.

Cost of radio advertising may vary considerably depending upon the location of the station you advertise from and the size of population it covers. Advertising from a station in Corvallis for example, may cost much less than advertising from a station in Eugene or Portland where coverage may be much broader.

Other considerations which may be important should be pointed out here.

"Radio is a flexible medium with which an advertiser can cover one locality or the entire country. He can contract for a few seconds of time or for much longer periods. He can advertise on the day and at the hour he wishes (assuming facilities are available). He can change his copy at the last moment if conditions demand it. He can vary his message from section to section of the country."<sup>12</sup>

Disadvantages of radio advertising should also be considered. A listener can tune in to only one program at a time. If he doesn't happen to have his radio on the particular station at the particular time your commercial is broadcast, he will never hear it unless it is repeated. If a commercial is not of good quality, the listener may be bored or annoyed, and build resentment toward your product. These disadvantages generally do not hold for other types of media.

## VII. Brochures

Brochures can be one of your best and least expensive methods of advertising. It is a direct means of advertising in that it goes primarily to those who are specifically interested in your enterprise. They

may be mailed to interested persons in response to inquiries. They are distributed at tourist information centers and in travel racks and displays where large numbers of interested recreationists pass by. They are given to customers who pass them on to other interested people.

You may wish to enlist the services of a professional firm to design your brochure or you may chose to design it yourself. Either way, some important points should be considered.

"You are faced with the challenge of completely telling the story of your enterprise, usually on an 8-1/2 by 11 inch sheet of paper folded twice lengthwise to provide you with six surfaces. Utilize artwork and photographs of professional quality. Include a map that clearly directs customers to your entrance. Include a breakdown of your rates . . . details on reservations and other instructions that you may wish to get across. Provide complete information on mailing address, telephone number, services provided, eating facilities, overnight accomodations and primary attractions both in your area and surrounding it. Sell the entire vicinity since only rarely will the customer use your facility alone . . . A good brochure, once well designed, can be used year after year with only minor revisions."<sup>13</sup>

The important points to consider then are the ability of the brochure to reach people specifically interested in your enterprise, to give people information about all the various activities available in your area, and the ability to be used for many years with only minor revisions.

#### VII. Postal Cards

There are many good ideas on the use of picture postcards to catch the eye of a prospective customer.

"These postcards can be used in answering inquiries from potential customers, as well as for jotting notes to customers, confirming reserva-

tions, and for the customer to take home and use. Printing is surprisingly inexpensive for full color cards ordered in quantity."<sup>14</sup>

Postcards can be made in various sizes and shapes and display pictures of one or more sights of attraction at your enterprise. You may also develop and portray your own unique "coat of arms," such as a picture of a pheasant in flight, a skier, or a fisherman, which identifies specifically with your enterprise. Cards can also be developed for special occasions such as birthdays, holidays or the opening day of the season. Indeed, picture postcards offer a wide variety of opportunities to "show" your facilities and encourage prospective customers to use them and past customers to come again.

#### IX. Stationery

When writing to potential or past customers, it is important to do whatever is possible to insure that whoever receives the letter remembers from whom it came and for what purpose. Attractive letterhead stationery and envelopes with the name and address of your enterprise printed on them, do much to catch the eye of your customer and make an immediate favorable impression.

#### X. Directories

Many types of recreation enterprises maintain directories listing the facilities available by type of enterprise for a state, region, or other specific geographical area. These directories are distributed by travel agencies and information centers in response to requests by people interested in that type of enterprise. Be sure to determine what directories are available for your enterprise and have your enterprise included in the listing.

## Publicity and Public Relations

### I. Publicity

Publicity differs from advertising in that publicity is generally not paid for. It consists of news or information of public interest and is intended to convey a favorable impression of your business.

Public relations consists of "the planned effort to influence opinion through acceptable performance and two-way communications."<sup>15</sup>

Publicity can be obtained through any of the various news media providing the editors and producers have the news well in advance of the time it is to be used and are convinced of the accuracy and newsworthiness of the information.

#### A. The News Release

A famous man once said, "If its news, see your editor; he will take it from there." However, when you are to contact an editor, doing some preliminary work might be well worth your time. Remember:

1. When possible, the editor will want the news no later than the day it happens.
2. Most editors will insist on accuracy.
3. To type your story double spaced on one side of the paper only. Leave ample margins (1-1/2") both left and right. (See your editor.)
4. To type your name at the upper left hand corner.
5. Don't guess at vital statistics such as addresses or business or professional titles.
6. Write simply and briefly.

7. The newspaper always throws away three times as much copy as it prints, so it is easy to see why the man who gets his copy and pictures in early stands the best chance of having them published. Know deadline dates of the paper. (See your editor)

8. Don't try to pad a simple story.

9. Don't attempt to air grievances.

10. Remember that when you have something you want in the papers to promote your own business and interest, the paper is doing you a favor by publishing it.

11. Editors insist that their sources of information be dependable.

12. An editor must judge a story by its interest value.

13. Never be too busy to see a reporter.

14. Don't try to dictate to the newspaper how publicity or news should be handled.

15. While there is no direct connection between advertising and news departments of a modern paper, it is a good judgment to buy some space now and then to promote any venture by which you are trying to raise money by charging admission.

16. There are certain simple fundamentals which must be observed in writing for newspapers. Unlike most other forms of writing, the structure of the news story compresses the interesting features of the situation within the introductory paragraph. In other words, a good news story starts with the climax, keeping the minor details for the closing paragraph. (Remember - if its really news, the paper will write the story.)

17. A good news story should be written so it can be chopped off anywhere after the first paragraph--as is frequently the case when

news requirements and space restrictions conflict.

18. The old formula of the five w's--who, what, when, where, and why, still form the basis for most good news stories.

19. The writer should weight carefully the important and most interesting factors in his story and select for the lead the one with the greatest attention-getting power.<sup>16</sup>

#### B. Getting Your Share of the Action

Publicity in newspapers can take almost any form, including feature articles, editorials or regular news. If the enterprise operator wants to insure that he gets his share of the action, he should make use of the following criteria:

1. In planning your publicity program, discuss with the editor the types of stories in which he is interested and how the news should be handled.

2. Coordinate the news service under one person or group of persons who are available to the newspaper when they are needed.

3. Treat reporters with the same courtesy that you expect to receive.

4. Be frank and honest in discussing news stories.

5. Prepare the releases in a style that is recommended by local newspapers.

6. Supply the press with copy that has news of value.

7. Keep a directory of city editors, department editors, photographers and reporters.

8. Maintain a weekly calendar and future events book that may be shared with reporters and photographers.

9. Permit the reporter freedom to interview professional workers or guests at your enterprise.

10. Brief the reporter in advance of special events or meetings, letting him know what problems and issues will be brought up for discussion.

11. Hold a press conference when something significant happens.

12. Treat all papers alike, even when you may feel a dislike for the personnel and policies of a particular paper.

13. Compliment editors and reporters for the way they have written and presented a story, but never for publishing the story.<sup>17</sup>

#### C. Magazines

"Magazines devoted particularly to your area or interest, such as sportsnews magazines, camping magazines, travel magazines, etc. will be on the lookout for feature stories. It may be to your advantage to encourage a professional writer to do a story on your operation and he, in turn, would sell it to the outlet . . . If you are skilled in writing, you may wish to prepare the story yourself. Above all else, a feature story must be loaded with interest and appeal for the audience for which it is intended . . . It is important that feature stories be illustrated with professional quality photographs." <sup>18</sup>

#### D. Television

Your enterprise may have special characteristics which can make an interesting presentation on television. "Many people share your interest in outdoor recreation and there is an excellent likelihood that you will eventually locate local time for the presentation of an outstanding story. Make it a point to invite television and radio people to your enterprise and help them to identify possible human interest stories."<sup>19</sup>



Remember that television programs must be well prepared. Use any aids which may be available such as displays, slides, motion pictures or photographs.

#### E. Radio

"1. It is probably easier to obtain time on the radio than through television.

2. Most stations are happy to cooperate if you have a good program to present.

3. Many radio stations broadcast twenty-four hours a day and offer a variety of opportunities for communicating with their vast audience through regular programs, spot announcements, news casts and special mentions worked into a script."<sup>20</sup>

In addition to use of various media, publicity can be obtained through personal contact with various organizations in the community and presentation of programs at these meetings. Therefore, if program chairmen of local organizations know you have an interesting program, you will be surprised at the number of offers you may receive.

It is important to keep the sales promotion pitch at a very low key and remember that you have been invited before this group to entertain and inform . . . You are certain to leave your audience with a bad taste if you do nothing more than deliver a sales talk.

#### II. Public Relations

Public relations were described above as being a planned effort to favorably influence public opinion. Some excellent ideas for programs which could have considerable influence in your community are:

- "• Plan special activities and set special rates for school, church and civic groups that are repeated visitors to your enterprise.

- Promote public service contributions, such as benefit days for

welfare groups, the community chest and other important fund drives within a community, a special party day for retarded children and selected benefits.

- Sponsor a community-wide, anti-litterbug campaign, or some other community action program that relates to your own interest in operating your recreation facility."<sup>21</sup>

- Public relations should never be restricted to periodic special events. It requires continuous emphasis and includes:

- Courtesy and helpful assistance to all visitors by all employees of the enterprise.

- Proper maintenance and sanitation of facilities to insure safety and maintain the appearance of the enterprise.

- Prompt action to solve or avoid problems which affect your visitors.

- Favorable relations with community organizations and news media.

- Honesty and sincerity on the part of all who are affiliated with your enterprise.

### III. Other Considerations

The size of the recreational enterprise will control the extent and method of promotion. These are some ways other recreation operators have advertised successfully.

- Local and metropolitan newspapers sometimes have a special section on the sports page for advertising anything associated with outdoor recreation. A day of hunting or fishing for the outdoor editor may be worthy of consideration.

- State and national sportsmen's organizations often have membership newsletters.

- Local Chambers of Commerce may use your prepared brochure in answering inquiries. Use attractive stationery for your own correspondence.

- Sporting goods dealers and filling station and motel operators may want to join you in a cooperative promotional project.
- Trade and professional journals have listings. Some large companies have a budget for entertainment of their employees and clientele.
- Brochures can be supplied for booths at various annual boat, sport, and travel shows (Portland, Seattle, Los Angeles, San Francisco, Denver, Chicago, etc.).
- You might offer to supply TV sportscasters special experiences or services for program material.
- Roadside signs, of quality, are an inexpensive means of year-round advertising.
- Take advantage of opportunities for free publicity. Remember many things you do may be newsworthy. For example, the spotting of an exotic game bird on your land or other wildlife may be of local interest.
- Successful operators of recreation enterprises have said time and time again that a good product and satisfied recreationist are your best advertisement.

#### Using the Services of an Advertising Agency

In organizing an advertising program, the recreation operator may want to enlist the services of a commercial advertising agency. Whether or not this would be advantageous, probably depends upon the size and scope of the facility being offered and the location and characteristics of the people to be reached. If the desired promotional program involves a large expenditure and a fair degree of complexity, the operator should consider the following characteristics that an advertising agency can usually offer:

## "I. Specialized Skills

An agency can afford to retain highly skilled specialists which a single marketer could not justify on his staff. The cost of these may, of course, be spread over the various clients served by the agency.

## II. Objectivity of Viewpoint

Most marketers have some difficulty analyzing their own promotion problems. It is valuable to bring to promotional problems an outside objective point of view, especially if it is made valuable by experience with other clients' problems and experience in related fields."<sup>22</sup>

These characteristics can be of great benefit in analyzing the potential of the promotion program and the strategy to be used.

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