



Front & Back of the House

Embracing PR One Targeted Campaign at a Time



Gael Hees

Oct 1, 2018

Have you heard the term “free PR?” Many people think that the role of a public relations professional is to simply send out news releases on various company activities and events. Yes, a news release may get picked up by a newspaper or magazine, the resulting article would be free and



IN THIS ISSUE

Robin Leach (1941-2018)

Photos by Tom Donoghue London, England-born Robin Douglas Leach was widely known as host of *Lifestyles of the Rich and...*

Don Chareunsky | October 2018

Hot Off the Grill

The Las Vegas Food & Beverage Professional recently attended the Celebration of Life for Robin Leach hosted by The...

The Las Vegas Food & Beverage Professional | October 2018

Wine Talk with Alice Swift

As you may or may not know, I have many different interests. Even in the beverage field, I love...

Alice Swift | October 2018

What's Brewing

Astronomy Aleworks Now Open in the Booze District After anticipating its opening for several months,

would hopefully be of benefit to your restaurant. But an occasional news release is only a tiny portion of the tasks of someone in the PR role.

Whether a restaurant works with a public relations/marketing firm or handles those duties in-house, it is always important for the manager to know what to ask of a public relations professional and the types of challenges they can help with. According to *Effective Public Relations* (11th edition, p. 5), the definition of public relations is, “the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.”

There are several key words in this definition. One of the most important is “publics.” What are the “publics” that a restaurant manager seeks to maintain “mutually beneficial relationships” with? The first one that probably comes to mind is customers. It is vital that good relationships are maintained with customers.

Southern Nevadans now have a...

Bob Barnes | October 2018

Spirits Confidential with Max Solano

From my collection (left to right) a bottle produced from every decade beginning in the very early 1900s through...

Max Solano | October 2018

Brett's Vegas View

Restaurants Upscale Hong Kong restaurant Mott 32 will open its first U.S. outpost at The Palazzo • The Venetian this...

Jackie Brett | October 2018

Product Review

Hotbox Coffee Porter Who says beer isn't for breakfast anymore? I'm not actually suggesting you begin your day with this...

Bob Barnes | October 2018

Front & Back of the House

Have you heard the term “free PR?” Many people think that the role of a public relations professional

But what about employees and vendors? They're vital too, as are investors. What about government entities, neighboring stores and other restaurants in the area? Have you considered the media as one of your publics, the entire world when you factor in social media, and the community at-large in relation to local advertising, special events and donations?

These "publics" can be broken down into subgroups. You have local and out-of-town customers. Your vendors may be service providers (everything from pest control to accountants), food and supplies purveyors or liquor distributors. They all have different needs and require different attention.

The term, "management function," means that public relations is a series of planned activities, spearheaded by management. Public relations (PR) activities can be used to change how members of a group, or public, think and act. They can also be used to raise awareness. It is up to the

is...

Gael Hees | October 2018

What's Cooking

Photo courtesy Station Casinos Christopher Hall Appointed Room Chef at Sonoma Cellar Christopher Hall has been appointed room chef at Sonoma...

Bob Barnes | October 2018

Twinkle Toast

Photo by Erin Cooper We are firm believers that pairing wine with food shouldn't be solely reserved for fine dining in...

Erin Cooper & Christine Vanover | October 2018

Chef Spotlight

Photo courtesy Nacho Daddy Most people can walk into their kitchen, grab some chips and cheese and make nachos. Eric...

Pat Evans | October 2018

USBG Las Vegas

Eva Fleming What is the first thing one does after moving to Vegas? Join the USBG course! One of the...

manager to recognize the different publics that interface with the restaurant and understand when and how a PR effort could be of benefit.

Most formal PR campaigns begin with research to determine a baseline for the group's mindset with plans developed based on research outcomes. Research usually entails a survey, focus groups or individual interviews. However, "secondary" research can also be used. This might include a study of reviews in social media or tabulation of comment card notations for customers; paying attention to attitudes, tardiness, call outs and conversations of employees; or assessing the atmosphere of the last few interactions with one or more vendors.

It shouldn't take long for a manager to discover a few areas where improvements can be made. Rather than taking on all tasks at once, it is best to prioritize and tackle projects on an individual basis. First, let's focus on customers. Perhaps a restaurant sends out regular emails with links to a

Adam Rains | October 2018

Chef Talk

Although the current version of meatless Mondays was started in 2003, history goes much further back than that. It...

Allen Asch | October 2018

The Catering Coach

Successful catering is all about profits, NOT sales. Many times, we only see the dollar signs when considering a...

Sandy Korem | October 2018

Best of the Best

Photos by Shelley Stepanek and courtesy Rock & Reilly's LAKESIDE, one of the most gorgeous restaurants in Las Vegas, perched...

Shelley Stepanek | October 2018

The Bottom Line

Cash and credit cards have long represented the overwhelming majority of customer-based restaurant transactions. And now, as the tech...

newsletter, often with discount coupons attached. The email list is substantial, but “research” indicates that there is not a high percentage of click-throughs, or people accessing the newsletter itself. This may have been determined by looking at the analytical information provided through the mail program, or a simple tally of the coupons that are actually brought in.

There are several strategies that can be used to increase the readership of the newsletter. A PR professional would review the emails of the last several months and make suggestions about email content and the content of the linked newsletter. Suggestions might include:

- Refer to newsletter content with catchy headlines. Use power words like “simple,” “award-winning” and “quick.”
- Use headlines that use numbers, for example, “Six Ways to Save Money when Eating Out,” or “15 Foods to Order When You’re in a Hurry.”

Ben Brown | October 2018

Technology’s Influence on Guest Behavior

When it comes to emerging technologies and marketing, most of the conversation today typically focuses on apps, social media...

Steve Thomas | October 2018

Human Resources Insights

It’s not difficult to see how an engaged and approachable HR (human resources) function/team contributes to the success of...

Linda Westcott-Bernstein | October 2018

The Restaurant Expert

Do you have manager meetings? Not the passing-in-the-hall quick conversations, but actual sit-down meetings where you focus on moving...

David Scott Peters | October 2018

Epicurean Society

photos by Deanna Wong and Hanna Min A bright semester awaits Epicurean Society especially with a

- Include a cooking tip or short recipe from the chef or even from one of the employees.
- Reference the coupons that are in the newsletter.
- Include stories about customers. People want to read about people. Tell stories of first dates, out-of-state guests that come back again and again or friends from around the country that include your restaurant in their annual reunion.
- Tell a story about an employee who went out of his/her way to make a customer feel honored and pampered.

Once the changes in the email and newsletter have been implemented, it is important to monitor the results. Pay close attention to the statistics available through the email and newsletter programs and keep a close count on the coupons that are turned in. Make sure employees are aware of the changes and ask them to note comments, or even ask customers if they read a

strong 159 recruited members:...

Justin Leung | October 2018

Made from Scratch

Up until the past 100 years or so, with advances in refrigeration, food storage and chemical preservation, people had...

John Rockwell | October 2018

Hot Off the Grill

The SoCal Food & Beverage Professional recently attended the Celebration of Life for Robin Leach hosted by The Venetian-Palazzo...

The Las Vegas Food & Beverage Professional | October 2018

specific article. Continue the program for three or more months and reassess.

Gael Hees is a Las Vegas freelancer, specializing in written, graphic and audiovisual communications. She has written for national publications and has won numerous awards for tourism-related printed materials and videos, is accredited in public relations by the Public Relations Society of America and is a certified hospitality educator. gael.hees@icloud.com

Related Articles >



Robin Leach (1941-2018)

Photos by Tom Donoghue

The Las Vegas
FOOD & BEVERAGE
PROFESSIONAL

Hot Off the Grill

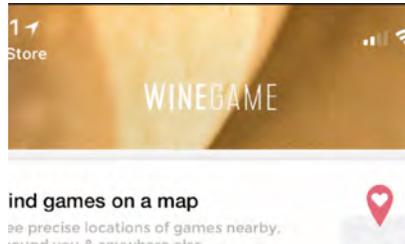
The Las Vegas Food & Beverage

London, England-born Robin Douglas Leach was widely known as host of Lifestyles of the Rich and Famous (1984-1995) and for his quote, "Champagne wishes and caviar" [READ MORE >](#)

Don Chareunsky
on Oct 1, 2018

Professional recently attended the Celebration of Life for Robin Leach hosted by The Venetian-Palazzo Resort and attended by hundreds of Robin's friends, family [READ MORE >](#)

The Las Vegas Food & Beverage Professional
on Oct 1, 2018



Wine Talk with Alice Swift

As you may or may not know, I have many different interests. Even in the beverage field, I love learning as a student for life. However, beyond just learning [READ MORE >](#)

Alice Swift
on Oct 1, 2018



What's Brewing

Astronomy Aleworks Now Open in the Booze District After anticipating its opening for several months, Southern Nevadans now have a new brewery to visit. The retro sci-fi themed brewery at [READ MORE >](#)

Bob Barnes
on Oct 1, 2018



Spirits Confidential with Max Solano

From my collection (left to right) a bottle produced from every decade beginning in the very early 1900s through the early 2000s. Photo by Joy Solano.

How many times over

[READ MORE >](#)

Max Solano
on Oct 1, 2018

[Newsletter](#)

[About](#)

[Contact](#)

[Advertise](#)



© 2019 The Las Vegas Food and Beverage Professional

