

# Public relations case study assignment

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**ASSIGN  
BUSTER**

In my eyes it is to change the story slightly but, if it causes harm/problem then it is wrong to do. I would maybe write a press release regarding the one Official and not mention that out of many he is the only one to like the product. 2. In this situation I would have a problem making the decision on the companies behave on purchasing the full-page ad. I would express that I am only the writer of the story and I would like information on the advertising pricing so I could pass it along to the advertising department for review.

I don't think it's unethical to say the story would have a better chance if we bought the ad, and I don't think it's unethical to purchase the ad either way. This is just the way the real world works. 3. In this situation I would send a mass message to the several travel writers that bringing their immediate family such as wife and kids to the resort would be allowed if they please. If you only allowed one travel writer to bring his family but, all the others didn't it would raise a concern about getting an extra promotional review on the sort.

In order to make everything equal for all the guest to bring their family. I think that the hotel would get much better reviews in the article to show that the hotel is family friendly. I think that treating one guest differently than others in this situation would raise too much concern. If you were to tell the writer he could not bring his family he might not come and probably write that the management is unreasonable and you don't want any bad press to come from this situation.