

Case 13.

Many managers - from plant directors to city mayors and governors - are surprised: why do journalists write so little about them in newspapers (speak on the radio, show on television)? I would like to answer: if you invite them to visit, show them your farm, tell them about your work - then you will get the desired result. This kind of organized event is called a press tour. When organizing such a press tour to the region, you should think through a number of events, not forgetting to identify those responsible for their implementation.

Questions and tasks:

1. What events are held as part of the press tour?
2. Propose a program for a press tour in the Pechora-Ilychsky Nature Reserve.
3. What problem should such a tour solve?