

# Visions in Leisure and Business

---

Volume 3 | Number 2

Article 12

---

1984

## Promotion Introduction

Visions Editors

Follow this and additional works at: <https://scholarworks.bgsu.edu/visions>

---

### Recommended Citation

Visions Editors (1984) "Promotion Introduction," *Visions in Leisure and Business*: Vol. 3 : No. 2 , Article 12.  
Available at: <https://scholarworks.bgsu.edu/visions/vol3/iss2/12>

This Article is brought to you for free and open access by the Journals at ScholarWorks@BGSU. It has been accepted for inclusion in Visions in Leisure and Business by an authorized editor of ScholarWorks@BGSU.

# Promotion

## INTRODUCTION

While the authors exploring promotion represent public agencies, their messages also have direct application to the non-profit and commercial sectors. John Goldsmith of the National Park Service reviews a range of promotional techniques appropriate for any setting. Lisa Lopuszniak of the Essex County Department of Parks, Recreation and Cultural Affairs serves to underscore their application by sharing with us the execution of a well planned promotional program. Promotion is the effective selection of message strategies to reach a particular audience. The decision is audience and situation dependent.