



## **Provision of Information and General Communication**

Bay Breeze Cruise Lines are responsible for generating effective ways to communicate information to the public and assuring that the information is being conveyed in an understandable manner. In order to communicate our messages effectively, we will use multi-channel outlets to reach the largest desired target market possible.

Bay Breeze works along with the World Cruise Ship Entertainment Society (WCSES) to inform them to communicate contracts, business agreements, and entertainment on the ship, partnerships, and media coverage. Bay Breeze forwards information such as; press releases, news advisories, and fact sheets, to Lorenzo von Matterhorn, the Executive Director of the WCSES.

I. **General Public:** This section represents the overall target market that we will be reaching about information on our cruise line organization and the benefits of choosing Bay Breeze Cruise Lines to vacation with:

- New England Region
- Mid-Atlantic Region
- Boston Metropolitan Area
  - Demographics (based on 2000 Census)
    - § Population- 589,141
    - § Male- 283,588
    - § Female- 305,553
    - § Median income for a household- \$39,629
    - § Median income for a family- \$44,151
    - § Male median income- \$37,435
    - § Females median income- \$32,421
  - According to the 2006-2008 American Community Survey, the racial composition of Boston was as follows:
    - White: 56.3% (Non-Hispanic Whites: 50.6%)
    - Black or African American: 23.5%
    - Native American: 0.4%
    - Asian: 8.2%
    - Native Hawaiian and Other Pacific Islander: 0.1%
    - Some other race: 8.5%
    - Two or more races: 3.1%
    - Hispanic or Latino (of any race): 16.1%

II. **Guests:** This information will include a list of events, amenities, destinations,



dates, ports, excursions, and an itinerary of what is planned for the cruise.

- a. 50% of the prospects for cruises come from the 25-39 age group
- b. 40-59 group at about 39%
- c. 60 plus age group at 11%.
  - Families
  - Senior Citizens
  - Couples
  - Single men and women

III. **Employees:** This information will include the hiring, termination, benefits, promotion, and community relations of:

- Captain – Andrew Aus
- Seamen
- Cruise Director – Jordan Atkins
- Assistant Cruise Director – Timothy Stitzinger
- Activity Coordinator – Matthew Smedick
- Entertainment Director – John Mogley
- Custodians
- Casino Staff
- Dealers
- Bartenders
- Cocktail Waiter/Waitresses
- Cash Tellers
- General Technicians
- Dive Instructors
- Disc Jockeys
- Entertainers/ Comedians/ Singers/ Dancers/ Artists
- Hosts & Hostesses
- Waiters/ Waitresses/ Bartenders
- Chefs/ Kitchen Workers
- Shore Excursion Manager
- Youth Counselor
- Doctor/Nurse
- Lifeguards

IV. The above information will be released using:

- **Press Release**
- **News Advisory**



- **Bay Breeze Cruise Line Website**
- **Blogs**
- **Fact Sheet**
- **Television**
- **Radio**
- **Social Media**
- **Podcasts**
- **Local Newspapers**

A. **Press Release-** A press release conveys important information about the Bay Breeze Cruise Line to desired media outlets at specific times in order to highlight key facts. These facts may include announcing an event, performances, sponsorships, destinations and their specific dates, new amenities, as well as internal affairs within our corporation. The press release should be straight and to the point, giving the media enough information to get the point right away. Always make sure the release date is accurate and on record.

B. **News Advisory-** This piece of information will be short and to the point, releasing information about upcoming events and amenities on the Bay Breeze Cruise Line. Important facts will only be stated within the news advisory. News advisories are different than press releases in that advisories need follow up. To really get the attention of our media, Bay Breeze will contact them to make sure they have received our information and get them interested.

C. **Bay Breeze Cruise Line Website-** Bay Breeze Cruise Line is designed for customers seeking information about our cruise lines, package deals, destinations, events, and the various ports we will be stopping at. The website will also give our customers easy access to times, dates, and prices for every cruise ship departing and returning. Our social media websites will be linked to our page for passengers to review and reflect on their experience with Bay Breeze Cruises. We also feature a link to our website on our Facebook page and Twitter account to allow fans, followers, and customers the easy access to all of Bay Breeze's amenities.

D. **Blogs-** Accessed through our website, personal opinions as well as facts and thoughts on various topics related to our organization will be posted weekly. These posts have the ability to reflect feedback from different publics and media viewing our blog. There will be three featured blogs from the organization itself, Jordan Atkins (Cruise Director), and Tim Stitzinger (Activity Coordinator).



E. **Fact Sheets-** A fact sheet is a presentation of information that puts emphasis on key points only. These fact sheets that our organization will be releasing will accompany any press release that we distribute to the local news media. The fact sheets will include past and present accomplishments of our organization as we continue to expand as a cruise line. Bay Breezes' fact sheet will include different statistics from our organization such as number of passengers on each cruise, staterooms, weight capacity, passenger capacity, dimensions of the boat, etc.

F. **Television-** The main purpose for television coverage of our organization is to broadcast informative commercials regarding Bay Breeze Cruise Lines and what we have to offer to the general public. These television commercials will enhance the knowledge of the viewers about cruises, amenities, events, and special offers and discounts as the seasons change. Any commercial that our organization produces will be reviewed and examined for any content that is unethical or unprofessional.

List of the main local channels in Boston, MA:

- a. ABC (ABC 5) WCDC-TV
- b. NBC (7 News) WHDH
- c. FOX (Fox 25) WFXT
- d. CBS (CBS 4) WBZ-TV
- e. PBS (PBS 2) WGBH-TV

G. **National News-** To inform national outlets about our company we will strive to advertise on these national media outlets to expand our companies image and build up a solid reputation and structure to the organization. The information that we will be releasing on these news outlets is to inform the public of our cruise line and explain to them what we have to offer. This would include the information about our potential destinations, events, special offers, and excursions that our cruise line could potentially host. The commercials will also let the public know of our social media sites and will inform them about both our Facebook page and Twitter account.

- a. ABC News
- b. Associated Press (AP)
- c. CNN
- d. CBS
- e. ESPN
- f. FOX News
- g. Google News



- h. MSNBC
- i. NBC News
- j. NESN
- k. USA Today
- l. Wall Street Journal
- m. Facebook
- n. Twitter
- o. Verses
- p. Spike TV
- q. ESPN
- r. ESPN 2
- s. Travel Channel
- t. National Geographic Channel

G. **Radio-** Bay Breeze will have various audio commercials throughout the day and night advertising our cruise line and the features we offer. We will specifically market to the Boston area, because that is where our business address is located. To reach media outlets on a national and international level we will attempt to advertise on different internet radio stations such as Pandora internet radio. We will also advertise on satellite radio stations, examples of this would be XM and Sirius satellite radio. By reaching out through these various media markets we can expand our advertising to not only being local, but international which allows for our name to get out to different publics that would be interested in going on a cruise with Bay Breeze Cruise Lines.

- WBUR: 90.9 FM
- WUMB: 91.9 FM (Boston, MA), 91.7 FM (Newburyport, MA),  
1170 AM (New Orleans)
- WBMX: 104.1 FM
- WBZ: 98.5 FM
- WEEI: 850 AM
- WKLK: 102.5 FM
- WZLX: 100.7 FM
- WTKK: 96.9 FM
- PANDORA
- XM
- SIRIUS

H. **Social Media-** To market and advertise our company through social media, we have created both a Facebook business page and Twitter account. We at Bay Breeze believe that we can utilize



these sites to reach many public and the stats today say that 1 in every 5 Americans is on Facebook and that means that we could potentially connect with 20% of America which is just astonishing. By using these websites, Bay Breeze can have promotional deals through the sites so we can measure the effectiveness of our tweet or post on Facebook. The new Facebook allows an administrator of a business page to view statistics on various impressions on the raw number of times a post has been seen on your wall and the news feed of our fans. The new Facebook also allows the administrator to see the percentage of feedback on the number of comments and likes per impression.

**a. Link to Facebook:**

<http://www.facebook.com/home.php#!/pages/Bay-Breeze-Cruise-Lines/185763594788217>

**b. Link to Twitter:**

<http://twitter.com/#!/BayBreezeCL>

I. **Podcasts-** Our podcasts will include audio and video that can be downloaded from our website giving information about our organization. The main reason we are putting out podcasts, is to give our audience a different way of hearing important information. The listener does not have to be tied to a certain location and can listen at their convenience. The podcasts will be approximately 90 seconds giving only the essential information for upcoming cruises.

J. **Local Newspapers-** Bay Breeze will use the method of reaching some of our public through the local newspapers throughout the Boston area and showcase special deals and packages we have to offer for the various cruise seasons. Bay Breeze will have their own section of the paper with upcoming cruise events, shows, special guests, as well as new amenities. The newspaper will also have dates of departure and numbers to call to sign up for our cruise.

a. Boston Globe

- i. Advertise in lifestyle section
- ii. Connected with Boston.com, Twitter, Facebook,

YouTube, and Blogs

- iii. Phone applications available for Smartphone's

b. Boston Herald

- i. Advertise in entertainment section
- ii. Website, Twitter, Facebook, RSS Feed

c. Boston Business Journal

- i. Advertise in Industries/Travel section
- ii. Advertise in Event section
- iii. Website



- d. Boston Phoenix
  - i. Advertise in Life section
  - ii. Website, Facebook, Twitter, YouTube, Myspace
- e. Cambridge Chronicle
  - i. Advertise in Entertainment section
  - ii. News Alerts on Smartphone
  - iii. Website, Facebook, Twitter, Blogs

### **Image Shaping or Enhancement via Organizational Publicity**

Bay Breeze Cruise Lines aims to demonstrate a positive light throughout the region and specifically the Boston, Massachusetts area. We will work in ways to not only benefit the customers of our cruise line, but to the people in the community as well. Bay Breeze will also strive to provide services made available to the public that are both useful and helpful.

#### I. Shape and enhance Bay Breeze Cruise Lines' image through various media outlets

##### A. Public Appearances

1. Bay Breeze Entertainment Director, John Mogley, will make a number of public appearances throughout the year announcing the latest breaking news in the Bay Breeze organization.
2. The information he will provide to the public will include previous events that have occurred on the ship, and also future coming events that will attract vacationers to Bay Breeze Cruise Lines.

##### B. Interviews

1. A number of Bay Breeze Executives will par take interviews throughout the year.
2. The interviews will be held with media members, such as; reporters, journalists, and columnists.
3. Interviews may be conducted by the media both publicly and privately.
  - a. Public interviews
    1. Television interview
    2. Live interview
    3. Radio interview
    4. News/magazine article
  - b. Private interviews
    1. one on one interviews
    2. Private setting
    3. Video/Audio Recording

##### C. Press Conferences

1. Bay Breeze Executives will be available at an appropriate number of press conferences throughout the year.
2. The last press conference of the year is always a good public relations tool to let markets know about what is in store for the new year.



#### D. TV/ Radio Shows

1. Bay Breeze Executives will participate in various TV and radio interviews.
2. These interviews can be done by members of the media and the local media of organizations.
3. Bay Breeze will also create TV advertisements to broadcast to different television networks in the region.
4. There is no limit to how many feature stories can be produced.

#### E. Provide information for future news and stories

1. Bay Breeze Executives will contribute take part in many feature stories about the cruise line throughout the year.
2. The information will include breaking news about Bay Breeze and what events they will be holding in the near future.

### **Community Relations**

Bay Breeze Cruise Line as a company plans to be the best cruise line in the WSCES . We feel that the community has a big say in our organization so Bay Breeze will do many things to give back to them. Our organizations workers with partake in the following special events to help our community be a better place.

#### **I. Fundraising**

#### **II. School Visits**

#### **III. Park and Recreation Care**

#### **IV. Sporting Event at Fenway Park**

#### **V. Food Drive**

Statistics of volunteering in the Boston area:

- 917,200 volunteers
- 25.5% of residents volunteer - ranking them **34th** within the 51 large cities
- 29 hours per resident - ranking them **39th** within the 51 large cities
- \$2.2 billion of service contributed

Bay Breeze Cruise Line will be partnered with the Boston Cares. Boston Cares organizes and leads team oriented volunteer opportunities throughout Greater Boston that have a positive impact on individuals and communities. We feel that together we can make Boston a better place.

Established in 1887, the Boston Athletic Association is a non-profit organization with a mission of managing athletic events and promoting a healthy lifestyle through sports, especially running. Bay Breeze Cruise Line will be partnered with the B.A.A. as well as Boston Cares to ensure the public that we are striving to have the best for our community.

**I. Fundraising-** All of the proceeds for the the fundraising will be given back to the community.



Unfortunately there are legal issues with the Boston Athletic Association, so we can not receive money from them, but our employees and staff will be there as volunteer helpers and a number of them will running in the event.

- a. Alzheimer's Association Greater Boston 18th Annual Memory Walk:
  - i. According to the Alzheimer's Association, the Memory Walk is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. Since 1989, the Walk has raised more than \$300 million for the cause.
  - ii. For every dollar that the organization receives, Bay Breeze Cruise Line will match them. This is an extremely good cause for the disease and our company would like to be apart of it.
- b. Boston Marathon:
  - i. The 2011 Boston Marathon will be the 115th marathon the city has held.
  - ii. It will happen on Monday, April 18, 2011 and the distance will be 26 miles, 385 yards (42.195 Kilometers)
  - iii. The Boston Athletic Association manages this American classic, which is sponsored by John Hancock Financial Services. The Boston Marathon has distinguished itself as the prime event within the running by virtue of its traditions, longevity and method of gaining entry into the race.
- c. Raffles:
  - i. Raffles are great ways to get the community involved. At each of our events that we are involved with, the Bay Breeze Cruise Lines will be giving away a free cruise. The tickets will be only one dollar, and all proceeds will be donated to less fortunate educational districts in the Boston area. Depending on the winner of the raffle for each even, will determine their prize. The prizes can be from a weeks cruise for a family of four, to a weekend couples get-a-way.

II. **School Visits-** Bay Breeze Cruise Line believes that our children are our future. Our staff and executives will come to local schools in the Boston Area to discuss being recreational sports, drugs and how to stay away from them, as well as our cruise line. Our pamphlets will be distributed to each member who comes to here us speak and whom we intermingle with. We try to promote being a good student, peer, and person in life. All visits will be filmed and sent to media outlets.

III. **Park and Recreation Care-** The community is not only the people in it, but the things that surround it. Bay Breeze will have our staff members working with Boston Cares employees to do the following:

- a. Plant community gardens.
- b. Clean parks.
- c. Keep all trails and parks trash free.
- d. Paint homes and community centers.
- e. Cut fields for children to play on.



IV. **Sporting Event at Fenway Park-** Fenway Park is a huge part of Boston's history. Bay Breeze would like to hold a wiffle ball tournament for all of the children in little leagues in the Boston area. Our company would pay for the refreshments and food bought at the park that day. The child who the fans think that was the most valuable player will win a free weekend cruise for him/her and the family. Bringing together the community at a fun event like a wiffle ball, especially in one of the most profound baseball stadiums in the world, would be an excellent way for the Bay Breeze organization to show appreciation to its society.

V. **Food Drive-** In any big city in the United States, there is some poverty. Bay Breeze would like to hold an annual food drive for people in the city who are not as fortunate as others. The food drive will be held in the center of the Greater Boston area. We will be working with the Great Boston Food Bank which is a company that relies on the generosity of more than 650 food donors, including supermarkets, wholesalers, restaurants, distributors, manufacturers, and others. The following are things that we will distribute to people:

- a. Bottled water
- b. Soup
- c. Pasta
- d. Loaves of bread
- e. Canned Fruit
- f. Canned Vegetables

## **Employee Relations**

Bay Breeze Cruise Lines finds an extreme importance in their employee's role as members to our organization as the public's communication providers. Our employees are trained well in all aspects of media, public, and community relations. The Bay Breeze staff is what sets the image and prospective for our publics; therefore, ethical behavior and communication is extremely important when handling public affairs. The management of our employees will oversee and review all pieces of information that is being produced to our publics to assure honest and knowledgeable communication that will benefit both the organization and the public.

- **Training**

- In order for our public's to be properly informed on important information, we will have our employees trained in multiple aspects of Public Relations. Our employees will be consistently updated on recent information, so that they can communicate the same messages to the public's through:

- Press Releases
- Fact Sheets



- Media Advisory
  - Feature Stories
  - Blogs
  - Media Guides
  - Itineraries
  - Podcasts
  - Press Conferences
- o Throughout the cruising season we will be offering Public Relations workshops to continually keep proper media practices in effect. We find it very important to have all employees up to our satisfaction with their communication efforts to the public.
- o We want our organization to have a positive image and it starts with our employees presenting correct information to the media.

- **Media Relations**

o Bay Breeze Cruise Lines find it very important that their public relations staff have strong knowledge in dealing with the media. Our organization will have designated spokespersons who will be responsible for communicating important information to the media. These representatives will be the personal image of our organization that the public will associate with. The training that we offer to our employees will help assist them with releasing the proper information in their news stories and press conferences. Our public relations representatives will always recognize who their audience is at all times and they will have the experience and knowledge of dealing with these types of critics and public's.

**Educational Efforts to Gain Political or Popular Support  
for the Organizational Agenda**

Bay Breeze Cruise Line will do everything in their power to educate their organization through a specific agenda from the Public Relations Department. We will also to strive to get as much support, political and popular, for our organization. It is very important for everyone in an organization to be on the same page. How we present our organization and go about detailing our agenda will have direct results on the support Bay Breeze Cruise Line needs. The SWOT analysis and objectives will be a way of describing how we get our support.

**I. SWOT Analysis**



A SWOT analysis is a phenomenal way of showing the internal and external functions that go into our organization. Bay Breeze Cruise Line, although is on its way up on the scale of success there is still things that we need to work on. Our SWOT analysis will consist of these four portion:

- a. Strengths
- b. Weaknesses
- c. Opportunities
- d. Threats

Strengths are an internal aspect of the Bay Breeze Cruise Line organization. Boston is one of the largest cities in United States, so our location is prime for all sorts of support. Bay Breeze would like to work and be partners with many other organizations. We feel that the more associates we have, the more support we can gain. Boston has many resources in it on and off shore. The northeast is constantly colder than most of the United States, so its a great environment for a cruise line to depart. Lastly, any support that Bay Breeze Cruise Lines will be an effective part of our organization and society.

Weaknesses occur in every organization and the Bay Breeze Cruise Line will do everything in its power to overcome these weaknesses and become a better organization. The main weakness that our cruise line has is that it is not as known across the United States as we would like. We are a young company that just started the building blocks. It is a weakness as of right now, but we plan to network across the northeast and mid-Atlantic region to increase our popularity.

The opportunities for the Bay Breeze Cruise Line are endless. Our executives, staff, sponsors, and community have the potential to be great. Our Public Relations Department will try to use all of our opportunities and turn them into strengths. Some of our opportunities include:

- Boston Area (local businesses, in-harbor activities, etc.)
- Massachusetts
- Sponsorships
- Enlarge Bay Breeze size
- Partners
- Cruise Ships
- WCSES
- Nation's Recognition



Threats of organizations might not be controllable. Bay Breeze Cruise Line would like to narrow down our threats and try to make them become a positive asset. Some threats that are included in the Bay Breeze Cruise Line are:

- The Economy
- We're a new organization
- The competition of other cruise lines departing from the east coast
- Lack of recognition

## **II. Objectives**

The Boston community deserves to receive essential information about the Bay Breeze Cruise Lines efficiently, so our Public Relations Department will do everything in their power to make sure this happens. The media is a great way of getting this news out. Our Public Relations Department will use things such as our social media tools, television, media outlets, and local newspapers to deliver information. Another aspect that our PR department will use to present information are: Press Releases, News Advisories, Fact Sheets, as well Game Notes about the Bay Breeze Cruise Lines. By being efficient and informative in a professional manner using all of these tools, our political and public support will drastically increase.

### **Recruiting or Business Development**

Bay Breeze Cruise Lines seeks to employ rightfully qualified and deserving individuals whom also strive to be an asset to our organization. As an entertainment organization, we find importance in having strict policy when obtaining new employees to suit the expectations of our organizations and guests. In order to locate and hire these preferred employees we have a set of qualifications, an employment process, orientation, and training programs to confirm our decision in hiring new members to Bay Breeze Cruise Lines.

- **Qualifications**
  - Captain
  - Seamen
  - Cruise Director
  - Bachelor's Degree
    - \_\_\_ years of experience
    - Experience as Assistant Cruise Director
    - Public Relation and Marketing Experience



- Assistant Cruise Director
  - Bachelor's Degree
- Activity Coordinator
  - Bachelor's Degree
- Entertainment Director
  - Bachelor's Degree
- Custodians
  - 18 years and older
  - Season-to-Season Availability
  - Legal Passport
- Casino Staff
  - 21 years and older
  - Professional
  - Personable
  - Friendly
- Dealers
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  - Friendly
- Waiters/ Waitresses/ Bartenders
  - 21 years and older
  - Season to Season Availability
  - Legal Passport
  - Professional
  - Personable
  - Friendly
  - Experience working in restaurants



- Chefs
  - Degree Required
- Kitchen Staff
  - 18 years and older
- Shore Excursion Manager
- Youth Counselor
- Doctor
  - Bachelor's Degree
- Nurse
  - Bachelor's Degree
- Lifeguards
  - 18 years and older
  - Annual CPR Certification
  - Season-to-Season Availability
  - Legal Passport
- **Employment Process**
  - Vacancies in job positions will be posted on our website, newspapers, and online searches
  - All applicants must complete an online or written application.
  - Depending upon the position applying for, a resume and three references must accompany an application.
  - Complete a personality exam
  - If the applicant meets the qualifications and provides an acceptable application, then the individual will go through a series of interviews.
    - The first interview will be with the position manager
    - The second and final interview will be with the Cruise Director
    - All potential employees will be asked to provide a drug test and background check.
    - We are an equal opportunity employer
- **Orientation**
  - Each position on Bay Breeze Cruise Lines will have to attend an orientation of their job title.
  - The orientation will consist of:
    - Signing contracts
    - Providing contact and emergency information
    - Season-to-season availability requests



- Introduction videos
  - Risk Management procedures
  - Tours
  - An absence from the scheduled orientation will result in immediate termination.
- We take our Cruise Line seriously, so we want our employees to have the same consideration.

- **Training**

- After each completed orientation the employee must go through multiple days of training.
- Each position will be based around similar aspects, but is subject to change depending on the level of management.
- Training will include:
  - All employees will be trained by a Certified Trainer of the specific job title
  - History, Mission and Vision will be taught and learned
  - All information about job title and organization will be provided
  - Tests will be completed in subjects such as general knowledge about Bay Breeze Cruise Lines, Risk Management, and Safety Procedures.
- All given tests must receive an 85% or higher on each exam
- Any grade below and 85% will have ONE re-take for each failed exam
- If the second attempt does not pass an 85% than the employee will be released. We take our Cruise Line seriously, so we want our employees to have the same consideration.
- Role Playing for possible passenger situations
- Supervised training by CT in their position on an actual cruise

- **Policies**

- Drugs and Alcohol
  - Required drug test prior to employment
  - Random drug testing will be given at any moment during employment
  - Zero Tolerance for drug and alcohol use on cruise ship premise
  - Any employee involved in the unlawful use, sale, or possession of any substances will result in disciplinary actions or termination.
- Safety Policy
  - All equipment and machinery will be maintained daily to secure the safety of our employees.

### **Social Media**



Social Media is a crucial part of an organizations advertising, marketing, and networking. Bay Breeze Cruise Line is taking every advantage of the new technologies that are available in this day in age. Social media is a way to communicate things to your public quickly, but also has enough information to get the message across.

We at Bay Breeze believe that we can utilize these sites to reach many public and the stats today say that 1 in every 5 Americans is on Facebook and that means that we could potentially connect with 20% of America which is just astonishing. By using these websites, Bay Breeze can have promotional deals through the sites so we can measure the effectiveness of our tweet or post on Facebook. The new Facebook allows an administrator of a business page to view statistics on various impressions on the raw number of times a post has been seen on your wall and the news feed of our fans. The new Facebook also allows the administrator to see the percentage of feedback on the number of comments and likes per impression.

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