



golf industry show

See your *future* in a new light



GCSAA 

GCSAA Education Conference
& the Golf Industry Show

Feb 27 - Mar 2 • Las Vegas

2012

Public Relations: Who, What, Why, When, Where, How

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What

- No formal definition, but most people have a general understanding.
- Public relations is the management function of researching, engaging, communicating, and collaborating with stakeholders in an ethical manner to build mutually beneficial relationships and achieve results.”
- In other words: perception management.



Who

- Individuals
- Businesses
- Organizations
- Associations



Why

- To achieve stated goals and objectives
 - Individual: Promotions, Elections, Salary & Benefits, Appreciation, Understanding
 - Businesses: Sales, Employment Practices, Stock Value
 - Associations: Membership Growth, Sponsorships, Advertising, Exhibit Sales



When

- Boy Scouts: Be Prepared
- Timing:
 - Competition for messages
 - Own house in order
 - Align the stars



Where

- Your turf
- The medium is the message



How

- Mass Media
 - Earned media (media relations)
 - Paid Media (advertising)
- You/Social Media
 - Web, blog, Facebook, Twitter, Google+, video, newsletters
- Just the facts, Ma'am
 - Research, Data, Case Studies



How

- Third Party Validation
 - Web, blog, Facebook, Twitter, Google+, video, newsletters
- Message Development
 - Unique, Concise, Value-Driven, Emotions
- Events and Activities
 - Visuals, Touch, People



Resources



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- Communication
- Career
- Golf course facts
- Information for golfers
- Outreach/PR

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- [Communicating golf course conditioning during a drought](#)
- [The Insider - Assistants: Enjoying the ride](#)
- [The Insider - Environment: Sharing success stories](#)
- [Communicating during times of heat stress](#)
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- [Grow Your Career: Be Prepared When Opportunity Knocks](#)
- [Grow Where You Are Planted](#)
- [Using Video in Your Work](#)
- [Writing 101: The Basics of Communication](#)
- [A Guide to Marketing Yourself Among Tough Competition](#)

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- [Communicating Strategically to Get Your Way](#)
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Examples/Tactics

- Open houses/course tours
- Signage: course, pro shop, grill, public areas
- Uniforms, turf center organization, staff decorum, voice mail, etc.
- Speaker's Bureau
- Charity, Fundraising, Volunteer
- Special Events: Earth Day, Tournaments, Leagues



Bottom Line

- Every action has a consequence
 - Is it positive or negative?
- It is an attitude





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For more information:

- www.gcsaa.org
- GCSAA Communications Staff
- Peers
- Google