



golf industry show

# San Diego



**Education Conference & the Golf Industry Show**

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# 2013



# Communication Hot Topics

## **Word Games: Simple Steps to Improve Your Written Communication**

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## Key considerations

- Tone
- Structure
- Editing
- Modern methods



# Know the tone:

- Report to your board or employer: **Formal**
- Piece in an outside publication: **Formal**
- Article in facility newsletter: **Formal, but friendly**
- Article in chapter newsletter: **Less formal**
- Blog: **Casual, but still professional**



# Why replace the bunkers?

Formal: “The performance of existing bunkers was substandard, with drainage and contamination issues. The bunkers were previously renovated in 1985 and were thus long overdue based on most industry-generated reports of normal bunker lifespan in the Midwest.”

Formal but friendly/Less formal: “The bunkers had drainage and contamination issues. They were last renovated in 1985, which is well past the normal lifespan in the area.”

Casual, but professional: “You’ve probably noticed that the bunkers don’t drain well. It’s not surprising, as the last time they were renovated, ‘Back to the Future’ was the No. 1 movie in the country.”



You can determine which tone is best by knowing who your audience is, and what message you are trying to convey to them.



# Help your audience

- Be concise – it's OK to say rain and not a precipitation event.
- Stay focused.
- Avoid technical jargon and write for the lowest common denominator.
- Be careful with gender usage-don't assume everyone is male.



# Structure

## Types of written pieces:

- Informative



- Persuasive/call to action





# An informative should answer these six basic questions:

- **Who**-Who is the story about? (this can be a group or individual)
- **What**-What is the story about?
- **When**-When did this happen
- **Where**-Where did the event occur?
- **Why**-Why did this happen?
- **How**-How did this happen?



# What not to do in a persuasive piece

**Don't** talk about the weather-unless the column is about weather

**Don't** present information as fact, cite sources

**Don't** assume everyone shares your opinion. Show why you are “right.”

**Don't** involve politics or controversial issues - unless the column is about politics or the issue

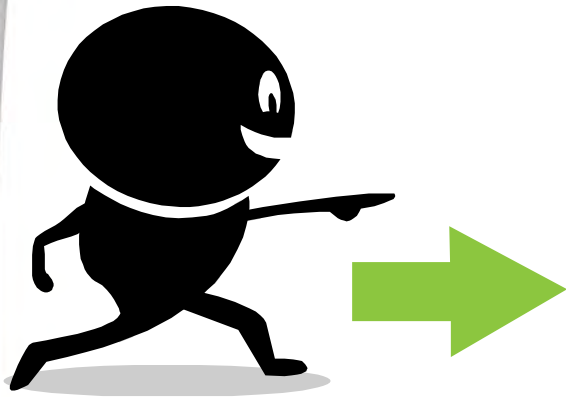
**Don't** ramble, present a clear message

**Don't** go back to high school-stay away from inside jokes



# The lead or introduction

A lead is the first paragraph of any piece. It's also the most important. It must accomplish several things:



- Give readers the main point of the story
- Get readers interested in reading more
- Accomplish these in as few words as possible
- Ask yourself: If the rest of the piece was deleted, would reader's get the basic facts with your introduction?

Leads should be no longer than 35-40 words. Readers want their information delivered quickly, and a short lead does that.





~~Know~~ No really, editing is  
very ~~inportent~~ important.



# Editing tips

- Read it out loud and also silently.
- Edit, then edit again.
- Read it backwards to focus on the spelling of words.
- Spell check is your best friend and worst enemy.
- Have others read it.
- Not just typos, check names, check dates, check facts.
- Sleep on it.



# Some common mistakes

- They're (they are), There (refers to a place) and Their (it belongs to them).
- Your (it belongs to you) and You're (you are).
- Its (it belongs to it) and It's (it is).
- A lot not Alot.
- An apostrophe means possession, not plural: BMPs, not BMP's.
- Effect is a noun (Higher water bills are an effect of the recent drought.). Affect is a verb (The drought affected our water bill.).



# Active voice vs. passive voice

Active voice is more concise and easier to read.

*Active: The crew mowed the back nine.*

*Passive: The back nine was mowed by the crew.*

*Active: Bob took a soil sample.*

*Passive: The soil sample was taken by Bob.*

*Active: The chapter raised money for research.*

*Passive: Money was raised by the chapter for research.*



# Modern methods

- Blogging
- Social media



Basic rules still apply, even if the delivery method is different.



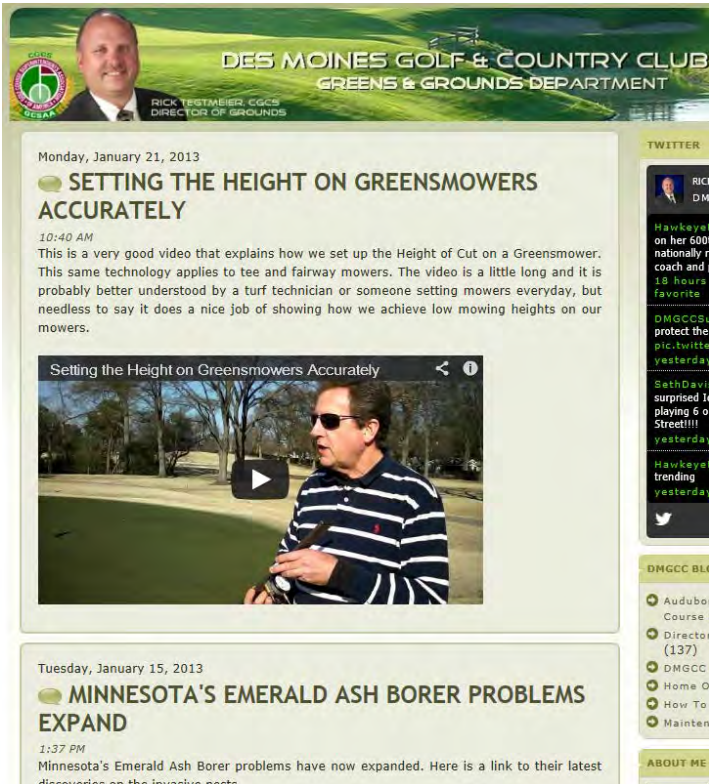


# Overall BMPs

- Anything you write online, including Facebook, Twitter, a blog, should be considered public domain.
- Keep your personal accounts strictly personal and your professional accounts strictly professional.
- Don't post anything you wouldn't want your employer (or your grandmother) to see.
- Make sure you are staying consistent with the overall philosophy and image of your facility.



# Blogger basics



**DES MOINES GOLF & COUNTRY CLUB**  
GREENS & GROUNDS DEPARTMENT

RICK VESTMEIER, GGCS  
DIRECTOR OF GROUNDS

Monday, January 21, 2013

**SETTING THE HEIGHT ON GREENSMOWERS ACCURATELY**

10:40 AM

This is a very good video that explains how we set up the Height of Cut on a Greensmower. This same technology applies to tee and fairway mowers. The video is a little long and it is probably better understood by a turf technician or someone setting mowers everyday, but needless to say it does a nice job of showing how we achieve low mowing heights on our mowers.

Setting the Height on Greensmowers Accurately

Tuesday, January 15, 2013

**MINNESOTA'S EMERALD ASH BORER PROBLEMS EXPAND**

1:37 PM

Minnesota's Emerald Ash Borer problems have now expanded. Here is a link to their latest discoveries on the invasive pest.

- Make a commitment.
- Keep a list of ideas.
- Decide the voice.
- Have a set time to write. (daily, weekly, monthly)
- Proofread everything.
- Add pictures when you can.
- Check out other blogs at <http://www.gcsaa.org/Community/Member-blogs.aspx>



# Social Media strategies

- Quick, but professional.
- Don't make it a one and done effort.
- Twitter, Facebook, other or all?
- You can manage them together.
- Don't write like a texting teenager.
- Editing is still necessary.



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