

& the Golf Industry Show

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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

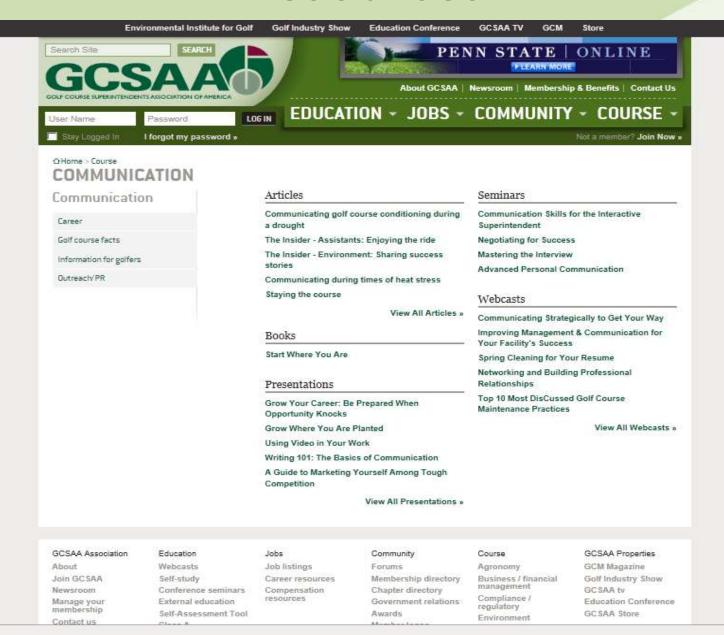


How

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



Resources



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





See your *future* in a new light

For more information:

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