Gaelic Football & Hurling Association of Australasia

PUBLIC RELATIONS OFFICER (PRO)
Aims and Objectives

The aim of this course is to provide a focused programme of information and interaction for the G.F. & H.A. Club P.R.O.’s and to provide the participants with an opportunity to:

- expand on their current knowledge and understanding of the role and responsibilities of a Club P.R.O.,
- explore avenues of communication within the club,
- gain a raised awareness of the local media and requirements,
- become aware of the ever increasing importance of good communications.
- develop a short, medium and long term plan for use within the club.
AGENDA

Introduction / Aims and Objectives
Open Forum
- What are Duties?
- Difficulties?

A. Why P.R.O.?
B. P.R.O. Know How
C. Club Image

Knowing the Media
- comments
- Press/Radio
- Match Report/Press Release

Sponsorship
Information Technology

Summary
Open Forum, Evaluation

Conclusion
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Introduction

- Need for good image
- Benefits
- Responsibility of P.R.O.
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Introduction

- Positive Attitude
- Clear Message
- Teamwork
- Pride in Club / G.F. & H.A.
Introduction

WHAT

Public / Media Information
State Committee – Club
Different Needs

WHY

Needed more than ever
Competition
  - other sports
  - other organisations
Same Media Space
Survival of the Best
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Introduction

**WHO**

How important is position in Club Officer Order?

- Most important -
- Chairperson / Secretary Too busy
- Must be able/reliable
- Not multi-P.R.O.
- Not his/her own agenda
- Not a knocker
- Club comes first!!
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Duties

To communicate the G.F. & H.A. message both within the club and to the general public. A Good P.R.O. will:

• Work as part of a team along with the other Club Officers and the various committees.
• Plan a campaign of work for the entire year.
• Establish good working relationships with Local Press and Radio.
• Check with other officers (particularly the President) if something controversial arises.
• Be able to speak “on the record” and “off the record” with local correspondents.
• Treat the media fairly.
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How to Operate

- To be well informed
- To inform

A well informed P.R.O. needs:
- Good communication with Secretary
- Good links with delegates to the State Committee
- Well defined job
- Copy of all fixtures
- To attend all club meetings
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Information

**INTERNAL**

- Officers
- Club Sub-Committees
- Club Members
- Club Followers
- Minor Board

**EXTERNAL**

- Local Community
- State-wide
- Australasia

**Biggest Mistake** - Assume People Know
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Topics

- Games Previews/Results/Reports
- Teams
- Fund Raising
- Sponsorship
- Socials
- Special Presentations
- Special Events
- Past Matches
- Past Players
- Bereavements
- Special Achievements
- Club Officers
- Meetings
- A.G.M. Report
- Development
- Community Work
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Methods

- Posters
- Pubs
- Ads
- Local Press
- Local Media
- Newsletter
- Match Programme
- Year Book
- Photos
- Video
- Scrap-book
- Club History
- Club Post Cards
- Club Christmas Cards
- Club Promotions
- Membership Cards
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Local Newsletters

- Own Publication
- Information to websites
- Photos
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Information

POSTERS
- Good Design
- All Details
- Vary Location

CLUB NOTICEBOARDS
- Secure and up to date
- Inform Club Members
  - for example
  - Juvenile Fixtures
  - Results
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Record Keeping

- Need for continuous records
- Good quality scrap book (Press Cuttings)
- Copies
- Photographs (Captioned)
- Use Full Names
- Mention Substitutes

Where are your club photos for the 1990’s?

Act Now.
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Input to Club Image

- Facilities
- Flags/Field
- Score Board
- Public Address
- Programme Information
- Media Co-operation
- Headed Club Paper
- Refreshments
  - Media/Referee

**Most Important:** Match Result to relevant P.R.O. (first and fast)

**Remember:** Result not for your club only. All other teams interested.
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The Social Partners

1. Parents
2. Wives, Girlfriends, Boyfriends, Partners
3. Spectators
4. Sponsors

Consider their Needs and Strive to meet them.
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Common Media Comments

- Poor Press Facilities
- Bad Presentation
- Poor Team Presentation
- Not Meeting Deadlines
- No Clear Message
- Not sufficient Notice of Events
- Too much editing required
- Using Cliches
- Not Regular Submissions

Radio:
- Not Prepared
- Too long for Message
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Know the Media

- Pro-Active v’s Re-Active
- Regular (Make News)
- Positive
- Presentable
- Punctual
- Know your Contacts
- Plan Ahead
- Expect Editing
- Room for Editing/Corrections
- Important News First
- Know the best weeks for news
- One side of paper
- Margins on page - re. fax/editing
- Type/Handwritten
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Know the Media

Papers:

- More than enough material
- Only BEST will be used
- Clear, Simple Message
- Simple Words/Spelling

Photo / Sponsor:

- Free Ad - not in papers interest
- Don’t expect space

BUT - TRY, TRY AGAIN.
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Rule – 5 W’s

WHO
WHAT
WHERE
WHEN (How)
WHY
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The Local "Notes" 1

- News for Community
- Widely Read
- Belief Rate High
- Pride - Loyalty - Affinity
- Space/Slot Available
- Effective vehicle of Local News/Activities
- Opportunity to Inform/Publicise
- Appreciation High by: Members, Exiles etc., Public
- Creates Positive Image
- Local "Notes" best for Most Clubs

5 W's
WHO
WHAT
WHERE
WHEN (How)
WHY
Ensure material every week - active, hold

Club Requirements - necessity today

Advance Publicity - fixtures, events, meetings etc.

Post publicity - follow up, results

Positive, Fair, Objective

Do not Criticise - our members, G.F. & H.A. etc.,

Match Reports - be brief

Promote Juvenile Affairs regularly
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The Local “Notes” 3

1. Notes Correspondent
2. Furnish written material
3. Adhere to time deadlines
4. Regularity vital
5. Keep copy of “Notes” for reference
6. Suggestion - use duplicate book

“NO LONGER IS IT GOOD ENOUGH TO DO GOOD WORK; - PEOPLE MUST BE TOLD ABOUT IT”
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Radio

- Supply fixtures mid-week
- Results needed
- Email / Fax desirable
- Live reports
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Radio

RADIO REPORT:

- Time - 45 Seconds to 1 minute
- 150 to 200 words
- Give main details, especially final score
- Not same as written report

RADIO INTERVIEW:

- Different Type of Message
- Clear in what you say
- Use time well
- Write out headings
- Set YOUR agenda in interview
REPORTS:
1. Write out main points – memory
2. First impressions best
3. Notes for correct sequence
4. Names correct
5. Two – Teams – Balance
6. Conscious of Time/Space

CAUTION
- Radio is instant
- No way to correct
- If you are new to it - use sparingly
- Practice
- Voice

BEST BE YOURSELF
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Radio

MATCH REPORT:
- Final score / Half time score
- First half / Second half
  i.e. goals, top scorer, exceptional displays

INCIDENTS
- Saves
- Scores
- Subs
- Switches
- Consequence of result
- Referee
Can You Remember the 5 W’s?

Always follow the 5 W’s Rule when compiling a Press Release

Where possible, insert a pertinent quote – for example:

– The President of the Club said “this is an historic occasion for our club”

Be conscious of timing re. Publication

List club contact numbers for additional information

Note: Get agreement of The President and where appropriate, other officers, prior to issuing an official Press Release on behalf of the Club.
SPONSORSHIP

SPONSORS FOR:
- Advertising
- Public Relations
- Promotions
- Packaging / Design

TWO TYPES
- Corporate
- Brand
Sponsorship

WHAT’S ON OFFER TO SPONSOR?:

- State – Club – Team
- Geographical Reach
- Target Audience
- Success
- Promotion

WHO?

- Draw up a list
- Know your sponsor
- Can they match what you want
METHOD:

THE PROPOSAL

- Write an individual proposal for each potential sponsor
- Keep proposal concise and to the point
- Include the cost of the sponsorship
- Include visual elements
- Don’t tell them your sponsorship is unique!!
Sponsorship

APPROACHING SPONSOR:

- Find out who is the correct person to send the proposal to?
  - Managing Director?
  - Marketing Director?
  - Sponsorships manager?

- Find out name, correct title etc.

- When is the best time to send it?

- Following the written proposal, ask for an opportunity to make a verbal presentation.
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Sponsorship

MAINTAINING THE SPONSORSHIP:

- Meet your commitments
  - Make sure to deliver what you said you would

- Regular Communications
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Information Technology

- Email
- Web-site
- Telephone
- Fax
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Summary

- Ongoing Weekly Reporting
- Use all outlets to Inform
- Good relationships needed
- Proper keeping of records
Group Discussion Re. Possible Action Points.

INDIVIDUAL ACTION PLANS

Write Down your three point plan

What I will act upon within......

- One Month
- Three Months
- Six Months

FAILING TO PLAN IS PLANNING TO FAIL
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Group Discussion

1. What are Duties of P.R.O.?

2. What are the Difficulties?