

**Gaelic Football & Hurling
Association of Australasia**

**PUBLIC RELATIONS
OFFICER (PRO)**



PUBLIC RELATIONS OFFICER

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.

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Group Discussions

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.**



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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 NOTICE BOARDS

- **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**

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The Local “Notes” 2

- **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

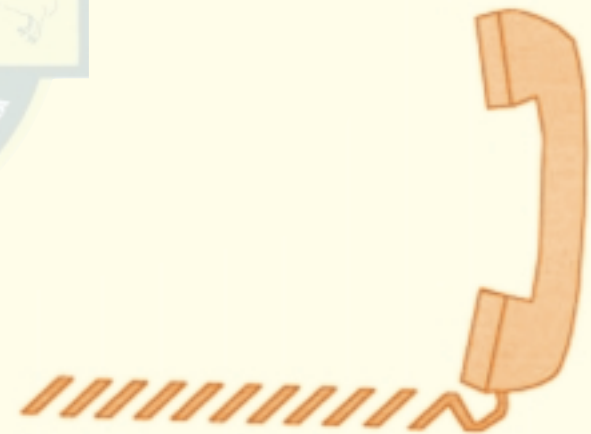
- 1. Notes Correspondent**
- 2. Furnish written material**
- 3. Adhere to time deadlines**
- 4. Regularity vital**
- 5. Keep copy of “Notes” for reference**
- 6. Suggestion - use duplicate book**

***“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**

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Radio

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**

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Press Release

- **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.

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Sponsorship

SPONSORS FOR:

- **Advertising**
- **Public Relations**
- **Promotions**
- **Packaging / Design**

TWO TYPES

- **Corporate**
- **Brand**



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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**

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Sponsorship

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**



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Group Discussion

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?**
- 