

What is PR/Public Relations?

It's exactly what it says on the tin – the relations fostered by any unit – in this case your club – with the environment surrounding it, namely the public.

How is your Club Perceived by the community at large?

For example a club might not dominate in the trophy stakes but may have fantastic opportunities for young people to participate. Maintaining a high profile within a given community underlines the good work— all voluntary – undertaken by the club on behalf of the youth of the area and generates goodwill which in turn is vital in attracting sponsorship

The Audience

The cornerstone of any public relations approach is basic communications with those who matter most to the club.

- **Club Members & Players**
- **Supporters**
- **Community**
- **Funding bodies**
- **Sponsors**

The Role of the PRO

In general if you think of the job as 'communicating with your audiences' you will be on the right track. In many clubs the role simply covers 'getting stuff into the paper' but it can add much more than that to the work of any sports club or organisation.

The importance of designating a PRO

While the roles of the chairperson, secretary and treasurer are often regarded as officer positions on most executive committees, many clubs do not appoint a designated public relations officer leaving various committee members to perform those functions on an ad hoc basis. Ideally the responsibilities of the PRO should be viewed as a portfolio on its own.

Who should it be?

- Someone within the club that has their ear to the ground and has a good grasp of club events and happenings
- Age, gender and technical ability should not be a deterrent but, someone with an obvious interest in the workings of the media, writing, broadcasting or general communications would bring obvious advantages to the position.
- Ideally the person would also have a direct line to the club's executive to ensure that important information for public consumption is put in the public domain.
- Is there a budding young reporter in the ranks??

The Media

- Local Radio
- Regional/National Radio
- Regional/National TV
- Local Press
- National Press

Other ways to communicate

- Internal Publications eg. Club Newsletter
- Posters
- Club Noticeboard
- Club Text
- Club Colours & Crest
- Club Website

A GOOD PRO SHOULD...

Be pro-active

Build relationships with the Media

Have an ear to the ground

*Keep a portfolio of media coverage received
(e.g. newspaper cuttings)*

Have good communication skills

Be enthusiastic

