

2010 American Express Women's Golf Month



TEMPLATES AND PUBLIC RELATIONS TIPS

These templates (all available on PlayGolfAmerica.com/index.cfm?action=wgwa) were created to help you promote the American Express Women's Golf Month activities hosted by your facility through free publicity opportunities. You can customize these templates with your information for your event(s). Make sure and include details of giveaways, celebrity involvement, games, drawings and other happenings of the day specific to events at your facility. And, please include if you or another representative of your facility would be available for interviews prior to or on the day of your event(s).

SOCIAL MEDIA OPPORTUNITIES

Facebook/My Space page

- Post your clinics on your personal/facility Facebook/My Space page
- Link Facebook/My Space page to the American Express Women's Golf Month page hosted on PlayGolfAmerica.com
- Provide updates to the page throughout the month (include upcoming lesson dates, etc.)
- Upload photos to the page (Encourage participants to upload photos from their experience to their personal page)
- Use video application to post footage, clinic, events, etc.

Twitter

- Provide instant updates to alert people about your programs (date/time of clinic, etc.)

CREATE A MEDIA LIST

You may already have contacts in the local media that you send information to about programs hosted at your facility. If not, consider sending the information to:

- Newspaper – Sports Editor, Lifestyle Editor, Family Editor, Calendar Editor, Consumer Interest Editors (Ms. Cheap, Frugal Fannie, etc.)
- Radio – Sports Director, News Director, Morning/Afternoon Show Hosts, Public Service Director
- Television – Sports Director, News Director, Female Anchors/Reporters, Desk Editors

*Note: If you have purchased advertising, ask your ad representative for the above contact information. If not, you can find the information on the media outlet Web sites.

PUBLIC SERVICE ANNOUNCEMENT TEMPLATE

- E-mail to local radio station 10 days prior to the event.

PRESS RELEASE TEMPLATE

- E-mail press release template to your entire media list (newspaper, radio, television) 10 days prior to your event(s).

E-MAIL BLAST TEMPLATE

- E-mail the list of your club members or consumers who have taken lessons at your facility as soon as your details are confirmed. Also, include women's groups in your community and ask them to share the message with their members and friends.
- This can also serve as a follow-up to the press release that was sent to your entire media list. Send around 3-5 days prior to your event.

CONSUMER REPLY TEMPLATE

- E-mail to consumers who have inquired about programs, specifically women's programs, at your facility.

CALENDAR LISTING TEMPLATE

- E-mail to newspaper calendar editor to include in the newspaper calendar section 10-14 days prior to your event.

NEED HELP OR HAVE QUESTIONS?

If you need help or have questions about American Express Women's Golf Month publicity, contact Randy Stutzman at The PGA of America (rstutzman@pgahq.com, 561-624-8438) or Tammy Bocclair at Alday Communications (tammy@aldaycommunications.com, 615-791-1535, x26)