
American Express® Women's Golf Month
Supported by *Golf For Women* Magazine

• **Template and Public Relations Tips** •



These templates (all available on www.PlayGolfAmerica.com) 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).

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
- **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 two weeks prior to the event.

Press Release Template

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

Email Blast Template

- E-mail to 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 5-7 days prior to your event.

Consumer Reply Template

- E-mail to consumers who attended your previous Women's Golf Week events or other Play Golf America programs as soon as your details are confirmed.

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 supported by *Golf For Women* magazine, contact Le Ann Finger at The PGA of America (LFinger@pgahq.com, 561- 624-7628) or Tammy Boclair at Alday Communications (tammy@aldaycommunications.com, 615-791-1535, x26)