

Public Relations Officer (PRO)

Every club needs publicity – it helps development and attracts new members as well as encouraging and motivating present members. PRO is a responsible position as a good PRO can be very beneficial to the club. The media are not obliged to cover Ladies Gaelic Football therefore in order to ensure increased publicity the PRO's must be self-promoting. The main function of the PRO is to communicate with the general public on behalf of the club presenting a positive image to the club and ladies gaelic football in the local community and beyond.

Qualities of a PRO

1. Good writing skills
2. Media contacts
3. Good communication skills
4. Accessibility
5. Good time management
6. Good organisational skills

Essentials

- Database of player's phone numbers
- Database of management's phone numbers
- Database of local journalists, papers, radios and websites

Key Responsibilities

- Develop a good working relationship with the media, papers and radio in the area
- Be accessible to local media as often as possible
- Liaise with the media in relation to matches, e.g. County Final
- Arrange a weekly column with local newspapers to cover Ladies Gaelic Football in your club
- Submit an article and fixtures lists on a weekly basis by the stated deadline. Submit results after the weekend or week of games
- Know the format sports editors require the information in
- Fixtures should be in the format – time, venue, teams
- In the absence of fixtures submit articles on other Ladies Gaelic Football activities in your club e.g. launches, presentations, players etc.
- Use a quality camera to take photographs and forward with reports
- Submit an article following the AGM giving details of new officers etc.
- Publicise club activities such as fundraisers, initiatives etc.
- Always present the association in a positive manner

Match Reports

PRO's should attempt to do a match report for every club game and any local competitions. It can be impossible for the PRO to attend all games therefore it is important to meet all teams at the beginning of the year and have someone assigned to forward a few lines about their game to you as PRO. This will allow the PRO just to compile all.

- Keep your report simple and to a reasonable length
- Give all relevant information such as teams, scorers, referee and venue
- Use players Christian names and surnames
- Make sure your report is balanced – remember there are two teams
- Remember your W's – who, what, where, when
- Keep paragraphs in sequence
- Avoid flowery – the facts are more important
- End report with a quote from a manager or key player

Other methods of publicity

1. Posters – in school, community halls, club houses etc.
2. Radio
3. Articles in match programmes, Peil magazine
4. Websites – use club, county and national. All reports for national website can be forwarded to info@ladiesgaelic.ie

Remember:

1. *Public Relations is the practice of managing the flow of information between the club and the public*
2. *No longer is it good enough for a Club to do good work: people must be told about it!*
3. *The biggest mistake that a PRO can make is to assume that people know!*

