

in order to call in club tournament results on a timely basis.

Similar contacts can be made with radio and television stations. The station manager who wants to interest local listeners and viewers is often pleased to get spot news coverage from the club professional. When you have a tournament planned, let him know as early as possible. Programming time is even more difficult to arrange than newspaper space.

Don't overlook the club newsletter as a source of communication with the membership. Most clubs publish one or more information sheets to indicate calendar events of importance, social or otherwise. The newsletter is usually handled by volunteer members with an assist by the club office staff. The pro can channel information on new golf services, tournament dates, instruction classes, ladies day, etc. He should develop ideas along the lines mentioned and discuss their merit with the newsletter editor.

Volunteer members will welcome the

pro's help and may even reserve a regular section of the publication for his use. With this outlet, a feature on golf technique can pay off on the lesson tee. Using timely titles for these tips such as "Spring Warmup," "Mid-season Checkup," etc., can remind all members—not just beginners—of the benefit they would get from a session or two with the professional.

Other opportunities for good public relations include speaking engagements at banquets and local civic affairs. The professional's appearance at these gatherings offers an opportunity to serve public needs, improve his image at the club and maintain a wholesome relationship with the community. •

TRACTOR CATALOG OFFERED

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