

*Your*  
**PASSPORT**  
**TO PROFITABILITY**

GCSAA EDUCATION CONFERENCE  
ORLANDO, FLORIDA  
FEB 7-11  
**2011**  
AND THE GOLF INDUSTRY SHOW



A map of Florida is shown in the top left corner with a pushpin. A green circular stamp is overlaid on the map, containing the text: "GCSAA EDUCATION CONFERENCE", "ORLANDO, FLORIDA", "FEB 7-11", "2011", and "AND THE GOLF INDUSTRY SHOW".

# Communications Hot Topics

## Writing 101: The basics of communications

**Angela Nitz**

GCSAA Corporate Communications Manager



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## Types of written pieces:

- News
- Feature
- Column/opinion





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# News



A news story is factual information that you want to share with others, and it often has a timeliness factor.





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A news story should answer these six basic questions:

- **Who**-Who is the story about? (this can be a group or individual)
- **What**-What is the story about?
- **When**-When did this happen
- **Where**-Where did the event occur?
- **Why**-Why did this happen?
- **How**-How did this happen?





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## Example of 5 Ws and H

### Virginia Stars in Golf's Great Online Auction

Golfers can experience some of the most revered golf terrain in Virginia thanks to an innovative industry-wide campaign to raise money for turfgrass research. From now until April 21, close to 700 golf facilities across five states will offer tee-times for public auction online at [Rounds4Research.com](http://Rounds4Research.com).

In Virginia, Robert Trent Jones Golf Club (host of four President's Cup matches) heads a list of stellar private facilities offering rare opportunities for outside play.

Among others supporting golf's best interests are Cedar Point Country Club, (host of last year's state amateur championship), Elizabeth Manor Golf and Country Club (host of the Eastern Amateur), The Homestead Resort's Cascades Course (rated the finest mountain course in the

nation), Kingsmill Resort, Princess Anne Country Club, Roanoke Country Club, and many more.

Successful bidders from the auction are effectively buying rights to host a foursome of their choosing at a tee-time they arrange with the host facility.

"The chance to play some of these courses don't come along every day for most golfers," says Jeff Berg, VGCSA president, which coordinates [Rounds4Research.com](http://Rounds4Research.com) in the state. "Better still, when they buy a tee-time at [Rounds4Research.com](http://Rounds4Research.com) they help every aspect of the golf industry because it all starts with the grass we play on. Turfgrass research is the golf industry's insurance against threats from pests and disease and it's also our way to a future where we become even better stewards of the resources we



manage. The game is already a good citizen but we're always striving to be better. Making sure that science can advance that relationship between golf and the environment is important and can serve as an example to other industries."

[Rounds4Research.com](http://Rounds4Research.com) generated more than \$55,000 in new funding for golf turfgrass research on debut last year, drawing only on courses in the Carolinas, Georgia and Texas have also come on line for this year's auction more than tripling the number of foursomes available.

To register for this year's auction and to view a complete list of courses and packages on offer, go to [www.Rounds4Research.com](http://www.Rounds4Research.com).

- Who-**Golfers
- What-**Can get deals
- When-**Until April 21
- Where-**Best courses in Virginia
- Why-**Raise money for turf research
- How-** Online at [Rounds4Research.com](http://Rounds4Research.com)



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# The lead

A lead is the first paragraph of any news story. It's also the most important. It must accomplish several things:

- Give readers the main point of the story
- Get readers interested in reading more
- Accomplish these in as few words as possible

Leads should be no longer than 35-40 words. Readers want their news delivered quickly, and a short lead does that.





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## Example of a lead

*“Golfers can experience some of the most revered golf terrain in Virginia thanks to an innovative industry-wide campaign to raise money for turfgrass research. From now until April 21, close to 700 golf facilities across five states will offer tee-times for public auction online at [Rounds4Research.com](http://Rounds4Research.com).”*





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# Inverted Pyramid

The most important information is at the top.





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## Inverted Pyramid example





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## Features



A feature is a story that is more detailed, more human interest; it's usually longer than a news article and not necessarily timely. It could run anytime of the year. It's information you don't need to know, but want to know.





# Feature example

News and Information

06/08/2009

## John Fulling, CGCS and Bronk Brothers Drummer set to Release Album

Kalamazoo country band The Bronk Bros w/drummer John Fulling CGCS to release summer party album, "Here for the Good Times"



by John Liberty | Kalamazoo Gazette

Thursday April 23, 2009, 11:07 AM

**KALAMAZOO** -- People don't have to search very hard to find evidence of the lousy economy and abysmal job market.

One counter to all the grim news -- at least for Kalamazoo country music fans -- is the new feel-good, summer party album from country band The Bronk Bros. called "Here for the Good Times," to be released May 9. Brothers Brian and Heath Bronk, the group's main songwriters and frontmen, write about skipping work to go fishing, forgetting about a rough breakup and a bad day on the job by hitting the local honky tonk, groaning about how little a dollar gets you and perfectly tanned women.



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## Feature ideas

Oldest-Is a longtime employee retiring and reflecting back on his or her career?

Newest-Is your facility undergoing a renovation?

Unique-Are there any siblings in your chapter that work with one another or at competing facilities?

Feel good-Follow up with those who have benefited from your chapters philanthropy or scholarships. Is there a special club member that volunteers at your facility?

Outside the ropes-Hobbies, families, talents or honors.





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## Columns or opinion pieces



Includes president's columns, editorials, superintendent's corner, blogs

You are here: Home / 1 / How are you keeping their attention in the boardroom?

### How are you keeping their attention in the boardroom?

November 23, 2010 By Eric | Leave a Comment

2 people like this. Be the first of your friends.



It's tough to be in the golf business these days and it's even tougher to keep members interested in what we do. Many superintendents have to conduct monthly meetings with their staff, owners, owners reps, golf pros, general managers, board of directors or green committees. How are you getting your message across to listeners? I have seen that there are three levels of information distribution that gets people's attention. First, walking the Clubhouse provides face to face time with golfers, letting them know what is going on right here and now. Second, the Club's newsletters and web site are a great forums for bigger things like summer closing dates and project updates. Third and finally, the meetings in the boardroom are the most important and brood of occasions for you to call your message out to the membership. You have a captive audience in

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**FEATURED VIDEO**

Welcome to Turfunderground 5

TRANSLATE

Select Language

**RECENT POSTS**



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## What not to do in an opinion piece

**Don't** talk about the weather-unless the column is about weather

**Don't** present information as fact, cite sources

**Don't** assume everyone shares your opinion. Show why you are "right."

**Don't** involve politics - unless the column is about politics

**Don't** ramble, present a clear message

**Don't** go back to high school-stay away from inside jokes



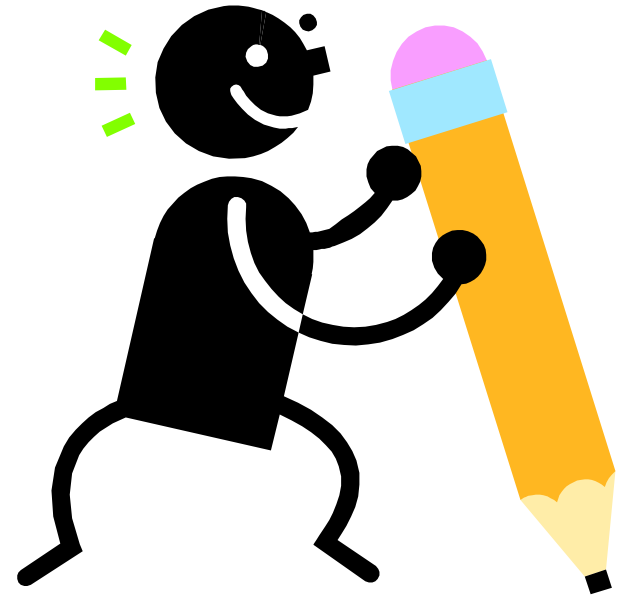


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## Additional hints

- Less is more
- Read great writers
- Check, check, check
- Never mind the naysayers





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# Questions?

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golf industry show