



Owen Roe O'Neill's SAC
LECKPATRICK



OIFIGEACH CAIDREAMH POIBLÍ / **PUBLIC RELATIONS OFFICER**

The job of PRO is one of the most important positions in the club. The main function of the PRO is to present a good image of the Club and Cumann Lúthchleas Gael in the local community and beyond. The need for good PR in GAA clubs has never been greater given the increased competition for players which clubs face. The PRO is the official spokesperson for the club, all dealings with the media should be coordinated through him/her.

Responsibilities of the PRO

- The updating and administration of the Club Web-site
- Ensure that the weekly notes are published in the Newspaper
- Ensure that the weekly notes/club newsletter is published in the parish bulletin
- Submit the match results on a weekly basis
- Publish the activities of the club on a weekly basis
- Prepare an annual report and present it to the AGM
- Ensure that the teams are updated using the text messaging system
- Ensure that club has a high status in the community
- Keep records of club games, team photos etc. This is historically invaluable information!
- Provide match results to County PRO and other relevant people
- Work as part of a team along with the other Club Officers, team mentor and the various sub- committees in the club

The PRO must be well informed of all club activities and keep a constant link with officers and team mentors. It is vital that the PRO builds up links with local newspaper and radio personnel and if a controversial issue arises it should only be dealt with in consultation with other officers (particularly An Cathaoirleach). The PRO must consult widely with relevant people in the club regarding the public perception of the club. Also it's vitally important that the PRO brings a camera to games and events!

A PRO should not:

- Push his own agenda - club policy and decision making supersedes personal opinion!





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- Criticise the club in public or private

A well informed PRO needs:

- Good communication with fellow officers and team mentors
- Good links with Division and County Board PRO

Club Communication

Good communication in a club is essential to ensure that the club operates effectively. Players, Mentors, Officers, Parents, Members, Sponsors and the wider Community need be aware of all activities in the club. The club needs to be seen as 'Active' and 'Alive' in the local community. A breakdown in communication means that the club cannot operate as it should

Internal - Communicating with:

- Club Officers
- Executive committee and Sub-Committee Members
- Players
- Mentors
- Parents
- Active members (volunteers)

This can only be performed effectively in consultation with the Club Secretary, team mentors, County Board delegate etc. The PRO must ensure that club members are aware of:

- Date, time and venue of club games, training, meetings and all activities.
- Details of programme of games activities.
- Details of The Club Plan
- All club activity.

Effective Internal communication ensures that:

- Everyone connected with the club is aware of what is happening
- People know their roles and responsibilities





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- Everyone knows the details of the club plan and the direction the club is taking

External - Communicating with:

- Supporters
- The community in general
- Parents
- Sponsors
- Media

External - What to communicate (examples):

- The Club Plan – Games plan etc
- Club match, results and reports
- Club's social and other activities
- Positive stories e.g. winner of fundraising draw, players being selected for County panel, new sponsor etc.

***Remember: Promote the fact that the Club is
'alive' and 'active'***

