

Navigating the Public Relations Challenge

TEACHERS WHO ARE 'ALMOST FAMOUS' CAN TAKE THAT NEXT STEP

by David Gould, Staff Editor

Whether or not it's true, the tale of actress Lana Turner being discovered by a movie director in Schwab's drugstore will always be told. Why's that? Because achieving fame and prominence without doing much to earn is a possibility that fascinates people.

Proponent Group members tend to reverse this scenario—doing the work required to become skilled at their craft without taking steps to gain recognition for it. Those steps, of course, are what we call public relations and media relations. Expressed less formally, it is a matter of tooting your own horn. Karen Moraghan, co-director of a leading PR firm in the golf space, is the go-to expert for Proponent Group on this topic. When you click open the Proponent Preferred listings of recommended specialists, you'll find Moraghan's bio and her contact information at Hunter PR under the "Public Relations" category.

Years ago, when Moraghan was PR director for the Pebble Beach Companies, she took careful note of the effort made by Laird Small, director of instruction at Pebble and a longtime Proponent member, to host "a little golf show on a local TV station," even when it would seem that the magic words "Pebble Beach" were all that Laird needed to be successful. "It's an investment you make in yourself and your personal brand, to use the trendy term," says Moraghan of such outreach efforts.

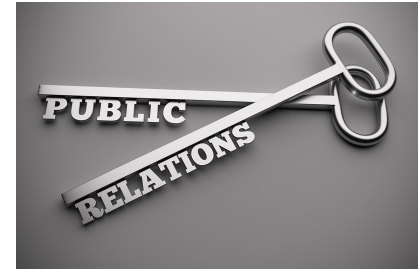
Sometimes that will involve a donation of time, money or energy. Recently, the personal trainer Moraghan works with on her fitness training hosted a pizza party for the basketball team his 8-year-old daughter plays on. "So, he gave something away," observes Moraghan, "about \$60 worth of party refreshments—and all the parents who brought their kids to the party took a look at his fitness facility and many of them went ahead and booked time with him."

With all the specialization that's emerging in golf instruction, Moraghan sees

real potential in golf instructors selecting one part of the golf skill set—short game, green-reading, golf fitness, etc.—and offering to help the local high school team with just that aspect of their training. "By limiting the scope of the training you'll provide, you can cap your time commitment and at the same time identify yourself as an expert in this particular part of the game," says Moraghan.

Public-relations blocking and tackling begins with knowing who around you has a megaphone—the reporters, editors and TV producers in your local market. Follow them on Twitter, and retweet some of their messages—eventually they will be motivated to retweet something of yours. As you learn about these media people, select a few that you may wish to become friends with. Suggest story ideas to them, inspired by information you come across as a golf insider that they likely wouldn't know. "What have you done, and what are you doing currently, to cultivate relationships in your own back yard?" is the question Moraghan continually asks the golf instructors she knows.

One of the better rock 'n roll movies ever made is about a high school kid hired by Rolling Stone magazine to follow an up-and-coming band on a concert tour. The rock group, Stillwater, is talented but unsure of itself, and the film's title, "Almost Famous," describes the condition they end up stuck in. In reality, the distance from almost to famous—at least on a golf instructor's local level—isn't all that far. **PG**



Tap Your Member PR Resources

Remember the Publicity Tools Available Online: When that inner lightbulb switches on—to remind you that your activities and achievements indeed deserve public attention—Proponent Group's member-supporting assets are ready and waiting. Under the Member Benefits tab on the Proponent website, click on Business Guides then select "**Instructor Public Relations Guide**," which is written in numbered text blocks that hit on specific steps and strategies. It also contains "Press Release-Writing Tips, From Inc Magazine" and a sample press release to refer to. Also check Business Templates on the website for pre-written press releases that you can customize by filling in your specific information.