

Public Relations and Promotion

We seem to live in a world that is dominated by the media. Newspaper, radio and television coverage of the events and issues can sway public opinion and influence those people who make decisions that can effect the future of our sport. It also appears that there are some people who are keen to tarnish the image of the sport and guns in general; thus it is increasingly important for the profile of our sport to be raised and the images to be squeaky clean.

Unlike those who wish to curtail the sport, sportsmen and hunters tend not to “blow their own horn” or publicize their activities. However, now there is a need for a greater promotion of the sport and its inherent benefits to wildlife populations, safety and the values of good sportsmanship. The media is an important way of getting this message through.

It is vitally important to get to know those people, such as local authorities who can have a direct influence on the future of our sport. A single official on a leisure and amenities committee, for example, who is sympathetic and knowledgeable about hunting and shotgun sports, can be a major adversary right at the heart of the local authority. Therefore using the information contained in these notes, which is mainly targeted towards clubs, we hope these members and others will set about building PR strategies to help ensure the future of their sport.

The NSSA has, of course, a vested interest in the continued success of any gun club. It is also important to recognize that any local PR issue can have a national effect. Thus any press, local authority or state representative contact that a club may have can also form a very important resource for national reference.

TOWARDS A PUBLIC RELATIONS STRATEGY

WHAT IS PR?

In short, public relations (PR) can be defined as any contact you, or members of your club or syndicate, have concerning the sport outside the club itself. In that respect it includes anything from talking to friends at work about how the shoot went to discussing issues with your state representative. The aim of PR for shotgun sports is to present it in its best possible light to those OUTSIDE the sport.

WHY HAVE A PR STRATEGY?

In these times of increased concern over all aspects of firearms and their use, shooting of any kind is coming under greater scrutiny from the general public. It is up to all of us to do our part in representing the sport by taking every opportunity to inform people of the benefits of sport shooting; i.e explaining how sport shooting, conservation and professionalism go together. Clubs, shooters, hunters and members are uniquely placed to effect a positive PR for shooting at the local level. If sporting rights are leased from a third party, effective PR is necessary to ensure the continuation of the sport.

We should all aim to retain and influence favorable opinion by the public. Members of clubs must be kept well informed of club activities and in turn, must try to gain active support. The club should also aim to convert others to supporting its aims and changing or minimizing reports or opinions.

There are many different targets for PR activity including the press, local politicians, groups and organizations and the general public. However, no one has limitless time and resources. It is unreasonable to expect the club to be active on all fronts and hence the need for a strategy. Through careful planning, the most efficient use of club time and money will be made.

HOW TO DECIDE ON A STRATEGY FOR PR

Once a club has decided that it should take more time for PR, a specially convened meeting for a group or subcommittee should be arranged with the aim of forming a strategy. At the outset this group should ask a number of questions. Some are outlined below.

Are there any immediate issues? This could include an imminent lease renewal or local authority proposal to ban shooting on their land. Alternatively it could include problems generated by bad publicity in local newspapers.

Which is the most important group or individual that the club should be influencing? Undoubtedly the most important people for the group to influence are those in control of your shooting rights. This can include a landlord or local authority. Contact with these people needs to be closely monitored to ensure no 'crossed wires' occur. Ideally one person should be responsible for liaison on behalf of the club and report back on a regular basis. The same holds for dealing with the press although the type of contact will obviously differ.

What are the clubs strengths? There are two strings to this bow; internal strengths and external strengths. Internally it is important to assess the activities and members of the club and decide where your strengths lie. Are there particular members of the club that sit on or have experience with influential committees? Likewise, are there members of the club who have particular skills that are required by the club, for example attorneys or teachers? These people are often good "front men" for PR activities such as lectures and dealing with the press. Outside the club it is important to identify any weaknesses you have. For example, your club may shoot on two areas of land; one owned by the club, the other owned by someone else (a local authority for example). If the latter is the case, less security for the continuation of your sport means more work will be required on this front.

If there are no immediate issues, what should you start doing? This is a fortunate position to be in but don't lose any time in starting to build up background information as ammunition. One of the first things to do is put together a media file, which should contain the following:

1. The names and editors of all local newspapers including the name of the sports editor and the news editor and their telephone number. (a) A profile of each newspaper detailing the attitude of its journalists to shooting and hunting. (b) Deadlines of when they go to press and (c) other useful information.

2. Regular updated information on dealings with a landlord.
3. Information on local authorities, including the names and addresses of key people. Be sure to include their attitude towards shooting. Name, address and telephone number for local and state police.

By keeping this up to date you will have a ready source of information when an issue arises.

The group should also discuss any issues that are likely to arise, i.e., lease renewals. It is important to discuss when to launch a PR initiative or campaign to achieve an easy lease renewal. As in most things, forward planning, by even a year or two. Through meetings arranged with decision-makers, or seeking views of local authorities, before a renewal becomes an issue often prevents a last-minute crisis.

Does the club have any activities that are worthy of PR? For example, many clubs get involved in charity shoots, Hunter Education, etc. Is your club actively involved in any of these types of activities? If not, you should strongly consider becoming involved if no reason other than for the positive PR that can be generated in the future.

By answering these questions, the PR Committee will, in effect, be putting a strategy together. Once the entire club is pulling together in the same direction, much more can be achieved.

In order to develop any form of strategy or coordinated public relations plan, it is important, if not vital, to have one spokesperson that is a member of the club and who is backed by all members of the club. This person will need to have, or develop, certain attributes. He or she will have to be knowledgeable about the club, the sites over which it shoots and also the many aspects of shotgunning.

It is important that the person chosen is “level headed” and will not be antagonized by a journalist talking about the anti-gun movement or “blood sports”. An ability to express themselves clearly is needed and the person must be honest to a fault! If possible he/she should have both daytime and evening telephone numbers and access to a FAX machine.

DEALING WITH THE PRESS

The press can be a fickle bunch of people! Unless reporters work for very specialized magazines they are unlikely to know anything about hunting or shotgun sports, let alone any story relating to it. Here are a few tips on how to work with them.

GENERAL ADVICE

It is important, at first, to get to know your local media. You need to draw up a list of every newspaper or magazine covering your area, together with local TV and radio stations. Find out all you can about them: How they treat news? What is their style? When do they go to press? Who are the reporters and feature writers that seem to be interested in issues about hunting and the environment?

To improve your club's media coverage a strategy should be developed. Local newspapers and radio stations should be monitored and press cuttings collected (not just by the press officer but by all members). This process will allow you to note those journalists who either cover shooting stories or are environmentally centered. Once you have done this, it is worth establishing contact with those journalists and impressing upon one or two of them that you want to use them as a contact. Ask them whether this is OK and chances are, they will respond favorably. Generally speaking, the better the communication with them, the more helpful they will be.

Don't be frightened of approaching your local radio station. Often the best way is to call and ask for a news journalist. Tell them your story and ask their advice. They will probably say "no thanks" but— nothing ventured, nothing gained.

Reporters publishing reports/letters in the newspaper should never fluster you: it may be put in just to "wind you up". A storm in a teacup may be settled by not responding. Always judge your response carefully.

Journalists also like to get out of the office. You can use this to work in your favor. Ask them to your charity clay shoot and encourage them to try their hand. You never know he/she just might become addicted! These tactics often appeal to journalist and get you coverage. It is worth remembering that the journalist is not only doing you a favor, but you are doing him a favor.

NEWSLETTERS

A club newsletter can be prepared and sent out to the press, carrying all the clubs latest news. The frequency of its publication will depend on the amount of news being generated. It is best written on letterhead with a contact name and telephone number always included. For its production, a club member with a computer could be put into good use although anyone with some typing skills will do. The newsletter can then be photocopied and sent to your contacts in the local press.

PRESS RELEASES

Press releases are an essential part of journalism and perhaps the most important part of club contact with the press. However, they also take a measure of skill to write and present. Local and national press receives millions of press releases every year and less than 3% are ever used. But don't let these statistics put you off, press releases are not as difficult to prepare as these figures might suggest. Somebody might want your story; all you have to do is make it interesting, presentable and get it to the right person. You can easily increase your chance of getting coverage from a press release in the same way as you can increase your chances when shooting; apply a bit of skill, some common sense and also a few good tips!

Before you write anything down, imagine passing the story on to a non-shooter in not less than fifteen words. This should be your first sentence. It should include "the five W's", that is; What, Who, Where, When and Why. If you can answer all these questions, it is unlikely that you have

missed any of the ingredients from your press release. Your headline will also be taken from your first sentence. It is also important not to make jokes in the headline or for that matter, the release. Your job is solely to pass on the information as quickly as possible.

ESSENTIALS

It is worth listing some “essentials” for writing a press release. Before you start to write, answer three questions: Why am I writing it (i.e., what is the story)? What results do I want? Who is it for? Try not to waste your time, or the journalist’s. Sending out weak releases can end a club’s media credibility. After all, No Story = No PR.

Here are a few pointers on press releases:

- Letterhead should be used.
- Never write on more than one side.
- Never more than six paragraphs.
- Always space the press release well.
- Date the press release.
- Always put a contact name and telephone number (daytime).
- Check to see that if you had only the first two paragraphs, the stories would still make sense. If this is not the case, start again. Your press release should be in the same style as a story in a newspaper.
- Avoid jargon: i.e., non-registered, wobble trap etc.—non-shooters must understand what is being said.

Once again, remember the press needs you. They will want to develop you as a contact regardless of their point of view.

TALKING TO THE MEDIA

Quite often press releases are followed up by telephone or personal interviews. Alternatively, journalists who have worked with you previously may contact you about other issues, asking for your comments. Here are a few “rules” to help you respond:

- Always make sure before you speak, whether the conversation is (1) off record, (2) on record, or (3) non-attribute.
- Never, ever lie! If you are unsure of the facts do not comment.
If you do not know the answer—say so. If you cannot find the information, contact the journalist as soon as possible and apologize.
- Do not try to be funny or angry.

PHOTOGRAPHY

It is often the case that photographs with a press release will increase your chances of success. Thus, try and find someone in your club who is a useful photographer. The photos taken should be in black and white, **and** it is worth building up a small photo library of work that the club is involved in. For example, conservation work, hunter education, bird species on your land, any personalities that frequent your club in shooting pose, etc. Any presentation of major awards should be sent with a short press release. You will need to mention all those in the photograph, their names, if they are local and also their ages.

SUMMARY

There appear to be hundreds of Do's and Don'ts in the above notes. However, don't worry too much about it, just try to follow the suggestions given and don't panic.

DEALING WITH THE PUBLIC

To a certain extent, the public or individual groups can be informed about your club and its varied activities through the press. Press releases to local newspapers, if used, reach a wide local audience. Features can also play an important part. If you have contact with a local newspaper's correspondent, then why not invite him/her out to see your facility and some of the work that was done. This could result in a feature article that can carry a highly positive PR message.

A more direct way of informing the public, or other groups, is to actually give talks or slide shows. When presenting a talk, it is important to choose a good "front man". Visual aids can be used, either transparencies or overhead projection slides of good quality. Someone in the club is bound to have a camera, take photos, either black and white prints (to use for the press releases), or color slides for projection. These can be kept in a club library. Information on the club's activities should be presented in a concise, factual and honest way, remembering it is always worth rehearsing what you are going to say, before you stand up and do it. Displays at local events, shows and exhibitions can present valuable information and create good PR opportunities. A few well planned display boards with photographs and simple text provides maximum impact. Aim for visual impact and remember that if you haven't relayed the message over in three sentences, you are wasting your time.

Certain items used in presentations can cost money, but if done properly, the benefit gained can far outweigh the cost. Guest speakers that can work on your behalf are worth their weight in gold if you can find one.

DEALING WITH AN ISSUE/WORKING TOGETHER

A club with a well worked PR strategy, i.e. with good press relations, contacts with local authorities and "a well informed public" has an excellent foundation on which to fight an issue.

However, you may be reading this while there is an important issue at stake and you do not have time to build up 'good' relations. You will therefore need to launch a campaign. A campaign could be to ensure a sporting lease renewal or to fight a closure order.

Before you launch a campaign, your club should take a brief pause to think about the campaign and how to plan it. An effectively researched and well thought out campaign will carry far more weight than a "make it up as you go along" one. When a serious issue arises, all club members and as many other clubs as possible, should try to get together and form a "campaign committee". It should consist of several individuals, not just one. It is always very difficult to achieve balance-shared discussions about issues and the need to get on with it. However, a balance tending toward consultation and involvement will ensure that the maximum input ideas take place. It is very important that the elected "front man" should have the support of the whole committee.

Once a group of members have gotten together, they should conduct preliminary research, decide on initial objectives and strategy, and then organize a launch (with media publicity). It may be possible for one individual to do all this, but could lead to problems: An individual could find it hard to share the decision making, and perhaps many potential supporters could have more confidence in a group than they would in one person who may be particularly prominent or have his own axe to grind.

The group or committee should discuss the issue thoroughly, following the principal to avoid committing yourselves or making any major decisions until the issue has been thoroughly researched. Contact NSSA or any national body headquarters to find out if any recent changes in the national or local facts that the club may not have available, can be passed on. It is indeed vital to have researched the issue fully; if you have been misled or have misjudged the issue, any opponents will be "one up" from day one of the campaign. A background of knowledge can also make you more effective if and when you have to argue your case. The facts you produce as a result of your research will help determine the way you approach the campaign, your tactics and strategy.

Spend time considering what your specific objectives are and write them down. You should be realistic and explain what you want to achieve and why. For example "to reverse a local authority decision to ban shooting because of local complaints", or prevent Coal Waste Inc. dumping on unused land to protect its value for sport and wildlife and preserve it for future generations".

Once you have set your objectives, then go about building your support. The more people you involve, the more likely it is that you will win. Support can be mustered by utilizing press contacts. Contacting other ranges, NSSA and other national bodies is also important.

THE RIGHT APPROACH

Local and state officials with political ambitions could be targeted and approached for support if they are likely to be sympathetic. Also, if there are any local celebrities or dignitaries who will lend weight to your campaign, then they should be approached.

You should make sure your club members and other supporters are kept well informed of what is going on. For any major issue try to keep members informed by a regular newsletter. This should include details of what has been achieved, what is being planned, how people can help and also provide the latest facts and arguments on the issue.

Planning a timetable for a campaign is very difficult. It is important not to fire all your bullets at once; keep back some ammunition. This will allow you to give the impression of accumulating evidence for your case. If you produce all your facts and all your supporters at the start, it may be hard to come up with fresh news items for local newspapers and maintain the impression of growing momentum.

You should make sure your activities are timed for maximum impact. For instance, if a decision is in the hands of the local authority, then a build up of publicity and obvious support before a meeting should be reinforced by approaches to officials. This has the effect of applying pressure at the time when it is most likely that the matter will be discussed and influenced by what you are doing.

It is important to keep your campaign clear and simple. Write it all down—objectives, plans, timetables, who does what, etc., and leave space to respond to events as they arise.

Before you “fire”, your campaign you should have the following:

1. Clear objectives.
2. A well-documented case based on detailed research; and evidence that you have sought to achieve your objectives in a reasonable way with the authority, company or individuals, or decision making organization concerned
3. A clear idea of the image you wish to create.
4. A committee (not an individual) to back your case.
5. Current club membership in NSSA and other national bodies.

SUMMARY

Much background work is necessary before launching a campaign. The background work can take place even before an issue becomes apparent, and this is an important part of any clubs PR strategy. When an issue arises, clear thinking and a methodical approach to achieving your objectives will help the club in attracting support, achieving widespread coverage and ultimately obtaining results.

These notes provide some background and information on dealing with public relations. Even the busiest sportsman will be able to help the cause in one way or another. A united front from member, supporters and fellow range owners is vital to insure the future and continued growth of our great sport.



Newspaper Publicity for your Club

Reprint of an excellent article that appeared in the March 1939, SKEET SHOOTING NEWS By Jim Stickter, Jr., "Trap and Skeet" editor of the Dayton (Ohio) Daily News.

After some months of editing regular—articles on skeet and trap shooting for both newspapers and magazines, your correspondent has several suggestions to make to gun club managers who are dissatisfied with the newspaper publicity their club receiving. Perhaps the following questions will assist such managers to get better results for their efforts.

1. Do you expect the newspaper to send a reporter to your club for the information? If you do, you will probably never get any publicity. After all, the newspaper is advertising your club by printing the news. The least you can do is to help out the sports editor by writing – up and submitting your articles. Furthermore, if he should send out a reporter, the chap would probably know less about clay target shooting and its correct terms than he would about African pygmy life. A shooter-writer will handle the job much more satisfactorily.
2. Have you talked to the sports editor about getting space? Find out from how much space he is willing to devote to your write-ups. Learn how many words it takes to fill this space, and limit your articles to that amount unless some special event is staged at the club. If the sports editor seems reluctant to give you space, tell him about some important local citizens who shoot at your club. Their names, together with the fact that they may be advertisers in his paper, may help you out.
3. Who shall write your club's articles? Preferably, the ideal press agent for a club is not a "too-busy" club officer, but some shooter who can write fairly well, who wants the club to get more publicity, and who will stick to the job and get the articles in regularly and on time. Try to pick a shooter who is limited financially, and give him a few targets and shells free of charge each month for his work. He'll appreciate the job.
4. Do you know what the editor wants to print? The usual sports editor cares little about printing a column of scores. He would rather have material that will make a headline. Something like "Local Gunner Breaks 99 In Skeet Shoot" or "Annual Skeet Event Planned For Sunday". The winners, outstanding scores, and happenings will always be welcomed. By classifying shots more names can be run. The old adage "Names make news" should be changed to "Names make news, but not unless they've done something". If some shooter breaks a score higher than he has ever broken, mention that too.
5. Are you in vicinity where there are a number of other skeet and trap clubs? If so, why don't you hold a meeting with the other club managers and try to arrange for a press agent for all the clubs in the vicinity? Each club manager can send him a program, and telephone him their club's results. He should be a shooter so that he will "talk the language", and if he is he will know most of the nearby shooters, and recognize new when he sees it. A creditable clay target column can be turned out in this manner. The cost of his expenses can be split among the clubs whose articles are found in his column. If he is a shooter perhaps he will take his pay in free shooting.

The five points on the previous page should provide a working basis for club managers to obtain better results their publicity.

EDITOR'S NOTE: The suggestions contained in Mr. Stickter's analysis of how to get publicity for your club applies to *Skeet Shooting Review* as well as your local newspaper. A list of names and scores isn't the most inspiring thing in the world when you start to write up the report of a shoot. Naturally, because of our close contact with the sport and the record at our disposal we can fake some sort of a write-up with only scores and names to work from, but anyone with half an eye can see that it is faked and we wouldn't try to deny it. If clubs wish to see nothing but a list of names and scores in a *Skeet Shooting Review* report of a shoot, that's what should be sent and nothing more. If, however, you want to get some real, genuine publicity for your club with plenty of the human element in it, follow Mr. Sticketer's suggestion No. 3. Naturally such reports will carry the by-line of the reporter. **WAKE UP SKEET SHOOTERS AND TAKE ADVANTAGE OF THE OPPORTUNITIES FOR PUBLICITY WHICH CAN BE YOURS FOR THE TAKING.**

Ad Slicks Create Interest

A very effective way to stir the interest of club members and the general public is to create ad slicks promoting the gun club. These can be used in newspaper ads or as posters to display around the club and community.

Advertisement in the local newspaper does cost money, but it is money well spent. You can reach a lot of people in this way. If you buy an ad, try to get the ad well placed in the paper. Naturally, the sports page or outdoor page is a good place as is the business section or community event page.

If you are distributing posters, place the posters in locations frequented by a lot of people. Grocery stores, sporting goods shops, civic group meeting halls, youth organizations and schools are great.

Today's computers and software make it fairly easy for "amateurs" to develop attractive and colorful eye-catching ads. There is some basic information that should be included in every advertisement. Samples from recent *Skeet Shooting Review* can be found elsewhere in this section.

1. Name and organization
2. Exact location
3. Dates and times
4. Specific details of events

Remember, a simple sign at the gate of the club will not draw a crowd. You must work to promote your club to the public.

See an actual club advertisement taken from *Skeet Shooting Review* on the following page.

San Antonio Gun Club

Presents

The 2002 Toepperwein Memorial Skeet Shoot

March 22, 23, & 24



**National Shooting Complex
5931 Roft Road
San Antonio, Texas**

Gun Champion Guaranteed \$500

Runner Up Guaranteed \$400 per event

Additional ADDED MONEY!

HOA Champ \$750

HOA Runner Up \$500

Doubles

Friday, March 22nd

12 & 20 Ga.

Saturday, March 23rd

28 Ga. & .410 Bore

Sunday, March 24th

	12	20	28	.410
Rotation 1	9:00	1:30	10:30	3:00
Rotation 2	10:30	3:00	12:00	4:30
Rotation 3	12:00	4:30	9:00	1:30

For advance registration and squadding fill out the enclosed form and forward with a \$50.00 deposit made out to SAGC.

Mail to: Jamie Gaines, 13200 Circle N Drive E, Helotes, TX 78023, h 210-695-6912, f 210-695-6950, jgaines@stic.net OR Van Boerner, 533 E. Byrd, Universal City, TX 78148, h 210-566-9331, f 210-566-9278, milhon@prodigy.net

Name _____

NSSA# _____ **TSSA#** _____

Address _____

City _____ **State** _____ **Zip** _____

Desired Doubles Time 12:00 1:30 3:00 4:30

Desired Time 1 2 3 (Pick Two)

**Program will be forwarded upon receipt of deposit.
For more information contact Jamie Gaines at 210-828-9860 or email sanantoniogc@cs.com**

Use Skeet Shooting Review for Promotion

One of the best ways to promote your registered shoot events is to make use of the discount advertising rates in the official magazine, **Skeet Shooting Review**. Many benefits are provided by **SSR** at no cost.

Each month an official listing of all registered shoots for the upcoming three months is included in the monthly magazine. In order for your club's shoots to be listed, you must have registered the shoot three months prior to press time. If your shoot happens to be one of the top 100 shoots in the country from last year, it will also be listed in the major shoots section of **SSR**. All this is done at no cost, along with a listing of winners from the shoot.

By simply writing a story after the shoot and including some good photos, if you have any, your shoot receives a spot in the magazine at no charge. Refer to the instructions for submitting stories for the magazine in this manual.

In order to promote your shoot, you may want to buy advertising in the magazine and promote various aspects of the shoot. Elsewhere in this section of the manual are sample ads and listed on the following page are ad rates for clubs.

Skeet Shooting Review reaches every NSSA Member

WRAP-UP
NEWS FROM AROUND THE REGISTERED SHOOTING CIRCUIT

Bull Run Spring Fling Open
It was more like March than April when The Bull Run Shooting Center's first annual Spring Fling Open was held in Centerville, Va., on April 2. The weather was variable, with strong winds, along with sporadic rainfall, presented a challenge to 38 shooters. Nevertheless, these shooters scored 99s in the 12 gauge event. Lane Harle and George Richer were into their second boxes before Richer fired his 99 and took A-1. Harle fired his 99 and took A-1. Harle fired his 99 and took A-1. Harle fired his 99 and took A-1.

Lawler Takes Spring Target Break 2000
by Tom Compton
The Spring Target Break was held March 25-26 at the Waco Skeet and Trap Club. The weather was good to us. Winds were light and good scores were recorded. Saturday morning began with the 12 gauge match. Shooters ranged from 10 straight, Gerry Lawler, Jay McGee, Jerry Follen, Buddy Elmer, Nelson Christensen, and Keneth English battled out for the championship. McGee claimed the title and English was runner-up. These were the only good scores in the big gun. It took a shoot-off of 99s to proclaim Joe Miller A-1 and a shoot-off of 98s before Bill Turner took B-1.

PHOTO TIPS
We cannot accept photos taken with a low resolution digital camera (i.e. 72 dpi). While they look great on a computer screen, they reproduce fuzzy in print. High resolution cameras taking photos at 300 dpi are acceptable. If you are scanning the photo and sending it via e-mail, scan it at 300 dpi, then reduce the dpi to 150 and send as .tif or .eps.

HEY WRAP-UP AUTHORS: If you generate your articles on the computer, please send them to NSSA on a disk along with a written copy. Cost of postage for a disk is \$5. You can also email them by copying it from your word processor program and pasting it in an email letter or by attaching the .txt or .doc file under the attachment option. Give it a try!

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SKEET SHOOTING REVIEW RATE CARD

The current rate card for the Skeet Shooting Review can be found in the outer left pocket of this manual.

Community Relations

JEFFERSON GUN CLUB

P.O. BOX 53
South Park Road – Ky. 1020
BROOKS, KENTUCKY 40109
502-957-4661

June 1988

TO ALL MEMBERS OF THE JEFFERSON GUN CLUB

Your Board of Directors has instructed the Long-Range Planning Committee to develop a Community Relations Program for the Jefferson Gun Club. The purpose of this activity is to establish a strong community image of our club as a part of the neighborhood, not just a group of people who use the JGC facility on weekends.

To accomplish this task we have made contact with Reverend Louis Home of the Brooks Baptist Church. In discussions with him we learned that there is a real need among our immediate neighbors for clothing and food when breadwinners are laid off. Sometimes homes are destroyed by fire in remote areas of northern Bullitt County and those unfortunate families turn to the church for help.

Accordingly, we would like to show our community spirit by helping fill some of these needs. Clothing of all kinds, clean and mended, is needed for women, men and children. Please look through your households for that clothing you were about to cast off. Bring it out to the club where your committee will collect it and deliver it to the Brooks Baptist Church. Later in the year we will have a club shoot activity to collect canned goods and cereals for the emergency pantry.

New houses and commercial development are gradually surrounding our club. We need to let our neighbors know we are their good neighbors – not just weekend hobbyists. So, give this community Relations Program your personal support. And if you would like to serve on our committee, join us soon.

John St. Lawrence
Long Range Planning Committee
Home Telephone xxx-xxxx
Office Telephone xxx-xxxx

This project was a huge success for both the Jefferson Gun Club and the Church. Why not try an idea such as this to promote your club and create good relations with your neighbors.