

My Player Development Grant supported Bicoastal Media Radio ads promoting Get Golf Ready classes. The radio ads were played on KLOO-AM in the morning and KEJO-AM in the afternoon during the Joe Beaver Show. Doug Blair from Bicoastal Media created the radio ads and along with sound effects they really turned out great.

The total revenue for the Get Golf Ready classes so far this year is \$5,300 which is right on track compared to last year. The radio ads along with email blasts helped promote the classes and increase participation.





I would recommend radio ads to other professionals since it was a pretty simple process. All I did was provide a few details of my Get Golf Ready classes and Bicoastal Media produced a 30 second radio commercial. Also, they provided some suggestions when to run the ads so it would match the amount of my grant. It certainly helped the Get Golf Ready programs that are offered at Trysting Tree Golf Club and grow the game.

Sincerely,

Bob Janes