



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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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 and they really turned out great.

Results: The total revenue for the Get Golf Ready classes so far this year is \$5,500 which is up 13 percent over last year. Considering that our play this year is down due to construction at our course and the wet spring I think the radio ads helped significantly to promote the classes and increase participation.





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Recommendations: 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. I think the ads were effective and I plan on doing this again.

The grant certainly helped the Get Golf Ready programs that are offered at Trysting Tree Golf Club and grow the game.

Sincerely,

Bob Janes