

Promoting Your Club

United States Judo Association

Growing Your USJA Dojo – Tips and Suggestions for Success

Starting a new dojo or running a dojo can be very challenging and rewarding. These challenges include administrative duties as well as growing the club and recruiting new students. The United States Judo Association is a great service oriented organization that offers many programs to help Coaches and Senseis retain their students.

As a Chartered USJA Club you and your students receive all the benefits the USJA offers. USJA forms and documents can be downloaded from our website Instructions for setting up a Golden Tiger Martial Arts supply account to purchase judo uniforms is also outlined on the site. It is important to track your student's attendance for promotion and to help retain student memberships. To this end, the USJA's Database and Coaches Portal are designed to make this a simple automated process.

Advertising and marketing can be an issue for anyone who does not have experience in the business side of owning and operating a dojo. A presentation on [Growing Your Dojo](#) by USJA President, Gary Goltz covers many good ideas in detail. An article on [How to Grow Your Club](#) by Dr. Ronald Allan Charles has even more good suggestions. Also below is an outline on how to get free PR for your dojo.

Publicity – spreading of information to create interest (Webster New World)

Would the above description benefit the activities of your Judo program? In most cases the

The first act in any publicity program is to identify the areas that you will contact on a regular

1. Newspaper – Without a doubt there is a newspaper of two that are printed in your
2. Radio – Every town in America is serviced by either a local station or one in the
3. Television – You may have your club operation in a smaller community that doe
4. Separate Press Release information is needed for each type news dept. Samples a
5. Before we attempt to cover ways of presenting information to the News Provider

6. Publicity is one of the most important parts of club operation. Regardless of your status

There are three general types of Newspapers with subdivisions under each.

1. Daily publications. These range from a one paper publication in a smaller town to
2. Weekly's or Bi-Weekly's . Some smaller communities cannot support a daily paper
3. Shoppers. The content of these papers is mostly ad's for area stores but many do

Weekly's

Depending upon size they may or may not have an individual assigned to Sporting activities

Remember to emphasize the fact that you are calling or stopping by on behalf of the local

Hopefully you have received a warm welcome from the newspaper reporter and can then

Ask how they would like your press releases structured and the method of getting them to

Promptness in reporting is always an asset. Make sure that the information from your last

This information will get used at some point. There is the possibility of a slow or full news

Bi-Weekly's

This type of publication differs from a daily in that they are almost always in smaller towns

It must be remembered that there is a very good chance of being included in their news section

Every piece of contact information in the above daily outline applies to the bi/weekly and

Shoppers

This may or may not be one of your best news outlets. Shoppers are usually distributed to

Note

If your Club operates as a non-profit organization make sure to include that information on

You must be very careful in the wording of your press releases if you operate your club as

Dealing with the electronic media can be the toughest of all mediums. You must remember

In the past radio was limited to a very small number of stations that served your community.
As radio is a voice medium (no pictures) the information you present to them should be short and snappy.
It cannot be emphasized enough that you MUST do everything possible to make the job of the listener easy.
As with newspapers ask if this information can be E Mailed to them or the method of delivery.
Too often the information is late in some cases up to a week because no one did their job on time.

Always keep in mind the old radio news motto

When you hear it- it's news when you read it – it's history

This part of our news system is indeed the toughest one to deal with. The demands of the sports fan are high.
Unlike other news mediums TV stations do have a sports director and this is the individual who is responsible for the sports news.
In this medium you have the ability to use news copy, still pictures and action shots of judges and athletes.
Usually your news will get to the station on a Sunday and this is when a fill in individual is needed.
