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Effectiveness in public image management of community sport associations

Case study: Polish and Czech Tennis associations

Summary

The groundbreaking political reform of 1989 in Poland resulted in dramatic changes in many aspects of social interactions, many of which are still taking place today. This transformation has had a particularly strong impact on non-government organizations in voluntary sector, which typically encompasses all community sport initiatives, including national sport associations. This dissertation analyzes various mechanisms of public image management basing on the cases of two homogenous community sport associations, namely Polish and Czech Tennis associations. The main objective of this thesis has been to identify proper public relations tools, used in the process of managing the public image of a community sport association so as to create an effective model of communication with its beneficiaries. The following research has confirmed the hypothesis that the right choice of public relation tools in the process of public image management makes it possible to establish trust with a community, which in turn influences how successful a given sport organization is. These undertakings, however, must be coordinated with procedures introduced in other organizational subsystems of community sport associations aimed at improving their functioning, so as to maximize their effectiveness. Maintaining the right public image of a given organization cannot be used as an empty facade which conceals its incompetence.

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