



golf industry show

See your *future* in a new light



GCSAA 

GCSAA Education Conference
& the Golf Industry Show

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2012

Get Ready for Your Close Up: Successful Media Relations

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Be cooperative

Reporters need your comments for stories. If you make yourself available to answer their questions, they will appreciate it because it makes them look more professional.



Listen to the question carefully

Make sure you understand the question before you answer. If you don't understand, ask for clarification or have the interviewer repeat the entire question.



Think before you answer

Reporters are often in a hurry because of deadline pressures. Don't feel rushed or goaded into giving quick answers. Speak clearly with proper rhythm. Avoid clichés.



Personalize

In one-on-one interviews, use the reporters' first name whenever possible. It helps you take control and makes you sound more confident and conversational.



Don't be defensive

Attitude is everything. Stay calm,
remain in control in all situations.



Don't trash anybody

Nothing good will come from saying negative things about anyone.



Avoid “no comment”

It makes you look like you have something to hide or are guilty. Try to find a response to every question.



If you don't know, say so

Talk about what you **DO** know, don't talk about what you **DON'T** know. That is better than giving incorrect, misleading or damaging information.



Know your audience

No time limit with online/print/radio,
but TV just needs sound bite, 20
seconds tops.



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Careful with social media

Anything you write online, including Facebook, Twitter, or even e-mail, should be considered public domain



Say “thank you”

Your final actions in the interview may leave the strongest impression with the reporter/viewer.



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Questions?