

*Your*  
**PASSPORT**  
**TO PROFITABILITY**

GCSAA EDUCATION CONFERENCE  
ORLANDO, FLORIDA  
FEB 7-11  
**2011**  
AND THE GOLF INDUSTRY SHOW



A historical map of Florida is visible in the top-left corner, showing various locations like Orlando, Winter Park, and Pinecastle. Overlaid on the map is a green circular stamp that reads "CONFERENCE", "ORLANDO, FLORIDA", "FEB 7-11", "2011", and "GOLF INDUSTRY SHOW".

# Communications Hot Topics

## Media Interviewing

**Bill Newton**

GCSAA Media/Public Relations Manager





# Your PASSPORT TO PROFITABILITY



## 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.





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## 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.





# Your PASSPORT TO PROFITABILITY



## 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.





# Your PASSPORT TO PROFITABILITY



## 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.





# Your PASSPORT TO PROFITABILITY



## Don't be defensive

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





# Your PASSPORT TO PROFITABILITY



## Don't trash anybody

Nothing good will come from saying  
negative things about anyone.





# Your PASSPORT TO PROFITABILITY



## Avoid “no comment”

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





# Your PASSPORT TO PROFITABILITY



## 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.





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## Know your audience

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





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# Personal appearance counts

Maintain good eye contact with reporters – don't worry about the camera. Keep you voice strong/animated.





# Your PASSPORT TO PROFITABILITY



## No such thing as “off the record”

Everything you say is quotable. If you don't want your words to show up in the story, don't say them. You are always “on” around a reporter.





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## Careful with social media

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





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Columns or opinion pieces



## Say “thank you”

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





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**Jeff Bollig**  
GCSAA Senior Director  
Marketing & Communications  
[jbollig@gcsaa.org](mailto:jbollig@gcsaa.org)

**Bill Newton**  
Media/Public Relations Manager  
[bnewton@gcsaa.org](mailto:bnewton@gcsaa.org)

**Angela Nitz**  
Corporate Communications  
Manager  
[anitz@gcsaa.org](mailto:anitz@gcsaa.org)

**800-472-7878**





# Questions?

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golf industry show