

# Emmy Moore Minister Named First Woman Honorary Member By The NCPGA

The Northern California Section of the Professional Golfers' Association (NCPGA) is pleased to announce that Ms. Emmy Moore Minister has been named as an Honorary Member of the Association. She is the first woman to receive this distinction in the eighty-three year history of the Northern California PGA. An awards ceremony honoring Emmy Moore Minister will take place at the NCPGA Semi-Annual Meeting on Sunday, July 13, 2003 at the El Dorado Hotel Casino in Reno, NV.



Moore Minister, president of the Moore Minister Consulting Group, a Northern California based communications firm, has contributed greatly to the NCPGA, the GCSANC and to the game of golf in general.

Scott Humphrey. "Her enthusiasm, genuine concern for others and corresponding influence for the good of the game have gone beyond our association. It is an honor to add her name to the distinguished list of Honorary Members of the NCPGA."

"In the past ten years, I don't know of a person who has had a more positive impact on the members and apprentices of the Northern California PGA than Emmy," states NCPGA Executive Director

**Congratulations Emmy!**

## Meeting Up with the MEDIA



By Emmy Moore Minister

Often within our profession we have the opportunity to work with local media representatives. For some of us this is an assignment that comes natural...for others, not so natural. Here are a few suggestions you might find helpful as you communicate with your local newspaper writer, Internet editor, radio or television reporter.

First and foremost, make sure your company is open to you speaking directly with media representatives. Some businesses prefer to have a designated spokesperson. Hopefully your company entrusts you with this assignment.

If you get a phone call or an E-mail from the media, please return it promptly. They, like yourself, are often working on deadlines and they will appreciate the fact you are timely.

Being prepared is essential when communicating with the media. If you are asked a question and you do not know the answer, or let's just say you are not 100% sure, let your media rep. know you will get back to him/her soon with the pertinent information, or you can direct them immediately to the person within your organization that can respond to their inquiry.

Take the time to develop a relationship with local writers or radio and television broadcasters. If your facility or business has made an improvement that's newsworthy, why not share the news through a media release followed up with a personal invitation for a site visit. Having "before" and "after" photos of your project can also prove to be helpful.

You are an environmentalist, just by the nature of your profession. Let your media representative see what you do to improve the environment. If your course has earned an environmental award tell the media...it's good news, and it's worth sharing!

When it comes to having candid discussions with media representatives, is there such a thing as being "off the record?" Well maybe, that is, if you have a very close working relationship with your media representative. But as we all know, trust based relationships take time to foster, sometimes several years. Start developing a relationship now with your local media rep, and some day you may be able to safely say, "this is off the record." Until then, remember, it's all on the record!





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