

In The News

TheSCOOP

by Media Relations Consultant,
Emmy Moore Minister



Media Moments

What do Alan, Gary, Vince, Brian, and Nick have in common? They've all taken on the challenge of TV interviewing. Throughout the past year or so, these individuals have shared openly on camera, their roles as golf course superintendents. Brave souls they were. For many, it was their first, up-close-and-personal on-camera experience. Good news is they past the trying test on TV taping!

Is TV interviewing an easy assignment? Most folks will tell you, no. Actually, it wasn't until about a year ago that I realized what an arduous assignment it could be at times. Having three cameras staring you in the face while someone is constantly tossing questions your way, can be a little intimidating.

My awareness level about "being interviewed" took a spike up the day my co-host asked if I'd like to switch chairs and be a guest, instead of the host. My first response was, "No problem!" That is, until I had to switch seats, leaving my safe spot on the right side of the set, forcing myself to shift to the chair on the left. Easier said than done. For over a decade I had sat in that same chair and got to pop the questions. Roles were now reversed. Little did I know how emotionally-glued I was to my previous territory, where I never worried about answering questions, only concerned about asking questions.

So there I was... the countdown came, the show opened, and the questions started to fly. And while the subject matter was simple, like, who I was, and what did I do for a living... for some

reason I felt uncomfortable. I was awkward and anxious, always wondering what might be asked next or was I answering the question succinctly enough. Legs and arms were crossed tightly, with my right leg moving up-and-down in a repetitive, nervous motion. It was obvious to the crew in the studio that I wasn't feeling very grounded, actually I was more like a 747 on take-off.

I made it through the 28 minutes of taping, and at times I would have probably traded places with someone in a dental chair having their first root canal. But as I look back now, I am glad I had the experience. I learned a lot about being interviewed and most importantly, I also learned a lot about how I could be a more effective interviewer. Creating a comfortable setting for my guests, posing simple questions that don't surprise the interviewee (count me out as the next Barbara Walters or Diane Sawyer), and encouraging guests to flow freely with their responses are all key components to successful TV programming.

So, if you get a chance to share your story on television, consider taking on the challenge. You will grow from the experience-- I surely did!

GCSANC Communications Consultant Emmy Moore Minister is producer of Silicon Valley based, Voice of the Valley Television Show. She has produced and underwritten over 500 cable access television programs. The shows primary focus is to interview guests who are doing things to improve the quality of life for others. Besides GCSANC Members, Moore Minister has interviewed a variety of golf leaders including PGA club professionals, PGA TOUR players, golf historians and authors, course designers and equipment manufacturers.

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