

COMMUNICATIONS PLAN / ONE VOICE POLICY

The USGA has adopted a “One Voice Policy” that applies to all communications and media requests related to the USGA and to each USGA Championship. The premise behind this “One Voice Policy” is to have the most appropriate person respond to each media request. The USGA and the Host Club should work together to develop a communications plan for the U.S. Amateur Championship. Developing this communication plan will:

- Protect the USGA and the Host Club’s confidentiality and privacy;
- Ensure that accurate and consistent facts and statements are provided to the media;
- Ensure that the USGA and the Host Club communicate with appropriate, relevant messages;
- Position the USGA and the Host Club to effectively mitigate or manage crises or complex situations that may emerge throughout the process;
- Take full advantage of communications opportunities to tell the USGA’s, Host Club’s and/or championship’s story to appropriate audiences.

This communications plan should:

- Identify representatives of the USGA and the Host Club who can sit on the U.S. Amateur Communications Team;
- Determine, in advance, key issues that may arise and determine if the USGA or the Host Club is the best group to comment on these key issues;

Media Relations Policy

- The foundation of good media relations is the coordination, uniformity, accuracy and timeliness of the information released. The USGA’s Media Relations Policy is designed to enhance the organization’s engagement with the media by leveraging the trained expertise of the Communications Department staff for their insight and thoughtful review of the opportunity.
- Should any committee member or staff member be contacted or approached by a member of the media, it is mandatory that they first be directed to an appropriate member of the USGA Communications Team. As a guideline, any committee member or staff member who anticipates speaking with the media must coordinate the interaction with Pete Kowalski and Robbie Zalznick to discuss an appropriate response and/or actions. This policy relates to all members of the media, including print, broadcast, radio and online bloggers.
- The Communications Team will properly vet the inquiry to determine if this is an appropriate communications opportunity for the USGA. This due diligence will allow the Communications Team to determine the true focus of each request or inquiry; ask the reporter questions; set ground rules for an interview; research and formulate a timely response with input from the appropriate USGA subject matter expert; and properly prepare for an interview.
- If the Communications Team determines that it is an appropriate communications opportunity for the USGA, they will draft a response or provide the designated USGA representative with appropriate talking points.