

MEDIA & CORPORATE SUPPORT

Media Day

The USGA and the Host Club should jointly host a Preview to publicize the championship. This is optional on the part of the club.

Date

A date should be mutually determined by the USGA and the Host Club. The best time frame for Media Day is 2-3 months prior to the start of the championship. Factors of date selection:

- Will the defending Champion be able to participate? If so, his schedule should be consulted as soon as possible.
- Sporting events in the city/area of the Host Club can detract from attention and attendance. The Host Club should consult local/area event calendars.
- The USGA will review its championship calendar so that the Preview does not compete with other championship events.
- The Host Club should check its golf course schedule so that the course would be available for visiting media and should be in good condition (not championship preparation but good condition).

Personnel

- Defending Champion (if available)
- USGA Executive Committee Member(s)
- USGA Staff – including the Championship Director, Manager and USGA Communications Staff
- Host Club – Representatives including General Chair(s), Board Members, Championship Committee and Staff
- Co-Host – Representatives including Championship Committee and Staff, Board Members

Invitees

The USGA communications department and the Host Club will jointly develop a list of potential invitees. Once the list and date are set, the USGA will send (via email) a save the date notification, usually 2-3 months prior to the Preview. Approximately four weeks prior to the Preview, the USGA will send (via email) the invitation. The Host Club will track RSVP's and regularly update the USGA Communications Department. Specific follow up will take place as needed.

Set Up

The Host Club and the USGA should jointly decide on the room used for the Preview.

- Theatre style seating will be needed in the room for approximately 50 attendees.
- A podium with microphone, room speakers, and two six-foot tables should be placed in the front of the room.
- A USGA backdrop will be provided by the USGA.
- Registration tables (two 6-footers) and four chairs in a lobby area.
- *See example of Preview diagram below*

Items and Responsibilities

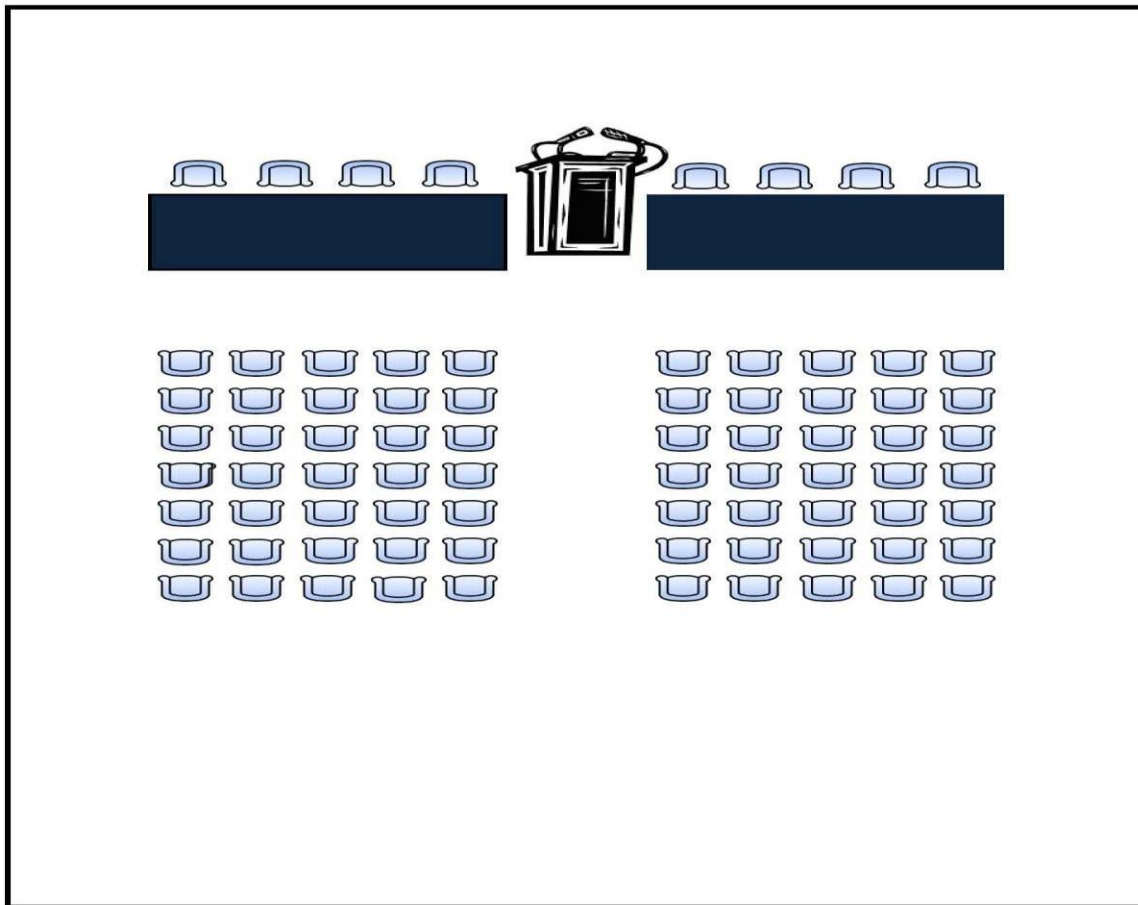
Item	Responsibility
Audio and Visual Equipment	USGA
Food and Beverage	USGA
Golf & Carts or Caddies	Club

Preview Agenda - Sample

Time:	Agenda
10:30 – 11:00 a.m.	Registration and check-in
11:00 a.m.	<p>Program begins – USGA Communications Representative welcomes guests; introduces guests at head table; recognizes special guests and introduces USGA Executive Committee Member.</p> <p>*He/she speaks on USGA history at club/area/state and course set-up philosophy and USGA vision for Host Club and Co-Host.</p>
11:10 a.m.	<p>USGA Communications Representative returns to introduce Host Club speaker.</p> <p>*He/she will address Host Club and the USGA staff, corporate supporters, civic supporters and volunteers.</p>
11:20 a.m.	<p>USGA Communications Representative returns to introduce Co-Host speaker.</p> <p>*He/she will address Co-Host and the championship.</p>
11:30 a.m.	<p>USGA Communications Representative returns to introduce Defending Champion and/or other featured speakers for comments and questions.</p>
(NOTE: Photo opportunity and media one-on-one interview possible for all speakers)	
12:00 p.m.	<p>USGA Communications Representative returns to offer concluding remarks, offers speakers for one-on-one interviews and give details on golf.</p> <p>*Lunch is served.</p>
12:45 p.m.	Media guests begin walking/being shuttled to starting holes
1:00 p.m.	Golf
6:00 p.m.	Post-round cocktails (not required)

Preview Diagram

Example



Preview Set-up

