MEDIA TOOLKIT

Raising awareness and strengthening the profile of golf in the Olympic movement.

International Golf Federation
August 2016
# TABLE OF CONTENTS

**Contents**

1) Introduction to the Toolkit: The Olympic Games - Golden Opportunity for Golf .................. 3
2) Six Major Storylines ................................................................................................................. 4
3) How the IOC measures Olympic Sports .................................................................................. 12
4) Using this Toolkit - Planning and Strategy to deliver a winning product ......................... 13
5) Available Content .................................................................................................................. 15
6) Olympic Golf Rankings Widget ............................................................................................. 18
7) Use of IGF Images as Media content .................................................................................... 19
8) Leverage All Available Media ............................................................................................... 20
9) Understanding and Working with the Media, and Media Templates ................................. 21
10) Examples of Events to Increase Media Engagement and Coverage ................................. 24
11) Understanding ‘Social Media’, Assessment and Content Plan ............................................. 28
12) Knowing your Olympic Rights Holder Broadcaster ............................................................. 31
13) Main Milestones on the Road to Rio ..................................................................................... 32
14) Communication Strategy – What the IGF Members Should Do ......................................... 33
15) Media Monitoring .................................................................................................................. 34
16) IGF Communications Contacts ............................................................................................. 34
1) Introduction to the Toolkit: The Olympic Games - Golden Opportunity for Golf

Growth of Golf

Golf has experienced tremendous growth for both men and women players and at all age levels. From grass-roots programmes for youth to globally telecast championship tournaments, the game has proven to be a highly popular, dramatic and enduring sporting competition.

Golf was part of the sports programme at the 1900 and 1904 Olympic Games and was re-admitted in 2009 at The 121st International Olympic Committee (IOC) Session in Copenhagen, Denmark, initially for the next two Olympic Games.

IOC Measurement

In order to determine which sports will be part of the Olympic Programme, the IOC will measure in great detail the global scope and media reach of the competitions in Rio de Janeiro. This assessment will determine golf’s future participation in the Olympic Games beyond 2020.

The measurement process commences three weeks prior to the start of the Olympic Games (15 July), continue throughout the duration of the games and for a further three-week period (11 September).

For this reason, it is critical that golf achieves as much visibility as possible during this eight to nine week period.

Golf as Part of the Long-Term Olympic Programme

Rio 2016 and Tokyo 2020 will represent the long-awaited resumption of golf as part of the Olympic Movement but the mission of the International Golf Federation (IGF) is to ensure that golf remains as part of the programme in the long term.

Being an Olympic sport adds kudos and credibility to golf, with an expanded global reach, a wider fan-base, chance for youth to see the sport on centre stage, extended marketing and promotion and widespread grassroots participation. These are all values at the heart of the game.

The power of the Olympic Games would help take golf to new hearts, minds and locations in every corner of the world. Increased resources have become available to some IGF National Member Federations since re-joining the Olympic Programme and the benefits are undeniable. Golf must make a compelling argument that it should be a deserving and legitimate part of the Olympic Movement.

Toolkit

This toolkit was designed for you to help you promote golf in the Olympics in your country. It will outline the major storylines, provide you with content, and give you timelines and suggestions on how to use the content to best leverage golf in the Olympics with all media – print, broadcast, radio and the various social media outlets.
1) Six Major Storylines

The IGF used a partner to conduct an in-depth exercise to evaluate potential universal storylines around golf’s return based on the global conversations around golf and the sports participation in the 2016 Olympic Games. This approach was critical to ensuring the selected storyline would be relevant to the audience in order to drive new viewers into the sport, best leverage golf in the various traditional and social media and thus maximize measurement results.

The following six storylines were identified which help tell the story of golf’s return and the excitement around its place on the Olympic stage:

- **Golf's Return**
  - Golf is back, its ready. It has been a global game. And now it is on the Olympic Stage
  - Golf has a long-term future within the Olympic movement
  - The Olympics represent the ultimate shop-window for the game of golf
  - The Olympic values of excellence, friendship and fair play form the basis of a philosophy which golf has long embraced
  - Golf can further the IOC's goals, furthering the concept of fair play and excellence
  - Golf will be stronger and more visible by embracing the Olympic ideal
  - Golf is one of the world’s most watched and most successful sports, with male and female stars appealing to a wide fan base
  - The Olympics would ensure that golf reaches new hearts, minds and locations in every corner of the world

- **The Golf Course**
  - A course for the global stage; beauty and precision
  - Golf has a long and fascinating history stretching back centuries
  - It is known for its scrupulous honesty and integrity – the very ethos of Olympism
  - Golf is a family focussed game in which multiple generations can enjoy the sport at the same time
  - It will help to create a lasting legacy in Rio de Janeiro and Brazil long after the Olympics is over
  - Sustainable development
  - Benefitting the environment

- **Player Profiles**
  - Showcasing the players we know – and how they got here
  - The best players will be showcased with the world watching
  - Televised golf combines athletic and mental skills to create huge excitement and drama
  - Golf enjoys a great image for sportsmanship
  - The product is second to none
  - Golf engenders friendship and respect
  - Diversity is a massive calling card
• **Women**
  Profiling women as local heroes – a portrayal similar to other revered Olympic athletes.
  - The best players will be showcased with the world watching
  - Women are emerging in droves as top golf athletes in some countries in particular
  - Golf is one of the world’s most watched and most successful sports, with male and female stars appealing to a wide fan base
  - The kudos of being an Olympian lasts a lifetime
  - Being an Olympian is widely regarded as the ultimate human endeavour

• **Next Gen**
  Activate youth by allowing the youth golfers of today to tell and engage
  - Being a successful Olympic sport can increase worldwide participation, with a special focus on youth in emerging countries
  - The potential exists for increased participation and an expansion of grass-roots programmes for a new generation
  - Opportunities will arise for increased funding to grow the game

• **Unknown Heroes**
  From coaches to volunteers – honouring the heroes and their perspectives on golf and the Olympics
  - The Olympics would ensure that golf reaches new hearts, minds and locations in every corner of the world
  - The people (and their stories) behind the athletes
  - What goes into the making of an Olympian
Golf’s Return
Golf is back, its ready. It has been a global game. And now it is on the Olympic Stage

Storyline and text and photo examples...

<table>
<thead>
<tr>
<th>Photo</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Photo" /></td>
<td>Golf has been here before...but not like this. 112 years ago, 77 North America golfers arrived at Glen Echo Country Club for the first time the Olympics were held outside of Europe. It was also the last time the game of golf was challenged in pursuit of winning an Olympic gold. Now in 2016 golf is back. To once again take its rightful place on the global Olympic stage. To again challenge those who are in pursuit of their Olympic dream. But today’s game is not like it was before.</td>
</tr>
<tr>
<td><img src="image2.jpg" alt="Photo" /></td>
<td>Yes, the game has changed and evolved. New locations, new equipment, new players. But the essence of the game has held true...the grit and determination, the challenges to players physical and mental abilities, the drive for the win.</td>
</tr>
<tr>
<td><img src="image3.jpg" alt="Photo" /></td>
<td>Here, we catch-up our new audiences on the last 112 years of golf and the game it is today. We also focus on today’s game in context of what is in golf that makes the sport a true articulation of Olympic ideals and values. It’s a chance to legitimise the intensity of the story of golf to the general Olympic audience, and inspire a new generation of golfers with the purity, passion and brilliance of the game. We will show them... Why I Love this Game.</td>
</tr>
</tbody>
</table>

Why I Love this Game.
For Rio 2016, the stage is set. The Gil Hanse designed course is taking shape and will host, for the first time in over 100 years, Olympian golfers.

A masterfully crafted course to test the best-of-the-best. With no detail overlooked this truly is a combination of precision and beauty. A course that is set to challenge the abilities and the emotions of players that have travelled across the globe in pursuit of their Olympic best.

Here we will follow its creation, every little detail that makes it deserving of the honor, and the challenges that it will present Olympians. For golf aficionados and casual fans alike, we will highlight what to watch out for, the twist and turns only golf can deliver, and how the course will be able to foster many #WhyILoveThisGame moments.
**Player Profiles**
Showcasing the players we know and how they got there.

**Storyline and text and photo examples...**

<table>
<thead>
<tr>
<th>A tale of two voices</th>
<th>From the perspective of the PLAYER:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyone has their own reason for loving the sport and every Olympian also has an Olympic story to share. This is a chance for every Olympian to highlight their own Olympic story as it relates to their game – their reason for loving the game, and the specific moment that defines Golf for them. We want to share their story, their unique story that brought them to the Olympic Games, and what that experience means to them.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>From the perspective of the FEDERATION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s the brilliance of each player that inspires all of us. It is this unified pursuit of excellence that connects each and every person. These players represent a game that is played in over 130 counties across the globe. This is our chance to highlight just how remarkable the game of these Olympians is, and use it as a catalyst for why we all love this game. We are ready... <em>Why I Love this Game.</em></td>
</tr>
</tbody>
</table>
Storyline and text and photo examples...

It has been even longer since women played golf in the Olympic Games, but that hasn’t stopped the game from spreading across the globe. For Rio2016, the women have come to play – their game is better than ever, and the competition is fiercer than it’s ever been.

For these Olympics we can cast a light on these athletes - the praise, attention and respect they deserve.

Let’s highlight this attention. Let’s put a spotlight on these ‘hometown heroes” who are in pursuit of Olympic gold for their countries. This is a chance to inspire a new generation of girls and women to love a global game on a global stage.

We have come to play...

*Why I Love this Game.*
The next generation of golfers are spending their days practicing on golf courses across the globe. Working so hard to one day have their chance to challenge on golf’s biggest stages. Playing and re-playing the 18th hole winning putt in their heads. For Rio2016, let’s give them a platform showcasing passionate stories and perspectives of the latest crop of players in order to build excitement in the sport.

We know these young golfers tell their stories in new and exciting ways. We also know the youth of today discovers stories in very different ways. Let’s tell golf’s story from the next generation’s perspective in a way that they will relate. Let’s get them excited about the game in ways they never thought possible.

A new game told unlike no other...

*Why I Love this Game.*
Many in golf are offered a view into a world most of us will never get access. They experience stories not always covered but offer rich detail into an unknown world for the audiences at large. These stories help pull an audience into a world that they might not know about. For Rio2016, golf has many who have come together to help shape its return to the Olympic Games. From the frontline staff to the coaches behind the scenes, their experiences will be different from the players but no less important. They will offer a relatable connection point for those who are new to the game or the sport.

Let’s highlight these stories. Let’s showcase these unknown hero’s and what they mean to golf’s return. Let’s show the passion that is inside some of our most valuable fans. It is in all of us...

*Why I Love this Game*
2) How the IOC measures Olympic Sports

The IOC is constantly reviewing and refining its own process of how Olympic sports are measured in terms of scope and methodology of data collection. This provides valuable feedback to the International Federations on the popularity of their sports and events during the Olympic Games.

The time frame for measurement is three weeks prior to the Games, during the Olympics and three weeks following the event.

Therefore, golf’s performance across all media platforms will be subject to close scrutiny and the sport must explore all available avenues to ensure that the media coverage delivers on all levels.

The following table summarises the indicators and the respective level of analysis used.

<table>
<thead>
<tr>
<th>Theme</th>
<th>#</th>
<th>Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>i1</td>
<td>Viewer Hours</td>
</tr>
<tr>
<td></td>
<td>i2</td>
<td>Total Maximum Audience</td>
</tr>
<tr>
<td></td>
<td>i3</td>
<td>Average Audience</td>
</tr>
<tr>
<td>Digital Media</td>
<td>i4</td>
<td>Number of Internet Searches</td>
</tr>
<tr>
<td></td>
<td>i5</td>
<td>Page views and visitors to most popular websites</td>
</tr>
<tr>
<td></td>
<td>i6</td>
<td>Social Sharing of Articles</td>
</tr>
<tr>
<td></td>
<td>i7</td>
<td>Rio2016 Mobile Application views</td>
</tr>
<tr>
<td>General Public</td>
<td>i8</td>
<td>Favourite Sports among General Public and Youth</td>
</tr>
<tr>
<td>Spectators</td>
<td>i9</td>
<td>Percentage of Available Tickets Sold</td>
</tr>
<tr>
<td>Press</td>
<td>i10</td>
<td>Number of Press Articles</td>
</tr>
</tbody>
</table>

The perception of the Olympic Games through the Media is the single most important factor in the overall assessment conducted by the IOC. It is vital in the build-up to the Olympics that you are familiar with the Media outlets in your country which are specifically monitored by the IOC for this purpose. The IOC look for robust TV ratings based on viewer hours, total maximum audience and average audience. These include:

- **Television**: Broadcast Rights Holders across 70 territories which will determine the Olympics’ popularity on television. These include 36 countries in Europe; 13 in Asia, 14 in the Americas, 2 from Africa, 2 from Oceania and 3 Pan Regional
- **Digital Media**: Wide scope of digital coverage representing countries with the most internet users and those generating the highest broadcasting rights fees
- **Internet**: The number of searches conducted will give an idea of the appetite for consumption of each sport, encompassing Page Views on most popular websites
- **Social Media**: This indicator looks at sharing of articles in 20 key countries focusing on Facebook, Twitter, Pinterest and LinkedIn
- **Mobile App**: Page views on the official Olympic Games Mobile App to determine popularity of each sport
- **Press**: Analysis of coverage in around 250 titles across 50 countries (5 per country) across similar range of countries as Television measurement
• **General Public and Spectators**: Popularity of sports gauged via disciplines as well as sports; favourites of public and youth; analysis of spectator involvement through ticket sales

### 3) Using this Toolkit - Planning and Strategy to deliver a winning product

Together, the IGF and its Members can achieve all the goals in this Olympic media campaign. This entails:

- Following the IGF guidelines contained within this toolkit
- Using the toolkit, and IGF communications, as a valuable resource in order to execute the media plan
- Working in unison with the IGF in using the toolkit as a ‘roadmap’ to meet the objectives

The Toolkit contains vital information, including:

- The over-arching aims and objectives as detailed by the IGF
- Tips and pointers to bringing a media plan together
- Content available via a Dropbox site to all Members
- Ideas for content and potential high-profile ‘events’ designed to engage with the widest section of the media
- Process and timeline to help coordinate the plan

NB: Always remember that the IGF central communications is available as a resource to assist in helping the Federations meet the goals and target over the eight to nine week period of IOC measurement.

This toolkit is aimed specifically at cultivating a strategic and operational media strategy to support the re-introduction of golf as an Olympic sport in Rio de Janeiro from August 11-20 (men’s and women’s competitions).

As previously mentioned, in order to determine the sports that are part of the Olympic Programme and the distribution of the Olympic revenue amongst the International Federations, the IOC created a system of grouping of the Olympic Sports:

All sports are being judged according to several criteria such as the number of tickets sold, the TV audience, the number of press and internet articles related to golf etc. This assessment will help determine the popularity of each sport in the programme and the future of Olympic Golf.

The IOC will assess the level of media coverage generated about golf in relation to the Olympic Games following the 2016 competition.

Your own media campaign in the home territory of each Federation to promote and support the 120 athletes who will compete in an Olympic golf competition for the first time in 112 years will play an essential role in golf’s future as an Olympic sport.
Therefore, we strongly advise that the IGF Members follow the guidelines contained within this media toolkit.

This Toolkit will benefit your long-term aims:

This toolkit is part of the IGF’s strategic and operational campaign designed to assist its Members to better understand and to negotiate the often delicate minefield which involved dealing with media.

The toolkit will establish a bridge between IGF Members (National Federation Members (NFM) and IGF Professional Members) and the global media, addressing the numerous areas which will support the Olympic athletes’ quest for medals through the various platforms such as broadcast, print, social and periodicals.

This toolkit is designed to forge new relationships and strengthen existing ones with the media in your country. They have the ability to bring the Olympic golf to a huge audience and, by extension, safeguard golf’s future as a valuable part of the Olympic family in the years ahead.

This toolkit contains a number of documents such as historical and statistical information as well as fact sheets, profiles and details of the new Olympic Course in Rio de Janeiro etc. We strongly encourage you to use these documents, which will be available for you to download and distribute to your own media.

Where possible, most of these tools will be provided in documents within this IGF toolkit, however relevant documents will be continuously added in the run up, during and after the Olympic Games.

The IGF will notify its Members as soon as new content is available.

All of these Olympic Golf related materials are stored on a Dropbox platform, are rights free and can be used by any golf body, media outlet or platform.

If you are not familiar with Dropbox, click here to find out how to get started. Dropbox allows users to create a special folder on their computers, which Dropbox then synchronizes so that it appears to be the same folder (with the same contents) regardless of which device is used to view it. Files placed in this folder are also accessible via the Dropbox website and mobile apps.
### 4) Available Content

The content – based around the major six storylines identified earlier – which will be available to you to use during the build-up to the Olympic Games will consist of:

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Information</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Overview of golf’s development and global reach.</strong></td>
<td>Available</td>
</tr>
<tr>
<td>- What is the potential impact of golf’s Olympic return?</td>
<td></td>
</tr>
<tr>
<td>- Tracking golf course growth</td>
<td></td>
</tr>
<tr>
<td>- How and where the game is growing</td>
<td></td>
</tr>
<tr>
<td>- Where is golf contracting</td>
<td></td>
</tr>
<tr>
<td>- What does it mean for golf globally</td>
<td></td>
</tr>
<tr>
<td><strong>The basics of golf explained</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>Golf’s Return</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Historical facts and figures about golf</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>History of golf in the Olympic Games</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>Qualification system</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>The Hitler Trophy... Golf and the Olympic Games</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>Confirmed fields for the Olympic Games Competitions</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Competition Format</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>Ticketing</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>Scoring Widget</strong></td>
<td>Available on 10 August</td>
</tr>
<tr>
<td><strong>Television Coverage in your area</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>McGinley’s rallying call: Embrace the Olympics</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>Gary Player: a shining example to golfers everywhere</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>The Golf Course</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Rio 2016 Olympic Games positive legacies</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>Sustainability and Legacy - How Olympic Golf will embrace Rio</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>How Rio acquired a 21st century golf course</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>Rio 2016 Official Yardages</strong></td>
<td>Available</td>
</tr>
<tr>
<td><strong>Hole by hole guide with its Explanatory Notes</strong></td>
<td>Available</td>
</tr>
<tr>
<td>Architect Gil Hanse takes you on a personal tour of Reserva de</td>
<td></td>
</tr>
</tbody>
</table>
Marapendi, the Olympic Golf Course in Rio de Janeiro

<table>
<thead>
<tr>
<th>Biographies of the 120 competitors</th>
<th>Available shortly</th>
</tr>
</thead>
</table>

### Player Profiles

**Profiles of the 2016 Major Champions:**
- Danny Willett
- Lydia Ko
- Brooke Henderson
- Ariya Jutanugarn
- Henrik Stenson

Available

### What the players say! Olympic Quotes from those taking part.

Available

### Victoria Lovelady - The lady loves a golfing party in Rio

Available

### What the players say! Views on the Olympic Games and Q&A (Videos)

Available on YouTube (downloadable upon request)

### Still Images

More images will be added on a regular basis

Available

### It takes two!

Potential Olympic Athletes and their coaches in conversation

More articles will be added on a regular basis

Available

### Did you know?

Interesting and unusual facts and anecdotes of the game’s greatest players.

Available

### Women

**Profiles of key women golfers as local heroes**
- One short paragraph about one woman from each of the competing countries

Articles will be added on a regular basis

### Next Gen

**Amateurs aiming high in Rio**

Available

### Unknown Heroes

**Why the Olympics reign in Spain**

Available

The following content is also available as background information to help you with your media outreach:

### Media

**Working with the media**
Guidelines to best practice with media organisations

Available

**Understanding Social Media**

Available

**IGF Social Media Content Plan**
Available (updated on a regular basis)
<table>
<thead>
<tr>
<th>Social Media Guidelines for Olympic Golf</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Various Templates</td>
<td>Available</td>
</tr>
<tr>
<td>- Press release</td>
<td></td>
</tr>
<tr>
<td>- Media Advisory</td>
<td></td>
</tr>
<tr>
<td>- Press information</td>
<td></td>
</tr>
</tbody>
</table>
5) Olympic Golf Rankings Widget

The IGF’s website and broadcast partner, the Golf Channel, has created a special Web Widget to display the current Olympic Golf Ranking. An easy to load format to access the widget will be provided to you as part of the toolkit.

The Rankings were launched in 2014 and will conclude on July 11, with the leading 60 men and 60 women at the cut-off point all eligible to compete in the golf competitions in Rio.

To assist in raising awareness and profile of the Olympic Rankings, which run concurrently with the Official World Golf Ranking and the Rolex Rankings, the IGF broadcast partner, Golf Channel has created a software ‘widget’ for the Web.

This Widget is a small application with limited functionality which can be installed and executed within a Web page by an operator. The Widget is an auxiliary application which only occupies a small portion of a webpage, in this case showing the leading 10 placings in the Olympic Rankings with a simple ‘click through’ to the full Rankings featured on the IGF Website.

The widget is accessible through the following links or click here to download the code if necessary:

Default to Women http://www.igfgolf.org/?em_embed=olympic&em_domain=2

Default to Men (or use original) http://www.igfgolf.org/?em_embed=olympic&em_domain=1

The Widget can be positioned in a prominent position on a Home or Landing Page on any Website and the IGF is keen for as many NFMs as possible to install the device in order to help deliver extended profile for the Olympic Ranking in the final push on the Road to Rio.

18
A similar widget containing live scoring and results will be provided to you ahead of the games.

6) Use of IGF Images as Media content

In the build-up to the Olympics and during the Games themselves, the IGF will be able to provide Rights Free imagery and video content through the image and video hosting websites Flickr and YouTube (videos are available upon request).
7) Leverage All Available Media

In order to determine which sports are part of the Olympic programme, the IOC relies heavily on media coverage as a ‘means test’ for carrying out their analysis of a particular sport. The world of media is constantly evolving, necessitating the correct building block be put in place by the IGF ahead of Rio2016.

Traditional and social media, along with television coverage, will be key components in how golf is measured and viewed by the IOC going forward. A point worth remembering is that the media can serve as a very important tool to build support for the Olympic golf product during the eight to nine week measurement period before, during and after the Games.

Consequently, media communication forms an integral part of the plan to promote golf globally through a diverse range of platforms. The newest – and arguably most powerful in the early decades of the 21st century – is social media and its numerous off-shoots.

Traditional broadcast and print media retain a substantial slice of the markets through international, national, regional and local coverage.

However, social media is now built into all successful media strategies.

Of all the platforms, broadcast remains the largest and most compelling medium to maximise the profile and coverage of sport. In the London Olympiad, 3.6 billion viewers tune in to the Games in 2012 and every one of the disciplines received blanket worldwide coverage.

Olympic golf – the first for over a century – can reach a unique audience and the Federation Members can work together to tap into that audience and those across the other platforms.

Close communication between the bodies is essential in helping to address and raise awareness of the sport’s return to the Olympic through a carefully considered campaign and a willingness to work with all sections of the media.
8) Understanding and Working with the Media, and Media Templates

Understanding how the media works, and relationships with all sections of the media are vital components in executing a media plan. The key information is laid down in two accompanying documents, outline strategies for traditional and social media platforms.

Included are key areas of influence such as:

- Media Strategy – Setting the objectives
- Who and what is the Media?
- What constitutes a story?
- How to achieve the desired outcome
- Getting the attention of the Media
- Which Media outlets should be approached?
- Getting the message straight
- Getting the message heard
- What sort of events can grab the headlines?
- Best practice for writing a media release
- Best practice for dealing with journalists
- Things to avoid

The accompanying document, ‘Working with the Media’ provides advice and guidelines in dealing directly and indirectly with media outlets across all platforms,

Included in the pack are Media Templates which offer advice on sending media advisories, Press Releases and Press Information to media outlet.
The accompanying document sets the Media objectives of the IGF and, by extension, its Members between now and the Olympic Games.

Dealing with the media is a regular occurrence for some NFMs and less frequent for others. The information contained is aimed principally at those who will benefit from guidance and is an introduction to traditional media outreach.

Consumers are still turning to traditional media sources for news and entertainments – television, radio and daily newspapers – but the media landscape is changing and moving at pace.

In the last decade, the method of how consumers receive their news digest has changed dramatically:

- People don’t need to wait for the morning daily newspaper any longer
- Social media has become a huge vehicle for breaking news stories
- Satellite and cable news channels also provide 24-hour updates
- Online newspaper content is starting to take over from the printed version

Deciding on the most relevant and appropriate media outlet is important before selecting how to ‘pitch’ the story and ensuring that the general public will be able to understand and appreciate the subject matter.

However, the packaging can be almost as important as the content. For this reason, we have included suggested Media Templates to be used for sending press releases, media advisories and press information documents to editors and journalists.

If the content is correctly ‘dressed’ and does not require much editing, it has a greater opportunity to be used. The templates in the accompanying document explain all the relevant detail.
Additionally, any imaging accompanying a release should, if possible, be rights free and correctly and accurately captioned. Check if the image should be credited to an individual or agency.

Photo Caption (from left to right): Peter Dawson, President, IGF; Ty Votaw, Vice-President, IGF; Golfer Suzann Pettersen; Golfer Graeme McDowell; Olympic Golf Course co-designer Amy Alcott; Olympic Golf Course co-designer Gill Hanse

Photo credit: Getty Images
9) **Examples of Events to Increase Media Engagement and Coverage**

The IGF is recommending to Member Federations that there is a wonderful opportunity to educate local markets to educate public on golf and generate excitement for Olympic golf in Rio.

Some ideas worth considering are:

- **Organise a Podcast with your Olympic golfer**
  The IOC measurement will focus even more on digital media than in the past. For this reason a podcast interview can be quick and easy to facilitate, and just as easy to distribute on digital platforms.

  Video content is always in big demand and Facebook is a good platform for audio/video content. A Podcast can be streamed on the internet or shared on social media.

  Additionally, the interview can be send to other sections of the media in video form, or a transcript of the Podcast in the form of written quotes/comments.

- **Organise a Skype Call with an Olympic golfer**
  A similar proposition to the Podcast and a practice now well used in businesses and as a television newsgathering tool.
  Well ahead of the Games, hold Skype call with local athlete (i.e. Rio Olympic golf participant) and key schools in their hometown, to answer questions of the children, get them excited about golf, encourage them to watch it during the summer on TV.

  The call might also be between the athlete’s local golf club where he/she grew up and learned the game.

  Ensure the school tweets about the skype call, and then link it in to the NFMs twitter feed, and then they retweet the info to the IGF’s twitter handle. Critical that Federations have direct access to their respective players in order to undertake this type of assignment, which demands considerable advance planning.

- **Stage a high-profile Press Conference with an Olympic golfer**
  This can send a strong message to an entire nation that Olympic golf matters. Again, there is massive potential to turn a basic press conference into a full-blown media event by utilising all the available technology.
    - When the National nominations for each country are announced, hold a press conference in the capital city of the National Golf Federation or hometowns of the athletes.
    - The conference could benefit from live streaming, promoted on Facebook or YouTube and posted on these platforms.
Stills images are also powerful. A conference can benefit from numerous photographs which can be posted on Instagram, the on-line mobile photo-sharing, video-sharing and social networking service.

Ensure the information is tweeted, with encouragement to re-tweet the posts.

Most players are ‘on the road’ during those key weeks across most Tours in the build-up to the mid-summer tournaments (The Open and USPGA then the British Women’s Open all take place in the weeks following qualification). This idea requires considered planning.

Depending on schedules, it may be possible to conduct the Skype call as mentioned above once the selection process has been completed.

Please make sure you inform the IGF should you plan to do any of the above mentioned activities.

A good example of a federation being proactive is the recent national video conference hosted by the Venezuelan Federation in Caracas to highlight the Olympic potential of their leading golfer, Jonathon Vegas.
TV Events:

Television plays a massive role in exposing the world to golf

- Find out the broadcast schedule of the Golf competitions for your own country on Rio2016.org.
- TV coverage of the Olympic golf is the best route to new exposure for the game
- Use every avenue available to you to highlight this coverage
- Organise a large-scale community viewing of the Rio Games on large-scale TV screens in town squares.
- Another idea is for the National Federations to reach out to all of the golf clubs in their country and encourage their members to congregate at the golf club to watch golf on their local channels

Welcome Home Party for your Olympian

Media won’t ignore a medal winner of a great achievement in Rio. Social media has the capacity to ‘make a noise’ about a top level performance, or even better a medal-winning one.

- If your athlete wins gold, silver or bronze, a ‘welcome home’ party staged and hosted by the Federation would guarantee coverage on any media platform
- Even an impressive performance, such as a course record or high finish, may justify a ‘welcome home’ party
- Use a historic or iconic location to heighten the dramatic effect
• Ensure the main broadcasters and print media are invited and that the ‘Party’ is filmed professionally or, if not, videoed for extensive social media usage with clips made available to local broadcasters. It may be worth considering hiring a TV/Video production company to add weight to the occasion
• Post on Twitter, Facebook, Instagram and YouTube
• Hire a professional photographer to supplement other media personnel and distribute rights free images to all media outlets
• Engage with local media, schools, golf clubs, and academies to share in the celebrations to generate valuable media coverage if the events are leveraged correctly.
• Make the politicians and other prominent political figures aware and invite them to participate. Most politicians and local town/city mayors can’t resist a photocall
• Get the juniors to interact with the Olympian. Strong content for moving pictures and stills images.
10) Understanding ‘Social Media’, Assessment and Content Plan

The explosion of growth in popular social media platforms like Facebook, Twitter, Instagram, YouTube, Linkedin, Pinterest, Google+ and Chinese Weibo and many others in the last decade has been one of the biggest phenomena seen in the communications world.

Social media is, quite simply, a method of enabling people anywhere to communicate and interact online. It has been in circulation since the start of the World Wide Web, the surge in popularity has been more noticeable in the last five to ten years.

The clue is in the word ‘social’ as it acts as a communication tool to engage in a social context with conversations, opinions, commentary, blogs, video and stills images and other user-generated materials.

Publishing content has become easier in recent years and the need for social media in personal and business activities continues to grow on a daily basis. The world has experienced the impact of the social media expansion and it has been a communication tool that cannot be ignored.

IOC assessment of Olympic Sports

As already mentioned, the IOC created a system of grouping of the Olympic Sports. All the sports will be assessed according to several criteria in order to determine the popularity of each sport. This will determine which sports are part of the Olympic Programme and therefore the future of Olympic Golf beyond 2020.

An important component of The IOC’s measurement of the success of golf as a sport in the Olympic Games will be online engagement.
The Internet will be monitored for sites and stories that contain mentions of each sport and event in their titles or metadata. This indicator will give a count of the number of times a story mentioning each sport/event has been shared on Facebook, Twitter, Pinterest and LinkedIn. A share is defined as:

- Link posts (i.e. posts that contain a link to the story), Likes and Shares on Facebook
- Tweets and Retweets on Twitter
- Pin and Re-Pins on Pinterest
- Likes and Shares on LinkedIn

For this reason, we are appealing to all the IGF Members to join in to help build excitement for the return of golf to the Olympics and encourage others in your network to do the same.

When discussing on the diverse social media platforms, we would recommend you use the official hashtags which the IOC will measure the IGF and golf on, which are as follows:

#OlympicGolf
#Rio2016Golf
#RioGolf
#OlympicGolf2016

We strongly encourage you to share the content which we will be posting from the Olympic Golf social media accounts. Our social media content plan will provide you with an overview of the content we intend to share in the run up, during and after the Olympic Games. Please note that this is a living document which will be updated on a regular basis. In addition, a more detailed plan will be sent to you every two weeks.

The Olympic Golf Social media channels are the following:

www.facebook.com/olympicgolf2016
https://twitter.com/OlympicGolf
https://www.instagram.com/olympicgolf2016/
https://www.youtube.com/user/olympicgolf

A separate accompanying document “Understanding Social Media” will provide a comprehensive guide to ‘best practice’ as a regular user of social media, and some useful guidelines as to the easiest methods of setting up accounts on Twitter, Facebook and Instagram, for example.

In addition, the IOC will measure the relative number of page views within each sport and event section of Olympic.org, Rio2016 website and the Rio2016 official mobile application. This will
provide an important indicator of the relative popularity of each sport and event within the context of the Olympic Games.
In view of this, please make sure you encourage your members to view these pages and download the application. Please make sure you add the links below whenever possible (in all your communications and on your own website):

https://www.olympic.org/golf

Further details relating to the IOC social media monitoring can be found on the “Olympic Games Rio 2016 – Olympic programme data collection – Methodology” document.
11) Knowing your Olympic Rights Holder Broadcaster

Can you be sure you know the answers?

- Which Rights Holder will broadcast the Olympic golf in your country?
- When will golf be shown? How many days and at what times?
- Do you have contacts within that broadcaster?
- Where can you access TV/video content?

Television coverage is one of the main tools of measurement used by the IOC before, during and after the Olympics, so viewing figures will be key from that perspective, and also for the potential new audience who will be introduced to golf.

A potential audience of 3.6 billion will have access to the golf competitions through public service broadcasters that represents 70% of the population who would not usually watch, or have access to golf.
Main Milestones on the Road to Rio

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entries</td>
<td>11 July 2016</td>
<td>End of Olympic Golf Rankings qualification</td>
</tr>
<tr>
<td>Entries</td>
<td>12 July 2016</td>
<td>IGF to inform NOCs/NFMs of allocated quota places</td>
</tr>
<tr>
<td>Entries</td>
<td>14 July 2016</td>
<td>NOCs to confirm use of allocated quota places to IGF</td>
</tr>
<tr>
<td>Entries</td>
<td>15 July 2016</td>
<td>IGF to reallocate all unused quota places</td>
</tr>
<tr>
<td>Entries</td>
<td>18 July 2016</td>
<td>Rio2016 sport entries deadline</td>
</tr>
<tr>
<td>Accommodation</td>
<td>24 July 2016</td>
<td>Olympic Village opens</td>
</tr>
<tr>
<td>Ceremonies</td>
<td>05 August 2016</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>Preparation</td>
<td>06 August 2016</td>
<td>Official Practice Starts</td>
</tr>
<tr>
<td>Draw Announcement for Men’s Competition</td>
<td>08 August 2016</td>
<td>Draw Announcement</td>
</tr>
<tr>
<td>Entries</td>
<td>10 August 2016</td>
<td>End of reallocation for men’s competition</td>
</tr>
<tr>
<td>Competition</td>
<td>11 August 2016</td>
<td>Men’s competition tees off</td>
</tr>
<tr>
<td>Competition</td>
<td>14 August 2016</td>
<td>Men’s medal ceremony</td>
</tr>
<tr>
<td>Draw Announcement for Women’s Competition</td>
<td>15 August 2016</td>
<td>Draw Announcement</td>
</tr>
<tr>
<td>Entries</td>
<td>16 August 2016</td>
<td>End of reallocation for women’s competition</td>
</tr>
<tr>
<td>Competition</td>
<td>17 August 2016</td>
<td>Women’s competition tees off</td>
</tr>
<tr>
<td>Competition</td>
<td>20 August 2016</td>
<td>Women’s medal ceremony</td>
</tr>
<tr>
<td>Ceremonies</td>
<td>21 August 2016</td>
<td>Olympic Games Closing Ceremony</td>
</tr>
</tbody>
</table>
13) Communication Strategy – What the IGF Members Should Do

As outlined in the introduction to this document, the overarching theme of this communications effort is to promote golf’s return to the Olympic Games in a variety of media to ensure golf’s longevity within the Movement.

The communications strategy to achieve this requires the full support and coordination of IGF Members around the world to implement the strategy. The IGF is relying on its members to send a compelling message to local and regional media across the world to add weight to the campaign.

The IOC will conduct their measurement of golf’s profile in the media from three weeks ahead of the Games, during the Games themselves and for three weeks afterwards.

This will necessitate a forceful tactical approach to catch the attention of media during that two-month period.

Recommended Approach:

- Use the six major storylines as identified on page 3 of this toolkit as broad hooks for stories
- Understand what the IOC is measuring the IGF / Olympic Golf on – see page 12
- Review the list of content available on page 15 and 16 of this toolkit
- Know your media and identify the most influential and link them to the right content
- Become familiar with social media and use the content plan in this toolkit as a basis for your social media outreach. Ensure you use the hashtags identified as these are the ones that the IOC will measure (see pages 27-29)
- Be creative and plan events, skype interviews, podcasts, athlete events, etc in your market to maximise the coverage of golf and the Olympic Games in your market (see pages 23-26)
- Monitor what is working and what can be improved to gain more exposure for golf in the Olympics
- If you need assistance, please contact the IGF immediately (see page 33)
14) Media Monitoring

An occasionally painstaking but useful operation. There are numerous tools available for delivering the richest and most meaningful analytics based on media content.

The key to monitoring media coverage is to obtain measurable results which can result in compelling insight and analytics with regards to a sustained Olympic golf campaign over a period of several months.

Alexa and Google have a good record in measuring the relevant coverage across the various platforms.

15) IGF Communications Contacts

Any queries relating to the Media Toolkit and communications-related materials can be directed to:

Gordon Simpson
Communication and Media consultant
gordonsimpson@igfmail.org

Aurélia Tacchini
Project Manager
aureliatacchini@igfmail.org