The George Washington University's Athletics Communications office is the publicity and media relations office for the Department of Athletics and Recreation. We are here to help you. Please feel free to stop by our office anytime.

Brian Sereno, @BASereno  
e-mail: bsereno@gwu.edu | office: 202-994-6654

Jesse Hooker, @TheJHooker (men's basketball, golf, sailing)  
e-mail: jhooker@gwu.edu | office: 202-994-8604 | cell: 202-251-3786

Jessica Bernheim, @GWJBernheim (women's basketball, men's soccer, softball, water polo)  
e-mail: jbernheim@gwu.edu | office: 202-994-5666 | cell: 410-598-9848

Dan DiVeglio, @ddiveglio (baseball, cross country, gymnastics, rowing, squash, volleyball)  
e-mail: diveglio@gwu.edu | office: 202-994-0339 | cell: 202-578-2652

Emily Simeral, @GWesimeral (lacrosse, women's soccer, swimming, tennis)  
e-mail: esimeral@gwu.edu | office: 202-994-9003 | cell: 202-578-2653

Our function is to promote GW Athletics and Recreation and GW student-athletes through a variety of media channels to audiences throughout the university, the Washington, D.C. community and the world. We produce an online media guide, game-day programs and news releases, while maintaining GWsports.com - the official athletics website of GW.

We are also responsible for maintaining team social media accounts, responding to media inquiries and arranging all media interviews, and we serve as the university’s liaison to various athletic governing bodies such as the NCAA, Atlantic 10 Conference, Eastern College Athletic Conference (ECAC), Collegiate Water Polo Association, East Atlantic Gymnastics League, College Squash Association and Inter-Collegiate Sailing Association.

**Media Guidelines**

Be mindful that as a GW student-athlete, you are a public figure, and you represent yourself, your family, your team and GW with everything that you say and do. News media is interested in reporting the facts, and as they interpret those facts. They are not here to make you look good or bad, but to report the facts. They have a job to do and it is necessary that you understand and cooperate, as how effectively you deal with the news media reflects directly on how they feel about you and your team.

You have a responsibility to represent yourself with class. You are a role model by virtue of your participation in the university’s athletic program. Things you say and do are of interest to the fans of GW teams and to people who are interested in you and/or intercollegiate athletics.

Maintaining effective relationships with media will help you develop communication skills that will be helpful not only in your career at GW, but also in your future.
Do and Don’t

**DO:**
- RAISE HIGH: Be Respectful, Authentic, Intentional, Smart, Engaging, Humble, Insightful, Gracious, Happy
- Expect to lose some of your privacy. Student-athletes are public figures within the GW community.
- Be aware that what you post on social media sites like Twitter can be seen by anyone. Think before you tweet and retweet. Your coaches, parents, university leadership, reporters, future employers and the internet at large view your social media activity as your personal brand. Consider what it says about you.
- Remember that public perception of teams and individuals is developed largely by impressions made through media. Make a good impression even under difficult circumstances.
- Remember the names of reporters. Use their name when you’re speaking with them - it adds a personal touch.
- Answer questions with short, complete sentences to allow for easy understanding without misquoting.
- If you have concerns about a certain reporter, particular questions or the tone of an interview, please let us know. We have your back and will always make the case for you. We are only here to help.
- Be careful with your body language. Body language speaks volumes that sometimes even words don’t say.
- Be proud and confident, but not cocky.
- Treat telephone interviews the same as an in-person interview. Just because an interview is more conversational on the phone, don’t do or say things you would not do in an in-person interview.
- Be aware of whom you are talking to in class. Your classmate could be a reporter for the student newspaper or the student radio station and your classroom conversation or information you share can be reported.

**DON’T:**
- Don’t post when you’re in class, when you’re emotional or late at night. You’re in class to learn, and emotions can be misinterpreted on Twitter. Also, nothing worth sharing happens after midnight.
- Don’t tweet or post anything on social media that you wouldn’t want to see in the newspaper or on blogs. More than ever, tweets and posts are making national news for all the wrong reasons. Don’t be “that” person.
- Don’t agree to an interview unless the interview has been arranged by Athletics Communications.
- Don’t answer a question that you do not feel comfortable answering.
- Don’t play referee. Crying foul only makes you look like a sore loser, and nobody likes hearing excuses.
- Don’t say anything you don’t want repeated in print or on the air in the presence of reporters. Microphones are sensitive and cameras have zoom lenses. If you can see either, assume you are being recorded.