



## Process for Submitting Reports and Photographs to the Press

To ensure continuity of the submission of documentation and artwork to Publishing Media, the following process is to be adopted by all sections of New Forest Golf Club.

1. Each Section i.e., Juniors, Ladies, Mens and Seniors, should allocate an individual to undertake the duties of Press Coordinator.
2. **Duties of Press Coordinator :**
  - Note result of each competition held within the Section, 1<sup>st</sup>, 2<sup>nd</sup> 3<sup>rd</sup> etc.
  - Submit the following detail of each competition to NFGC Head of Marketing within 2 days of the competition date, ideally by email or if not able then place note of result in 'Marketing' box in The Office.
    - Competition title e.g., Kelso Turton Trophy
    - Competition date e.g., Tuesday 4<sup>th</sup> May 2009
    - Competition format e.g., Stableford
    - Competition result e.g., 1<sup>st</sup> John Smith, 2<sup>nd</sup> Bob Brown etc
    - Any notes that will assist the Head of Marketing in writing a short report of the event
  - Take a photograph of the winner of 'trophy' competitions and submit by email attachment to NFGC Head of Marketing with the associated competition result. Ensure that you give names of all those in photograph.(left to right)

### 'Photo Tips'

Press Agents are very particular about the style and presentation of photographs. As a regular provider we need to take every care to ensure we meet their requirements. The following bullet points should be used as a guide for the taking of photographs

- Photographs submitted by email should be kept at the original size and NOT 'resized' for faster sending. This will ensure that the full picture quality is maintained.
- Only the winner(s) should be in the photograph and not the person presenting the prize. This is because the local newspapers do not want a photograph of the Club or Section Captain to be printed in their newspaper every week.
- Take care about what is in the background of the photo. Avoid door signs like 'Ladies', 'Gents' and 'Emergency Exit' etc; bright light from windows and ceiling lamps; Noticeboards and any other distracting view. The preferred location for photographs, weather permitting, is outside of the clubhouse with the 'greenery' of the course in the photo background.



### 3. Duties of NFGC Head of Marketing :

- Review all detail received from Section Press Coordinators, edit and submit results and photographs to the NFGC Webmaster on same day as receipt.
- Prepare competition report and submit competition result, photograph (if any), plus report to media agents on same day as receipt.

### 4. Duties of NFGC Webmaster :

- Upload competition result and photograph (when provided) to the appropriate Sections website page on same day as receipt.

**Head of Marketing  
New Forest Golf Club  
11<sup>th</sup> May 2009**