

GOLFMEDIA

MEDIA PREPARATION

Using this PDF will ensure you're better prepared for photography and filming of your course.

We recommend sharing this PDF with your team 1 month in advance of our proposed shoot date to ensure the course is media ready.

1. Scheduling and Timing

- ☐ (ASAP) Choose the best time for your course.

Discuss with your relevant internal teams / committees to schedule a best date.

Remember to allow us 7 working days for post processing of your content.

- ☐ (1 week before shoot) Check the weather forecast and set backup dates if needed.

2. Course Preparation

- ☐ Mow fairways and greens.
- ☐ Rake and smooth bunkers.
- ☐ Tidy up tee boxes.
- ☐ Remove debris from ponds, lakes, and water features.
- ☐ Ensure water features, like fountains, are operational.
- ☐ Roll greens for a smooth appearance.
- ☐ Clear any visible debris from greens and fairways.

3. Clubhouse and Amenities Preparation

- ☐ Clean windows and sweep walkways around the clubhouse.
- ☐ Arrange outdoor seating to look inviting.
- ☐ Organise the driving range and tidy up practice greens.
- ☐ Line up golf carts neatly.
- ☐ Clean and ensure all signage is presentable.
- ☐ Highlight branded areas of your club.

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4. Set the Scene with People (If appropriate)

- ☐ Ensure staff are dressed in branded attire.
 - ☐ Ask members to dress in smart-casual outfits if they'll be in shots.
 - ☐ Arrange for natural play shots, like golfers teeing off or putting.
 - ☐ Schedule groups for dynamic scenes, like practising or socialising.
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5. Key Shots and Angles

- ☐ Identify and list signature holes to capture.
 - ☐ Plan for aerial shots to show the layout and topography.
 - ☐ Note specific details to photograph, like bunkers, greens, or unique course features.
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6. Drone and Aerial Preparation

- ☐ Discuss any areas to avoid in the aerial shots for example, works in progress or storage areas.
 - ☐ Inform members about drone activity in advance via a newsletter & on the day signage
 - ☐ Discuss safe landing and takeoff areas for the drone team.
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7. After the Shoot

- ☐ Schedule time to review all photos and videos.
 - ☐ Note any desired edits or adjustments for the photographer/videographer.
 - ☐ Plan the use of visuals for your website, social media, and marketing materials.
- Remember to allow us 7 working days for post processing of your content.

Get in touch with us at Golf Media if we can assist you further.
James - Director @ Golf Media - 077433 81858

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