

SCOREGolf

THE VOICE OF CANADIAN GOLF

Dear PGA of Canada Professional,

Throughout its 32-year history SCOREGolf has turned towards PGA of Canada members when looking for instruction content. Be it an article in SCOREGolf Magazine or a segment on SCOREGolf TV or SCOREGolf Radio, PGA of Canada members have always been integral in helping our readers, viewers and listeners play better golf.

Building on that relationship, SCOREGolf would like to present an opportunity for **all** PGA of Canada members to contribute to our 2012 instruction content on our website and growing YouTube channel.

It's as simple as this: you put together a video in English or French roughly 90 to 120 seconds in length (including a brief introduction) on any tip, lesson, game plan theory, etc., and we'll post it to those sites.

As well, SCOREGolf will be running a contest wherein the **FIVE** videos that garner the most YouTube views will be selected as finalists. Those five videos will then be judged by a panel comprised of SCOREGolf editors and selected SCOREGolf readers/viewers on the following:

- originality
- clarity
- conciseness
- camera presence

Videos **SHOULD NOT** include any of the following:

- graphics
- animations
- logos
- music

The winner will be brought to Toronto in September (travel, accommodations provided) to film an instruction segment for a 2013 episode of SCOREGolf TV AND take part in a professional photography shoot for an article in a 2013 issue of SCOREGolf Magazine.

You will be provided a direct link to your video once it is posted. We encourage you to use Twitter (#scoregolf), Facebook, LinkedIn, etc., and even word of mouth to publicize your video. Remember: to become a finalist your video must be among the five most viewed YouTube videos.

The contest will run from May 1 -Aug. 31. (You may send videos prior to May 1 but they will not be posted until May 1.) Videos will be posted in the order that we receive them. While the contest will close at the end of August the videos will remain on our site until next year.

The Submission Policy:

For files larger than 80 MB send a CD/DVD or flash drive (no tapes) via mail (this will not be returned) attention SCOREGolf Editorial at the following address: 5397 Eglinton Ave., W., Suite 101, Toronto, ON, M9C 5K6.

OR

Email a digital file (.mp4, .mov, .avi) to instructiontips@scoregolf.com.

Submissions must include a title for your tip, lesson; a photo, preferably a head shot; the name and location of your place of employment and your job position there; a phone number; and an email address.

Video Production Tips

- The sun should be beside you, not directly behind you and not directly in front of you. (Think of the sun being at your 10 o'clock.)
- A microphone must be used. (A wireless mic is best.)
- Avoiding shooting in strong winds, near high traffic areas, etc.
- Ensure the camera is on a tripod/stand.

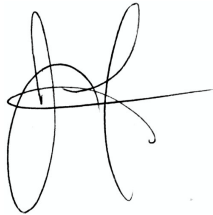
For technical questions, please contact Andrew Foscarin at afoscarin@scoregolf.com.

For content questions, please contact Jason Logan at jason@scoregolf.com.

Sincerely,



Bob Weeks
Editor, SCOREGolf



Jason Logan
Managing Editor, SCOREGolf