

Made for TV

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his greens 24 months before the Women's Open by subjecting them to USGA-style maintenance to see how they would hold up. That gave him ample time to evaluate what the greens could withstand and what would overstress them. "Find out if what you do is going to cause loss of roots," Miles advises, adding that damaged greens will recover and can be tested again one year from the tournament date.

Wilson rebuilt his bunkers a year before the 2000 PGA, largely because the new sand looks whiter on television. Six weeks before the event, he topped off the new sand with a new layer for added whiteness.

One month from tourney week, Wilson started a striping program for greens, fairways and tees. He used a string line to lay out exact 90-degree paths in a cross-mow pattern. "From one month out we were burning in straight lines," Wilson says. It's a lot of work, he admits, but "you only get one shot" to do it right.

Interestingly, Wilson and others pay little attention to ornamentals prior to tournaments. The cameras, they say, will find their own beauty shots and golf course crews have many more important things to deal with as they head into an event.

Miles laid out his mowing patterns two

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STILL PHOTOS ARE STILL IN

Tips from veteran photographer Mike Klemme on how to prepare for a shoot

By Bruce Allar

The dawn of the video age hasn't eclipsed the need for powerful photographic portraits of your golf course. In fact, the uses for still images of picturesque layouts are growing with the sport.

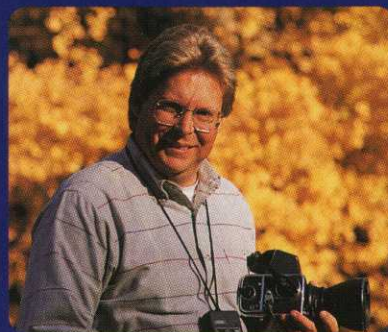
In addition to art for magazine stories, books and calendars, top-quality photographs can enhance marketing efforts in your own advertisements or by having your course featured in an ad for one your vendors. Today, there are more posters, Web sites, Monopoly-style golf board games and various other uses for pretty golf course pictures.

Mike Klemme, of Golfoto in Enid, Okla., has been a golf course landscape photographer for 15 years. He has photographed more than 750 courses and says fees generally run from \$2,500 to \$3,500 per day. Klemme prefers to work in the early morning or late afternoon.

"I try to use the shadows to show more definition in the course," he says. "That highlights the shaping the crews do and helps cover up bad spots, if they're there."

Contracts with photographers are routine, says Klemme, *Golfdom's* chief photo editor. Generally, a client pays more for rights to the finished photos. Many courses today want a total buyout, accord-

ing to Klemme, which means they control all rights to the art. He warns, however, that this can lower your exposure in golf magazines, catalogs, books and other publications if the editors first call a stock house like Golfoto for images, not the courses themselves.



Mike Klemme

Here are a few tips from Klemme for preparing for a still photographer:

- Make sure a photo session is not scheduled during overseeding, aeration, verticutting or topdressing.
- Immediately before the shooting, mow fairways, rake traps (and remove rakes) and dye small lakes. Do not stripe cut. Photographers generally prefer to show the course in its normal condition and

your crew is best at typical maintenance procedures.

- Cut grass to its regular playing height unless you've recently overseeded.

Klemme asks for overseeded grass to be kept a little longer because "it really glows in an image when the sun shines through it."

- Don't automatically order aerial photos. Klemme says he gets better shots from a cherry picker because the angle from that height is more natural. The best lift, he says, is a 140-foot unit, which is also small enough to be pulled behind a pick-up truck.

■ Klemme's first choice is late afternoon. He prefers the light as the sun is lowering and there are fewer maintenance chores interfering at that time. Dew can be an issue during morning shoots, but it is of less concern than the tracks made by equipment and footprints that ruin the pristine quality of the shot.

- Keep staff away from areas to be photographed during the morning. The photographer may want to keep the dew in the image for effect; if not, he'll likely ask for a quick cut just before he takes the pictures. Sometimes a few blasts from the sprinklers can be applied to knock off excess condensation.