

PHOTOGRAPHIC PROOF OF GOLF COURSE NEEDS

by JAMES E. TRIGG

Is your Greens Committee bored and inattentive when you present your annual report and landscape budget? Do they truly understand what your proposal is all about?

Passing out charts, literature and written matter is often not enough—most often it isn't even read, let alone evaluated. Some committee members will only look at the bottom line, the total dollar figure, without understanding what it is meant to provide. Approval can best be obtained if you can illustrate your needs clearly and simply. Photography can help.

Often a golf superintendent feels uneasy standing and talking before a group. A carefully prepared slide show can serve as a crutch to those who freeze at a presentation and forget important details. Projecting pictures and charts on to a screen

helps make this task easier. After all, "A picture is worth a thousand words".

How well you plan your presentation is the key to the success of your slide show. First and foremost you must clearly define your objective. What do you want your audience to do after seeing your presentation? Obviously, it is to understand clearly your plans and ideas and to convince them to allocate the necessary funds for their implementation. If the Greens Committee approves your proposals, then you know that your presentation was a success.

You must analyze your audience. How much do they know about the various grasses, machinery and construction in general? You must consider their backgrounds before making your presentation too tech-

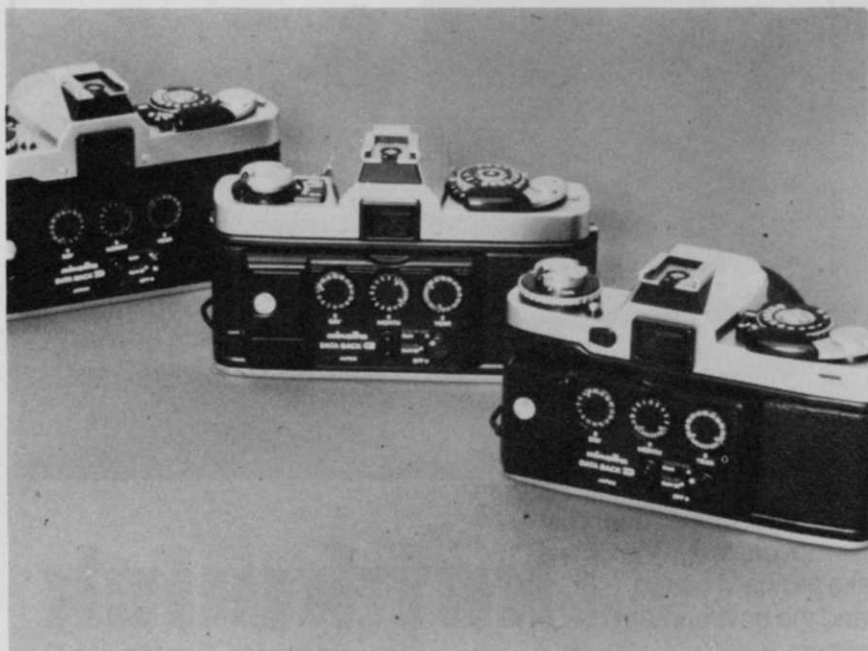
nical. You must gear your show to their level of understanding. A photograph of a sample grass planting which you made showing a side by side comparison (existing and new) will convince a layman better than a verbal description or the claims and photographs of a manufacturer's advertising literature.

Since presentations to Greens Committees are often made at or near year's end, with snow on the ground there is no way that you can take them to the planting site for first hand viewing. Thus, a photograph taken in good weather is absolutely essential.

Before you appear before the Greens Committee, be sure of what you want. Do you know the specific make and model of the equipment that you want? This applies to everything you ask for. The Greens Committee expects you to have researched and finalized your needs. Don't expect them to make this judgement for you. Of course, if they ask you for a less expensive alternate, you should be prepared to offer it.

Color slides provided by manufacturers or supply houses and projected on a screen will provide the image of the equipment that you want and, with a pointer, will allow you to explain its features. You

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Data back which records the date on the slide as you take it. To help show changes over time.



Using tripod for taking closeups of charts and graphs for slides.

must decide what pictures you want so you can take them at intervals to show the effects of the changing seasons. This requires long range planning, taking and collecting the necessary slides. If you are trying various fungicides for disease control, trying a new fertilizer program, or anything else that must show its effect over a period of time, it is advantageous to have a camera that has a "data back" which will record the date right on your slide as you take the picture. They are obtained at your camera dealers as an accessory for about \$100.00.

If you do not wish to purchase this item or your present camera will not accommodate this feature, it is well to have a piece of paper with the date written on it in large letters in the foreground of the area that you are photographing. Be sure that you can read the date while looking through your camera's viewfinder. Pictures showing the date that they were taken can be very useful when showing storm damage and the "after" picture showing the repairs made. The same is true for recording vandalism for substantiating insurance claims.

Are you going to use graphs and charts in your presentation? These are available from universities and manufacturers representatives—but not as slides for projection. It is very easy to copy these charts and graphs and make your own slides. You can tape the report, usually $8\frac{1}{2} \times 11$ inches, to a wall outdoors (because of the outdoor color film) with light from an overcast sky and with your lens in the macro mode (see the Nov. issue) you can come in to about 14" and completely fill your frame with your graph or chart. It is best if you come in closer and fill the frame with only the bar graph, chart, curve or table of figures rather than photograph the entire page. In this way the important data is shown as large as possible on the screen for good clear vis-

ibility. The type will appear too small to read if you copy the entire page. This also puts too much information on the screen at one time. So, keep it simple. Your points will be easier to put across.

If you do not have a macro lens, go to your photographic dealer and buy a +2 close-up lens attachment which screws into the front of your normal 50 mm lens which came with your camera. When you set your focus setting of your camera at 15 feet, you will fill the frame almost completely with your $8\frac{1}{2} \times 11$ chart. The distance from the rim of your lens to your copy material will be about $17\frac{1}{2}$ inches. If you want to come in closer, set your distance scale to $3\frac{1}{2}$ feet and with a lens to subject distance of $13\frac{1}{2}$ inches, you will cover a field of about 6×9 inches.

Although it is possible to hand hold a camera while taking close-ups, the picture will never be as sharp as when you use a tripod. If you copy printed matter it will not be clear and distinct when your slide is projected. If the legs of your tripod get in the way, try tilting the whole tripod forward as shown so that two legs are vertical. But be sure to anchor the third leg on a weight so that the tripod doesn't fall forward. Be sure your camera is perfectly level before you take your picture. I always use a spirit level.

All 35 mm single lens reflex cameras have a built-in exposure system—either automatic or match needle type. However, when photographing a piece of white paper you must over-ride your camera's exposure system and open up your lens about a stop or stop and a half. This is not a misprint! A subject which is predominately white requires **more** exposure, not less. If you expose per your camera's meter without this extra exposure, your white page will appear a dark gray when you project your slide. If you are copying a chart or page in a color other than white, your camera will meter the correct exposure.

A good slide presentation always includes title slides. You can easily make them by using transfer letters which are sold in sheets at art supply stores. They should be 24 point with "bold" lettering and numbers. The letters are printed on a clear

sheet of acetate which you transfer by simply rubbing them from the acetate sheet onto your paper. Your titles will be especially attractive if you put them on light pastel colored construction paper. This paper is also available at art supply stores.

Draw a light straight line on your construction paper to help you keep your lettering straight. Position the transfer sheet so that your first letter is where you wish to start printing. Make sure that this letter and all other letters on that row of the transfer sheet are on your drawn line. You can carefully erase it when you are finished and before you photograph your title. Using a pencil or special burnishing tool which art supply dealers sell, simply rub each letter onto the construction paper making sure you have completely rubbed off all of the letter.

The best, most effective titles have a minimum of words. Come in as close to your paper as you can so that the lettering will appear large when you project them. Photograph your titles the same way as with the procedure for charts, etc. described above.

There are other pictures which you may want to include in your slide presentation. You may wish to show an inventory of your equipment showing its condition. You can show pictures of equipment which you would like to have. Manufacturers representatives can usually supply these for you.

Remember that manufacturers, turf dealers and other supply sources can often provide you with slides to fill in any gaps in your presentation. As for the actual slide show, you will need a good slide projector and screen. If none is available, these can be rented by the day. Make sure that the room can be darkened, especially if the meeting is on a Saturday afternoon. A slide show is not enough. You will also want to pass out written copies of your budget, as the Greens Committee will want to have something to carry out with them.

No matter how important you feel that the message in your presentation may be, people are going to judge it on the basis of what they see on the screen. **WTT**

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