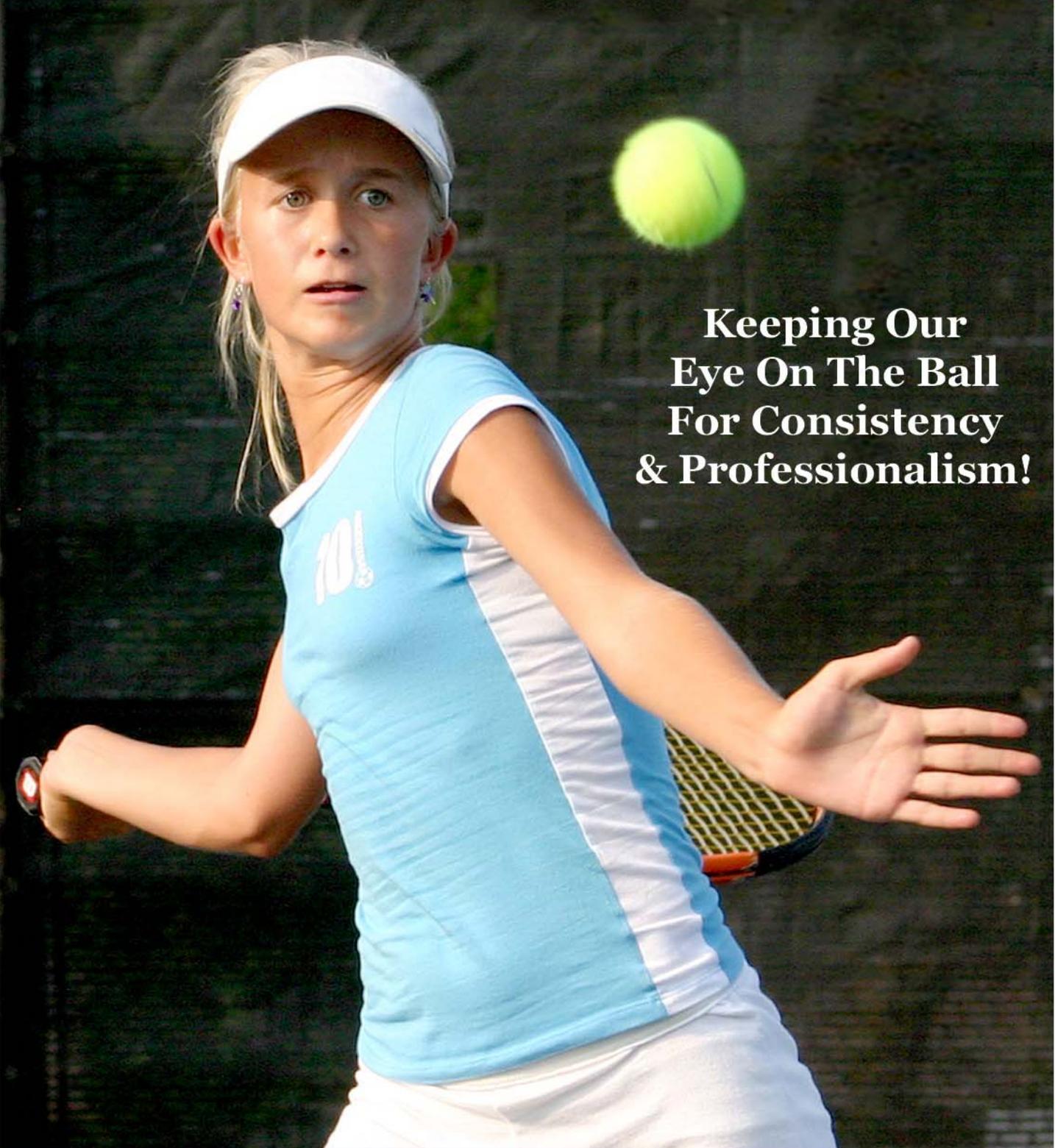




MISSOURI VALLEY

# Style Guide



**Keeping Our  
Eye On The Ball  
For Consistency  
& Professionalism!**

# TABLE OF CONTENTS



MISSOURI VALLEY

Purpose of a Style Guide	2
Branding	3
Associated Press Style Guidelines State Abbreviations... Dates & Times... Numbers... Posting Scores... Acronyms...	4-7
Logo Usage Minimum Height... Clear Space Issues... What Logo to Use... USTA Colors... Program Logos...	8-11
Trademarks When to use the trademark symbol <sup>TM</sup> ... Copyright © & Registration ®	12
Media Tips Preparing for an Interview... “No Comment”... Crisis Media Relations...	13-14
Basic Forms News Releases... Creative Requests... Memo... Letterhead... Publicity Release...	15-21
Website	22-24
e-mail	25
CrossCourt	26-28
Photography Sizing Images & Resolution... Photo Basics 101... Court Positioning... Photo Tennis Etiquette... Timing Photos... Cropping Photos...	29-34



The purpose of this Style Guide is, essentially, to get us all on the same page. Establishing consistency in our formatting (using “racquet” rather than “racket”) and in our “look” (our use of the logo, for example) can significantly enhance our image as a competent, dependable and professional organization. Believe it or not, something as seemingly inconsequential as different staff members using different formatting styles — I’ll abbreviate Nebraska as “Neb.” and you’ll go with “NE” — can send the signal that the organization is disorganized.

However, a style guide asking us to all conform to certain Associated Press style abbreviations, for instance, is not asking us to surrender our individual writing styles. Every reporter at *The Washington Post* must conform to that paper’s style guidelines, yet, of course, they do not all have the same writing style. If they did, *The Post* would not exactly make for very interesting reading.

This guide is simply about creating uniformity, sticking with and repeating our branding messages, while maintaining a “look” that will instantly be recognizable as the USTA Missouri Valley’s. We have to all get on the same page, but keep it an interesting page.

As you will see in the Table of Contents (page 3), there’s more to this guide than when to abbreviate “January.” There are tips for dealing with the media, samples of our various forms, a recap of logo usage, Web site information and even a few pointers on photography.

A dynamic mix of consistent, effective messaging and strong visuals will go a long way toward building up our programs and helping us in our mission to promote and develop the growth of tennis.

**What is a brand?**

- > The American Marketing Association describes a brand as a “name, term, sign, symbol or design, or a combination of them intended to identify the products and services of one seller or group of sellers and to differentiate them from those of competition.”
- > Branding is much more than a swoosh or a golden arch.
- > More importantly, a brand is viewed as a source of a promise to a consumer. It promises relevant differentiated benefits.
- > What you do creates what is thought about your brand. Good and bad.
- > How our customers interact with the brand defines their perception of the brand.

**What is brand protection?**

- > Any logo or brand image you see has a familiar symbol associated it indicating that it is protected. That symbol is a trademark.
- > A trademark prevents brand confusion among competing companies or products. It’s what differentiates your product or service from others.
- > A trademark gives the holder the right to use the name. It’s now protected from others using it.
- > The way we protect the actual trademark is first by using appropriate trademark symbols every time the logo is used.
- > A trademark is a trademark only if it is used in marketing or sales. In other words, you must use it or face the risk of losing it. A trademark registration is the first step in protecting the distinctiveness of your name and your brand.
- > These are three commonly used symbols:
- > TM & SM are notations for trademark and service mark respectively. Contrary to popular opinion, anyone can adopt these symbols. Placing one of them by your name communicates your intent to use the marked name as a trademark.
- > The last symbol, the circle R, may be used only on trademarks that have been granted a federal registration.
- > “Trademark” is not a verb. You can’t “trademark” a word just by filing with the government. In the US, a trademark is a trademark if and only if it is used.”

™ – Trademark

SM – Service Mark

® – Registration

See Page 12 for more about trademark, copyright and registration.



Much of the USTA Missouri Valley Section style guidelines are based on *The Associated Press (AP) Stylebook*, which is used throughout the newspaper and public relations industries. Here are some basics:

## STATE ABBREVIATIONS

State	AP Style	Postal Service
Alabama	Ala.	AL
Alaska	Alaska	AK
Arizona	Ariz.	AZ
Arkansas	Ark.	AR
California	Calif.	CA
Colorado	Colo.	CO
Connecticut	Conn.	CT
Delaware	Del.	DE
Florida	Fla.	FL
Georgia	Ga.	GA
Hawaii	Hawaii	HI
Idaho	Idaho	ID
Illinois	Ill.	IL
Indiana	Ind.	IN
Iowa	Iowa	IA
Kansas	Kan.	KS
Kentucky	Ky.	KY
Louisiana	La.	LA
Maine	Maine	ME
Maryland	Md.	MD
Massachusetts	Mass.	MA
Michigan	Mich.	MI
Minnesota	Minn.	MN
Mississippi	Miss.	MS
Missouri	Mo.	MO
Montana	Mont.	MT
Nebraska	Neb.	NE
Nevada	Nev.	NV
New Hampshire	N.H.	NH
New Jersey	N.J.	NJ
New Mexico	N.M.	NM
New York	N.Y.	NY
North Carolina	N.C.	NC
North Dakota	N.D.	ND
Ohio	Ohio	OH
Oklahoma	Okla.	OK
Oregon	Ore.	OR
Pennsylvania	Pa.	PA
Rhode Island	R.I.	RI
South Carolina	S.C.	SC
South Dakota	S.D.	SD
Tennessee	Tenn.	TN
Texas	Texas	TX
Utah	Utah	UT
Vermont	Vt.	VT
Virginia	Va.	VA
Washington	Wash.	WA
West Virginia	W.Va.	WV
Wisconsin	Wis.	WI
Wyoming	Wyo.	WY

1. Only abbreviate a state name when linked with a city:

The match was played in **Topeka, Kan.**  
The player is from **Kansas.**

2. Use the AP style guidelines in the body of a story:

The tournament will be played in **Topeka, Kan.**

3. Use the Postal Service version only when referring to a specific address:

Mail your entry forms to: 8676 W. 96th St.,  
Suite 100, **Overland Park, KS** 66212.

4. AP contends that Postal Service versions of some states such as Alaska (AK) and Arkansas (AR) can be too easily misinterpreted in an article.

Cities that can stand alone without the state:

- Atlanta
- Baltimore
- Boston
- Chicago
- Cincinnati
- Cleveland
- Dallas
- Denver
- Detroit
- Honolulu
- Houston
- Indianapolis
- Los Angeles
- Miami
- Milwaukee
- New Orleans
- New York
- Oklahoma City
- Philadelphia
- Pittsburgh
- St. Louis
- Salt Lake City
- San Francisco
- Washington, D.C.

You would add a state abbreviation when referring to a city of the same name but in a state other than the one with which the city name is normally associated:

- Philadelphia, Miss.
- Miami, Kan.
- Cleveland, Okla.
- Pittsburg, Kan.
- Pittsburg, Ill.
- Pittsburg, Okla.

Because of the commonality of "Pittsburg" in our section, we will use the abbreviation when referring to Pittsburgh, Pa.

PUNCTUATION NOTE: Enclose the state abbreviation in commas.

The matches will be played in **Council Bluffs, Iowa, and Omaha, Neb., Monday.**

## DATES

January	Jan.	July	July
February	Feb.	August	Aug.
March	March	September	Sept.
April	April	October	Oct.
May	May	November	Nov.
June	June	December	Dec.

1. Only abbreviate the month when a date is attached:

The tournament will be played in Tampa Bay, Fla., **Feb. 21-27**.  
The tournament will be held next **February**.

2. Do not use 1st, 2nd, 3rd, 4th, etc. when referring to a date.

The tournament will be held Feb. 21st in Boston. (Incorrect)  
The tournament will be held **Feb. 21** in Boston. (Correct)

3. **NEVER** abbreviate a day of the week. Always spell out Sunday, Monday, Tuesday, etc.

4. If referring to something happening or that did happen this year, do not include the year in the date.

Luke Jensen visited Omaha, Neb., **June 9** and will return to the Missouri Valley Section **Aug. 29**.

Luke Jensen visited Omaha, Neb., **June 9**, where he previously held a clinic **Dec. 6, 2003**. He will be back in Omaha **Feb. 7, 2007**.

### PUNCTUATION NOTES:

Separate a day from the date with commas.

The finals will be contested **Tuesday, June 28**.

Enclose the date with commas when including either the day of the week or year.

The finals will be contested **Tuesday, June 28, at the Plaza Tennis Center**.

The KC Open will be held **June 22-27, 2006, throughout the Greater Kansas City region**.

## TIMES

1. Use periods when referring to **a.m.** and **p.m.** -- not "am" and "pm."

2. DO NOT use the double-zeroes when referring to the top of the hour.

The matches will start at 11:30 a.m. and 1:00 p.m. (Incorrect)

The matches will start at 11:30 a.m. and **1 p.m.** (Correct)

3. DO NOT double up on the a.m. or p.m. Just use it on the last time reference.

The tournament party is scheduled for 7 p.m. to 11 p.m. (Incorrect)

The tournament party is scheduled for **7 to 11 p.m.** (Correct)

4. NO NEED for "from/to."

The clinic will run from 9 a.m. to 3 p.m. (Technically OK, but the "from" is not necessary.)

The clinic will run **9 a.m. to 3 p.m.** (Preferable)

5. Be consistent using "to" or "-"

Opening round play is scheduled **9 a.m. - 3 p.m.**, with second-round action slated **7-11 p.m.**

OR Opening round play is scheduled for **9 a.m. to 3 p.m.**, with second-round action slated for **7 to 11 p.m.**

**PUNCTUATION NOTE:** Use spaces before and after the hyphen in "9 a.m. - 3 p.m." and no spacing in "7-11 p.m."

6. DON'T be redundant...

The afternoon session of play will begin at 2 p.m. (Incorrect)

The afternoon session of play will begin at 2 o'clock. (Correct)

There's simply no need for the "p.m." when using "afternoon," "evening" or "night." The same, of course, is true of "a.m." when using "morning."

7. What to do in a series...

Matches will be played at 8:15, 9, 10:30 and 11:45 a.m., and 1, 2:15, 3:30 and 4:45 p.m.

OR Matches will be played in the morning at 8:15, 9, 10:30 and 11:45, and in the afternoon at 1, 2:15, 3:30 and 4:45.

8. Noon & Midnight.

When referring to something happening at 12 o'clock, it is generally better, for clarity's sake, to write "noon" or "midnight" rather than 12 a.m. or 12 p.m.

The tournament starts at **noon**, with play scheduled all the way through to **midnight**.

Clinics will be held at **noon**, 1, 2:30 and 4 p.m.

## NUMBERS

1. Always spell out one through nine, except in reference to ages, times, scores or money. Beyond nine, use the numeral: 10, 11, 12, 13, etc.

The match featured **three** tiebreakers as Jones, **9**, outlasted Smith to claim the junior championship.

These **nine** members will receive a **\$2** discount to the championship scheduled for **7** p.m.

**EXCEPTION:** (Spell out numbers 10 or greater, when starting a sentence)

**Thirty-two** players entered the tournament, including **12** ranked among the top 30 in the section.

(But rewrite if possible) **Among** the 32 players entered in the tournament, **12** are ranked in the top 30 in the section.

**EXCEPTION TO THE EXCEPTION:** (The number starting the sentence is a year.)

**1968** ushered in a new era in the sport.

2. Same rule applies when referring to first, second, third, etc.

After a disappointing **12th** in the second stage, Armstrong bounced back with a strong **second** in the time trial.

3. More about money... When exceeding \$999,999, spell out "million," "billion," "trillion," etc.

After earning just **\$321,000** his first three years on the tour, Miller more than tripled his career earnings as he claimed the **\$1.1 million** first-place prize.

At **\$5.7 trillion**, it would take a CEO earning **\$100 million** a year exactly **57,000** years to pay off the national debt expected to build over the next 10 years.

4. Rankings... Use the abbreviation "No." (capitalized), never the symbol "#" and do not spell out the numerals between No. 1 and No. 9. Same rule applies when referring to "**Segment 1**" or "**Level 1.**"

**No. 4-ranked** Smith dispatched the second seed in straight sets.

5. Using hyphens with numbers:

Players **ages 12-14** are not eligible to compete. (No space before/after the hyphen.)

Only players **ranked 1-32** may enter the tournament. (No space before/after the hyphen.)

A player must acquire **100-125** points to advance. (In this case, you would NOT write, "acquire 9-12 points.")

Instead, you would write, "acquire nine to 12 points."

# POSTING SCORES

John Doe (Des Moines, Iowa) def. Joe Doe (Oklahoma City), 6-7 (4), 7-5, 6-4  
Jane Doe / Julie Doe (Kearney, Neb.) def. Jane Doe (Liberty, Mo.) / Julie Doe (Kansas City, Kan.), 6-4, 6-3.

Same rules regarding state abbreviations apply. In doubles, if both players on a team are from the same community, only list that town's name once, as shown in the example above.

# ALPHABET SOUP

1. We use a lot of acronyms/abbreviations within the USTA — USTA, NTRP, NJTL, CTA, etc. We should be spelling these things out in the first reference, especially if our “audience” is outside the organization. Then we can use the acronym/abbreviation in all subsequent references.

Several **Community Tennis Associations (CTA)** have been formed to promote the game at a local level. In the last year, 12 **CTAs** were formed in Greater Kansas City.

We leave some people in the dark when they read information about “JTT” and not once in the entire text is “Junior Team Tennis” mentioned. They’re left wondering, “What’s a JTT?” What is “RCW,” “RTP,” etc.

2. In most instances, because of the “audience” our communications are targeting, it will not be necessary to spell out USTA. If in doubt, however, do the same as you would in the CTA example above. (Many people outside the game will assume USTA is some sort of government agency.)

The **United States Tennis Association (USTA)** has one primary mission: to get more people to play tennis more often.

3. Acronym/abbreviation exceptions (those few in which “spelling it out” is not necessary in the first reference).

U.S.	USA		<b>US Open</b> Correct: <b>US Open</b> Incorrect: U.S. Open or United States Open
ABC	CBS	NBC	
FBI	CIA		
NBA	NFL (NFC/AFC)	NCAA	

4. When referring to our own USTA Missouri Valley:

First Reference: **The USTA Missouri Valley**. (We no longer use the “/” between “USTA” and Missouri Valley.)

Subsequent References: **The USTA Missouri Valley** or, depending on the audience, **the Missouri Valley** (NEVER use “USTA/MV” or “USTA/Mo Valley.”)

5. When referring to a district within the USTA Missouri Valley Section:

First Reference: **The Iowa District of the USTA Missouri Valley**

Subsequent References: **The Iowa District**

6. Never capitalize “district” or “section” when standing only.

**The USTA Missouri Valley** is sponsoring the tournament. Only juniors who are USTA members and live in the **section** may participate. Players must first win their **district** tournament to advance to the **section** event.

# MISCELLANEOUS

1. The “w” in **“Web”** is capitalized when referring to the **“Website.”** (Though AP states that “Web site” is two words, we will stick with the more common usage of one word “Website.”)

2. Drop the “www” when referring to a Web site: Visit **usta.com** or **missourivalley.usta.com** for more information.

3. DON'T use parentheses to off-set the area code in a phone number: Call **913-322-4800**.

4. Teams win a **“section championship.”** They are **“section champions.”** Teams advance to the **“section championships.”** In other words, **STOP using “sectional.”**

5. It's **“T-shirt”** not **“t-shirt.”**

6. Capitalize a job title BOTH before the name and (despite AP style guidelines) after:

USTA Missouri Valley **Executive Director** Mary Buschmann spoke at the meeting.

**OR** Mary Buschmann, USTA Missouri Valley **Executive Director**, spoke at the meeting.

## **‘RACQUET’ vs. ‘RACKET’**

We are going to go with *Tennis* magazine and use “racquet.”



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With the introduction of the new USTA logo in 2006, new guidelines were established for the use of the logo, including size limitations, clear space, color, etc. The logo serves as our brand and is to be identified instantly with the USTA, it must not be distorted or, otherwise, used incorrectly or its brand identity effectiveness will be severely compromised.

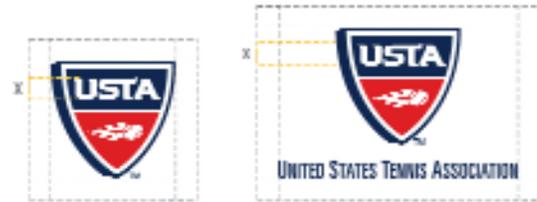
## Minimum Height

The USTA shield should not be smaller than three-eighths of an inch (the size shown here):



## Clear Space Around Logo

The clear space around the logo needs to be equal to the height of the lettering "USTA" inside the shield. For example, if the "USTA" is one inch tall, the clear space around the entire logo needs to be one inch. And that means the entire logo, including the wording beneath the shield, in this example the "United States Tennis Association."



The white space around the USTA shield may tempt many graphic artists to do this (left) – to wrap the text around the shield. This violates the clear space guidelines requiring an equal amount of clear space around the entire logo (right).

## This a big-time logo no no

NEW YORK (AP) - Billie Jean King cried only once before a match, and it wasn't against Bobby Riggs.

The Virginia Slims tour was in its infancy, and fresh-faced Chris Evert hadn't yet joined the renegade group that broke away from the paltry pay of the tennis establishment. The 27-year-old King knew the tour's credibility was at stake in the showdown between the feminist and America's budding sweetheart in the 1971 U.S. Open semifinals at Forest Hills.

The youthful Evert was oblivious. Two years before the famous "Battle of the Sexes" with Riggs, Evert was staying at an aunt's house in Larchmont, N.Y., getting home-cooked meals and doing the dishes during the Open.

"I was a 16-year-old schoolgirl more concerned about the boy I liked," Evert said, laughing. "I came from a Catholic, very protective family, so I didn't even understand women's lib back in those days. She had to be the Gloria Steinem of women's sports."

Evert, Martina Navratilova and others reminisce about the early days of women's tennis in the HBO documentary "Billie Jean King: Portrait of a Pioneer," which debuts Wednesday night following premieres in New York and Los Angeles.

Evert lost that match in straight sets to King, whose battles for equal pay and equal rights for girls and women resonated

with a generation during the tumultuous 1970s. The Virginia Slims grew, and two years later Evert joined the WTA Tour, which now offers a total of \$60 million in prize money at 63 events in 35 countries.

The documentary explores the personal and professional life of King, using rare footage, archival photos and interviews with King's partner Ilana Kloss, Rosie Casals and sports journalist Frank DeFord.

Shot at Wimbledon last year and over four days in a Soho loft, the challenge became splicing a remarkable life into a one-hour show. HBO "Real Sports" reporter Mary Carillo interviewed King off-camera.

"You say to Billie Jean, 'Boy, what's wrong with Venus's serve?' - that's an hour," Carillo said.

At 10, Billie Jean Moffitt was shortstop on the 15-and-under city champion softball team. She also played touch football before being steered to the more "lady-like" sport of tennis. Her softball coach told her about the free tennis lessons every Tuesday at the park.

"My friend Susan Williams said, 'Do you want to play tennis?', and I said 'What's that?'" King said recently.

And the rest is history.

In 1970, King and doubles partner Casals joined seven other players who broke away from the tennis establishment despite



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## This is the way to wrap text around the logo

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"My friend Susan Williams said, 'Do you want to play ten-



<<<< While the "X" in "Xtreme" does wrap around the logo here, the clear space around the logo remains even and is not violated. Therefore, this is a perfectly good use of the Section logo.

>>>> Is it OK to place the logo on top of a photo? It depends. The same clear-space guidelines apply, and the logo should be placed in a "blank" area of the photo, such as here in a space that would have otherwise been cropped out.



## What Logo To Use...

The “preferred” logo to use is the **stacked version in two color**:



However, as you will notice in this Style Guide, we have frequently opted to use the **horizontal version** of the logo. This version is often a space saver in that with the section name appearing off to the side of the shield – rather than beneath it – the logo requires less depth. With the stacked version of the logo, information is pushed further down the page or, as related to the Web, further down the screen. To compensate for the increased depth of the stacked version of the logo, we often reduce it in size. Therefore, we have found when working with this horizontal version of the logo, we are able to usually keep the shield larger than we would when utilizing the stacked version without increased the depth of the logo, overall.

**Note that while the stacked version may be “preferred,” it is perfectly OK to use either version of the logo.**



## National vs. Section vs. District

Use the national logo only for those events/tournaments sponsored by the United States Tennis Association as a national organization. For example, the Husband & Wife tournament in Kansas City in July 2006 may be held within the USTA Missouri Valley, but it is a national tournament. Thus, the logo to be used in promoting it should be the USTA national logo:



USTA National Husband & Wife  
Hard Court Championships

Use the section logo to events/programs/tournaments that apply throughout and specifically to the USTA Missouri Valley:

USTA Missouri Valley  
Segment 2 Sweet 16



Use a district logo when promoting events/programs/tournaments that are specific to that district and only that district:

USTA Heart of America  
Boys 16 Endorser



### ONE USTA LOGO ONLY

Try to avoid getting “shield happy.” Look at this page with all the USTA shields appearing on it. When creating a piece, use either just the national, section or district logo. Pick the version of the logo that is appropriate as indicated by the guidelines above.

# USTA Colors

	<u>Screen Printing</u>	<u>2-Color Printed Piece</u>	<u>4-Color Printed Piece</u>	<u>Web</u>
	PMS 295	PMS 282	c: 100 m: 72 y: 0 k: 56	r: 6 g: 20 b: 63
	PMS 187	PMS 186	c: 0 m: 100 y: 81 k: 4	r: 242 g: 0 b: 23

These are the Pantone, four-color (CMKY) and three-color (RGB) formulas for the accurate color reproduction of the colors in the USTA logo. Note that the blue is especially dark, so it is not a good color to pair with black when doing a two-color piece. In the case of such a piece, use the red and blue together. For example, this postcard the Section sent to explain the **logo approval process**, which remains in effect:



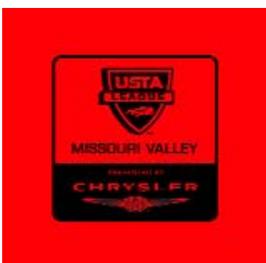
The United States Tennis Association unveiled its new logo during the highest attended annual sporting event in the world, the US Open. The shield design incorporates the flaming ball symbol of the US Open to better tie that Grand Slam tournament with the USTA, which owns and operates the US Open. Versions of the logo have been designed for the Section and each of the seven Districts.

The following steps have been implemented to assure proper use of the new logo.

- All uses of the Section or District logo in a public document or merchandise order must first be submitted for approval to the USTA/Missouri Valley Section Director of Marketing Communications.
- Guaranteed response and approval time of two business days.
- Trademark is the property of USTA. The trademark symbol "TM" must appear in all uses.
- Logos must be used in their entirety. No portion can be used on a stand-alone basis (i.e. flaming ball logo). Logos cannot be modified in shape or color.
- All vendors who will reproduce the logo on merchandise such as clothing, awards, etc. must be certified by the USTA.

All uses of USTA logos must be submitted to the Missouri Valley Director of Marketing Communications for approval.

To obtain a logo and gain usage approval contact  
 USTA/Missouri Valley Director of Marketing Communications  
**Manon Eilts** | [ceilts@movalley.usta.com](mailto:ceilts@movalley.usta.com)  
 913-322-4828 | Toll Free 1-888-368-8612



<<<< Another logo no no! Whether it's the section logo, or in this case the League logo, the white space within the black/white version of the logo is to remain white and not to be interpreted as transparent.



<<<< And yet another no no. When resizing the logo, keep it proportional. This logo is 30 percent of its normal width and 25 percent of its normal height. Thus, we have a "fat" distortion of the logo.

## Program Logos

As you can see, there is a variety of logos using the USTA brand, though there is not a different logo for each program. The versions of each logo tend to be stacked (Pro Circuit) or horizontal (Player Development), four-color, two-color (USTA red and blue), black/white, knocked out (with white lettering and borders for placement on a black or, otherwise, dark background), and single color (always USTA blue or black – never red). **LOGOS ARE AVAILABLE ON THE “P” DRIVE in the Division - Marketing Folder.**



The “reversed” version of logos is to be used against a dark background. Reversed logos are designated with a “KO” when saved as in the case of this logo: “Member\_1cKO\_H”



The one-color version of the logo is to always be PMS 282 – a.k.a. “USTA Blue” and NEVER red. The one-color version of the logo is save with a “1c” as in: “Member\_1c\_H”.

## Logos To Be Used In Their Entirety

Logos, such as USTA League Tennis, which have a co-branded logo with sponsor are to be used in their entirety. DO NOT crop out the sponsor information. In fact, ALL logos are supposed to be used in their entirety. For instance, you can not use just the flaming ball from the USTA shield or US Open logos.



There are “black/white” versions of every logo, including “black/white” reversed. These logo files are designated “bw” as in: “Member\_bw\_V”

The “H” in the logo file name stands for “horizontal,” while the “V” for “Vertical” indicates the logo is the preferred “stacked” version.

**The clear space guidelines of the USTA logo applies to ALL USTA-related logos.**

### REQUESTING A LOGO

Those requesting any USTA-related logo should contact USTA Missouri Valley Director of Marketing Communications **Manon Eilts** at **913-322-4826** or **eilts@movalley.usta.com**.



MISSOURI VALLEY

## “TM”

- > The USTA holds the trademark for several expressions and symbols. When using those expressions, be sure to include the trademark symbol (on the first reference only):

TennisLink™

It's Your Game™

- > Creating the “TM” symbol will depend on the program that you are using. In Word, the symbol can be inserted into a document by doing the following:

- 1) Click on “Insert” Menu
- 2) Scroll Down to “Symbol” Option
- 3) Click on the “TM” Symbol

You can find a wide assortment of symbols under the “Symbol” option in Word.



IT'S YOUR GAME™



UNITED STATES TENNIS ASSOCIATION

## Include The “TM” With Logos

- > NEVER crop out the “TM” when using logos:

## What is a Trademark?

™

A trademark is a word, name, symbol or device which is used in trade with goods or services to indicate the source of the goods/services and to distinguish them from the goods/services of others.

Trademark rights may be used to prevent others from using a confusingly similar mark, but not to prevent others from making the same goods or from selling the same goods or services under a clearly different mark. Trademarks are used in interstate or foreign commerce.

## What Is a Copyright?

©

Copyright is a form of protection provided to the authors of “original works of authorship” including literary, dramatic, musical, artistic and certain other intellectual works, both published and unpublished. The 1976 Copyright Act generally gives the owner of copyright the exclusive right to reproduce the copyrighted work, to prepare derivative works, to distribute copies of the copyrighted work, to perform the copyrighted work publicly, or to display the copyrighted work publicly.

The copyright protects the form of expression rather than the subject matter of the writing. For example, a description of a machine could be copyrighted, but this would only prevent others from copying the description; it would not prevent others from writing a description of their own or from making and using the machine. Copyrights are **registered** by the Copyright Office of the Library of Congress.

## Registration

®

Copyright registration has never been a requirement for copyright protection, but registration is a prerequisite to suing for infringement. Note that registration can occur after the infringement itself, but it must be made before any suit is filed.

For example, **US Open®** is a registered trademark/copyright and, therefore, you would use ® rather than ©.

Another example: **World TeamTennis presented by Advanta®**. For the record, the “TeamTennis” is, in this case, written as one word with both “T’s” capitalized.



### Be Prepared

- > Understand that reporters may not contact you beforehand to let you know they will be attending an event and asking you questions. You have to go into any event prepared to answer questions.
- > Have three to five key talking points – messages that you want to get through during the interview. Regardless of these questions, try to weave your talking points into the discussion.
- > Have a thorough knowledge of the services and programs you are promoting.
- > Have collateral materials – brochures, flyers, etc. – ready to give to the reporter to provide additional background information.
- > Have a backup spokesperson ready to step in if you are unavailable at the last minute.
- > Be sure to give the reporter your card for any follow-up questions or as a contact for any future stories.
- > Also receive a business card from the reporter.

### Sound-Bites Get Air Time

- > Journalists have limited space and time, so especially wordy quotes probably will not make it into most stories.
- > Broadcast journalists generally air just a few seconds, at the most, from an interview. Therefore, speak concisely. Keep your sentences short and to the point.
- > A cleverly turned phrase – a well crafted “sound-bite” – is probably what will make it onto the air. For example, if you are promoting tennis among seniors, you might say, “Tennis is the game that never gets old, and will keep you young your whole life.”

### Practice – ‘Cause You Wouldn’t Play A Match Without Warming Up

- > Rehearsing is a wonderful idea. When practicing, be sure to say what it is you plan to say later out loud. It might sound nice in your head, but not so nice out loud.
- > Even do a mock interview with someone else, and craft a response to the question you would dread most.

### Know Who You’re Talking To

- > Every reporter, publication and broadcast news outlet has their own style and audience. Become familiar with them before being interviewed.
- > Some good reporters are very effective at conducting “casual” interviews in an effort to get their subjects to relax and speak a little more “loosely.” Keep your guard up. Don’t get too chummy during an interview and stray too far from your talking points. **Assume whatever you say when the camera or tape recorder is rolling – or the reporter has that notepad out – will be on the record. In fact, assume that whatever you tell a reporter will be “on the record.” Remember Connie Chung’s infamous just “between you and me” interview.**

### Be Responsive

- > Reporters are typically on a deadline and in a hurry to get the story. Always return the request for an interview promptly. Be mindful of their deadline when scheduling an interview.
- > Also, if you cannot do an interview in person, offer to do the interview over the phone or to issue a statement. If there is a designated spokesperson, offer to have that person conduct the interview in your place.

### “No Comment”

- > Some will say it is a no-no to say, “No comment” – that it implies guilt. It is better to craft a response, if possible: “Because the player involved is a minor, we can not release any further information.”

- > However, it is important to realize that crafting a response does not mean making something up. The most important thing is to be accurate – and “no comment” is better than making an inaccurate comment.

### **You Have What They Want**

- > Remember you are in control of the interview. You possess the information they are seeking.
- > If the interview or questions seem to be heading in another direction, look for a way to get back to your main message points. Don't let a reporter steer you down the wrong path.
- > Be very careful about offering additional details. Answer the question – and that's all – unless the reporter is failing to ask questions related to an important talking point that you have. For instance, say you are hosting a Pro Circuit event and the reporter is asking only about the players entered, but you want to discuss the community involvement activities you are holding in conjunction with the tournament:

“This is a tournament for everyone. We will be holding clinics for kids Monday and Tuesday, a serving contest Wednesday, a family tennis carnival Thursday. We want everyone to get into the swing of tennis this week.”

### **You Can Ask Questions Too!**

- > When scheduling the interview, you or a media relations person may ask the reporter for more details on exactly what information they're seeking.
- > You'll want to know such things as if you are the only contact of the story. Who else might they talk to? How long will the interview be? When will it run? What are the specifics the reporter is looking for? Reporters will appreciate the fact you'll be prepared for the interview. (They might not answer every question you have for them, however.)

### **You Can't Control The Story**

- > After the reporter leaves, remember that what is written is out of your control. It is unacceptable to ask a reporter to view a story before it goes public. It is, however, OK to call and verify a fact, or clarify facts and figures.

### **Confidence Counts**

- > A reporter can tell when you are nervous about something or don't want to talk about something. If you act confidently, your message will come across much better than acting and speaking timidly.
- > At all costs, avoid being combative or defensive. Contentious interviews make for good TV and bad PR.

### **Be Focused**

- > Remember the reporter is probably not there to write an in-depth book or to film a documentary.
- > In an interview, try to keep to three main points that you want to get across. Any more than that, and the audience will lose focus. When on the radio, try to get all three points across in your first answer. In situations where it is possible, have a notecard with the main points written out.

### **Be Human**

- > Let your passion for the game show. Smile when you say, “We need to get our kids off the couch and onto the tennis court. It's a game they can play their whole lives and keep them fit for life.”
- > If something bad happened, show compassion and concern. It is OK to convey emotions.
- > It isn't just what you say, but also how you say it that matters.

### **Crisis Media Relations**

- > First contact the section Executive Director, who will notify the section communications staff.
- > Journalists have a tendency to assess blame in emergency situations. Don't play the blame game.
- > Don't answer questions you don't have answers for.
- > Don't give out information that should remain private: names, medical conditions, etc.

## News Release



8676 W 96th Street, Suite 100  
Overland Park, KS 66212

Telephone 913-322-4800  
Fax 913-322-4801  
[www.missourivalley.usta.com](http://www.missourivalley.usta.com)

FOR IMMEDIATE RELEASE

Release No. 15-2006

Dec. 1, 2006  
Jeff Sikes, Senior Communications Coordinator  
913-322-4827 or 1-888-368-8612  
[sikes@movalley.usta.com](mailto:sikes@movalley.usta.com)

### **United Neighbors, Inc. wins NJTL Chapter of the Year Award Davenport, Iowa service organization one of 23 Section winners for tennis excellence in 2006**

DAVENPORT, IOWA - United Neighbors, Inc. has won the 2006 USTA Missouri Valley "NJTL Chapter of the Year" Award.

The service-based organization, located in Davenport, Iowa, received the award for its commitment to developing new junior tennis players through its National Junior Tennis League (NJTL) chapter.

United Neighbors, Inc. works tirelessly in the Davenport and Quad Cities area to enhance tennis' visibility, particularly with youth. In 2006, the organization had more than 300 children participate in summertime tennis activities, coupling the program with an educational health component to teach kids the value of physical activity. The group also held a USTA Tennis Block Party in the Quad Cities region in June of 2006, one that featured former New York City mayor and current United States Tennis Association Board member David Dinkins.

The dedicated staff service a diverse population with after-school activities, tennis being one of the chief among those. The group began a partnership with the USTA Missouri Valley in 1998 and in the time since, youth from all across the Quad Cities have had the opportunity to play the sport thanks to United Neighbors, Inc. commitment to growing the sport.

In 2007, thanks to a \$5,000 grant award from the USTA Tennis & Education Foundation, United Neighbors will carry tennis into the school year for the first time.

United Neighbors received their award for NJTL Chapter of the Year at the 2006 USTA Missouri Valley Annual Conference on Dec. 8-10 in Overland Park, Kan. The award was one of 23 given for tennis excellence to individuals and organizations in the five-station region of the USTA Missouri Valley for the 2006 calendar year.

For more information on United Neighbors, Inc., please visit [www.unitedneighbors.com](http://www.unitedneighbors.com) or contact the organization at [uneighbors@aol.com](mailto:uneighbors@aol.com) or (563) 322-7363.

###

The USTA Missouri Valley is a not-for-profit organization covering a five-state region of Iowa, Kansas, Missouri, Nebraska, Oklahoma and parts of Illinois. As one of the 17 Sections of the USTA, the USTA Missouri Valley has more than 22,500 individual members and more than 450 organizational members. The USTA Missouri Valley offers recreational and competitive tennis for all ages and abilities. The mission of the USTA is to "Promote and develop the growth of tennis."

# Creative Request Form



## Creative Request | Web Update Form

<b>NAME</b>		<b>TODAY'S DATE</b>		<b>DUE DATE</b>
<b>PIECE NEEDED (Check 1)</b>				
<input type="checkbox"/> Brochure	<input type="checkbox"/> Flyer	<input type="checkbox"/> Postcard	<input type="checkbox"/> Direct Mail Piece	
<input type="checkbox"/> Fact Sheet	<input type="checkbox"/> Poster/Sign	<input type="checkbox"/> Photo	<input type="checkbox"/> Other	
<b>QUANTITY NEEDED</b>	<b>EVENT FOR WHICH PIECE IS NEEDED (Included Dates)</b>			
<b>COPY</b>				
<input type="checkbox"/> Attached	<input type="checkbox"/> Copy To Be Provided Later	<input type="checkbox"/> Communication Staff Needs To Write Copy		
<b>NOTES</b>				
<b>YOUR PHONE NUMBER</b>				
Please note the earlier you submit your request the better. Depending on quantity, printing time alone may require up to 2 weeks. Furthermore, additional time must be factored in for distributing items such as direct mail pieces. <b>You will be notified if the "Due Date" is not workable.</b>				
<b>E-MAIL Form To: loudon@movalley.usta.com</b>				

Under notes indicate specific size you have in mind. For example, if you check "Poster/Sign" under "PIECE NEEDED," note 11" x 17". The size may vary based on costs and other factors, such as the graphic design created and/or the length of copy needed.

<b>WEB UPDATE</b>	
<input type="checkbox"/> New Copy Attached	<input type="checkbox"/> New Fact Sheet/PDF/etc. Attached
<b>NOTES</b>	
<b>CUT &amp; PASTE THE URL OF THE PAGE ON WHICH UPDATE IS NEEDED</b>	
<b>SAMPLE:</b> <a href="http://www.missourivalley.usta.com/usaleagueteennis/home.sps?iType=1285">http://www.missourivalley.usta.com/usaleagueteennis/home.sps?iType=1285</a>	
Copy should be in the form of a Word Document. Excel spreadsheets DO NOT allow for cut and paste through our Web SPS administrative tools.	
<b>Allow 5 business days for updates to be made. Our SPS system experiences frequent technical "issues," which may delay updates.</b>	

1. Form – a Word document – located on the P drive:  
sub-folder: DIVISION - Marketing & Communications  
sub-folder: Creative Request Form
2. To be e-mailed to Joe Loudon as an attachment.
3. Please note that text for Web updates should be in Word Documents. Excel spreadsheets and other tables can not be copied onto the Web due to exact HTML code specifications.
4. Web updates should be sent to [webupdate@movalley.usta.com](mailto:webupdate@movalley.usta.com). Completely the form above is not necessary, when sending a request to this e-mail address. However, do note that Excel spreadsheets can NOT be posted on the Website via cutting and pasting.



MISSOURI VALLEY

8676 West 96th Street, Suite 100  
Overland Park, KS 66212

Phone: 913-322-4800

Fax: 913-322-4801

www.missourivalley.usta.com

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## NTA Spring Meeting Report

**TO:** NTA Board of Directors

**FROM:** Dan Bratetic, Tennis Service Representative

**DATE:** 3/31/07

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### Summary of Activities thus far in 2007:

- Met with several communities, including Omaha, Columbus, Kearney, Grand Island concerning Public Facility Funding to upgrade tennis facilities. So far we have solicited one official application from the Kearney Parks and Recreation Department.
- In-service Training and Coaches' Workshop were held in Columbus at the YMCA on March 30<sup>th</sup>.
- New USTA Junior Team Tennis Leagues were formed at the Nebraska Tennis Center in Lincoln. The first session started in January - Co-ed teams with 46 total players. The spring session is just getting underway.

### Goals for 2007:

- Focus for the TSR Position in 2007 is on site visits and unique contacts. The goal is 192 for the year.
- **USTA Junior Team Tennis** - Increase participation in local leagues by 10% - this number will be achieved by starting NEW programs in different communities. There are changes to rules in 2007 which will affect the District Championships.
- **Schools Tennis** - Hold 5 in-service trainings in 4 different areas of Nebraska and start two new after-school programs. New curriculum guides will be ready for fall semester, and a new equipment discount program is in place through Wilson. CTAs and Parks and Recreation departments are eligible for the discount as well. I am working with the Nebraska APHERD and State Department of Education to meet these goals. We will have booth presence and present at the 2007 Nebraska/Iowa APHERD Convention this fall, and have booth presence and present at the 2007 Central Region APHERD Convention in April.
- **Collegiate Tennis** - Both clubs at UNL and UNO continue to participate in tournaments around the Missouri Valley, and both competed in the Tennis on Campus Section Championships at Drake in February. UNL was the runner-up at that tournament, losing to St. Louis University in a super tie-breaker in the final match.
- **Recreational Coach Workshops** - 3 workshops in Nebraska.
- Help with the promotion of USTA Adult Leagues.
- Continue to provide support to all Nebraska Community Tennis Associations.

## Letterhead – No Executive Committee



**MISSOURI VALLEY**

8676 West 96th Street, Suite 100  
Overland Park, KS 66212

Main Telephone: 913-322-4800  
Toll Free Telephone: 888-368-8612  
Fax: 913-322-4801

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April 25, 2007

Net Tennis  
4015 Doubles Alley  
Duece, IA 63646

Re: Notice of NTRP Rating Change  
Dynamic Promotion

Dear Mr. Tennis:

During local league competition and at every level of championship competition below national championships, computer ratings will be calculated for all players to determine if any players have reached the NTRP disqualification criteria using the USTA NTRP Computer Rating System Procedures. Players will be disqualified if they reach the disqualification level three times based on all matches reported in the national database.

You have reached this level three times and are promoted to the 3.0 level. As you are already competing at the 3.0 level, no penalties are incurred.

Your rating will be changed in TennisLink™ immediately. A copy of this promotion notice will be forwarded to your captain and the local league coordinator.

Lori Therrien  
USTA Missouri Valley Section  
Section League Coordinator  
913-322-4829

Cc: Brian Portman, Team Captain  
Vikki Williams, District League Administrator  
Pat Eagan, Local League Coordinator

To Promote and Develop the Growth of Tennis

Form – a Word document – located on the P drive:  
sub-folder: USTAMV Section  
sub-folder: Forms

## Letterhead – Executive Committee



8676 West 96<sup>th</sup> | Suite 100 | Overland Park, KS 66212 | 913-322-4800 | 888-368-8612 Toll Free | 913-322-4801 Fax | missourivalley.usta.com

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913-322-4829

Cc: Brian Portman, Team Captain  
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**UNITED STATES TENNIS ASSOCIATION MISSOURI VALLEY**

*"To Promote and Develop the Growth of Tennis"*

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<b>Richard Perry</b> President	<b>Shelley George</b> First Vice President	<b>John Bregin</b> Vice President	<b>Alex Lee</b> Vice President	<b>Scott Hanover</b> Secretary	<b>Kim Reser</b> Treasurer	<b>Kevin Nebergall</b> Delegate	<b>Steve Gerdes</b> General Counsel	<b>Mary Buschmann</b> Executive Director
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Form – a Word document – located on the P drive:  
sub-folder: USTAMV Section  
sub-folder: Forms

# Official Photo Release Form



## PUBLICITY RELEASE and LIABILITY WAIVER

In consideration for my participation in the USTA Tennis Activity on the date(s) and location(s) listed below, I agree to be filmed and/or photographed by The United States Tennis Association ("USTA") in connection with such participation and that the USTA will own any and all rights in such film and photography of me (hereinafter referred to as "Footage").

This will permit the USTA to proceed with taking such Footage and I now waive, as to the USTA and its successors, assigns and licensees, all personal right and objections to any use to be made of me, my name, likeness, voice or personality in connection with the use of the Footage in any media for any and all purposes, including trade, advertising and promotional purposes, in perpetuity and without further compensation. I understand that in proceeding with filming and photography of the Footage, the USTA will do so in full reliance on the foregoing permission.

I FURTHER ACKNOWLEDGE THAT MY PARTICIPATION IN THE ACTIVITY INVOLVES A RISK OF INJURY, INCLUDING BODILY INJURY. I, ON BEHALF OF MYSELF AND MY HEIRS AND LEGAL REPRESENTATIVES, AGREE TO RELEASE AND DISCHARGE TO THE FULLEST EXTENT PERMITTED BY LAW THE USTA, ITS OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS OF AND FROM ANY AND ALL LIABILITY FOR ANY LOSS, DAMAGE, INJURY OR EXPENSE THAT I MAY SUFFER OR SUSTAIN, BY NEGLIGENCE OR OTHERWISE, IN CONNECTION WITH MY PARTICIPATION IN THE ACTIVITY.

Name of USTA Activity: \_\_\_\_\_

Dates: \_\_\_\_\_

Location(s): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINT NAME HERE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

HOME/CELL PHONE: \_\_\_\_\_

Signature of Parent or Guardian (if under 18):

\_\_\_\_\_

\_\_\_\_ Please send me additional information about USTA programs and/or events.

## Other Forms...

Other forms located on the P drive in:  
sub-folder: USTAMV Section  
sub-folder: Forms

- > Check Request
- > Credit Card Transaction Log-Long Form
- > Deposit Receipt Log
- > Fax Cover Sheet
- > Mailing Labels
- > Receipt
- > Credit Card Receipt Log
- > Credit Card Transaction Log-Short Form
- > Employee Expense Report
- > Invoice Receipt
- > Office Supply Form

## Business Cards



Should you have a change to the contact information on your business cards or should you need more cards printed, complete a **Creative Request** form and e-mail Joe.



## SOME BASICS

1. Web update requests should be submitted to [webupdate@movalley.usta.com](mailto:webupdate@movalley.usta.com). Plan ahead. Some Web updates can be made in a matter of minutes and others may require extensive time, for making changes to some pages on our site can require re-writing complicated HTML code.
2. Text for the Web should be sent to [webupdate@movalley.usta.com](mailto:webupdate@movalley.usta.com) in **Word documents** that can be made into simple text that can be downloaded into the SPS system used to maintain the site. Excel spreadsheets can not be downloaded directly into SPS due to HTML code specifications.
3. Never underline any text that is not a hyperlink. Underlining only those words that relate to a link will condition visitors to our site, [missourivalley.usta.com](http://missourivalley.usta.com), to understand automatically that any and all underlined text indicates a link. Therefore, [Click here to view Day 1 results](#) can be reduced to [View Day 1 results](#) or even [Day 1 Results](#).
4. Graphic Width Limitation: 600 pixels.
5. To have text run alongside a graphic, the graphic should be no more than 400 pixels wide to prevent the text from becoming too narrow.
6. At the section level we have limited control as to what we can and can not do to [missourivalley.usta.com](http://missourivalley.usta.com). For instance, only National can make changes to our navigation.
7. When sending linking visitors to [missourivalley.usta.com](http://missourivalley.usta.com) to another site outside [missourivalley.usta.com](http://missourivalley.usta.com), a so-called "external link," use the open new browser window option. This can sometimes be a bother with pop-up blockers, but we don't want to close out our own site to send visitors into another site.
8. Linking to our site... If you have someone interested in creating a link from their Website to ours, ask them to contact Joe, Jeff or Manon. The more sites linking to ours the better, generally speaking, but we want to track whom is linking to [missourivalley.usta.com](http://missourivalley.usta.com).



Only underline text that functions as a link. Doing that prevents always writing “CLICK HERE.” Imagine how clunky this page would have become if each of the 10 links at the top of this page had to be proceeded with “CLICK HERE.”

Sub-heads, utilizing a different color and font size, can help break up big blocks of text.

Use your dominant graphics at the top of a page, so that the viewer does not have to scroll down to see them. Think of it as placing your best photos “above the fold” in a newspaper. Also, notice how the graphic on the left is placed on the left hand side of the page so that the players are looking into the text of the article.

DO NOT be preoccupied with placing graphics inside the article next to the text directly associated with that graphic. Use photos to break up the text and add to the visual appeal of the article. For example, if a photo of Andre Agassi appears at the top of the page, but the reference to him in the article is much further down, the photo can serve as a teaser enticing the viewer to scroll further down and read more of the article.



## STILL TO COME

In early 2007, National developed more “tools” for maintaining our Website, including adding some font options so that all our type-faces need no longer be the same throughout all of missourivalley.usta.com.

With the addition of these new tools, a Style Guide specifically for the Website will be created spelling out what fonts to use for headlines, sub-heads, etc., as well as what colors.



## SIGNATURE LINES

To better brand our e-mails, so those to whom we are sending electronic messages will recognize from the “look” that they are working with our section, we have established the following signature line standard:

### Name

USTA Missouri Valley Section  
 Job Title  
 Phone Number  
[missourivalley.usta.com](http://missourivalley.usta.com)

### Tag Line

As you will notice, we have shortened the signature line considerably, in that we are no longer making a call to sign up for our e-newsletter. The objective is to call greater attention to our Web address with the hyperlink, while keeping the signature line relatively brief. Plus, our taglines should now stand out better. This results in a tagline that looks like this:

### Joe Loudon

USTA Missouri Valley Section  
 Publications Coordinator  
 (913) 322-4831 Direct Line  
[missourivalley.usta.com](http://missourivalley.usta.com)

*May is Tennis Month. It's Your Game!*

Times	Bold	12	Customized USTA Red
Arial	Regular	10	Customized USTA Blue Senior
Arial	Regular	10	Customized USTA Blue
Arial	Regular	10	Customized USTA Red
Arial	Hyperlink	10	Hyperlink
Arial	Italic	12	Customized USTA Blue

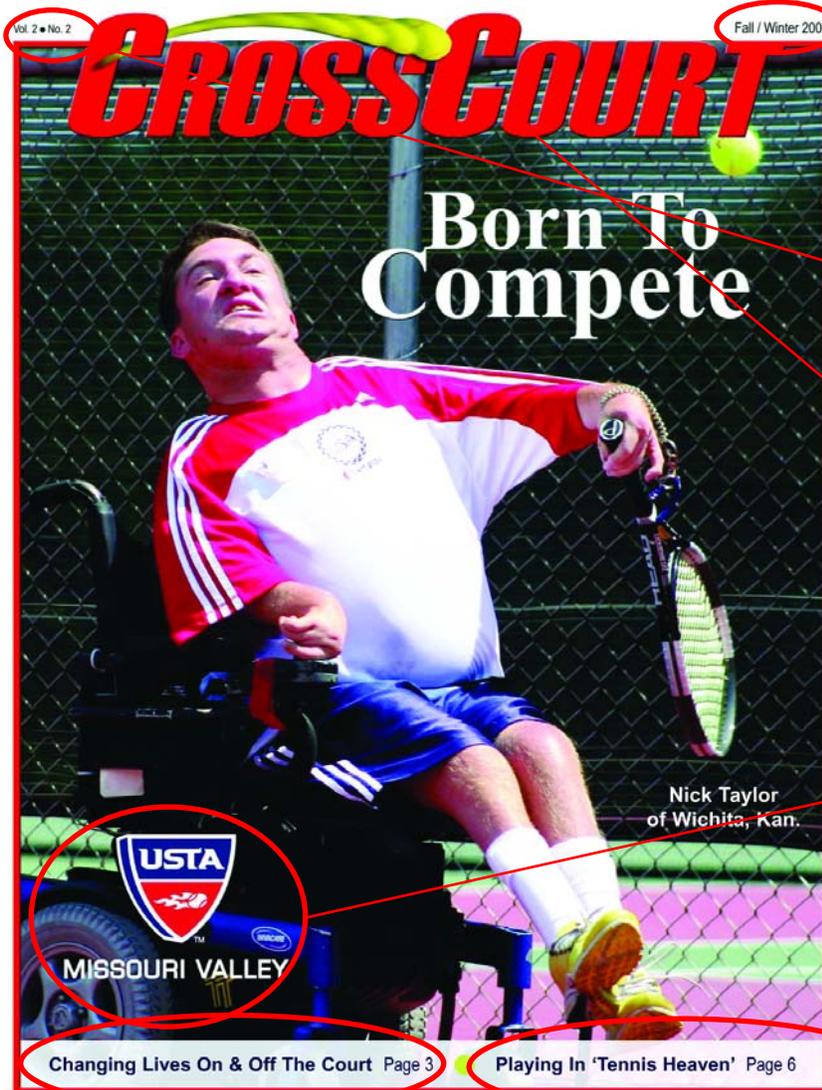
All employees will receive a copy of the above signature line. All they will have to do is copy and paste, then type in their own information.

## USING E-MAIL

1. If you have a great deal to “say,” don’t write an e-mail that will be 2 pages or longer in length. Write in your e-mail a brief introduction and then attach the full length of your message in the form of a Word memo (Page X).
2. Make sure when sending a message that is supposed to have an attachment, that the attachment is indeed attached before pressing send.
3. We can send/receive messages up to 10MB in size. This allows for some rather significantly sized attachments, especially graphics. However, be aware that many people to whom we will be sending messages will have size restrictions smaller than 10MB. Therefore, your message may not get through to them. So, follow up, either with an additional e-mail (asking if the previous message got through) or with a phone call.
4. Empty your “Delete” folder to keep your mail box from exceeding your size limit.
5. Consolidate your messages. Try to think of all you need to include in a message before pressing “send,” so you won’t have to send repeated messages to get all the information sent. You want to avoid making people open two or three or four different messages, when one well thought out message is enough.
6. **IF IT’S URGENT, CALL!** We can’t spend every minute checking our in-boxes. So, if you have an urgent message, send it and then follow-up immediately with a phone call: “I just sent you an e-mail that’s real important...”



The following guidelines relate to *CrossCourt*, the section's quarterly "mini-magazine."



Date: Winter... Spring... Summer... Fall... *CrossCourt* will be published quarterly, March (inside the Yearbook), May, September and November.

Vol. & Issue numbers.

Color varies depending on the dominant graphic on the cover. For this issue, we used a blue-white mix to match the players' blue white clothing.

The logo needs to be prominently displayed on the cover, ideally in the same location each issue – although since this is a quarterly publication an exactly identical logo location each issue is not necessary

It is critical on the cover to promote the inside stories. Size of these "headers" will vary, but the style will be consistent, using Arial Black with Arial Narrow subheads.



### Feature Headlines

Font will vary, depending on the nature of the story, but in most instances we will use **Georgia**. The size and, as you can see here, even the color of the font will vary – again depending on the story. In this case, the headline becomes a graphic element in and of itself.

### Secondary Headline

Font: **Arial**

Point Size: 13

Leading: Auto

Color: Black

**Note:** Should not exceed more than three lines in length. And the headline should be separated from the body of the story with the line and spacing shown here.

### Drop Cap

Font: **Arial Black**

Size: Two Lines

Color: CrossCourt\_Drop Cap\*

**Note:** Quark automatically formats a drop cap based on the "Line" size indicated. Therefore, point size is not an issue.

\* – Color designed for the newsletter and available on the CrossCourt template.

### Body Text

Font: **Times New Roman**

Point Size: 10.5

Leading: 12

Color: Black

### Sub Heads

Font: **Arial Narrow (Bold \ ALL CAPS)**

Point Size: 10.5

Leading: 12

Color: CrossCourt\_Blue

**Note:** Sub heads help break up large blocks of text. Usually, they occupy a line all to themselves, but we are saving that space and simply inserting the sub heads at the beginning of paragraphs.

### Continued Lines

Font: **Arial Narrow & Arial Black**

Point Size: 9

Leading: 10

Color: Reversed

**Note:** To be placed on expandable green bar with tennis ball marker. Contrary to popular belief it is NOT a good idea to have a break at the end of a sentence. The objective is to give the reader a reason to continue reading, rather than have a break at the end of a complete thought.

### Photo Cutlines

Font: **Arial Narrow**

Point Size: 10

Leading: 11.25

**Note:** Cutlines are generally light-face, but because this one is placed on the actual photo it was necessary to go bold.

Net News Briefs

# Serve It Up!

Calendar of Events

**USTA LEAGUE NATIONALS**  
Twenty-five teams from the USTA/Missouri Valley qualified for the USA League Tennis National Championships that were held in September and October in Tucson, Ariz. and Palm Springs, Calif. The Section's top finishers were three teams from Kansas City - 4.0 Men (third place), 4.5 Women (second) and 5.0 Women (fourth). A St. Louis 4.0 men's team took third, and a 2.5 women's team from the Tulsa, Okla., area placed fourth. Congratulations to all of our teams that made national appearances!

**NEWS FROM HEART OF AMERICA**  
The Overland Park (Kan.) Racquet Club was the site of two special events in October, **The Prince Plugged In Challenge Cup II** and the Joe Randa Grand Slam Tennis Classic. The Prince tournament (Sept 30-Oct. 2) was an inter-academy competition of some of the nation's elite training facilities, including the host Mike Wolf Tennis Academy, which took third place. Nick Bollettieri's camp won the final, defeating T Bar M Ranch of Dallas. **The Joe Randa Grand Slam Tennis Classic** brought in more than \$150,000 for the Hope House, Kansas City's largest shelter for domestic violence victims, and Turning Point, a support center for families facing cancer and other illnesses. Randa, a former Kansas City Royals player, had several local celebrities in attendance, including

WIA Tour player Jenny Hopkins, former World Series hero Joe Carter and current Royals pitcher Zach Greinke.

**NEWS FROM IOWA**

Preparations are busy getting underway for the USA National Special Olympics in Ames, July 3-8, 2006. With more than 3,000 athletes from all 50 states, including 120 players for the tennis competition, it's a massive logistical undertaking, and the USTA/Missouri Valley will lend its support. The USIA will help acquire the 16 officials and numerous volunteers needed for tennis, and help division players (determining skill level for tournament brackets).

If you would like to volunteer for the tennis competition, register at [2006nationalgames.org](http://2006nationalgames.org). Just click the "Volunteers" button.

To support the second year of the Tennis Welcome Center campaign, the Iowa District Community Development Committee developed a multiple age and activity contest focused around the IWC motto: **"Tennis - Come Out Swinging."**

Contestants from elementary schools and NJTL's were asked to define what the motto meant to them, in posters, photos and essays, while Iowa community tennis associations and organizations nominated different aged "Come Out Swinging Superstars" to be judged for their contributions. Cash prizes totaling \$1300 were given out to schools and NJTL contest winners. Plaques were

given to the "Come Out Swinging Superstars."

**Winners included:**  
**Poster** - Ryan Anderson (Marengo)  
**Photo** - Kathleen Astor (York Dodge), Samuel Felderman (Chariton)  
**Essay** - Marshall Felderman (Chariton), Jordan Sagawa (Des Moines).  
**Superstar Youth (ages 5-18)** - Avery Gibson (Fairfield).  
**Superstar Adult (19-49)** - Cindy Rovner (West Des Moines).  
**Superstar Senior (50+)** - Pat Kannenberg (Spirit Lake)

**NEWS FROM KANSAS**

Wichita's **Nick Taylor** has won three titles at the US Open USTA National Wheelchair event in San Diego, Oct. 9. Taylor won the men's quad singles title, doubles title (with David Wagner of Oro Valley, Ariz.) and the mixed crown (with Tiffany Geller of Redondo Beach, Calif.). Taylor's singles title was his third overall, adding to his 2000 and 2002 US Open championships.

**NEWS FROM MISSOURI**

**Amine Boustani** of Springfield attended the US Open Continuing Education Program in New York City, Sept. 3-5. Boustani was one of 24

See **NEWS** • Page 8

**Headers**  
Font: **Lucida Sans (Bold \ ALL CAPS)**  
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Color: CrossCourt\_Blue

**Body Text**  
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Point Size: 9  
Leading: Auto  
Color: Black

To help names of individuals and organizations/events stand-out, use bold face and CrossCourt\_Red coloring.

**Calendar Items**  
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Point Size: 9  
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Color: Black

Dec. 2-4	USTA/Missouri Valley Section Annual Conference	Overland Park, Kan.
Dec. 2-4, 9-11 & 16-18	USTA/Missouri Valley Section 3 Winter Futures	various locations
Dec. 10	Oklahoma District Annual Meeting	Oklahoma City
Jan. 14	St. Louis District Annual Awards/Hall of Fame	St. Louis
Jan. 21	Missouri Valley Tournament Directors Workshop	Overland Park, Kan.
Jan. 21	Officials Workshop	Overland Park, Kan.
Jan. 21-25	Kansas Park & Rec. Conference	Overland Park, Kan.
Feb. 3-6	National Community Tennis Development Workshop	Hollywood, Calif.
Feb. 12	Iowa District Spring Meeting	Little Amana, Iowa
Feb. 13-19	\$50,000 Men's Pro Circuit Challenger	Joplin, Mo.
Feb. 18-19	Sectional "Tennis on Campus" Championships	Drake University (Des Moines, Iowa)
Feb. 24	Missouri Park & Rec. Annual Conference	St. Louis

CrossCourt



FALL 2005



Photo Courtesy Robert S. Gross Tulsa World

**HALEY MARTIN, 13**  
**Promising junior finding success 'playing up'**

Playing up an age division or two - then succeeding - is often a signal of good things to come. It's something Haley Martin of Tulsa, Okla., has been doing since she was four years old, hitting with her dad, Andy Martin, a USPTA teaching professional. Martin won her first tournament at the ripe old age of 7, and the winning hasn't stopped since, no matter the

**Sidebar Headline**  
Font: **Arial (Bold)**  
Point Size: Varies  
Leading: Varies  
Color: CrossCourt\_Blue

Same style as for "non-feature" articles.

**Sidebar Body Text**  
Font: **Lucida Sans**  
Point Size: 9  
Leading: Auto  
Color: Black



We'll cover some of the basics here, though some of this may be a bit more technical than all staff members need to know.

## FORMAT - How is the photo going to be used?

1. For a **printed piece** – to be printed by an outside vendor, such as the *Yearbook* or *CrossCourt* – photos must be 300 resolution and formatted for four-color (CMYK), not three (RGB). Furthermore, they usually must be saved as TIFF files rather than JPEG.
2. An in-house printed piece can usually do OK with RGB, 150+ resolution images saved as either JPEG or TIFF.
3. For the **Web**, the size of a photo is measured in pixels, not inches. While on most sites, the resolution of Web photos will be set at 72, we have placed photos with a higher resolutions (300), but they are no more than 600 pixels in width. (Web graphics need to be formatted as JPEGs or GIFs.)

Example:



This photo appeared on our Web site, set at 300 resolution and 280 pixels wide.

>>>> On the screen it appeared to be about this size.

<<<< While in reality, if that photo was copied from our site and pasted in a document like this it would be exactly this size.

A 300-resolution image at just 280 pixels is big on the screen, but in reality less than an inch wide. The higher resolution also makes the image appear sharper on the screen.



## Think Big – Then Small

You can always reduce a photo, but when you try to increase the size of an image (especially from low resolution to high) it will become pixilated – blurry, grainy, distorted. Take our Web photo of the two hugging League players. Take the small image at just 72 resolution, then try to increase it to 300 resolution, and *then* “blow up” the photo for use in a printed piece. You get this unusable result:



Some digital cameras can take images that are 36 x 48 inches at 72 resolution. These images can be increased to the print resolution of 300, by shrinking the frame down to about an 8 x 10.

So, a lot depends on the equipment you are using. While high-resolution digital cameras are becoming more and more common, many still take relatively low-res images that are difficult to use in printed pieces. **In some cases one might be better off using 35mm film and then scanning the printed photos at a high-resolution. OR, it might be possible to get prints made off a low-res digital camera, and then scan those prints at a high-res.**

## Photo Basics 101

Because most of us use automatic cameras, we won't spend too much time on some basic manual photography tips. This is primarily for low-light settings – such as indoor courts – when automatic settings won't work. Therefore, to shoot effective photos indoors, if you have manual override options on your camera, follow these guidelines:

### F-Stop

You want to set your F-stop to the lowest setting possible. F-stop ranges from 32 to 3.5 or 2.8 on most camera lenses. The F-stop relates to how open the lens will be. (Think of the F-stop in terms of the pupil of your eye, widening or closing depending on the amount of light available.) The lower the number the more open the lens, so that more light will get into the camera. So, when you are shooting photos in low light you want as much of the available light as you can to get through the camera. (Using a flash is not an option during a tennis match.)

### Shutter Speed

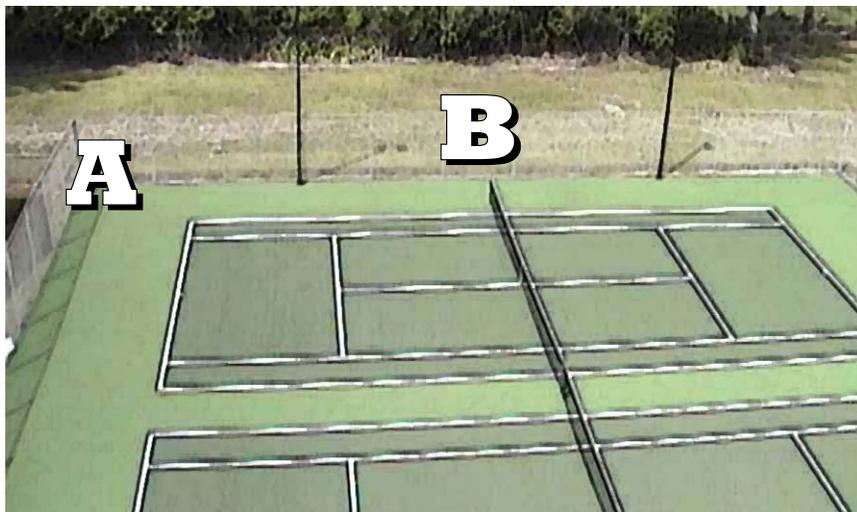
Shutter speed relates to how fast the camera's shutter opens and closes. In ideal sunny conditions, you can photograph a tennis match at 500 to even 4000 shutter speed – as in 1/4000th of a second. Usually to completely stop the action of a tennis match you can not shoot any lower than 250, though 500 would be preferable. However, due to low lighting you may have no other option than to shoot at a shutter speed of 125 or even lower. Generally, any shutter speed below 80 will be too slow to stop any fast-moving action. Any shutter speed below 30, possibly 15, will require a tripod because of the photographers inability at these slower speeds to hold the camera steady.



These photos demonstrate what can happen when shooting indoors. You have the motion blur of the racquet head, but, otherwise, the camera shutter speed was fast enough to “freeze” the players’ heads. Whether world class like Luke Jensen or not-so-world class, most players will generate enough racquet-head speed to make freezing the entire image impossible indoors. However, the motion blur can make for a dramatic visual. The general rule when shooting in low light is to shoot several frames in the hopes that one or two will be useable.

### One Last Low-Light Tip

Some digital cameras have a manual ISO setting option. Increase the ISO to 1600. This will result in photos that have a little more graininess, yet at that ISO speed you can shoot at a much higher shutter speed to stop the action.



## Positioning Yourself On The Court

**A** If there is enough depth between the fence and baseline, so that you will not interfere with the player, standing in this corner is often a prime spot for shooting photos of the player in the opposite court. It allows for straight-on photos of the player, which are generally easier to time. (Of course, this requires a zoom lens capable of getting “close” photos of the player across the net.)

**B** At the netpost, you should probably shoot from a seated position, to be less of a distraction to the players and for an effective court-level angle. The advantage of this position is that it allows you to shoot the player in either court, though from that sharp of an angle there’s little opportunity to “squeeze” a player in when he/she moves inside the service line.

If it is at all possible to remain outside the court and still have clear views for snapping photographs – courts with low enough fences along the sides to shoot over, for example – then by all means stay off the court. However, such courts tend to be a rarity, so getting inside the fence will usually be a necessity.

## Photo Etiquette

1. If possible, ask the tournament director to announce prior to the start of play that photographers will be taking action shots during matches. That way players and officials will be aware you are there to do business, that you’re not there as a relative getting photos for the family album.
2. Again, if possible, try to go onto the court with the players at the start of the match.
3. Otherwise, only go onto the court or reposition yourself on the court (moving from point A to B) during changeovers.
4. Don’t get into the match – being an impartial third party observer on a questionable line call or to offering either player encouragement. Your goal is to be as invisible and quiet as possible.

## Timing Your Photos

Timing any sports or other action photo can be tricky. In tennis follow the player through your camera and snap your photos as you anticipate **they are about** to strike the ball. Waiting until they are swinging is generally too late due to the combination of your reaction time to pressing the shutter in relation to the player’s swinging motion.

## Other Photo **MUST-DOs!**

1. ID the players. When taking their photos, take notes with brief descriptors of each player involved in the match: “John Doe, wearing blue shirt vs. Joe Smoe, wearing Chicago Cubs cap.” Note the number of frames – 21-34 – from each match you shot.
2. Beware the sun. Taking photos of players with the sun directly behind them can result in images that are terribly backlit. In such cases, you’ll want to concentrate on taking photos of the action in the opposite court with the sun shining on the player.

## Cropping A Photo

How you crop a photo – what you leave in or take out – can have a dramatic impact on the overall effectiveness of the image. Take that photo from the Web:



This is the image in full-frame as it was taken by the photographer. Note lots of dead space and, on the far left, the distracting elbow of someone other than the two main subjects.



This is an improvement, drawing more attention on the faces. But...



Cropping the image even tighter brings out more of the emotion of the moment, “zooming in” on the smiling face. There’s no reason not to crop out more of the racquet head for one can still see that the woman is holding a racquet. Plus, notice how much more quickly you see the score of the match in this more tightly cropped version, as opposed to the previous two pictures.



Just another example of how big a difference cropping can make in the quality of a photo. Mr. Casual leaning against the fence is a big distraction and should obviously be cropped out. However, with this image, eliminating the entire background is a very worthwhile option, as well.



### Don't Get Crop Happy

Don't assume every photo needs cropped. Uncropped, this photo tells the whole story of a player hitting the game-winning free throw to break a 46-46 tie with no time left on the clock, as the home crowd breaks out in celebration.

### One Final Crop Note

Try to avoid cropping people at the joint – knees, wrists, elbows, ankles. For example, look at the one-handed mayor of St. Joseph, Mo.

