

To: Greater Hickory Classic at Rock Barn Media

From: Rob Goodman
Greater Hickory Classic at Rock Barn Director of Media Relations
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Re: Credential Applications, Credential Pickup, Media Center Location and Media Parking

April 11, 2011

We are looking forward to seeing you at the ninth annual Greater Hickory Classic at Rock Barn presented by Kia Motors set for June 6-12, 2011. I am writing to update you on some changes in the media operation at our Champions Tour event.

First, our **media center** has a new location this year. Instead of working from a tent adjacent to the 18th green, we have moved into the Rock Barn Golf & Spa clubhouse. The GHC media center will now be in the large room behind Rockers Lounge in the corner of the clubhouse located opposite the putting green but closest to the Rock Barn Golf & Spa golf pro shop. This new location will provide easier access to the media center for the players and gets us more into the tournament's center of activity.

Media parking will be in the same lot as previous years, however, you may park anywhere in that lot so parking closer to the No. 1 fairway will get you closer to the new media center. To access the media center from media parking, please walk in front of the clubhouse to the far clubhouse entrance where a security guard will point you to our new location.

We have a new **credential application process** this year. Media credentials may **ONLY** be requested by ACCREDITED MEMBERS OF THE MEDIA. In order to make the credentialing process easier for everyone, all media credential applications must now be submitted through the PGA TOUR's media-only website. No other media credential applications will be accepted. You will also find this website to be a fantastic information source for anything Champions Tour or PGA TOUR related. Tournament information such as tee times and results are posted on this site before being distributed in the media center so it is a great resource for Greater Hickory Classic coverage.

Credential application instructions are below; I realize that the process will be new for many, but it's pretty simple. The good news is that once you submit your 2011 GHC request, requesting credentials for any future PGA TOUR or Champions Tour event will be a very simple process as the system will save your information for future credential requests. ***GHC credential applications can be submitted now through Friday, May 27, 2011.***

Also new this year, **to pick up media credentials**, each member of the media must pick up his or her own credential in the media center, and a photo ID will be required. One person may not pick up credentials for an entire media outlet so there will no longer be a chance for someone to arrive at the course to pick up a credential that had been picked up earlier by a coworker. As in the past, media parking passes will be mailed shortly after the credential application deadline, May 27, 2011.

We have made these changes to streamline our media operation in hopes of making your job easier. Please don't hesitate to contact me if you have any questions, and please submit your credential request as soon as you can using the instructions below.

Applying for Media Credentials

All media credentialing for the Greater Hickory Classic at Rock Barn presented by Kia Motors is handled online through www.pgatourmedia.com, a media-only Web site that also provides up-to-date information on the PGA TOUR. Please follow these steps to access the credential application process.

- Go to www.pgatourmedia.com
- If not previously registered, you must go through the brief registration process. You will then need to wait up to an hour for activation before returning to the site to apply for credentials.
- Click on “Credentials” and follow directions for applying for the Greater Hickory Classic.
- Don’t forget to hit “submit” when finished.

The deadline to apply for your media credentials is *May 27, 2011*. If you have any questions, contact Denise Taylor, PGA TOUR Manager of Media Relations, at 904-273-3311 or denisetaylor@pgatourhq.com.