

USTA PRO CIRCUIT TOURNAMENT PRESS PACKET



TO: 2015 USTA Pro Circuit Tournament Directors and Press Aides
FROM: Amanda Korba -- USTA National Communications
CC: Brian Earley, Danielle Gooding, Brendan McIntyre
RE: Job Description & Reference Materials

Congratulations on hosting a 2015 USTA Pro Circuit event. We look forward to working with you in your efforts to aggressively promote the tournament.

Enclosed are the following materials that will help you effectively publicize your event:

- Press aide job description
- Media credential information
- Timeline for effective media outreach
- USTA National contacts and section contact
- Score formatting for daily press releases
- Information on how to research player records/results
- Proper press clippings guidelines
- Examples of storylines (on and off-the-sports pages)
- Sample press releases and media advisories
- Letter of Agreement, W-9 Form, and Photo Form
- Press Aide Survey (to be completed after the event)

Please read through the entire packet upon receipt. Some topics to note:

- **Media coverage** -- There are opportunities to garner additional media coverage at your local USTA Pro Circuit tournament through national storylines:
 - the USTA Pro Circuit as an integral part of the USTA Player Development "pathway" (Youth Tennis → junior competition → professional tennis)
 - Youth Tennis
 - Young Americans
 - USTA League Tennis
 - Grassroots tennis (NJTL, CTA, etc.)
 - Adopt-a-Unit / Military
 - College Tennis
 - Wheelchair Tennis

Please contact us if you have questions about these topics, or if media is interested in covering these topics. Where appropriate, we can arrange an interview between a USTA Pro Circuit executive and local media.

- **Social media** -- The use of social media by USTA Pro Circuit tournaments continues to grow as each year passes. The USTA National Office utilizes a Twitter account: **@USTAProCircuit**. This will provide strategic updates on the USTA Pro Circuit and its tournaments. Please follow **@USTAProCircuit** and invite members of the media, volunteers and staff to follow the page. This account can also be mentioned on press material you send to local media. If you have a photo or interesting note that could be used for a Tweet, please also share it with us – they will be considered for the national account.

If you utilize a social media page, please send the information/links to the USTA National Office (korba@usta.com), so we can include it in the media notes. Also, e-newsletters can be utilized to update media on your upcoming tournament. This is outlined in the packet.

- **Press releases** – Please send **nightly** press releases to your media contacts and to the USTA national and section contacts included in this packet. Following the press release, compile the scores in **agate form** and include your **tournament logo** and/or the **USTA Pro Circuit logo** on the release.
- **Live Streaming** – If your tournament takes place in the USTA Pro Circuit's live streaming, please promote the streaming link of **procircuit.usta.com** in all of your press releases, advisories, notes, etc., to the media.
- **Recap reports** -- **Recap reports no longer require press releases, draws, scores and programs since we already receive this information through your daily tournament e-mails.** When sending your recap report, simply send all newspaper clippings bound by a paper clip/binder clip. We prefer **not** to receive website links or printed webpage stories. No binders are needed and make sure that all compiled clips are neat and professional. Each year, the USTA Pro Circuit creates a national recap comprised of the news clippings. If clips are not straight or missing text, they may not be used.

Photos – All photo discs included in the recap report will potentially be used for internal USTA Pro Circuit purposes such as programs, newsletters, etc. A photo agreement is included in this packet and the photographer (whether officially or unofficially hired) will need to sign it. All photo discs should:

- Consist of all hi-res shots in a jpeg format (not a subscription to a photo service)
- Have **labeled** file names (especially player names, so they can be used)
- Consist of additional shots that tell your tournament's "story" (pro-ams, clinics, kids' days, sponsor events and signage, etc.)
- Include some photos with USTA Pro Circuit signage serving as background for player action shots and community event shots
- Consist of photos that are focused -- quality instead of quantity
- Include a signed photo agreement

If you have any questions about this packet or need assistance with your efforts, please feel free to contact us. We look forward to working with you for a successful tournament!

For national media inquiries, player and staff interviews, and additional player information:

Amanda Korba
(914) 697-2219 or via e-mail (korba@usta.com)



USTA PRO CIRCUIT – OVERVIEW PUBLICITY TIMELINE

YEAR-ROUND PUBLICITY ACTIVITIES

There are *always* opportunities to promote/publicize your event year-round.

A sampling of opportunities includes:

- Newsletters/e-newsletters to the media to ultimately remind them about the tournament. Messages can include:
 - New initiatives at your tournament
 - Sponsor updates
 - Upcoming events
 - Past and upcoming players from your tournament that had notable results in other USTA Pro Circuit tournaments and ATP/WTA tournaments (Grand Slam tournaments, Davis Cup, Fed Cup, etc.)
- Social media (same guidelines as above) and follow the USTA Pro Circuit Twitter account: @USTAProCircuit.
- Various media opportunities in newspapers, television/news shows, websites. *see page 6*

6 WEEKS PRIOR TO EVENT

- Review entire USTA Pro Circuit Tournament Press Packet (if not sooner).
- Ensure contact between tournament press aide, tournament director, USTA National Communications, USTA Section Marketing and Communications and local media -- including sports editor(s) and producer(s). *see pages 5-8*

4-6 WEEKS PRIOR TO EVENT

- Create media/relevant contact e-mail list for releases and results distribution (local newspapers, TV stations, USTA Pro Circuit, USTA National Communications, USTA.com, USTA Section Marketing and Communications, etc.) *see pages 5-8*
- Plan site announcement to send to local media. *see page 5, sample press release*
- Secure basic coverage in local newspaper/online Calendar and Events sections. *see page 5*
- Fax completed Letter of Agreement and W-9 Form to USTA National Communications. *see attached forms*

2-3 WEEKS PRIOR TO EVENT

- Prepare press releases announcing player field, local wild cards and events. *see page 5, sample press release*
- Devise further media opportunities, ways to promote the tournament location, field of players, etc. *see pages 5, 14*
- Prepare social media page where applicable (Facebook, Twitter, etc.)

1 WEEK PRIOR / LEADING UP TO EVENT

- Discuss upcoming coverage of event by phone with newspaper editors and TV sports producers, and confirm proper reporting procedure for daily results. *see pages 5-6, 22*
- Review USTA Pro Circuit themes, community angles with USTA National Communications for local and off-the-sports page stories, previews, etc. *see pages 1, 14*
- Press aide and tournament director should confirm a work area (also for onsite media/potential media) and usage of phone, printer, copy machine, etc.
- Prepare press releases announcing USTA wild cards and official player seeding (for those of possible media interest). *see pages 5-6, sample press releases*

WEEK OF EVENT

- Facilitate daily media coverage, on and off the sports pages. Submit daily results. Write and distribute daily news release. *see pages 6, 9, 14, sample press releases*
- Compile photo CD. *see pages 6-7*
- Begin to gather all press clippings. Track TV coverage and secure copies of newspaper articles. (Suggest programming DVR to record afternoon, nightly news casts of local news stations, if possible) *see pages 6-7, 13*

WEEK FOLLOWING EVENT

- Attempt to compile DVD of local television coverage. (TV footage is used for USTA Pro Circuit videos and recaps.) Include other forms of media in recap (i.e. radio interviews, websites, etc.). *see page 7*
- Neatly clip media hits with periodical header and story below the header. Clips that are copied unevenly or are missing text may not be used in USTA Pro Circuit recaps. Do not include press releases, scores, programs, etc. – just the clippings and CDs. Please do not send links or printouts from webpages, if possible. **Newspaper clippings present better in recaps.** *see pages 7, 13*
- Complete Press Aide Survey. *see attached forms*
- Send full wrap-up report, press clippings and photo CD to Danielle Gooding, USTA Pro Circuit. *see page 7*

USTA PRO CIRCUIT PRESS AIDE REQUIREMENTS / JOB DESCRIPTION

GENERAL REQUIREMENTS:

A USTA press aide *must*:

1. Have effective communication and interpersonal skills, in addition to writing skills.
2. Have fundamental knowledge of tennis and related terminology.
3. Have a laptop and cell phone to bring to the event. (Access to a printer, copy machine, etc. will be provided by the tournament.) ***E-mail capability is a requirement.***
4. Understand how to neatly compile and professionally clip print articles.
5. Attempt to be on-site for the “bulk” of the event.

A USTA press aide *should*:

1. Have basic media relations/public relations experience.
2. Have knowledge of the local print and broadcast media and have connections with the local media.
3. Be comfortable with talking to local media by both phone and email.
4. Be familiar with social media (Twitter, Facebook, etc.).
5. Be focused on generating both on-the-court stories and off-the-court (community) stories.
6. Work closely with the tournament director to effectively generate publicity.

PRE-TOURNAMENT RESPONSIBILITIES:

1. Create a media list, that includes:
 - Local newspapers and TV stations (sports editors/reporters, community editors)
 - USTA Pro Circuit and USTA National Communications staff
 - USTA Section Marketing and Communications contacts
2. Meet with and/or call local newspaper sports editor no later than four weeks before the start of the tournament to arrange for on-site coverage and determine procedure for submitting results.
3. Meet with tournament director to discuss publicity strategy and set up a work area and confirm usage/procedure of phone, printer, copy machine and fax machine.
4. Write and distribute the following press releases. *see sample press releases*
 - a) **Tournament/Site announcement (2-3 weeks prior)**. Use for print calendar listings and includes:
 - Tournament title, dates and location; community events
 - Contact information for press aide, including name and phone numbers.
 - b) **Field announcement (5-7 days prior)**. Review the entry list provided by the USTA for any local players and players of note. You may also want to announce (with the tournament director’s approval) the local wild cards.

*Approximately five days before the main draw begins, you will receive a set of preview notes from USTA National Communications that includes tournament information, player bios, and USTA initiatives. **Forward the notes to the media for use throughout the tournament.***

The USTA will be able to provide you with the tournament’s field on the following schedule:

- Men’s Challengers – Three weeks prior to the start of main draw
- Men’s Futures
 - (initial list) – 18 days prior to the start of main draw
 - (final list) – 13 days prior to the start of main draw
- Women’s events (All Prize Money Levels)
 - (initial list) – 18 days prior to the start of main draw
 - (final list) – 13 days prior to the start of main draw

c) Wild card(s) / seed announcements (2-4 days prior) of media interest.

5. Complete the Letter of Agreement/Payroll and W-9 Tax Forms. **Fax or email to the attention of Amanda Korba, USTA Communications, at (914) 697-2213 (fax) or korba@usta.com.** This will expedite your grant payment once your wrap-up report has been received by the USTA Pro Circuit. *see attached forms*

Additional ways to generate media interest before the tournament:

- Organize a media tournament (pro-am or media vs. media) prior to start of main draw
- Invite media to a ballperson tryout and have the media tryout
- Hold a pre-tournament press conference with the tournament director for media-only
- Involve media in social media (friend on Facebook, follow on Twitter)
- Hold a tournament media luncheon
- Invite a morning show to come out to the tournament site to report live – before it even begins (i.e. weatherman, morning anchor)
- Send out an “exclusive” invitation/evite to an upcoming community event at the tournament

DAILY TOURNAMENT RESPONSIBILITIES:

1. Serve as **liaison** in areas of media relations. Solicit tournament coverage from print/broadcast media.
 - Most on-site dealings will involve arranging post-match player interviews. In addition, media may be interested in interviewing other tournament officials such as the tournament director, referee, or trainer and must go through you to schedule.
 - In addition to TV sports desks, pitch stations that do live remotes for the morning and noon news broadcasts from area special events to cover the tournament.
 - Be willing to talk with players to develop interesting, off-the-sports pages storylines.
2. Write a daily press release, including:
 - Brief summary of the most important match(es) of the day. Include hometowns and seeding information. Selected matches could include the results (win or lose) of seeded and/or local players, player quotes, long matches (either in games played or elapsed time), or matches involving players saving a considerable number of match points.
(PLEASE REFRAIN FROM MENTIONING THE WEATHER).
 - Results of all singles and doubles matches contested. *see page 9*
Proper agate format includes first and last name, country and full tiebreak score. For example: **Denis Kudla, United States (6), d. Liam Broady, Great Britain (2), 6-2, 7-6(5)**
****Press aides are responsible for typing out the agate each night and sending to sports desks. Results are oftentimes picked up by newspapers that utilize this format!***
 - The order of play for the following day, if available. If the order of play is not available, include the start time for the next day's matches.
 - Include the USTA's Twitter account: @USTAProCircuit.
 - Include your Twitter and/or Facebook account, as applicable.
 - Include link to live streaming (www.proccircuit.usta.com), if event is streamed.
3. E-mail the daily press release and agate results to:
 - **Local media** (print, TV, magazine, radio, web) – sports directors, editors, and reporters; community editors
 - **USTA Section Contacts** *see page 8*
 - **USTA National Communications:** Amanda Korba (korba@usta.com), Brendan McIntyre (brendan.mcintyre@usta.com), Pat Mitsch (mitsch@usta.com), Lindsey Gay (lindsey.gay@usta.com)
 - **USTA.com:** EJ Crawford (crawford@usta.com) Sally Milano (milano@usta.com)
USTA Pro Circuit Manager and Staff: Danielle Gooding (gooding@usta.com), Danielle Gooding (gooding@usta.com), Idelle Pierre-Louis (pierre-louis@usta.com), Louise Maher (maher@usta.com), Luke Rassow-Kantor (luke.rassow-kantor@usta.com), Erin Maher (erin.maher@usta.com)
 - **Bob Larson** at Daily Tennis (bob@tennisnews.com)
 - ***If \$75,000 prize money or HIGHER only:** Associated Press National Sports (sportstats@ap.org)

POST-TOURNAMENT RESPONSIBILITIES:

Compile a brief wrap-up report (**due approximately 14-21 days after completion of your event**), that can include:

- **Newspaper clippings:** Copies of all available newspaper clippings (with name/date of publication). Proper clipping is expected with text that is straight. Header of newspaper with date will be at top of 8 ½ X 11 white sheet of paper and story will follow below the header. **Please try to refrain from sending links to online stories or printouts from online stories. The USTA Pro Circuit prefers to see newspaper clippings. see page 13**
- **Photo CD with labeled file names:** A photo CD with pictures from the event including player action/trophy shots, USTA Pro Circuit/sponsor signage, community tennis events, etc. A letter of agreement (available through USTA Public Relations) needs to be signed by the contributing photographer in order for the USTA to utilize photos for *promotional* purposes. **Please label the photos with player names, if possible. see page 2**
- A DVD copy or USB of local **television coverage**.
- A list of **additional press coverage**, such as radio interviews, public appearances, etc.
- The **Press Aide Survey** (included in this packet), including your comments on the successes and challenges of your experience. *see attached forms*
- If receipt of your Letter of Agreement/W-9 was not sent pre-tournament, include a copy. Also include the **photo agreement**.
- It is not necessary to send press releases, tournament programs, or draws. Paper clip or binder clips are fine for keeping the packet together.

Please mail the wrap-up to:
Danielle Gooding, USTA Pro Circuit
70 West Red Oak Lane
White Plains, NY 10604

Please Note: Payment for services will not be issued until your complete wrap-up report, including press clippings, has been received. Please allow 1-3 weeks for payment.

Press aide grants are as follows:
\$600 for a \$10,000-\$25,000 USTA Pro Circuit event (Futures)
\$1,000 for a \$50,000+ USTA Pro Circuit event (Challengers)

MEDIA CREDENTIALS

For men's Challengers (\$50,000 prize money and above), credentials must be assigned to members of the legitimate working press using a photo credentialing system. Tournaments must require a proof of identity (driver's license or passport) to obtain a credential.

Media must agree that he/she will not disseminate, transmit, publish or release from the grounds of the tournament any live match score or related live statistical data until :30 seconds after the actual occurrence of the incident of match play. Such use shall be solely for news reporting and editorial use. Adequate media facilities should be provided with a lounge, working area, interview area, etc.

Complete credential terms and conditions for men's Challengers can be found on page 25. A credential template is provided to the tournament director.

For all other tournaments (men's Futures and women's tournaments), credentials can be issued for working media, if desired.

**USTA Section
Communications Contacts
(as of 12/17/14)**



USTA Caribbean

BLAMILSA CORUJO
P.O. Box 40439; San Juan, Puerto Rico 00909
Tel: (787) 982-7782 ext. 224; Fax: (787) 982-7783
E-mail: corujo@cta.usta.com
Web site: www.caribbean.usta.com

USTA Eastern

KELSEY CLARK
70 West Red Oak Lane; White Plains, NY 10604
Tel: (914) 696-7290; Fax: (914) 694-2902
E-mail: clark@eastern.usta.com
Web site: www.eastern.usta.com

USTA Florida

RICK VACH
1 Deuce Ct., Ste. 100; Daytona Beach, FL 32124
Tel: (904) 535-9489; Fax: (386) 671-8948
E-mail: vach@florida.usta.com
Web site: www.ustaflorida.com

USTA Hawaii Pacific

RYAN TRUJILLO
932 Ward Ave., Ste. 490, Honolulu, HI 96814
Tel: (808) 585-9525; Fax: (808) 585-9512
E-mail: Trujillo@hawaii.usta.com
Web site: www.hawaii.usta.com

USTA Intermountain

WENDY NIELSEN
9145 E. Kenyon Ave., Suite 201; Denver, CO 80237
Tel: (303) 695-4117; Fax: (303) 695-6518
E-mail: wnielsen@ita.usta.com
Web site: www.intermountain.usta.com

USTA Mid-Atlantic

CHRIS MILLER
11410 Isaac Newton Sq. North; Reston, VA 20190
Tel: (703) 556-6120 ext. 21; Fax: (703) 556-6175
E-mail: chris.miller@mas.usta.com
Web site: www.midatlantic.usta.com

USTA Middle States

MICHAEL GLADYSZ
1288 Valley Forge Rd., Ste. 74, P.O. 987
Valley Forge, PA 19482
Tel: (610) 935-5000 ext. 222; Fax: (610) 935-5484
E-mail: gladysz@ms.usta.com
Web site: www.middlestates.usta.com

USTA Midwest

TRACY MAYMON
1310 East 96th Street, Ste. 100; Indianapolis, IN 46240
Tel: (317) 669-0464; Fax: (317) 577-5131
E-mail: tracy@midwest.usta.com
Web site: www.midwest.usta.com

USTA Missouri Valley

MANON EILTS
6400 W. 95th St., Overland Park, KS 66212
Tel: (913) 322-4826; Fax: (913) 322-4801
E-mail: eilts@movalley.usta.com
Web site: www.missourivalley.usta.com

USTA New England

ALEXANDRA HINCKLEY
110 Turnpike Rd.; Westborough, MA 01581
Tel: (508) 366-3450 ext. 45; Fax: (508) 366-5805
E-mail: Hinckley@newengland.usta.com
Web site: www.ustanewengland.com

USTA Northern

LISA MUSHETT
1001 W. 98th St., Ste. 101; Bloomington, MN 55431
Tel: (952) 358-3282; Fax: (952) 887-5061
E-mail: mushett@northern.usta.com
Web site: www.northern.usta.com

USTA Northern California

BROOKE FISHEL
1350 South Loop Rd., Ste. 100; Alameda, CA 94502
Tel: (510) 263-0470; Fax: (510) 748-7377
E-mail: Fishel@NorCal.usta.com
Web site: www.norcal.usta.com

USTA Pacific Northwest

TBD
9746 SW Nimbus Ave., Beaverton, OR 97008
Tel: (503) 520-1877 ext. 19; Fax: (503) 520-0133
E-mail:
Web site: www.pnw.usta.com

USTA Southern

RON CIOFFI
5685 Spalding Drive; Norcross, GA 30092
Tel: (770) 368-8200 ext. 112; Fax: (770) 368-9091
E-mail: cioffi@sta.usta.com
Web site: www.southern.usta.com

USTA Southern California

MARK WINTERS
Los Angeles Tennis Center- UCLA
420 Charles E. Young Dr. West, Los Angeles, CA 90024
Tel: (310) 208-3838 ext. 231; Fax: (310) 824-7691
E-mail: markw@scta.usta.com
Web site: www.scta.usta.com

USTA Southwest

JEFF SIKES
7010 E. Acoma Drive, #201, Scottsdale, AZ 85254
Tel: (480) 289-2351 ext. 208; Fax: (480) 289-2701
E-mail: sikes@southwest.usta.com
Web site: www.southwest.usta.com

USTA Texas

DERICK HACKETT
8105 Exchange Drive; Austin, TX 78754
Tel: (512) 443-1334 ext. 202; Fax: (512) 443-4748
E-mail: dhackett@texas.usta.com
Web site: www.texas.usta.com



FORMATTING SCORES FOR PRESS RELEASES

All press releases will comprise of daily agate results following the daily summary. Use the format below as a template. (Note: The press aide is responsible for typing out the agate each night.)

- Dateline
- First and last name, country, and full tiebreak score.
For example: Ryan Harrison (6), United States, d. Liam Broady, Great Britain (3), 6-2, 7-6(5).

BODY OF EMAIL:

Dow Corning Tennis Classic	(event title)
A USTA Pro Circuit Event	(event category)
Thursday, February 5	(day of week)
Midland Community Tennis Center	(venue)
Midland, Mich.	(city)
Purse: \$100,000	(total purse)
Surface: Hard-Indoor	(surface)

Thursday, February 5 – RESULTS

Singles - Second round

Grace Min, United States, def. Shelby Rogers (6), United States, 3-6, 6-1, 7-6(5),
 Lauren Davis (1), United States, def. Petra Rampre, Slovenia, 6-2, 6-3,
 Nicole Gibbs (3), United States, def. Milagros Sequera (7), Venezuela, 2-6, 6-2, 6-4,
 Gabriela Dabrowski, Canada, def. Adriana Perez (2), Venezuela, 6-3, 6-7(4), 6-3,
 Taylor Townsend (5), United States, def. Allie Kiick, United States, 6-4, 3-6, 6-3,
 Ulrikke Eikeri, Norway, def. Monica Puig (8), Puerto Rico, 2-6, 6-4, 6-1,
 Alexa Glatch, United States, def. Melanie Oudin (3), United States, 7-6(1), 6-4.

Doubles - First round

Allie Kiick and Nicole Gibbs (1), United States, def. Julia Cohen and Allie Will, United States, 6-0, 6-4,
 Grace Min and Lauren Davis, United States, def. Alina Jidkova, Russia, and Bahia Moutassine (2),
 Morocco, 6-4, 6-7 (4), 6-4.

Doubles - Quarterfinals

Melanie Oudin and Irina Falconi (1), United States, def. Liga Dekemeijere, Latvia, and Bianca Lamade,
 Germany, 6-3, 7-6(5).

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For more information, contact:

Name, Tournament Press Aide
 On-site: (XXX) XXX-XXXX; Cell: (XXX) XXX-XXXX

For **tournaments with a purse of \$75,000 or higher only** -- results should be filed each day of the main draw with the Associated Press national wire upon completion of play. They will only accept complete daily agate results from \$75,000+ tournaments. Email: sportstats@ap.org.

TIPS FOR SENDING PRESS RELEASES AND SCORES:

- When emailing media, please remember to stay professional. Whether you have a very friendly relationship with a member of the media or not, language should be clear, concise, and written as if it were to be published. Consistency is key.
- When sending a press release, if combining media and the USTA National Communications into one media list, utilize the **BCC function** of the email, so media and USTA email addresses are not visible.
- Check for spelling, especially with player names and countries.
- Be sure that the tournament is labeled as a **“USTA Pro Circuit event.”** Some members of the media begin to generalize these events and call them “satellites,” “challengers,” “circuits,” etc.
- Include your tournament logo and/or the USTA Pro Circuit logo on your marketing disc.



USTA PRO CIRCUIT PLAYER INFORMATION

USTA Pro Circuit Tournament and Player Statistical Database

pcdb.usta.com

Tournament directors and press aides have access to a web-based database that houses USTA Pro Circuit tournament/player statistical information (both overall and individually) dating back to 1979.

Examples of reports that can be generated are: *tournament history and final results, player titles / runner-up finishes, career USTA Pro Circuit title leaders, USTA Pro Circuit prize money leaders, etc.*

Guide on how to access / utilize the database: *see pages 11-12*

International Tennis Federation

www.itftennis.com

The International Tennis Federation’s Official Site has the most comprehensive database for men’s and women’s professional results and ITF World Junior Ranking events since 1995. From the homepage (www.itftennis.com) you can use the sections labeled [ITF Men’s Circuit](#), [ITF Women’s Circuit](#) or [Junior Tennis](#).

There is an introduction about the sites’ features found in the top left corner of the ITF Men’s and Women’s Circuit pages. You can go to ITF Men’s Circuit, ITF Women’s Circuit, ITF Junior Tennis to find:

- Tournament info (draws, entry lists and schedules)
- Player info (bio info; career-high ranking; **singles and doubles activity** and head-to-heads)

Other useful websites and resources:

- www.procircuit.usta.com Updated schedules, draws, entry lists, and fact sheets
- www.atpworldtour.com Updated men’s pro rankings, bios and tour-level event info
- www.wtatour.com Updated women’s pro rankings, bios and tour-level event info
- www.collegetennisonline.com Updated college tennis rankings and player records
- www.itftennis.com/juniors Updated ITF World Junior Tennis Rankings, junior bios and player records (including junior Grand Slam events)
- www.tennisinformation.com Updated USTA national selection/seeding lists and player records from USTA junior events
- www.tennisrecruiting.net Updated junior and college tennis information.
- USTA Pro Circuit Twitter **@USTAProCircuit** provides updates for all USTA Pro Circuit events.



USTA Pro Circuit Database Reference Sheet

Tournament directors and press aides have access to a web-based database that houses USTA Pro Circuit tournament / player statistical information (both overall and individually) for the entire history of the USTA Pro Circuit (1979-2014). The database is also updated with complete USTA Pro Circuit results.

1) Login page

The first screen that users see by logging into **pcdb.usta.com** is below:

USTA
PRO CIRCUIT

Login:

Password:

Enter 'guestuser' as the login and 'tennis' as the password. Click the Submit button to enter the USTA Pro Circuit Database. You will be redirected to the main page.

2) Reports page

The second screen that users see is below:

Report Wizard

Tournament Information

- Longest Running Event
- Repeat Champions
- Annual Match Results
- Tournament History
- Annual Number of Events
- Winning Singles and Doubles At Same Event
- Year By Year Top Winners

Player Information

By the numbers

Prize money

The database provides guest users with various reports in four categories: Tournament Information, Player Information, By the Numbers and Prize Money Information. Custom filtering can be applied to each report. Every report has an option to export it to the Adobe Acrobat PDF file or Microsoft Excel file. In addition, some of the reports allow exporting its data to the Microsoft Word DOC file. Here is the list of available reports:

- **Tournament Information**
 - Oldest Consecutive Events
 - Repeat Champions
 - Annual Match Results
 - Tournament History
 - Annual Number of Events
 - Winning Singles and Doubles At Same Event
 - Year-By-Year Top Winners

- **Player Information**
 - Player Report
 - Most Singles Titles
 - Most Doubles Titles (Team)
 - Most Single Titles Without Losing in a Final
 - Most Titles (Combined singles and doubles)
 - Most Doubles Titles (Individual)

- **By the Numbers**
 - Singles Winners By Seed
 - Singles Winners/Runner-Up By Country
 - No Seeds In Singles Final
 - Highest-Ranked Singles Champion
 - Youngest Singles Champion
 - Fewest Games Lost in Winning Singles Title
 - Singles Winners/Runner-Up By Seed
 - No. 1 vs. No. 2 In Singles Final
 - Lowest-Ranked Singles Champion
 - Oldest Singles Champion
 - Consecutive Singles Titles

- **Prize Money Information**
 - Number of different countries represented in the price money list
 - Total amount won by players from a given nation
 - Number of players who earned money

PRESS CLIPPINGS FORMAT

In the media recap, clipping newspaper articles should look neat and professional. Many clips are used in USTA Pro Circuit recaps at the national level. If clips do not look professional, they will not be used.

CORRECT PRESS CLIPPINGS

- 8 ½ x 11 single sheet of white paper
- Masthead (title of paper)
- Date (date the article ran in the paper; included in masthead)
- Centered, straight, and neatly trimmed
- Copied in order of story layout (includes jumps)
- Good black and white contrast (easy to read)
- All text fits on one page and is visible
- Includes any accompanying photos
- No handwriting/highlighting

Internet press clippings - **Actual newspaper cuttings are preferred over printouts from the Internet**, but if a printout is the only resource, then:

- Provide the full title, date, and name of publication are on the page
- Make sure no part of the article is cut off – check side margins



Akika Okuno, of Japan, won 6-4, 6-4 against Sophie Chang, from the United States, in a singles match on Wednesday during the Women's Hospital Classic at Wesselman Park in Evansville.

■ Competition is fierce at Classic, but players love it

By Pat Hickey
pat.hickey@courierpress.com
812-464-6736

Of all major professional sports, tennis is arguably the cruelest to its non-stars. There is a lot of parity in USTA Pro Circuit events such as the Women's Hospital Classic. It's similar to an internship, where players are paid in experience rather than prize money.

Eight singles players will be eliminated Thursday in the second round of the WHC at Wesselman Park. For their efforts, they will be awarded \$196 and earn one ranking point — hardly covering the cost of travel, lodging and the entrance fee.

But at the entrance level into pro tennis, players can't view it that way.

Mary Weatherholt, a recent University of Nebraska standout who is rehabilitating from a torn knee ligament, loves the battle and welcomes the challenge.

"It's high-level tennis

everywhere," Weatherholt said. "It's just whoever plays better that day. You're going to have to be ready every day because everyone is beatable."

The dramatic increase in competition for the payout seems daunting, but not to Weatherholt or her doubles partner, Catherine Harrison.

In the summer, Harrison trains at the University of Memphis, where Weatherholt is a volunteer assistant coach. Harrison, who will be a junior at UCLA in the fall, uses the circuit as a tune-up for the upcoming season.

"There will be players with no rankings who are really good but have just been playing college or have been injured," Harrison said. "Any match is a challenge and that keeps it fun and interesting."

On Wednesday, Harrison and Weatherholt breezed through their first-round match, 6-2, 6-0, defeating teenagers Cameron Morra and Cassie Pough.

Harrison and Weatherholt will face Ariana Rodriguez



Olivia Boesing, a Floyd's Knobs native, lost 6-4, 6-4 against Anastasia Kharchenko in a singles match, but moved on to doubles.

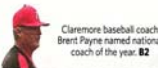
and Floyd's Knobs native Olivia Boesing in the quarterfinals on Thursday.

Morra, a 14-year-old from Bethesda, Maryland, is the youngest player at the tournament and impressed both Harrison and Weatherholt.

"She hit the crap out of the ball," Harrison said. "Cameron is a good player. I think she'll keep developing and getting stronger and better, so I think it's good for her to start young," Weatherholt said.

Playing in just the second pro tournament of her career, Morra has been playing since she was 3 years old and trains with her 12-year-old sister, Sloan.

Despite the set scores, Morra was not overmatched against college competition. She said she is mainly focusing on being aggressive and knows she has to learn how to finish. "I just wanted to play tournaments this summer," Morra said. "I love it. It's so much fun."



USTA TULSA PRO CHAMPIONSHIPS

SERVING UP A SHOT

AT THE BIG TIME

Nick Pagan serves during a USTA Tulsa Pro Championships match Wednesday. Pagan is also a part of the University of Oklahoma's tennis team. Futures events like the one held in Tulsa this week offer opportunities for players to advance their careers. PHOTO BY JACKE EDGEMAN/TULSA WORLD

Futures tournaments give hopefuls a chance at pro success

BY KERAN STICKLEY World Sports Writer

Jared Hiltzik flew from Chicago to Oklahoma City and drove to Tulsa, only to come up empty-handed. Hiltzik is one of 64 players participating in the USTA Tulsa Pro Championships, a United States Tennis Association Futures event. The 64 players are competing for \$15,000 in prize money and Association of Tennis Professionals (ATP) points.

Most players are either fresh out of college or still in college and trying to get a start on a professional career. Hiltzik, a junior on the University of Illinois team, came to Tulsa's Philcrest Hills Tennis Club in hopes of improving his ATP standing. He currently has two ATP points.

"It's a start," Hiltzik said.

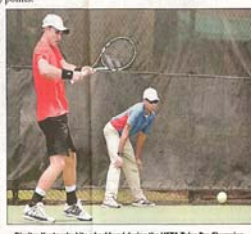
A start is exactly what futures events like the USTA Tulsa Pro Championships provide for players. A chance to test their skills and advance their careers.

Players often have to fund their way to these tournaments. They have to find a balance between competing in every tournament possible, staying healthy and not going bankrupt. Many stay with host

families in the area to cut down on expenses.

USTA lead national coach Tom Gullickson said the prize money is of little value in the long run.

"The prize money at stake may help defray some expenses," Gullickson said. "Certainly to travel around the country or the



Dimitar Kostovskiy hits a backhand during the USTA Tulsa Pro Championships on Wednesday. PHOTO BY JACKE EDGEMAN/TULSA WORLD

TENNIS

FROM IN "You have to love the battle. If you don't love to compete, there is no chance you're gonna make it on the men's pro tour. Zero chance."

Tom Gullickson USTA lead national coach

"But (I) definitely spent a lot more (money)," Hiltzik said. "It's tough sometimes." In addition to the potentially stressful process of finding ways to get to the tournaments, players who are still student-athletes must be careful not to violate NCAA rules.

Hiltzik said players are allowed to use the prize money they win to cover travel expenses, but that is it. Players must keep receipts for all purchases in case the NCAA needs proof. Hiltzik said he has not been asked to verify his expenditures for the NCAA.

"It's not that long (of a process)," Hiltzik said. "You just fill out a form and if they want to see proof of your stuff, that's when you have to show (receipts)."

Why go through all this? It's simple. A pro tennis career has to start somewhere, and these futures events give the players a chance to see how they stack up to the competition all around

the world. "Just getting really good, high quality matches, including possibly getting ATP points, helping yourself for future benefits," Hiltzik said. "Hopefully play professional tennis. That's my main goal and just go from there."

The money is nice, the points are great, but the tournaments also give players a taste of what it takes to be a professional. In this tournament, Hiltzik is dealing with the disappointment of losing earlier in the week and having to watch his peers compete. It's a valuable lesson he'll take with him when he heads back to Oklahoma City for a second shot at prize money and ATP points.

"You have to love the battle," Gullickson said. "If you don't love to compete, there is no chance you're gonna make it on the men's pro tour. Zero chance."

Keran Stickley 918-581-8484



Dimitar Kostovskiy serves at the USTA Tulsa Pro Championships on Wednesday. PHOTO BY JACKE EDGEMAN/TULSA WORLD

Sports

AUDI MELBOURNE PRO TENNIS CLASSIC

A STAR IS BORN AT KIWIS CLASSIC



Taylor Townsend of Stockbridge, Ga., serves up a short during her singles final against Yulia Putintseva at the Audi Melbourne Pro Tennis Classic at the Kiwi Tennis Club in Indian Harbour Beach. PHOTO BY CRAIG RUBEN/FLORIDA TODAY

Townsend wins singles, doubles titles in dominant fashion



There was a buzz all around the Kiwi Tennis Club. Something special was being witnessed, something that you just knew you would be able to talk about years from now.

That something is Taylor Townsend. The 18-year-old who makes Boca Raton her home came away the big winner on Sunday, capturing both the singles and doubles titles of the Audi Melbourne Pro Tennis Classic presented by Revolution Technologies.

And she did it in dominating fashion. In a singles final that took just over an hour, Townsend defeated Yulia Putintseva 6-1, 6-1. It was Townsend's second straight ITF title as she won in Charlottesville, Va., last week. She has now won 10 straight matches as she heads to Strasbourg, France, for a WTA event to prepare for the French Open.



Yulia Putintseva of Kazakhstan tries to return a shot against Taylor Townsend of Stockbridge, Ga.

which she qualified for with her performance here.

"I am so excited, you just don't understand," Townsend said of the French Open bid. "To go to the French Open and play in the main draw and knowing

that I earned it just feels so good. I am really excited."

It will be her first Grand Slam main draw appearance as a pro. But definitely not her last. And that was the overwhelming feeling around the Kiwi Tennis Club. This girl is different; better, if you will.

Two hours later, she was back on the court. And she looked even stronger than she did in the first match. "This is what I have been training for, I am so happy," said Townsend, who carried 7,600 in singles. "These are the days and moments that I have been training for, both on and off the

See PARSONS, Page 2C

Parsons

Continued from Page 1C

court."

That training showed this weekend as she went from court to court, and the only steady thing was the win.

She seemed to be everywhere you looked between singles, doubles and the rain.

None of it seemed to affect her. She just continued to march toward the final.

And on Sunday, she played in all four matches at the Kiwi Tennis Club, winning all four.

So now, she will pre-

A NEW CAR!

Steve Proffrough, the crew chief of the ball men and woman during the tournament, won the raffle for a brand new Audi at the Kiwi Tennis Club Sunday afternoon.

Last year, Audi of Melbourne owner and general manager Shay

Rowe gave away an Audi during the tournament and this year it was Proffrough that had the keys to turn the car on.

He said he plans to give the car to his wife and will be getting her a new Audi soon. A win-win.

ness the next great American women's player.

Maybe, just maybe, we will be talking about this Sunday for years to come.

Parsons is the sports editor at FLORIDA TODAY. You can reach him at mparsons@floridatoday.com

DOTHAN EAGLE

DOTHAN PRO CLASSIC



Children from Heard Magnet School play a game with tennis rackets during a learning session about tennis inside the Westgate gym on Tuesday.

Pros help kids learn tennis at Westgate

BY GREG PHILLIPS
gphillips@dothan eagle.com

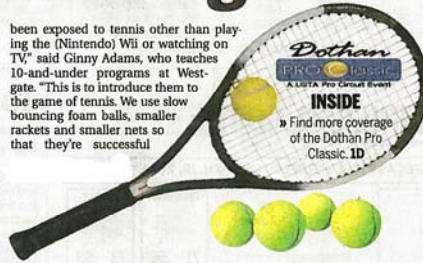
Despite the loud screams and frantic running, the gym at Westgate Recreation Center was a learning environment on Tuesday.

About 500 children from six different schools traveled to the gym to take part in 10-and-Under Tennis, an introductory program offered in conjunction with the Dothan Pro Classic.

Some of the professional players, along with numerous volunteers, taught children from ages 7 to 10 all about the fundamentals of tennis, then allowed them to practice and play with more kid-friendly equipment.

"A lot of these kids have probably never

been exposed to tennis other than playing the (Nintendo) Wii or watching on TV," said Ginny Adams, who teaches 10-and-under programs at Westgate. "This is to introduce them to the game of tennis. We use slow bouncing foam balls, smaller rackets and smaller nets so that they're successful



INSIDE
Find more coverage of the Dothan Pro Classic. 1D

Peninsula athletes help kick off Tiburon Challenger

By MICHELLE ASCHWALD
maschwald@thearknewspaper.com

Belvedere's Paul Bressie had a busy Sunday. After running the second annual Tiburon Half Marathon in an hour, 46 minutes and 42 seconds to place 61st overall, the 45-year-old turned around and teamed up with professional tennis player Wayne Odesnik of Florida, ranked 176th in U.S. Tennis Association singles, to win the pro-am tournament

If you go

The U.S. Tennis Association's eighth annual \$100,000 Tiburon Challenger men's pro tennis circuit tournament continues through Oct. 12 at the Tiburon Peninsula Club, 1600 Mar West St., Tiburon.

Tickets: Oct. 8-9 weekday one-day passes are \$10. Oct. 10 quarterfinal, Oct. 11 semifinal and Oct. 12 final weekend tickets are \$15 each day, but on Oct. 11-12 two-day passes are \$25.

Special events: Wheelchair tennis exhibition between matches Oct. 11; junior tennis exhibition between matches Oct. 12.

On the Web: Learn more or purchase tickets at tiburunchallenger.com

— a kick-off weekend tradition of the \$100,000 Tiburon Challenger.

"You could argue that I am over-scheduled today," Bressie joked later. "Luckily, I managed to get a nap between these two great community events."

The eighth annual professional tennis event opened Oct. 4-6 with a Kids' Play Day program, qualifying rounds and that pro-am tournament, which attracted boards of tennis fans to the Tiburon

Peninsula Club despite the scorching heat.

"We had approximately 200 spectators each day and expect more once the main draw matches begin on Monday afternoon," Scott Potthast, the director of tennis at the club, said at press time. The tournament runs through Oct. 12.

Along with Bressie, peninsula residents Dan Grossman, Mike Slier, Sean Eilers, Matt Actor and Hugh Scott were among the amateurs who paired with a Tiburon Challenger professional in the pro-am contest Oct. 5. Ten doubles teams played four matches and, after the points were tallied, the top two competed in the finals.



Aspiring young tennis players are eager to participate in Kids' Play Day at the Tiburon Challenger tournament at the Tiburon Peninsula Club on Oct. 4. It was one of several special events worked into the professional tennis tournament; a wheelchair tennis exhibition is coming up Oct. 11, and a junior tennis exhibition is Oct. 12.

The Bressie-Odesnik team beat amateur Eric Quaid and pro Sebastian Bader of Austria, ranked 276th in USTA doubles, 7-5 in a tiebreaker.

Many of the local amateurs are members of the club's age 40-plus 4.5 2013 USTA national champions team. Some were previous college and Challenger circuit players.

"The club is so proud to host the Challenger," Bressie said.

"It is my second year as an amateur playing with these world-ranked tennis players."

On Oct. 7, Bressie's partner, 28-year-old Odesnik, was set

See TENNIS, PAGE 8

Tennis, continued from page 6

to play Sam Querrey, 26, the tournament's highest-ranked player. At one time, Querrey was 17th in the world and is currently ranked 47th in singles.

During the Sacramento Challenger Sept. 27-Oct. 5, Querrey defeated Canadian Peter Polansky, 26, the 2013 Tiburon Challenger champion, before taking out 16-year-old Stefan Kozlov in the final. Querrey is streaking. He also won the Napa Challenger the week prior.

"This is a physical sport. These guys hold tough schedules playing week to week in tournaments," Potthast said. Potthast said four players withdrew,

Kozlov among them, from the local Challenger due to injuries during the qualifying rounds or at prior tournaments.

There are more than 150 Challenger tournaments held in 40 countries, and they serve as springboards for women's and men's professional tennis careers.

The Tiburon Challenger benefits The Foundation for Reed-Schaggs, which will earn \$7,500 in proceeds, and the Rotary Club of Tiburon-Belvedere, which will get \$2,500 of proceeds.

Contributor Michelle Aschwald has been writing for *The Ark* since 2006.



USTA PRO CIRCUIT STORYLINES - EXAMPLES

The following are “key” elements and media angles in which the USTA Pro Circuit was promoted on both a national and local market level in 2014.

- **USTA Initiatives**
 - Youth Tennis and youth-sized equipment
 - USTA Player Development utilizing clay courts to develop young players
 - Wheelchair Tennis
 - US Open National Playoffs
 - Military efforts
 - Special Needs
 - NJTL, CTA, etc.
- **General USTA Pro Circuit Themes**
 - Professional tennis comprising of top talent and future stars
 - Pathway to qualify for Grand Slam events and ATP World Tour / WTA Tour
 - Diverse group of international players
 - “Life on the USTA Pro Circuit”
 - Tournament anniversaries
- **Community Support**
 - Events and activities involving players of all diverse backgrounds
 - Charitable partnerships
 - Staff, volunteer and fan profiles, host families
 - Ballpersons
 - Tennis celebrities and local contributors to the community
- **Business**
 - Economic impact, prize money
 - Sponsor profiles
 - Live streaming of events
- **Player Features**
 - Emerging and future stars, juniors
 - USTA Pro Circuit veteran profiles and players returning from injury
 - Local tournament players
 - College players
 - Players with compelling stories
- **Tournament / Match Coverage**
 - Calendar listings
 - General previews / notable player entry announcements
 - Wildcard tournaments, qualifying rounds, etc.
 - Ongoing match coverage
 - Semifinals and finals previews / coverage
 - Post-event recap or photo essay highlighting tournament successes, etc.
- **Television / Internal Assets**
 - Television coverage
 - Social Media
 - Newsletters

USTA PRO CIRCUIT BOILERPLATE

With approximately 90 tournaments hosted annually throughout the country and prize money ranging from \$10,000 to \$100,000, the USTA Pro Circuit is the pathway to the US Open and tour-level competition for aspiring tennis players and a frequent battleground for established professionals. The USTA launched its Pro Circuit 36 years ago to provide players with the opportunity to gain professional ranking points, and it has since grown to become the largest developmental tennis circuit in the world, offering nearly \$3 million in prize money. Last year, more than 1,000 men and women from more than 70 countries competed in cities nationwide. **John Isner, Maria Sharapova, Sam Querrey, Sloane Stephens, Kei Nishikori, Victoria Azarenka and Andy Murray** are among today’s top stars who began their careers on the USTA Pro Circuit.



PRESS RELEASE SAMPLES

1. Site Selection
2. Field Announcement
3. Wild Card Release
4. Seed Announcement
5. Tournament Media Advisory
6. Community Event Advisory
7. Daily Press Release with Scores

LOGO SAMPLES

*****Please include your logo and/or the USTA Pro Circuit logo at the top of all press releases.***





**** SAMPLE ONLY ****

**WORLD-CLASS PROFESSIONAL TENNIS
RETURNS TO T BAR M RACQUET CLUB IN DALLAS
USTA Men’s \$100,000 Challenger begins February 2**

DALLAS, January 5, 2015 – The USTA announced that T Bar M Racquet Club in Dallas will host the ninth annual USTA Men’s \$100,000 Indoor Challenger, February 2-8. The tournament, a USTA Pro Circuit event, is the largest tennis event in North Texas and attracts many players fresh from the Australian Open.

The field for the \$100,000 Challenger of Dallas will feature 32 singles players and 16 doubles teams. Players ranked as high as No. 50 in the world typically compete in Challenger-level events. The qualifying tournament, beginning January 31, will determine the final four singles players in the field.

This year's tournament will once again benefit the Dallas Tennis Association's "Invest in a Child" Program, which will receive part of the proceeds from the event.

The USTA Pro Circuit event will also feature a wild card tournament January 18-21, which will award the two singles finalists with a spot in the Challenger’s qualifying event. There will also be for the first time a doubles wild card event, in which the winning team earns a spot in the main draw and receives ATP World Tour points.

For ticket or sponsorship information, please contact T Bar M Racquet Club at (789) 123-4444.

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For more information, contact:
NAME, Tournament Press Aide
On-site: (555) 555-5555; {AND/OR} Cell: (555) 555-5555
E-mail: XXX@XXX.com



**** SAMPLE ONLY ****

**DEFENDING CHAMPION BJORN FRATANGELO HEADLINES MAIN DRAW FIELD
AT SORENREALESTATE.COM TENNIS CLASSIC**

**The Boulevard Village & Tennis Club to Host \$10,000 USTA Pro Circuit Event,
April 27-May 3**

VERO BEACH, Florida, February 27, 2015 – The USTA announced that defending champion Bjorn Fratangelo of Pittsburgh, headlines the competitors for the SorenRealEstate.com Tennis Classic a \$10,000 USTA Pro Circuit Futures event, at the Boulevard Village & Tennis Club, April 27-May 3.

The tournament is the 14th USTA Pro Circuit men's Futures event of the 2015 season. It is the first of three consecutive \$10,000 Futures tournaments held on Florida clay courts to help develop players on this surface while leading up to the 2013 French Open. Overall, there are 14 USTA Pro Circuit men's events (Futures and Challengers combined) scheduled to take place in Florida in 2015, the most of any state.

Currently No. 175, Fratangelo is the highest-ranked of the 18 men who received direct acceptance into the 32-player main draw. Sixty-four players will compete in the qualifying tournament March 25-26, for eight other berths. The local tournament organizers and the USTA will also award wild card entries to complete the field.

Fratangelo in 2011 became the first American since John McEnroe in 1977 to win the boys' singles title at the French Open. Fratangelo had a strong season on the USTA Pro Circuit last year, winning two singles titles. He holds five USTA Pro Circuit singles and doubles titles overall (four in singles, one in doubles).

Fratangelo is one of six Americans in the main draw, along Rhyne Williams, a former All-American and NCAA singles finalist at Tennessee; former Top 10 junior Mitchell Krueger; former UCLA standout Dennis Novikov; and former US Open boys' singles runner-up and former Ohio State standout Chase Buchanan.

Admission to the SorenRealEstate.com Tennis Classic is free April 27-30 and \$10 daily for the quarterfinals (May 1), semifinals (May 2) and final (May 4). A three-day pass is available for \$25. Tickets are available by calling the Boulevard Village & Tennis Club at (444) 123-6789.

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**** SAMPLE ONLY **** -- for local and USTA wild cards

**TEENAGE SENSATION STEFAN KOZLOV AWARDED WILD CARD INTO
BROWNSVILLE TENNIS ASSOCIATION MEN'S PROFESSIONAL TENNIS EVENT
Brownsville Tennis Center to Host USTA Pro Circuit Event, October 20-26**

BROWNSVILLE, Texas, September 12, 2015 – The USTA today announced that Stefan Kozlov of XX, has been awarded a wild card entry into the 2015 Brownsville Tennis Association Men's Professional Tennis Tournament. This \$15,000 USTA Pro Circuit Futures event will take place October 20-26 at the Brownsville Tennis Center.

Kozlov, 17, of Pembroke Pines, Fla., is currently ranked No. 450 in the world. In 2014, Kozlov won the Boys' 18s singles title at the Metropolia Orange Bowl Tennis Championships. Kozlov, seeded second, defeated Greece's Stefanos Tsitsipas in three sets to win his first Orange Bowl singles title in four tries, having fallen in the Boys' 12s, 14s and 18s finals in previous years. Kozlov, who also appeared in boys' singles finals in 2014 at both Wimbledon and the Australian Open. Also last year, reached the final of the USTA Pro Circuit Sacramento Challenger (losing to Sam Querrey), becoming the youngest American to reach a Challenger final since Andre Agassi in 1986.

The Brownsville Tennis Association Men's Professional Tennis Tournament was first held in 2002 and is the last of three consecutive clay-court USTA Pro Circuit events held in southern Texas, joining Harlingen and Mansfield held over the past two weeks. The tournament is organized by the Brownsville Tennis Association, a community tennis association within the USTA Texas Section, one of 17 regional sections of the United States Tennis Association, the national governing body of the sport.

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**** SAMPLE ONLY ****

JACKSON, GA., NATIVE MALLORY BURDETTE EARNS NO. 1 SEED

AT 2015 ST. DOMINIC USTA PRO CIRCUIT WOMEN'S \$25K

USTA Pro Circuit Event Begins April 6

Jackson, Miss., March 21, 2015 – The USTA today announced that Mallory Burdette of Jackson, Ga., will be the No. 1 singles seed at the 2015 St. Dominic USTA Pro Circuit Women's \$25K. This \$25,000 USTA Pro Circuit event will take place April 6-12, at The River Hills Club in Jackson, Miss.

Burdette, 24, is a two-time NCAA doubles champion at Stanford, turning pro in 2012 after a remarkable summer. Following USTA Pro Circuit title victories at a \$10,000 event in Evansville, Ind., and a \$50,000 event in Vancouver in 2012, Burdette advanced to the third round of the US Open that year, toppling then No. 69-ranked Lucie Hradecka before falling to No. 3 Maria Sharapova. She currently competes on the WTA Tour and USTA Pro Circuit.

The complete list of seeds includes:

<u>Seed</u>	<u>Player</u>	<u>Seed</u>	<u>Player</u>
1.	Mallory Burdette, United States	5.	Natalie Grandin, South Africa
2.	Milagros Sequera, Venezuela	6.	Claudine Schaul, Luxembourg
3.	Irina Falconi, United States	7.	Melanie Oudin, United States
4.	Shelby Rogers, United States	8.	Nicole Gibbs, United States

Tickets are still available for the 2015 tournament, by calling (789) 123-4444. For complete tournament information, please visit www.northern.usta.com.

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**** SAMPLE ONLY ****

*****MEDIA ADVISORY*****

- WHAT:** University of Tennessee USTA Men's \$50,000 Challenger
A USTA Pro Circuit event
- WHERE:** UT's Goodfriend Tennis Center (1015 20th Street, Knoxville, Tenn.)
- WHEN:** Main Draw (32 singles, 16 doubles): Monday, November 2-Sunday, November 8
Qualifying tournament (32 singles): Sunday, November 1-Monday, November 2
- WHO:** World-class tennis players, including:

TOUR VETERANS

- **Robby Ginepri**, 2005 US Open semifinalist and three-time ATP singles champion
- **Michael Russell**, the men's all-time leader in USTA Pro Circuit singles titles with 23

RISING AMERICAN STARS

- **Jack Sock**, ranked No. 122 in the world, 2010 US Open boys' singles champion, 2011 US Open Mixed Doubles champion, 2014 Wimbledon doubles champion
- **Denis Kudla**, ranked No. 161 in the world, 2010 US Open boys' singles runner-up, who has been a Davis Cup practice partner
- **Bjorn Fratangelo**, who became the first American since John McEnroe in 1977 to win the boys' singles title at the French Open in 2011

FORMER NCAA STANDOUTS

- **Jarmere Jenkins**, University of Virginia (2013 NCAA doubles champion and singles finalist)
- **Chase Buchanan**, Ohio State University
- **Austin Krajicek**, Texas A&M (2011 NCAA doubles champion)

ABOUT THE USTA PRO CIRCUIT:

With approximately 90 tournaments hosted annually throughout the country and prize money ranging from \$10,000 to \$100,000, the USTA Pro Circuit is the pathway to the US Open and tour-level competition for aspiring tennis players and a frequent battleground for established professionals. The USTA launched its Pro Circuit 36 years ago to provide players with the opportunity to gain professional ranking points, and it has since grown to become the largest developmental tennis circuit in the world, offering nearly \$3 million in prize money. Last year, more than 1,000 men and women from more than 70 countries competed in cities nationwide. **John Isner, Maria Sharapova, Sam Querrey, Sloane Stephens, Kei Nishikori, Victoria Azarenka** and **Andy Murray** are among today's top stars who began their careers on the USTA Pro Circuit.

CONTACT: NAME, Tournament Press Aide
On-site: (555) 555-5555; {AND/OR} Cell: (555) 555-5555
E-mail: XXX@XXX.com



**** SAMPLE ONLY ****

*****MEDIA ADVISORY*****

**150 KIDS TO ATTENDED FREE YOUTH TENNIS CLINIC
AT TENNIS WEST SPORTS & RACQUET CLUB**

OVERVIEW: Professional tennis players competing at the Rock Hill Rocks Open, a \$10,000 USTA Pro Circuit women’s event at Rock Hill Tennis Club, will provide 150 kids ages 6-10 free tennis lessons utilizing the USTA’s Youth Tennis initiative

WHO: Tennis professionals competing in the Rock Hill Rocks Open; 150 students from Oakview Elementary School

WHEN: Tuesday, October 13, 2:00 p.m. – 4:00 p.m.

WHERE: Rock Hill Tennis Club
1 Valley View Street
Tel: (789) 123-4444

**MEDIA/
PHOTO**

OPPS: 2:30 p.m. still photo opportunity with professional players and kids
3:30 p.m. print, broadcast and radio interviews

BACK

GROUND: The Rock Hill Rocks Open, a \$10,000 USTA Pro Circuit event, will be held at Rock Hill Tennis Club, October 12-18. Professional athletes from around the world will be competing for \$10,000 in prize money, as well as valuable WTA Tour Ranking points.

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MEDIA

CONTACT: NAME, Tournament Press Aide
On-site: (555) 555-5555; {AND/OR} Cell: (555) 555-5555
E-mail: XXX@XXX.com

*****Media planning to attend, please call in advance with any special requests*****



**** SAMPLE ONLY ****

AMERICANS OUDIN, FALCONI SURVIVE DAY OF UPSETS AT DOW CORNING CLASSIC

Midland Community Tennis Center Hosts \$100,000 USTA Pro Circuit Event thru Feb. 8

(updated results; Friday's schedule attached)

MIDLAND, Mich., February 5, 2015 – All eight seeded singles players were in action Thursday at the Dow Corning Classic at the Midland Community Tennis Center. Only two advanced to the quarterfinals.

No. 1 Melanie Oudin ousted Evelyn Fauth in straight sets and No. 5 Irina Falconi outlasted wild card Victoria Duval, 6-4, 3-6, 6-3, to survive a day of upsets. Next up for Falconi is Stephanie Dubois, who upset No. 2 seed Lucie Hradecka, last year's runner-up here, in a decisive third-set tiebreaker, 3-6, 6-1, 7-6 (5).

Oudin will meet Ansley Cargill, who ousted No. 3 Sarah Taylor in Thursday's featured match, 7-6 (1), 6-4. Cargill and Oudin have split their previous two meetings, the latter a victory for Oudin in the qualifying rounds of the WTA event in Charleston last year.

Americans claimed five of the eight quarterfinal berths. All four women in the top half of the draw are from the United States while Alison Riske is the lone American in the bottom half.

Oudin, who reached the semifinals here in 2009 and 2011, is the highest ranked player in the bottom half of the draw at No. 121 after all the upsets.

The first match of the day pits No. 1 Oudin against Cargill at 10 a.m. A win would put Oudin in the semifinals for the third time.

The Dow Corning Classic features 32 singles players and a 16-team doubles field. The tournament is held at the Midland Community Tennis Center, 900 East Wackerly, in Midland. Admission to the tournament is free Feb, 3-5, and \$10 daily for the quarterfinals (Feb. 6), semifinals (Feb. 7) and final (Feb. 8). A three-day pass is available for \$25. Tickets may be purchased by calling the Midland Community Tennis Center at (789) 123-4444 ext. 1234.

ABOUT THE USTA PRO CIRCUIT:

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-- more --

**** SAMPLE ONLY ****

**Dow Corning USTA Championships
A USTA Pro Circuit Event
Thursday, February 5, 2015
Midland Community Tennis Center
Midland, Mich.
Purse: \$100,000
Surface: Hard-Indoor**

Thursday February 5 – RESULTS

Singles - Second round

Stephanie Dubois, Canada, def. Lucie Hradecka (2), Czech Republic, 3-6, 6-1, 7-6 (5),
Q-Alexandra Mueller, United States, def. Conchita Martinez-Grandos (4), Spain, 6-2, 6-3,
Shelby Rogers, United States, def. Milagros Sequera (7), Venezuela, 2-6, 6-2, 6-4,
Q-Bianka Lamada, Germany, def. Alina Jidkova, Russia, 6-3, 6-7 (4), 6-3,
Irina Falconi (5), United States, def. WC-Victoria Duval, United States, 6-4, 3-6, 6-3,
Melanie Oudin (1), United States, def. Evelyn Fauth, Austria, 6-2, 6-3,
Angelika Bachmann, Germany, def. Vanessa Webb (8), Canada, 2-6, 6-4, 6-1,
Ansley Cargill, United States, def. Sarah Taylor (3), United States, 7-6 (1), 6-4.

Doubles - First round

Irina Falconi and Alison Riske (1), United States, def. Samantha Reeves and Mashona Washington,
United States, 6-0, 6-4,
WC-Bethanie Mattek-Sands and Shenay Perry, United States, def. Alina Jidkova, Russia, and Bahia
Moutassine (2), Morocco, 6-4, 6-7 (4), 6-4.

Doubles - Quarterfinals

Jennifer Embry and Amy Frazier (3), United States, def. Liga Dekemeijere, Latvia, and Bianka Lamade,
Germany, 6-3, 7-6 (5).

Friday's February 13 – SCHEDULE

Stadium Court - starting at 10 a.m.

Melanie Oudin (1) vs. Stephanie Dubois, followed by
Irina Falconi (5) vs. Ansley Cargill, followed by
Q-Alexandra Mueller vs. Angelika Backmann

Stadium Court - starting at 6 p.m.

Shelby Rogers vs. Bianka Lamada, followed by
Irina Falconi and Alison Riske (1), vs. WC-Bethanie Mattek-Sands and Shenay Perry

Court 7 - starting at noon

Jennifer Embry and Amy Frazier (3), vs. Shelby Rogers and Stephanie Dubois

#

For more information, contact:

NAME, Tournament Press Aide

On-site: (555) 555-5555; {AND/OR} Cell: (555) 555-5555

E-mail: XXX@XXX.com





**NOTICE OF CREDENTIAL TERMS AND CONDITIONS
(USTA Pro Circuit Men's Challengers)**

This non-transferable credential is the property of the Tournament and is issued to an approved, qualified individual ("Bearer") for the sole purpose of providing access to certain restricted areas on the grounds of the Tournament, as determined by the Tournament or its designee. These terms and conditions shall apply to all Bearers, including but not limited to Players, Coaches, Player Guests, Agents, Manufacturers, Media and Tournament Staff and Guests. Any violation of these terms and conditions, or any unauthorized use of this credential subjects Bearer to ejection from the Tournament and potential prosecution for criminal trespass and denial or revocation of credentials for future Tournaments and USTA events. This credential may be revoked at any time for any or no reason at the sole discretion of Tournament. Acceptance of this credential constitutes agreement by Bearer to comply with these terms and conditions.

Bearer agrees to: (i) refrain from taking photographs or video footage of any kind in restricted areas, including but not limited to locker rooms (the taking of photographs and video footage applies to the use of all equipment having the capability of capturing such images, including but not limited to mobile phones); (ii) refrain from participating in or aiding and abetting, directly or indirectly, any form of gambling or betting on the outcome of any tennis match staged during the Tournament or any other activity relating to the Tournament; (iii) except as allowed pursuant to Rule 6.09F of the ATP Official Rulebook, refrain from disseminating, transmitting, publishing or releasing from the grounds of the Tournament any live match score or live related statistical data until :30 seconds after the actual occurrence of the incident of match play or action that leads to such live score update (e.g., a point being scored), and that such use shall be solely for news reporting and editorial use; and (iv) abide by any lawful direction given to Bearer by Tournament officials during Tournament.

Each Bearer (i) assumes all risk incident to attending the Tournament, (ii) agrees that, unless otherwise designated by the Tournament, he/she/it is not acting for the Tournament in any manner whatsoever and is not an employee or agent of Tournament, (iii) consents to the use of his/her/its image or likeness incidental to any live or recorded video program, photograph or other transmission or reproduction of the Tournament for any and all purposes in perpetuity, and (iv) agrees to indemnify and hold harmless the Tournament, the USTA and each of their respective affiliates, agents and employees (collectively, the "Indemnified Parties") from and against all liability, loss, damage or expense resulting from or arising out of the issuance of this credential or Bearer's presence on the Tournament grounds, except to the extents such liability, loss, damage or expense arises directly out of the willful or intentional misconduct of any Indemnified Party.

**NOTICE OF CREDENTIAL TERMS AND CONDITIONS
(All USTA Pro Circuit tournaments, excluding Men's Challengers)**

This non-transferable credential is the property of the Tournament and is issued to an approved, qualified individual ("Bearer") for the sole purpose of providing access to certain restricted areas on the grounds of the Tournament, as determined by the Tournament or its designee. These terms and conditions shall apply to all Bearers, including but not limited to Players, Coaches, Player Guests, Agents, Manufacturers, Media and Tournament Staff and Guests. Any violation of these terms and conditions, or any unauthorized use of this credential subjects Bearer to ejection from the Tournament and potential prosecution for criminal trespass and denial or revocation of credentials for future Tournaments and USTA events. This credential may be revoked at any time for any or no reason at the sole discretion of Tournament. Acceptance of this credential constitutes agreement by Bearer to comply with these terms and conditions.

Bearer agrees to: (i) refrain from taking photographs or video footage of any kind in restricted areas, including but not limited to locker rooms (the taking of photographs and video footage applies to the use of all equipment having the capability of capturing such images, including but not limited to mobile phones); (ii) refrain from participating in or aiding and abetting, directly or indirectly, any form of gambling or betting on the outcome of any tennis match staged during the Tournament or any other activity relating to the Tournament; and (iii) abide by any lawful direction given to Bearer by Tournament officials during Tournament.

Each Bearer (i) assumes all risk incident to attending the Tournament, (ii) agrees that, unless otherwise designated by the Tournament, he/she/it is not acting for the Tournament in any manner whatsoever and is not an employee or agent of Tournament, (iii) consents to the use of his/her/its image or likeness incidental to any live or recorded video program, photograph or other transmission or reproduction of the Tournament for any and all purposes in perpetuity, and (iv) agrees to indemnify and hold harmless the Tournament, the USTA and each of their respective affiliates, agents and employees (collectively, the "Indemnified Parties") from and against all liability, loss, damage or expense resulting from or arising out of the issuance of this credential or Bearer's presence on the Tournament grounds, except to the extents such liability, loss, damage or expense arises directly out of the willful or intentional misconduct of any Indemnified Party.



Press Aide Agreement

This Press Aide Agreement (“Agreement”) is entered into this ____ day of _____, 2015 between the United States Tennis Association Incorporated, a New York not for profit corporation with offices at 70 West Red Oak Lane, White Plains, New York 10604-3602 (“USTA”) and Contractor as defined below in Section 1 (“Contractor”).

Contractor hereby agrees that he/she has read the “USTA Pro Circuit Press Aide Requirements/ Job Description” (“Job Description”) and agrees to perform the services as listed in addition to any other publicity functions requested by the tournament director or USTA Tour Supervisor for the USTA Pro Circuit Event (“Event”) listed below.

Event: _____
CITY MEN/WOMEN PRIZE MONEY GROUP DATES

I. Contractor Information

Full Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Daytime phone number: _____ Cell/tournament phone number: _____

Tax ID: _____ E-mail address: _____

II. Term: The term of this Agreement shall be from the Effective Date and terminate fourteen (14) days following the conclusion of the Event (“Term”).

III. Payment: The USTA shall pay Contractor the following for the Services set forth herein: _____ (\$_____). Contractor shall receive payment for said services upon receipt by the USTA of Contractor’s wrap-up report, including clippings as provided for in the Job Description.

IV. Independent Contractor Status: Contractor acknowledges that he/she is providing the Services as an independent contractor, and not an agent, employee, partner, or joint venturer, and that the USTA shall not be required to withhold or pay federal, state or local income taxes or payroll taxes of any kind on behalf of Contractor. Contractor does not have any express, implied or apparent authority to make commitments on behalf of the USTA, pursuant to this Agreement or otherwise. Contractor will not be entitled to receive any benefits which employees of the USTA are entitled to receive on account of Contractor’s work for the USTA. Contractor understands that he is responsible to pay, according to law, any federal and state income tax, including any self-employment tax, if applicable, that arise from payment for the Services.

VI. Works Made For Hire: During the performance of this Agreement, Contractor may create certain works for the USTA that are copyrightable under the laws of the United States (the “Works”). To the extent that any such Works are created by Contractor, such Works are work made for hire as defined in 17 U.S.C. § 101, and USTA shall have sole right, title and interest in and to the Works, including any copyright therein. If for any reason any Work created

by Contractor pursuant to this Agreement is not deemed to qualify as a work made for hire, Contractor hereby assigns, without any right of reversion, his entire right, title and interest in the Work throughout the world, including a waiver of moral rights therein, for use without restriction in all forms of media now known or used or hereinafter developed, to USTA.

VII. **Miscellaneous:** Contractor shall defend, indemnify and hold harmless the USTA and its respective officers, directors, employees, sublicensees, agents, successors, and assigns from and against any claims, damages, losses and expenses, including, but not limited to, reasonable attorney's fees for claims that arise out of the negligence or willful misconduct of Contractor. This Agreement shall be governed and construed in accordance with the laws of the State of New York, without regard to its conflicts of law provisions. The parties irrevocably consent to the exclusive jurisdiction and venue of any state or federal court of competent jurisdiction in the Counties of New York or Westchester or the State of New York, in any action, suit, or other proceeding arising out of or relating to this Agreement, and they waive any objection to venue based on the grounds of *forum non conveniens* or otherwise.

This Agreement constitutes the entire agreement between the parties and supersedes all other agreements, promises, representations, and negotiations, regarding the subject matter of this Agreement. Contractor may not assign this Agreement or delegate his duties without the USTA's prior written permission. If any term or provision of this Agreement is found to be illegal or unenforceable, the validity of the remainder will remain in full force and effect.

IN WITNESS WHEREOF, this Agreement has been read and signed by the duly authorized representative of each party, on the dates as set forth below.

**United States Tennis Association
Incorporated**

CONTRACTOR

By: _____
Name:
Title:

Name:

**PLEASE FAX/EMAIL THIS AGREEMENT ALONG WITH A COMPLETED W-9 FORM
BEFORE YOUR EVENT STARTS TO:
Amanda Korba, USTA Communications, (914) 697-2213 (fax), korba@usta.com**

<u>FOR OFFICE USE ONLY</u>	TOURNAMENT CODE: _____
Budget Code: _____	Report Received: _____
Amount Paid: _____	Submitted for Approval: _____
Date of Event: _____	Submitted to Accounting: _____

PHOTOGRAPH LICENSE AGREEMENT

This Photograph License Agreement (“Agreement”) is entered into this ____ day of _____, 200__ between the United States Tennis Association Incorporated, a New York not-for-profit corporation (“Licensee”), and _____, with an address of _____ (“Licensor”).

Terms and Conditions

1. **Rights:** Licensor hereby grants to Licensee, and Licensee hereby accepts, a non-exclusive, perpetual and royalty-free worldwide license to use the photographs described in **Exhibit A** of this Agreement (“Photographs”) in connection with the promotion of the USTA Pro Circuit or Licensee’s mission of promoting and developing the growth of tennis.
2. **Ownership:** Licensor shall remain at all times the sole owner of the copyright in the Photographs. Licensee’s rights shall be expressly limited to those set forth herein, and nothing in this Agreement shall entitle Licensee to make any claim of copyright or other ownership in the Photographs.
3. **Third Party Approval:** The Photographs may not be used in any manner that suggests an express and/or implied endorsement of any product or service by any player or other person included in such Photographs unless Licensee has otherwise obtained the written permission of such player or person.
4. **Governing Law:** This Agreement shall be governed by and construed in accordance with the laws of the state of New York and the parties irrevocably submit to the exclusive jurisdiction of the courts in the State of New York, County of Westchester in the event of a dispute.
5. **Other:** Licensee shall not have the right to sublicense or assign the rights granted to Licensee under this Agreement without the prior written consent of Licensor. The parties agree to keep the terms of this Agreement strictly confidential.

**UNITED STATES TENNIS ASSOCIATION
INCORPORATED**

LICENSOR

Signature: _____
Print Name: _____
Title: _____

Signature: _____
Print Name: _____
Title: _____

EXHIBIT A

(Description of Licensed Photographs)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return)	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input type="checkbox"/> Other (see instructions) ▶ _____	
	<input type="checkbox"/> Exempt payee	
	Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
City, state, and ZIP code		
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number									

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Employer identification number									

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here	Signature of U.S. person ▶	Date ▶
------------------	----------------------------	--------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,
- The U.S. grantor or other owner of a grantor trust and not the trust, and
- The U.S. trust (other than a grantor trust) and not the beneficiaries of the trust.

Foreign person. If you are a foreign person, do not use Form W-9. Instead, use the appropriate Form W-8 (see Publication 515, Withholding of Tax on Nonresident Aliens and Foreign Entities).

Nonresident alien who becomes a resident alien. Generally, only a nonresident alien individual may use the terms of a tax treaty to reduce or eliminate U.S. tax on certain types of income. However, most tax treaties contain a provision known as a “saving clause.” Exceptions specified in the saving clause may permit an exemption from tax to continue for certain types of income even after the payee has otherwise become a U.S. resident alien for tax purposes.

If you are a U.S. resident alien who is relying on an exception contained in the saving clause of a tax treaty to claim an exemption from U.S. tax on certain types of income, you must attach a statement to Form W-9 that specifies the following five items:

1. The treaty country. Generally, this must be the same treaty under which you claimed exemption from tax as a nonresident alien.
2. The treaty article addressing the income.
3. The article number (or location) in the tax treaty that contains the saving clause and its exceptions.
4. The type and amount of income that qualifies for the exemption from tax.
5. Sufficient facts to justify the exemption from tax under the terms of the treaty article.

Example. Article 20 of the U.S.-China income tax treaty allows an exemption from tax for scholarship income received by a Chinese student temporarily present in the United States. Under U.S. law, this student will become a resident alien for tax purposes if his or her stay in the United States exceeds 5 calendar years. However, paragraph 2 of the first Protocol to the U.S.-China treaty (dated April 30, 1984) allows the provisions of Article 20 to continue to apply even after the Chinese student becomes a resident alien of the United States. A Chinese student who qualifies for this exception (under paragraph 2 of the first protocol) and is relying on this exception to claim an exemption from tax on his or her scholarship or fellowship income would attach to Form W-9 a statement that includes the information described above to support that exemption.

If you are a nonresident alien or a foreign entity not subject to backup withholding, give the requester the appropriate completed Form W-8.

What is backup withholding? Persons making certain payments to you must under certain conditions withhold and pay to the IRS a percentage of such payments. This is called “backup withholding.” Payments that may be subject to backup withholding include interest, tax-exempt interest, dividends, broker and barter exchange transactions, rents, royalties, nonemployee pay, and certain payments from fishing boat operators. Real estate transactions are not subject to backup withholding.

You will not be subject to backup withholding on payments you receive if you give the requester your correct TIN, make the proper certifications, and report all your taxable interest and dividends on your tax return.

Payments you receive will be subject to backup withholding if:

1. You do not furnish your TIN to the requester,
2. You do not certify your TIN when required (see the Part II instructions on page 3 for details),
3. The IRS tells the requester that you furnished an incorrect TIN,
4. The IRS tells you that you are subject to backup withholding because you did not report all your interest and dividends on your tax return (for reportable interest and dividends only), or
5. You do not certify to the requester that you are not subject to backup withholding under 4 above (for reportable interest and dividend accounts opened after 1983 only).

Certain payees and payments are exempt from backup withholding. See the instructions below and the separate Instructions for the Requester of Form W-9.

Also see *Special rules for partnerships* on page 1.

Updating Your Information

You must provide updated information to any person to whom you claimed to be an exempt payee if you are no longer an exempt payee and anticipate receiving reportable payments in the future from this person. For example, you may need to provide updated information if you are a C corporation that elects to be an S corporation, or if you no longer are tax exempt. In addition, you must furnish a new Form W-9 if the name or TIN changes for the account, for example, if the grantor of a grantor trust dies.

Penalties

Failure to furnish TIN. If you fail to furnish your correct TIN to a requester, you are subject to a penalty of \$50 for each such failure unless your failure is due to reasonable cause and not to willful neglect.

Civil penalty for false information with respect to withholding. If you make a false statement with no reasonable basis that results in no backup withholding, you are subject to a \$500 penalty.

Criminal penalty for falsifying information. Willfully falsifying certifications or affirmations may subject you to criminal penalties including fines and/or imprisonment.

Misuse of TINs. If the requester discloses or uses TINs in violation of federal law, the requester may be subject to civil and criminal penalties.

Specific Instructions

Name

If you are an individual, you must generally enter the name shown on your income tax return. However, if you have changed your last name, for instance, due to marriage without informing the Social Security Administration of the name change, enter your first name, the last name shown on your social security card, and your new last name.

If the account is in joint names, list first, and then circle, the name of the person or entity whose number you entered in Part I of the form.

Sole proprietor. Enter your individual name as shown on your income tax return on the “Name” line. You may enter your business, trade, or “doing business as (DBA)” name on the “Business name/disregarded entity name” line.

Partnership, C Corporation, or S Corporation. Enter the entity's name on the “Name” line and any business, trade, or “doing business as (DBA) name” on the “Business name/disregarded entity name” line.

Disregarded entity. Enter the owner's name on the “Name” line. The name of the entity entered on the “Name” line should never be a disregarded entity. The name on the “Name” line must be the name shown on the income tax return on which the income will be reported. For example, if a foreign LLC that is treated as a disregarded entity for U.S. federal tax purposes has a domestic owner, the domestic owner's name is required to be provided on the “Name” line. If the direct owner of the entity is also a disregarded entity, enter the first owner that is not disregarded for federal tax purposes. Enter the disregarded entity's name on the “Business name/disregarded entity name” line. If the owner of the disregarded entity is a foreign person, you must complete an appropriate Form W-8.

Note. Check the appropriate box for the federal tax classification of the person whose name is entered on the “Name” line (Individual/sole proprietor, Partnership, C Corporation, S Corporation, Trust/estate).

Limited Liability Company (LLC). If the person identified on the “Name” line is an LLC, check the “Limited liability company” box only and enter the appropriate code for the tax classification in the space provided. If you are an LLC that is treated as a partnership for federal tax purposes, enter “P” for partnership. If you are an LLC that has filed a Form 8832 or a Form 2553 to be taxed as a corporation, enter “C” for C corporation or “S” for S corporation. If you are an LLC that is disregarded as an entity separate from its owner under Regulation section 301.7701-3 (except for employment and excise tax), do not check the LLC box unless the owner of the LLC (required to be identified on the “Name” line) is another LLC that is not disregarded for federal tax purposes. If the LLC is disregarded as an entity separate from its owner, enter the appropriate tax classification of the owner identified on the “Name” line.

Other entities. Enter your business name as shown on required federal tax documents on the "Name" line. This name should match the name shown on the charter or other legal document creating the entity. You may enter any business, trade, or DBA name on the "Business name/disregarded entity name" line.

Exempt Payee

If you are exempt from backup withholding, enter your name as described above and check the appropriate box for your status, then check the "Exempt payee" box in the line following the "Business name/disregarded entity name," sign and date the form.

Generally, individuals (including sole proprietors) are not exempt from backup withholding. Corporations are exempt from backup withholding for certain payments, such as interest and dividends.

Note. If you are exempt from backup withholding, you should still complete this form to avoid possible erroneous backup withholding.

The following payees are exempt from backup withholding:

1. An organization exempt from tax under section 501(a), any IRA, or a custodial account under section 403(b)(7) if the account satisfies the requirements of section 401(f)(2),
 2. The United States or any of its agencies or instrumentalities,
 3. A state, the District of Columbia, a possession of the United States, or any of their political subdivisions or instrumentalities,
 4. A foreign government or any of its political subdivisions, agencies, or instrumentalities, or
 5. An international organization or any of its agencies or instrumentalities.
- Other payees that may be exempt from backup withholding include:
6. A corporation,
 7. A foreign central bank of issue,
 8. A dealer in securities or commodities required to register in the United States, the District of Columbia, or a possession of the United States,
 9. A futures commission merchant registered with the Commodity Futures Trading Commission,
 10. A real estate investment trust,
 11. An entity registered at all times during the tax year under the Investment Company Act of 1940,
 12. A common trust fund operated by a bank under section 584(a),
 13. A financial institution,
 14. A middleman known in the investment community as a nominee or custodian, or
 15. A trust exempt from tax under section 664 or described in section 4947.

The following chart shows types of payments that may be exempt from backup withholding. The chart applies to the exempt payees listed above, 1 through 15.

IF the payment is for . . .	THEN the payment is exempt for . . .
Interest and dividend payments	All exempt payees except for 9
Broker transactions	Exempt payees 1 through 5 and 7 through 13. Also, C corporations.
Barter exchange transactions and patronage dividends	Exempt payees 1 through 5
Payments over \$600 required to be reported and direct sales over \$5,000 ¹	Generally, exempt payees 1 through 7 ²

¹ See Form 1099-MISC, Miscellaneous Income, and its instructions.

² However, the following payments made to a corporation and reportable on Form 1099-MISC are not exempt from backup withholding: medical and health care payments, attorneys' fees, gross proceeds paid to an attorney, and payments for services paid by a federal executive agency.

Part I. Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. If you are a resident alien and you do not have and are not eligible to get an SSN, your TIN is your IRS individual taxpayer identification number (ITIN). Enter it in the social security number box. If you do not have an ITIN, see *How to get a TIN* below.

If you are a sole proprietor and you have an EIN, you may enter either your SSN or EIN. However, the IRS prefers that you use your SSN.

If you are a single-member LLC that is disregarded as an entity separate from its owner (see *Limited Liability Company (LLC)* on page 2), enter the owner's SSN (or EIN, if the owner has one). Do not enter the disregarded entity's EIN. If the LLC is classified as a corporation or partnership, enter the entity's EIN.

Note. See the chart on page 4 for further clarification of name and TIN combinations.

How to get a TIN. If you do not have a TIN, apply for one immediately. To apply for an SSN, get Form SS-5, Application for a Social Security Card, from your local Social Security Administration office or get this form online at www.ssa.gov. You may also get this form by calling 1-800-772-1213. Use Form W-7, Application for IRS Individual Taxpayer Identification Number, to apply for an ITIN, or Form SS-4, Application for Employer Identification Number, to apply for an EIN. You can apply for an EIN online by accessing the IRS website at www.irs.gov/businesses and clicking on Employer Identification Number (EIN) under Starting a Business. You can get Forms W-7 and SS-4 from the IRS by visiting IRS.gov or by calling 1-800-TAX-FORM (1-800-829-3676).

If you are asked to complete Form W-9 but do not have a TIN, write "Applied For" in the space for the TIN, sign and date the form, and give it to the requester. For interest and dividend payments, and certain payments made with respect to readily tradable instruments, generally you will have 60 days to get a TIN and give it to the requester before you are subject to backup withholding on payments. The 60-day rule does not apply to other types of payments. You will be subject to backup withholding on all such payments until you provide your TIN to the requester.

Note. Entering "Applied For" means that you have already applied for a TIN or that you intend to apply for one soon.

Caution: A disregarded domestic entity that has a foreign owner must use the appropriate Form W-8.

Part II. Certification

To establish to the withholding agent that you are a U.S. person, or resident alien, sign Form W-9. You may be requested to sign by the withholding agent even if item 1, below, and items 4 and 5 on page 4 indicate otherwise.

For a joint account, only the person whose TIN is shown in Part I should sign (when required). In the case of a disregarded entity, the person identified on the "Name" line must sign. Exempt payees, see *Exempt Payee* on page 3.

Signature requirements. Complete the certification as indicated in items 1 through 3, below, and items 4 and 5 on page 4.

1. Interest, dividend, and barter exchange accounts opened before 1984 and broker accounts considered active during 1983. You must give your correct TIN, but you do not have to sign the certification.

2. Interest, dividend, broker, and barter exchange accounts opened after 1983 and broker accounts considered inactive during 1983. You must sign the certification or backup withholding will apply. If you are subject to backup withholding and you are merely providing your correct TIN to the requester, you must cross out item 2 in the certification before signing the form.

3. Real estate transactions. You must sign the certification. You may cross out item 2 of the certification.

4. Other payments. You must give your correct TIN, but you do not have to sign the certification unless you have been notified that you have previously given an incorrect TIN. "Other payments" include payments made in the course of the requester's trade or business for rents, royalties, goods (other than bills for merchandise), medical and health care services (including payments to corporations), payments to a nonemployee for services, payments to certain fishing boat crew members and fishermen, and gross proceeds paid to attorneys (including payments to corporations).

5. Mortgage interest paid by you, acquisition or abandonment of secured property, cancellation of debt, qualified tuition program payments (under section 529), IRA, Coverdell ESA, Archer MSA or HSA contributions or distributions, and pension distributions. You must give your correct TIN, but you do not have to sign the certification.

What Name and Number To Give the Requester

For this type of account:	Give name and SSN of:
1. Individual	The individual
2. Two or more individuals (joint account)	The actual owner of the account or, if combined funds, the first individual on the account ¹
3. Custodian account of a minor (Uniform Gift to Minors Act)	The minor ²
4. a. The usual revocable savings trust (grantor is also trustee) b. So-called trust account that is not a legal or valid trust under state law	The grantor-trustee ¹ The actual owner ¹
5. Sole proprietorship or disregarded entity owned by an individual	The owner ³
6. Grantor trust filing under Optional Form 1099 Filing Method 1 (see Regulation section 1.671-4(b)(2)(i)(A))	The grantor*
For this type of account:	Give name and EIN of:
7. Disregarded entity not owned by an individual	The owner
8. A valid trust, estate, or pension trust	Legal entity ⁴
9. Corporation or LLC electing corporate status on Form 8832 or Form 2553	The corporation
10. Association, club, religious, charitable, educational, or other tax-exempt organization	The organization
11. Partnership or multi-member LLC	The partnership
12. A broker or registered nominee	The broker or nominee
13. Account with the Department of Agriculture in the name of a public entity (such as a state or local government, school district, or prison) that receives agricultural program payments	The public entity
14. Grantor trust filing under the Form 1041 Filing Method or the Optional Form 1099 Filing Method 2 (see Regulation section 1.671-4(b)(2)(i)(B))	The trust

¹ List first and circle the name of the person whose number you furnish. If only one person on a joint account has an SSN, that person's number must be furnished.

² Circle the minor's name and furnish the minor's SSN.

³ You must show your individual name and you may also enter your business or "DBA" name on the "Business name/disregarded entity" name line. You may use either your SSN or EIN (if you have one), but the IRS encourages you to use your SSN.

⁴ List first and circle the name of the trust, estate, or pension trust. (Do not furnish the TIN of the personal representative or trustee unless the legal entity itself is not designated in the account title.) Also see *Special rules for partnerships* on page 1.

*Note. Grantor also must provide a Form W-9 to trustee of trust.

Note. If no name is circled when more than one name is listed, the number will be considered to be that of the first name listed.

Secure Your Tax Records from Identity Theft

Identity theft occurs when someone uses your personal information such as your name, social security number (SSN), or other identifying information, without your permission, to commit fraud or other crimes. An identity thief may use your SSN to get a job or may file a tax return using your SSN to receive a refund.

To reduce your risk:

- Protect your SSN,
- Ensure your employer is protecting your SSN, and
- Be careful when choosing a tax preparer.

If your tax records are affected by identity theft and you receive a notice from the IRS, respond right away to the name and phone number printed on the IRS notice or letter.

If your tax records are not currently affected by identity theft but you think you are at risk due to a lost or stolen purse or wallet, questionable credit card activity or credit report, contact the IRS Identity Theft Hotline at 1-800-908-4490 or submit Form 14039.

For more information, see Publication 4535, Identity Theft Prevention and Victim Assistance.

Victims of identity theft who are experiencing economic harm or a system problem, or are seeking help in resolving tax problems that have not been resolved through normal channels, may be eligible for Taxpayer Advocate Service (TAS) assistance. You can reach TAS by calling the TAS toll-free case intake line at 1-877-777-4778 or TTY/TDD 1-800-829-4059.

Protect yourself from suspicious emails or phishing schemes.

Phishing is the creation and use of email and websites designed to mimic legitimate business emails and websites. The most common act is sending an email to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft.

The IRS does not initiate contacts with taxpayers via emails. Also, the IRS does not request personal detailed information through email or ask taxpayers for the PIN numbers, passwords, or similar secret access information for their credit card, bank, or other financial accounts.

If you receive an unsolicited email claiming to be from the IRS, forward this message to phishing@irs.gov. You may also report misuse of the IRS name, logo, or other IRS property to the Treasury Inspector General for Tax Administration at 1-800-366-4484. You can forward suspicious emails to the Federal Trade Commission at: spam@uce.gov or contact them at www.ftc.gov/idtheft or 1-877-IDTHEFT (1-877-438-4338).

Visit IRS.gov to learn more about identity theft and how to reduce your risk.

Privacy Act Notice

Section 6109 of the Internal Revenue Code requires you to provide your correct TIN to persons (including federal agencies) who are required to file information returns with the IRS to report interest, dividends, or certain other income paid to you; mortgage interest you paid; the acquisition or abandonment of secured property; the cancellation of debt; or contributions you made to an IRA, Archer MSA, or HSA. The person collecting this form uses the information on the form to file information returns with the IRS, reporting the above information. Routine uses of this information include giving it to the Department of Justice for civil and criminal litigation and to cities, states, the District of Columbia, and U.S. possessions for use in administering their laws. The information also may be disclosed to other countries under a treaty, to federal and state agencies to enforce civil and criminal laws, or to federal law enforcement and intelligence agencies to combat terrorism. You must provide your TIN whether or not you are required to file a tax return. Under section 3406, payers must generally withhold a percentage of taxable interest, dividend, and certain other payments to a payee who does not give a TIN to the payer. Certain penalties may also apply for providing false or fraudulent information.



USTA PRO CIRCUIT PRESS AIDE SURVEY

(Please mail within your completed tournament press packet)

Name _____

Tournament _____

Tournament Director _____

How would you rate your experience as a Press Aide for the USTA Pro Circuit?

(please circle one number per question)

1=Outstanding 2=Good 3=Average 4=Poor 5=Very Poor 6=Unable to Rate

1. Your understanding of responsibilities as a press aide:

1 2 3 4 5 6

2. Ease of getting in touch with media outlets:

1 2 3 4 5 6

3. OVERALL PRINT COVERAGE

1 2 3 4 5 6

4. OVERALL TV / RADIO COVERAGE

1 2 3 4 5 6

5. OVERALL USE OF 'SOCIAL MEDIA'

1 2 3 4 5 6

6. MEDIA COVERAGE BEFORE TOURNAMENT

1 2 3 4 5 6

7. MEDIA COVERAGE DURING TOURNAMENT

1 2 3 4 5 6

8. MEDIA COVERAGE AFTER TOURNAMENT

1 2 3 4 5 6

9. Contact with the Sports Editor of the main local newspaper(s)?

By Phone In Person Email Not at All

10. Did you report scores in proper agate format?

Yes No

11. Did you neatly and professionally clip all print relevant articles?

Yes No

12. Did you encounter greater difficulty in:

Uncovering Stories Contacting Media Securing Coverage

13. Percent of stories generated with a "USTA Pro Circuit" reference?
0% 25% 50% 75% Other_____

14. Overall, how would you rate your experience as a USTA Pro Circuit Press Aide?
1 2 3 4 5

15. Helpfulness of tournament press packet supplied by USTA National Communications:
1 2 3 4 5

16. Helpfulness of available tournament notes and resources supplied by USTA National Communications:
1 2 3 4 5

17. Overall contact with USTA National Communications:
1 2 3 4 5

18. State one thing the USTA could do to assist you better and explain.

19. State the most difficult obstacle that you had as a press aide. Why?

20. Did you have any other tournament responsibilities aside from your role as press aide? If so, please explain.

21. State any suggestions or additions to the tournament press packet for future use:

22. Have you used the following USTA Pro Circuit tools (please circle)?

USTA Pro Circuit database	YES	NO
USTA Pro Circuit press aide packet	YES	NO
Press release templates	YES	NO
USTA Pro Circuit logo	YES	NO
Your tournament logo	YES	NO
ATP/WTA/ITF website	YES	NO

