

# MOBILE DEVICE PROGRAM



Official Event

## JOHN DEERE CLASSIC MOBILE DEVICE POLICY

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# Summary of Process

## 1. PRE-EVENT IMPLEMENTATION PLANNING

- Create a Mobile Device Task Force Committee (to be approved by the PGA Tour)
- Schedule a minimum of four Pre-Event Meetings with your TBA Director
- PGA TOUR Advance Security Official is appointed to event

## 2. PRE-EVENT MESSAGING

- Communication to Public
- Messaging to Volunteers
- Messaging to Hospitality Clients & Ticket Purchasers
- Messaging to be distributed via Tournament Website and Social Media

# JOHN DEERE CLASSIC MOBILE DEVICE POLICY

## Summary of Process

### **3. TOURNAMENT WEEK ACTIVATION – Develop the following:**

- Signage
- Distribution/Location Plan
- Collateral (Tournament Publications)
- Electronic Scoreboards and Video Boards Messaging

*All to be in accordance with this policy and approved by the PGA TOUR.*

### **4. TOURNAMENT WEEK PREPARATION AND EDUCATION**

- Mobile Device Task Force and Security Staff Training
- Develop JDC Device Claim Check
- Marshal Training
- Create Messaging for Hospitality Patrons/Sponsors
- Media Inquiries

# JOHN DEERE CLASSIC MOBILE DEVICE POLICY

## What defines a Mobile Device?

A device that can Send/Receive Calls, Emails and Text Messages

A device that can Send/Receive Data

## What is the policy?

- Device must be on **'silent'** at all times
- Calls may be placed or received in JDC approved “designated areas” only
  - Designated areas are called “Mobile Device Zones”
- Audio, Video and Photography policies are unchanged
  - No audio or video capture is permitted at any time
  - No still photography is permitted at any time during competition rounds
- Permissible data transfer will be consistent with current media regulations
- Data use (e.g., texting, email, etc.) will be permitted outside of the designated areas
  - Data use is not permitted when players are in position to compete (i.e., when Gallery Marshals' Hands are raised)

# JDC MOBILE DEVICE POLICY IMPLEMENTATION OVERVIEW

## 1. Code of Conduct – Spectator Communication and Policy Activation

- All tournament patrons will be permitted to gain admittance to the Tournament with their mobile devices by entering at the main entrance gate
- Patrons will be instructed to place their mobile devices on **'silent'** mode via a flyers at all the parking lots, the security staff and JDC Volunteers at admissions area
- Patrons will be instructed to limit their verbal communication on phones to designated mobile device zones located around the course.
- Patrons who disrupt play by using a mobile device in any manner and/or those who do not obey the designated mobile device policy may be subject to mobile device confiscation (at patron's risk for loss or damage) and/or ejection from the JDC

## 2. Violation of Code of Conduct:

Violations of this policy may result in removal from the Tournament

At a minimum, violators of the policy may have their devices confiscated at the patron's risk until his/her departure

## JDC MOBILE DEVICE POLICY IMPLEMENTATION OVERVIEW *(continued)*

### **3. Pre-Event Training**

- The JDC will be required to incorporate the Mobile Device Policy into all Volunteer and Security training sessions in coordination with PGA TOUR Security.

### **4. Pre-Event Communication**

- The JDC is required to advise attending Patrons/Spectators that they will be permitted to bring Mobile Devices on to the Tournament grounds and must remain compliant with the JDC and PGA TOUR Device Code of Conduct.
- This policy will be communicated via media releases and press stories and through tournament communications (e.g., mail, internet, email blasts, etc.).

### **5. Point of Entry Security**

- JDC and PGA TOUR Policy signage will be displayed at the Tournament Admissions Entrance

## JDC MOBILE DEVICE POLICY IMPLEMENTATION OVERVIEW *(continued)*

- All Patrons/Spectators entering the JDC with Mobile Devices must show security and/or volunteers that their phone is on silent
- Security staff at entry locations should verbally repeat guidelines (e.g., Mobile devices on silent, no photography and no videos).

### 6. Greens and Tees

- JDC Mobile Device Policy signage (approved by PGA TOUR) will be displayed at the following places at a minimum: #1 & #10 Tees, #9 and #18 Greens, Practice Range, Parking Lot and Will Call.
- The messaging will be complemented by an announcement by a marshal or volunteer on all tees that communicates the JDC/PGA TOUR Mobile Device Policy
  - Example: **“Ladies and Gentlemen, as a reminder, the use of a Mobile device is not allowed in this area or any area of play at any time. Thank you.”**
- In addition, all attending Marshals will be instructed to advise spectators of the Mobile Device Policy in advance of play.

## JDC MOBILE DEVICE POLICY IMPLEMENTATION OVERVIEW *(continued)*

### **7. Electronic Boards (Scoreboards and Video Boards)**

- Mobile Device Policy messaging graphics will be displayed on Electronic Boards.
- Mobile Device Policy messaging graphics will also be displayed on additional video boards around Tournament Grounds

### **8. Designated Areas – “Mobile Device Zones”**

- The JDC will designate specific areas “Mobile Device Zones” (with PGA TOUR Rules Official), on course where spectators can make/receive phone calls.
- Proper signage will be placed at each designated Mobile Device Zone.

### **9. Cameras and Professional Recording Devices**

- Spectator Cameras (including those within Mobile Phone Devices), camera lenses, and professional recording devices (during competition for still photos and at all times for audio/visual motion capture) will continue to be prohibited.



# JDC/PGA TOUR MOBILE DEVICE POLICY

## PRE-EVENT

## IMPLEMENTATION & PLANNING

- Mobile Device Task Force Committee
- Pre-Event Meetings
- PGA TOUR Advance Security Official  
– John Morris

# JDC/PGA TOUR MOBILE DEVICE POLICY PRE-EVENT PLANNING

## Mobile Device Task Force

### **Selection of Mobile Device Task Force Chairperson**

- JDC Operations Committee identifies Jerry Patrick, Captain of the Moline Police Department, as the individual to chair the Mobile Device Task Force (MDTF) Committee (to be approved by PGA TOUR Security).
  - PGA TOUR recommends an individual with security or police background be appointed (consider reaching out to local law enforcement reserves).
  - Mobile Device Task Force Chairperson works alongside Security and Marshal Chair persons. These individuals will work closely with the PGA TOUR Advance Security Official.

# JDC/PGA TOUR MOBILE DEVICE POLICY

## PRE-EVENT PLANNING

### Mobile Device Task Force

#### **Committee Structure**

- Tournament Director & Operations Director will identify the number of committee members needed based on:
  - Number of “Marquee” player groups in field
  - Number of additional “hot spots” on course, including but not limited to, Hospitality Venues.
  - Total number of Mobile Device Task Force Zones needed (see attached Mobile Device Task Force Deployment Map)
  - Number of Volunteer Shifts beginning Monday through Sunday or the First day the gates are open to the public.
  - Within each Task Force assigned to a “Marquee Group”, there must be a uniformed law enforcement officer in addition to the uniformed undercover officer that is assigned to the group per PGA TOUR security policies.

# John Deere Classic Mobile Device Map



# JDC/PGA TOUR MOBILE DEVICE POLICY

## PRE-EVENT PLANNING

### Mobile Device Task Force

#### **Meeting schedule**

- 3 months prior to the JDC, the PGA TOUR Tournament Business Affairs Director will set up a series of three to four conference calls with the PGA TOUR'S Head of Security, JDC Tournament Director, Clair Peterson, Tournament Operations Director, Sally Welvaert, Mobil Device Task Force Chairperson, Jerry Patrick, Marshall Coordinator and JDC staff to review the PGA TOUR Mobile Device Policy.

#### **Advance Security Official**

- Advance Security Official will schedule an additional meeting(s) with the PGA TOUR Device Task Force Chairperson, Security Chairperson, Director of Operations and Marshal Chairperson to review in detail all the policies and procedures Associated with the Mobile Device Policy.
- During tournament week, the PGA TOUR Advance Security Official will meet with the Mobile Task Force Committee, Marshall Chairperson and Hole Captains, and Security Chairperson to review all policies and procedures for the week.

Schedule nightly recaps tournament week to review and make necessary adjustments to the Task Force Plan.

# PGA TOUR DEVICE POLICY

## PRE-EVENT MESSAGING

- Communication to Public
- Messaging to Volunteers
- Messaging to Hospitality Clients & Ticket Purchasers
- Messaging via Tournament Website and Social Media

# PGA TOUR DEVICE POLICY

## PRE-EVENTS MESSAGING

### Communication to the Public

- Prior to tournament week, in communicating the overall JDC/PGA TOUR Device Plan, incorporate the following methods with which to educate the public:
  - Media Day/Sponsor Day
  - Press Releases
  - Television Interviews
  - Radio Interviews
  - Print Interviews
  - Social Media
  - Email/Newsletter Distribution
  
- The PGA TOUR will assist with the development of appropriate messaging that can be communicated through the media.

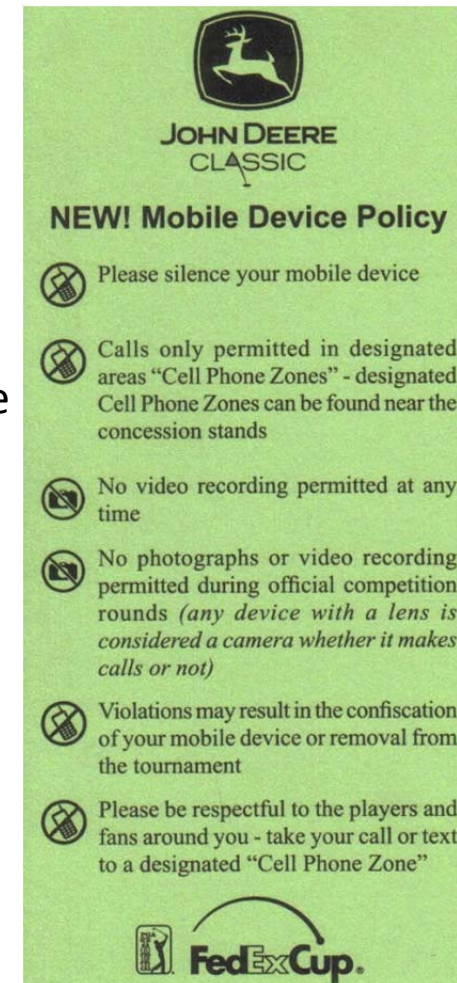
# JDC/PGA TOUR MOBILE DEVICE POLICY

## PRE-EVENT MESSAGING

To Volunteers

### Pre-event Training

- During volunteer training meetings, all volunteers will be instructed on the Mobile Device Policy.
  - Each Volunteer should receive a Mobile Device policy Note Card.
- The Mobile Device Policy must be included in the Volunteer Packet, which will be posted on volunteer webpage and emailed to all volunteers. A hard copy will be available at Volunteer Tent/Tournament Office.





# JDC/PGA TOUR MOBILE DEVICE POLICY

## PRE-EVENT MESSAGING

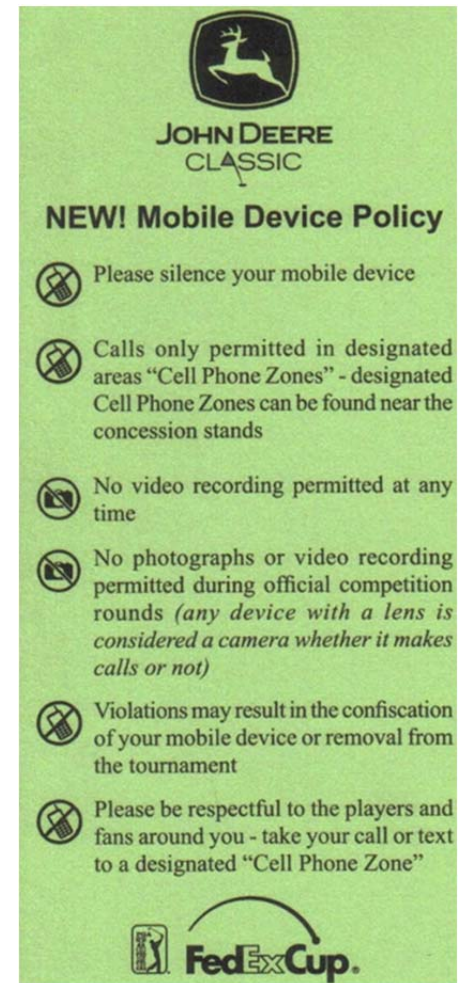
To Hospitality Clients and Ticket Purchasers

### Hospitality Clients:

- The Mobile Device Policy must be included In the Hospitality Packet that will be provided to each hospitality client.
- The tournament will email the Mobile Device press release to each hospitality client and post it on the tournament website.
- Each hospitality client will receive the necessary quantity of note cards to be distributed with guest tickets (see Note Card to right).

### Ticket Purchasers:

- Each individual or company purchasing tickets will receive the PGA TOUR Device Note Card along with their tickets (see note Card to right).



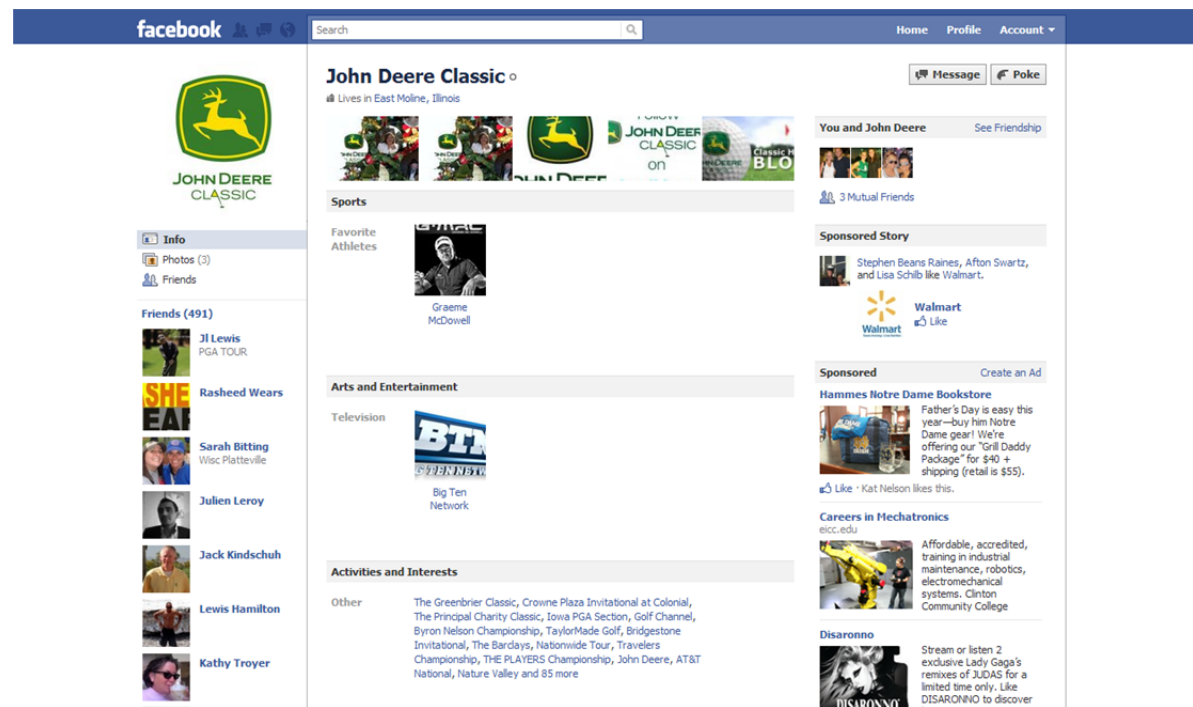
# JDC/PGA TOUR MOBILE DEVICE POLICY

## PRE-EVENT MESSAGING

### Tournament Website and Social Media

#### Posting on Tournament Website and Social Media

- See example of the details of the program being posted on Facebook.
- Remember that the more locations we can post this information, the better the chances are that tournament fans will be aware of the policy.



# **MOBILE DEVICE POLICY ON COURSE MESSAGING**

- Signage
- Distribution/Location Plan
- Collateral (Tournament Publications)
- Messaging on Electronic Scoreboards and Video Boards
- Verbal Messaging at all Entrances by Security and/or Volunteers

# MOBILE DEVICE POLICY

## Examples

Use of a mobile device  
is permitted in this area



Cell Phone  
Zone

Use of a  
mobile device  
is permitted  
in this area



Use of a mobile device  
is prohibited in this area



### Mobile Device Policy

- Mobile devices must be silenced
- Calls only permitted in designated areas (near concession stands)
- No video recording permitted any time
- No photographs permitted Thursday – Sunday
- Violations of this policy may result in mobile devices being confiscated and/or patrons being removed from the property

You are  
leaving  
Cell Phone  
Zone





# MOBILE DEVICE POLICY

## TPC TOURNAMENT COURSE MAP



# MOBILE DEVICE POLICY

## Example Mobile Device Claim Check

 <b>JOHN DEERE CLASSIC</b>	Date: _____ Name: _____ Other Telephone Number: _____ Individual Securing Item: _____	#001
 <b>JOHN DEERE CLASSIC</b>		
<b>CLAIM CHECK</b>		
Date: _____		
Name: _____		
Item Secured (Brand/Model): _____		
Reclaim Location: <b>Tournament Office Trailer, located next to the clubhouse parking lot Open until one hour after play (Wednesday - Sunday)</b>		
Individual Securing Item: _____		
		#001



# MOBILE DEVICE POLICY

## TOURNAMENT WEEK MESSAGING

Electronic Scoreboards

*Content provided by the PGA TOUR*



# MOBILE DEVICE POLICY

## TOURNAMENT WEEK

### ENFORCEMENT AND

### EDUCATION

- Responsibilities and Guidelines to Task Force and Security
- Example: Mobile Device Claim Check
- Messaging and Guidelines to Marshals
- Messaging to Hospitality Clients
- Mobile Device Policy and Media Inquiries



# **MOBILE DEVICE POLICY**

## **TOURNAMENT WEEK RESPONSIBILITIES**

### **Mobile Device Task Force**

- Work in conjunction with local law enforcement officials, security and marshals to Enforce Mobile Device Policy
- Provide verbal warnings to spectators when appropriate.
- Confiscate Mobile Devices when needed (I.E., tournament play has been disrupted) Using assistance from law enforcement officers if needed.
- Be proactive in educating fans about the policy, specifically around areas of play.

# MOBILE DEVICE POLICY

## General Guidelines for Task Force

### Situation

### Response

Spectator talking on the phone NOT in the Mobile Device Zone but away from play

- Direct spectator to a Mobile Device Zone (designated area)
- Use common sense; if spectator is in the wood or far away from play, do not confiscate Mobile device

Spectator talking on telephone NOT in the Mobile Device Zones but close to play

- Warning-put device away and direct to nearest designated Mobile Device Zone
- If spectator disrupts play, engage security and confiscate Mobile device. Give Spectator claim ticket and direct them to redeem their Mobile device at the Tournament Office trailer.

Spectator has phone ring in any location

- If away from play, ensure the spectator's Mobile device is put on silent mode.
- If near play (regardless of location with respect to ropes) and play is disrupted, Engage security and confiscate Mobile device. Otherwise, give stern warning.

Spectator is using text and/or data services

- If away from play and in a respectful manner, this is allowed.
- Warning-put device away and direction to nearest designated Mobile Device Zone
- If spectator disrupts play, engage security and confiscate Mobile device. Give Spectator claim ticket and direct them to redeem their Mobile device at the Tournament Office trailer.

Spectator is using Mobile device to shoot Video or photographs during completion rounds

- Engage security and confiscate Mobile device. Give spectator claim ticket and Direct them to redeem their Mobile device at the Tournament Office Trailer

Spectator is using Mobile Device to shoot Still photography Monday through Wednesday

- Spectator is permitted to take pictures Monday through Wednesday.
- Videos are NOT permitted at any time. If spectator is taking videos, engage security and confiscate Mobile device. Give spectator claim check and direct them to redeem their Mobile device at the Tournament Office trailer.

# MOBILE DEVICE POLICY

## TOURNAMENT WEEK MESSAGING

### To Marshals

- To act as a set of eyes and ears on course and within hospitality venues.
- Provide verbal warnings to spectators and hospitality guests when needed.
- Report egregious offenses to Hole Captain / Security / Mobile Device Task Force.
- Assist with communication to crowds to surrounding errant tee shots.
- Ensure that fans in the landing areas know to put their phones away before player arrives at his ball.
- Assist with communication on tees and greens regarding Mobile Device Policy.
- Assist with overall communication of the PGA TOUR Device Policy to spectators

Focusing on areas such as:

- All Tees and Greens
- Practice Putting Green
- Practice Tee
- Scoring Areas
- Autograph Areas
- Hospitality Areas (Skyboxes, Hospitality Tents, Trophy Suites, etc.)

# MOBILE DEVICE POLICY

## TOURNAMENT WEEK MESSAGING

### To Hospitality Committee

- Work with corporate hospitality coordinators/hosts to ensure their clients are aware of the Mobile Device Policy.
- Copy of Mobile Device Policy will be available at each hospitality venue.
- Work with marshals (when applicable) to educate corporate guests within hospitality structures.
- Marshals or other Tournament Volunteer Representative to provide verbal warnings when appropriate.
- Solicit assistance from PGA TOUR Task Force or Law Enforcement if needed.

# MOBILE DEVICE POLICY

## TOURNAMENT WEEK MESSAGING

### Media Inquiries

- If incidents or disruptions occur due to Mobile Devices, please refer media to the PGA TOUR for comment—either **TY Votaw** (EVP/Communications) or **Andy Pazder** (EVP/Chief of Operations) via on-site media officials. Share any facts with an on-site media official to ensure PGA TOUR spokesperson is fully aware of the incident before speaking to the media.
- Do not refer media to PGA TOUR security, Mobile Device Chairperson, Police, Volunteers or others involved with the Mobile Device Program.
- Tournaments should have one spokesperson regarding comments to media on Mobile devices. Comments should be general in nature:
  - Thanking spectators for their cooperation regarding the use of the Mobile Devices.
  - Explaining the process (do's and don'ts).
  - Discussing how Mobile Devices will enhance the overall tournament experience and as a result, increase attendance, have people stay longer.
  - A negative comment will surely get more unwanted media attention than anything positive.
- Tournament spokesperson should not get into details on items such as incidents/disruptions, number of phones confiscated, number of fans ejected, etc.