

Public relations is part of the job!



You don't see public relations experience high on any list of qualifications for a golf course superintendent. Yet in the long run, the successful superintendents are the ones who recognize and practice good public relations within their clubs. There are several initiatives you should be aware of:

- A series of three syndicated news articles released by the GCSAA focusing on:

- 1) superintendents as community assets,

10 Ways Superintendents Promote

Usually, the superintendent isn't thought of as the marketer for the golf course. But, superintendents *can and do* have a big impact in promoting the golf course beyond providing premiere playing conditions. Here are a few of their public relations efforts:

1. Publish bulletins to local residents about chemical use on the golf course, explain IPM programs and pesticide methodologies and other aspects of golf course management.
2. Post GCSAA's Greentips in the pro shop or club house. This series of fact sheets provides important information to golfers such as golf car use, frost delays, recycling and pesticide use.
3. Provide regular lawn-care tips to the local news paper.
4. Write articles for publication in professional journals, such as Golf Course Management magazine.
5. Give reporters legitimate news, such as information about an upcoming tournament.
6. Invite reporters and other key contacts to play golf at the course.
7. Inform golfers in advance of construction or maintenance practices. Then golfers can schedule guests when the course is in top condition.
8. Invite school children to see what golf courses do for the environment.
9. Provide instructional posters on divot and ball mark repair to the golf professional.
10. Contribute to the community. They speak to garden clubs, environmental organizations, civic and business groups and schools.

Statistics: Fifty per cent of GCSAA members volunteer their time in nongolf community activities and 72 percent donate their time to community golf events.

Reprinted from GCSAA's July August 1997 Leaderboard

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2) superintendents and the Audubon School Program and

3) superintendents and their importance in the game of golf.

We will be running these articles here so you can clip or copy and use them at your club or in your community.

• FTGA launches pro-turf campaign. Pro golfer, Lee Janzen is featured in several public service announcements. Five huge billboards touting the merits of turfgrass sprouted up in five locations in Florida early this past spring as part of an ambitious public-relations campaign by the Florida Turfgrass Association. The campaign is an effort by the association to create awareness of one of the state's most precious natural resources..

Besides turf's obvious positive benefits for the general livelihood of the populace, the FTGA advertisements and promotional pieces point out that the turfgrass industry in Florida generates nearly \$15 million in expenditures annually. Almost 4.5 million acres of turfgrass exist in Florida, employing 185,000 people.

• FGCSA Video. A recently completed

A recently completed video is being made available to all superintendents for employees, members, owners and the general public.

project by the FGCSA, this video is being made available to all superintendents in Florida to use as an informational tool for employees, members, owners and the general public. It promotes the role of the superintendent in managing golf courses as a community asset and the positive influence a golf course can have on the environment.

Our industry has made public relations a key mandate this year. Use the sidebar on 10 ways superintendents promote and the following "Field of Dreams" syndicated article to do a little public relations on your own.

Superintendents are creating real fields of dreams

Whether you live in a well-developed urban setting, a sprawling suburban tract or a small rural community, it's likely that many of the people you interact with are golf enthusiasts.

Those who enjoy the sport are aware of the key person at the golf course when it comes to providing maximum enjoyment of the game.

A recent survey by *Golf Digest* revealed that nearly 50 percent of its readers indicated the golf course superintendent as the most important individual at their facility. That figure surpassed combined selections of the golf professional, course champion, club house manager and beverage facility personnel.

The golf course superintendent is the professional entrusted with the management and maintenance of the course. It's a responsibility that has grown in impor-

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