

The word is out or at least it is finding ways of getting out. Superintendents are getting more and more media attention. We wanted respect for what we do. We wanted recognition for all the hard work and responsibility. Well, get ready and be prepared to handle what you asked for.

Two new national superintendent-oriented publications, *Golfdom* and *Golfweek's Superintendent News* premiered at the recent GCSAA Conference and Show. *Golf Course News*; GCSAA's *Golf Course*

Management; and USGA's *Green Section Record* continued to focus on our side of the business. There's no shortage of articles on who, what, why, when, where and how we do our jobs. They will be looking to superintendent to be interviewed or write these articles.

More and more regional and local golf newsletters and magazines are seeking superintendent-written articles on playing conditions and environmental stewardship. GCSAA's "Par For The Course" on the Golf Channel and even local cable TV shows are airing segments featuring superintendents and turf management. Yours truly is now sending regular news releases on superintendent meetings, events and

awards to sports editors and golf writers in all the major golf markets in Florida.

Jeff Bollig, GCSAA's director of media relations is working on media project that will have superintendents playing a round of golf with print and electronic golf media reps to explain those things we do on our courses. The concept is a spinoff of the Golf Decision Makers outing held at the GCSAA Conference each year. According to Bollig, The Golf Channel is interested in shooting footage of the outing and *Golfweek's* editorial staff seems willing to participate. All I have to do is help line up some superintendents to play and discuss turf management to their media playing partners.

This past December I attended the Golf and The Environment conference in Orlando, and the word is out to the environmental groups, too. While development and the siting of golf courses and the chemistry of ingredients in products is still a concern, these groups have acknowledged that professional superintendents and properly managed turf are not the threat to the environment they once thought.

With the growing media attention to superintendents and their role in the golf industry, it is becoming even more important than ever that we "walk the talk" to validate that respect and recognition we have claimed we deserve. The word is out. How will you respond?

The Word is Out

Green Side Up



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Editor