You're Big Time—You Need Better Publicity

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Every supt. I know of has to be his own public relations man. Very few clubs have employees who specialize in this kind of work. If they do, their p. r. man probably plays up news that is considered more glamorous than the kind the supt. makes.

So you're on your own! How do you go about getting publicity or recognition? I suggest getting to know the local golf writers, reading their columns to find out what they're interested in and asking them when they prefer to be contacted for column notes. It also doesn't hurt to get acquainted with editors of your paper's garden section, rotogravure and real estate dept. All these people are looking for ideas and stories that you can supply.

I'd be around where people can see me when tournaments are played at your club. You should be there to take bows when golfers comment about the fine condition of the course. They say that no more than 25 per cent of club members know their supt. Whose fault is that? I say it's yours and you should do something about it.

What makes news from the supt's standpoint? Your meetings, elections, tournaments you hold among your association members, recognition that you get from local, state or national groups. Also changes you make in your course such as rebuilding tees, greens, etc. Don't overlook any research work you may be a part of or testing you may carry on for researchers. There are many things you do every day that make news if you only stop to realize it.

Suggests Informed Publicist

I think your national organization needs a publicity man. As I see it, you fellows are big with only the maximum you get from local, state or national groups. Also changes you make in your course such as rebuilding tees, greens, etc. Don't overlook any research work you may be a part of or testing you may carry on for researchers. There are many things you do every day that make news if you only stop to realize it.

Caused Summer Injury

Maleic hydrazide treatments were discontinued before the end of the test. While this chemical checked poa seedheads effectively, it resulted in summer injury and reduced grass competition to the extent that severe clover infestation occurred.

At Louisville, I stressed that a new material or procedure should be tried conservatively. We suggest this for endothal in New Jersey and we would be far more emphatic in recommending it for other areas.

A study of nitrogen carriers in 1957 compared soluble and insoluble carriers at differing rates and patterns of treatment. Treatments were made on 1/4 in. creeping bent. Clipping weights and color ratings were made throughout the season. (1) The insoluble materials gave steadier nitrogen stimulation, (2) a single application of ureaform gave higher stimulation at the start of season and lower stimulation at the end of season than an equivalent amount of ureaform in repeated applications; and (3) an activated sewerage sludge gave more stimulation and growth, especially later in the season, than a processed tankage or a ureaform. This test will be repeated in 1958.

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