

# THRU THE GREEN



January, 1998

The Golf Course Superintendents Association of Northern California

— Committed to Responsible Turfgrass Management —

## Education, Future Direction, The Focus At General Meeting

Are you looking for an opportunity to enhance your management skills? Then the 1998 general meeting, scheduled for January 15th at Silvercreek Valley Club is the place to be. This year's program will open with a four hour seminar cosponsored by Etonic and GCSAA. Under the instruction of C. Mike Jousan, "Growing Your People Skills", addresses an important topic for golf course superintendents, whose success is often a reflection of their relationship with their staff, owner, club professional and general managers.

Program Chairman, Gary Carls, CGCS, and Education Chairman, Bob Costa, CGCS, have worked hard to ensure the meeting's success. "What excites me the most about this event," says Costa, "is that we are providing the first rate education at an affordable price. Where can you go and receive four hours of management instruction for \$30.00?"

The afternoon program could be just as exciting. "Gary has

put together a great program, we just hope the membership will respond. As a three year board member, one of my biggest frustrations has been member apathy," said Costa. We are hoping to establish some dialogue with the membership regarding current issues and future direction. Some of us on the board feel that we are at a crossroads so to speak. Some of our present practices need to be evaluated and a course for the future needs to be charted. The process would be more meaningful with member input. "For example," said Costa, "some of the issues under discussion are; a logo change, sponsorship of events, a Media Relations Director, broadcast fax, and a possible dues increase. Interaction with the membership on these issues is important, we will see if they respond." Also on the agenda for the afternoon session are the 1998 budget, and the GCSAA voting delegate report.

The day's events will be hosted by Silvercreek Valley Club and course Superintendent, Nick Checklenis. The program kicks off at 12:00 noon, with the general meeting scheduled for 4:00 p.m. Jacket and tie are required.

## Tell Your Story!

Do you want to gain recognition and support for the hard work you've done? Telling your story to the public is not as difficult as you may think.

Two of the most effective means of informing the public about a naturalization or other environmental projects are press releases and educational brochures.

### How To Write A Press Release

A press release is a useful vehicle for announcing your environmental plans or projects. Because it is designed to attract press and public attention, it must spark interest and conform to the style of layout and writing used by the media.

Reporters and editors look for a lead or hook that will make people want to read an article. You may be able to provide a good lead yourself if you can stress how your project meets one or more of these criteria:

- Timely
- Measurable Impact
- Unique
- Relates to National Trend or Issue

Though some news sources may publish your press release exactly as you write it, most will rewrite the information to fit their publication. They'll use the basic facts you've provided, including quotes, and build a story around it. You must be concise, while giving enough detail to explain your project. Your press release must include the following information:

1. Use letterhead stationery or type your organization's name and address at the top of the page.

2. Include a contact name and telephone number.
3. Type the words "PRESS RELEASE" and indicate when the information can be release, i.e. "FOR IMMEDIATE RELEASE" or "MARCH 5, 1998"
4. Include a short title to introduce the subject of the release.
5. Begin your first paragraph with the CITY, STATE and DATE.
6. Explain WHO, WHAT, WHY, WHEN, and WHERE in the first paragraph. If the newspaper were to only print this paragraph, it should say enough to tell the basic details of your story.
7. Use quotes in the second and third paragraphs to spark interest and embellish the story.
8. Keep the press release to 1 to 2 pages of one-sided, double-spaced copy.
9. Check your spelling, dates, and contact information carefully. There should be no mistakes in your release.
10. End with the following notation: ####

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