

Why A Media Director?

By: Greg Crawford

In 1992, two members of the Oregon Golf Course Superintendents Association contacted me about the possibility of becoming their media director. All through high school and college I had worked on a golf course so I knew a little about the profession, but still several thoughts went through my mind.

Why would a superintendent's association need a media director? Who actually would care? And combining the previous two, would this work or would the OGCSA just be wasting their money? After a week of thought and even some mind changes, I took the position and thus became the OGCSA's first media director and also the first paid media director of any superintendent association in the world. Despite several press releases in the first six months nothing happened and I was beginning to have some doubts, but the OGCSA was happy that their name was going out and they were starting to develop a strong media program. Then our first big break happened with the story on the local ABC station about the water conservation efforts which were taking place at Riverside Golf and Country Club in North Portland. This story gave us instant credibility and it even ran on CNN.

Quite frankly, it gave all of us a lot of confidence and a big boost. I guess it is safe to say the rest is history. We have developed a media program that is a model for the rest of the country and continues to be a big success today. It is a total team effort, with a board of directors that give total support to me both financially and allow special programs, a tireless media committee and Richard White who has just done an awesome job as media committee Chairman for the last five years.

With all this bragging it is fair to say, "show me the money." Since 1992, superintendents and their staffs have had 30 television stories, over 200 print stories and 50 radio interviews and we all still feel that we have just touched the tip of the iceberg. It is safe to say though, that superintendents in Oregon feel much better about their profession and are looked at in a different light by both non-golfers and golfers because of the educational aspects of stories in the media.

In concluding, it is safe to say, I have never worked with a finer group of people in my life than golf course superintendents and I hope this lasts forever. If you have questions please contact me at (503) 234-1670. ♣

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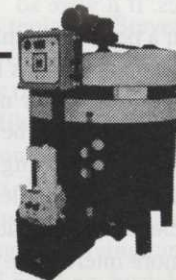
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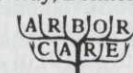
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