

Media Day Is All About Relationships

By: Bob Costa

Six months into the media program you may be asking, "How is the program doing?" A valid question certainly, and quite frankly one that should be asked. If your expectations were that superintendents would be featured in lots of high profile stories, I'd say you've been disappointed. If you were hoping simply that the media would know who we are, then I suggest it's been a success.

As the chairman of the Public Relations Committee and an impatient person by nature, no one wishes more that we had recorded a few more media hits. However, as crazy as it may seem, that really hasn't been our objective during the first six months. Remember when this program began, members of the local media really didn't know who we were. We had no foundation upon which to build. The primary objective since January has been to identify media representatives who have an interest in golf and begin to foster relationships with them. This process is intended to culminate with the inaugural Media Day tournament scheduled for July 26th. ↗

The tournament planning committee has extended formal invitations to each of the writers and sports anchors throughout the Bay Area and Monterey Peninsula. The objective is to expose them to our Association and to our members. In an effort to work towards that goal, media attendees and members will be seated by geographical region. The golf that follows will pair a media representative with members and affiliates. If the event proves to be a success, we will have developed the relationships that are vital for future stories and recognition.

As has been the position of the P.R. Committee from the outset, member involvement will ultimately determine the success of the media program. On behalf of the committee, I hope that you will consider participating in an event that not only guarantees to be enjoyable, but also may likely have an impact on your profession. We welcome members and affiliates alike, to join us at San Juan Oaks. ↗

When We Participate, Everyone Wins!

By: Craig Kilcoyne

Time is approaching for our Northern California Golf Course Superintendents Annual Research and Scholarship Tournament. You may ask yourself why do I need to support the GCSANC scholarship drive? The answer is simple. The success of our industry relies, at least in part, on attracting the best and brightest to our ranks. Past scholarship recipients like Stephen Leas at De Laveaga and Jason Green at Los Altos G&CC, along with many others, are already contributing to the future of golf turf management in Northern California. On the research side, we have supported the University of California bentgrass trials of Dr. Ali Harivandi and Dr. Robert Green's *Poa annua* studies.

So how can you help? By first attending this enjoyable day of golf and camaraderie at the Rossmoor GC on Aug. 16th, and inviting others to participate. Second, we are seeking as many prize donations as possible. If your club can provide complimentary rounds of golf, golf merchandise, or make a monetary donation, it will ensure the continued success of our scholarship and research efforts. We will recognize your generosity numerous times and ways at the event as well as in our newsletter, "Thru the Green."

We hope you will support our association in this worthwhile endeavor. Please make checks payable to GCSANC and forward to our Diamond Springs office. If you have questions, don't hesitate to call Scholarship Tournament Cochairmen Craig Kilcoyne (925) 685-6685 ext. 114, or Steve

Franzen (209) 601-9181. Barb Mikel (530) 626-0931 can also be reached at the GCSANC office. Thanks for supporting the future of golf. See you at Rossmoor! ↗

Ball Mark Repair Week Set To Begin July 26th

By Greg Crawford

Purpose: To educate golfers and the media about this important maintenance problem for golf course superintendents.

Goals: To get every golfer during this week to not only repair their own ball mark, but to repair two others on each green without holding up play. It will be stressed that this should continue throughout their golfing careers.

Plan of Action: Get the message out to the media and to superintendents through Media Director Greg Crawford about the importance of this week. Media - to try to get the message in their publications. Superintendents - Stress to their players the importance of ball mark repairs and why we are having this week.

Schedule: One press release per week on the subject beginning with the week of June 21st. Also a mention of it during our Media Day golf event at San Juan Oaks. ↗