

From The Media Director

By Greg Crawford

The GCSANC Media Program is working well in its first year. Articles about the Association or its members have appeared in the San Francisco Chronicle and Examiner, Contra Costa Times, Monterey Herald, Santa Rosa Press Democrat, Golf Today and Sacramento Bee. In addition, John Abendroth has been kind enough to interview two superintendents on his KNBR "Hooked on Golf" radio show and we have had three television stories, including information on the Golf Channel. I know I have left something out, but you get the picture.

With all that said, I am still not satisfied. I think the program has much room for growth. The first year of any media program is always the toughest. As I have said before, this is strictly a team effort and I am asking for more of our team (GCSANC Members) to step forward. I know there are success stories out there that I am not hearing about. I need to hear from you in order to promote you.

To help you in these efforts, we will be sending out a media bio sheet and hope you will return it to my office in a timely manner. This information will not only assist me and the GCSANC, but the superintendent profession in general. It will also provide a barometer of the types of stories we can present to the media.

In the future, look for more of our successful media stories to be printed in the newsletter. The media is interested in stories about our side of the golf business and it is my responsibility to get the media the information they require. Finally, if you have ideas on things the GCSANC should do for the 100th U.S. Open at Pebble Beach next summer, please contact me or any board member. As the host superintendent's association for the event, it should be an excellent opportunity to promote our profession. Please stay in touch. And as always, a big thanks to those of you who have called with ideas or support, it means a lot. ♣

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