

The BULL SHEET editor expresses his feelings in regards to the 1977 Chapter Newsletter Contest. The article in the April issue of the Florida West Coast has my approval. An excellent job done by LEE TODD, editor. I hope those who were responsible for the way the 1977 contest was executed, will improve on the rules for 1978, providing there is a contest and certainly, improve on the way they were judged. Thank you, editor Lee.

AN EXPLANATION

It has been brought to our attention that part of the paragraph on page 11 of the March '78 issue could be taken as "sour grapes". That was the farthest from our intent and now we will be more specific. First of all, let us state that we GCSAA members of FWC-CGSA are truly proud that "South Florida Green" was chosen the '77 GCSAA newsletter contest winner. Dan Jones, his staff, and south Florida GCSA turn out an attractive and informative publication. They should have won; they deserved to win.

It truly is, from ALL points of view, the best issue that your editors receive. The south Florida GCSA can be justifiably proud of its newsletter and those responsible for its being. We know the fact that a southern as well as a Florida publication was chosen above all those that entered made us just as pleased as was Dan Jones. "South Florida Green" is a feather in the cap of every Florida GCSAA member. Now for the explanation that we hope clarifies our situation:

One of the contest judges was specifically questioned after the editors' luncheon as to how he selected his choice as winner. From here on, we quote as truthfully as a two-month memory allows us: "I got this carton of entries the Saturday after New Years with a letter stating we had until February 1 to select a winner, if not sooner. There were some issues that had two copies, some four, some six, and most twelve copies of monthly entries. I just dumped them all on the floor and selected the **best looking three or four** from the group. I then took all the entries of these **three or four** and over the next two weekends, between Pro and College basketball, T.V., golf, the Super Bowl play-offs, and a couple of six-packs, read these publications and made my decision which was "South Florida Green".

Our gripe wasn't who won or lost, but the fact that both judges were very lackadaisical over the task they had and the fact that their first method of selection was based on appearance of the entries chosen to be further perused over a couple of six-packs and between T.V. shows. Maybe the judges aren't to be blamed, as they possibly didn't receive any specifications from the 1977 Editorial Committee concerning the contest.

I stated at the Editorial Committee meeting in San Antonio, that with all of the experts on "The Golf Superintendent" staff, it's a shame they couldn't come up with some sort of criteria or grading outline. How do schools of journalism grade? When the committee finally agreed to the contest in Portland in 1977, most editors thought their newsletters would be graded/critiqued on each issue and the grades totaled for the year and then a winner chosen from all classes of publications. Editors participating would receive copies of the grading/critique so that each issue they produced might improve. THIS was the contest's purpose from the beginning — better newsletters.

Had I been placed in the judge's position, I, too, might have approached the responsibility as they appeared to have. The editors we spoke to thought this was why we were to send four copies of each issue to GCSAA headquarters. The judging was to be as outlined in the previous paragraph. Instead, each judge got all twelve issues of our newsletter plus all the issues of the other 23 contest entries all at the same time with approximately three weeks to make a decision. No wonder he dumped 'em on the floor and picked the **best looking three or four**. The others were never read, much less judged. This was the reason for our statement, "if GCSAA wants to use glamour instead of content as its forte of presentation, we'll get out. (of the GCSAA newsletter contest)"

It was not our intention to cast any doubt as to the qualification of the very deserving winner, "The South Florida Green" and its editor, Dan Jones. If this publication is again in 1978's contest, we are sure that it will again win, hands down; and none will be more happy or supportive than your FWCGCSA Newsletter and its editors.

We are truly sorry if any editor took our March statement wrongly and do sincerely hope that any offended accept our apology in the sincere way we offer it.

Lee Todd
The editors

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