

“The Bull Sheet” & Editorial Committee Survey

by Fred D. Opperman, Editor

The survey is now completed and for me as your Editor it held no surprises. The rule of thumb for most surveys is to expect about a 10% return. We did better by getting 144 postcards returned, (we mailed out 635) as of June 11th when I tabulated the results. This is a return of 22.6%.

I have entered all of the suggested name changes for those of you who thought that the name should be changed as per question #7. I've also included all of your comments from question #10. The greatest thing I noticed is that so many of you write the name of our newsletter as one word — it's three words, “The Bull Sheet”.

The following are the responses for each choice:

1. Are you happy with the present ratios of 60% ads and 40% articles?

- a. Yes — 110 Responses
- b. No — 19 Responses
- c. Suggested ratio: 1 for 35/65; 6 for 40/60; 15 for 50/50; 1 for 55/45; and 1 for 68/32.

2. Would you like to see the number of newsletter pages

- a. remain at 22 pages — 102 responses
- b. increase to: 23 responses in range from 23-50 pages
- c. decrease to: no responses

3. Which page layout do you prefer:

- a. Three columns and smaller ad sizes — 37 responses
- b. Our current format with two columns — 98 responses

4. Would you like to see the front cover and flag of “The Bull Sheet” changed?

- a. Yes — 46 responses
- b. No — 88 responses

5. Would you like to see 4-color on the front cover?

- a. Yes — 59 responses
- b. No — 76 responses

6. Would you like to see the name of the publication changed?

- a. Yes — 35 responses
- b. No — 103 responses

7. If yes, what name would you suggest?

- Professional Golf Course Supt's. Bulletin
- Midwest Turf Tender
- Midwest Breezes (4 votes)
- The Prairie Turf Chronicle
- The Supers Sheet
- The Midwest Golf Course Superintendent
- Midwest Golf Course
- Chicagoland Golf Course Superintendent
- None — Keep “The Bull Sheet”
- Midwestern Fairways
- Midwest Turf Super
- Don't change name
- Midwest Monthly
- Doesn't matter
- Chicago Turfgrass
- Anything that might reflect the attitude toward our profession.
- How about “Computer Green” — a stupid empty yuppie name.
- Not really, but feel that this great publication should get national recognition.
- The Cutting Edge
- The Clippings or Behind the Green
- Midwest Turf Management

Not Midwestern Breezes

Leave as is

Gerber Golf Report

MAGCS Monthly

Superintendents' Sentinel (look out)

Windy City Links

The MAGCS Reporter

It's been a good name all these years, don't change.

Links Letters, Super Views, Super News, Roots, Midwest News & Views

The present name has a lot of history.

Journal of MAGCS

Keeping of the Green

The Midwest Turf News

8. Please circle your MAGCS Classification:

AA — Retired - 12

A — Active Superintendent - 71

B — Less than 3 years as Superintendent - 6

C — Assistant Superintendent - 4

D — Employee of Superintendent - 4

E — Associate Member - 23

H — Honorary - 7

AE — Advertising Associate - 10

Editor of other newsletters - 1

Friend of MAGCS - 3

9. Please circle your age bracket.

a. 20-29 - 12

b. 30-39 - 53

c. 40-49 - 33

d. 50-59 - 12

e. 60+ - 21

10. Additional comments you would like to make concerning your newsletter? (I never realized some people could write so much on a post card!)

“I for one cannot wait for the next “**Bull Sheet**”, month after month. Keep up the good work Fred! Keep informing us and giving us the latest “**Bull**”.

“I'd say, there was some pretty solid thought that went into the concept of “**The Bull Sheet**”. I for one, have enjoyed the thoughts and messages it contained, while missing the Bull on the cover. As for the art of hole changing, at times it takes a bull to do it. For the sake of many who were part of the past, wave the Flag of Glory, revel in the individuality that makes one's finger print different from another.”
“Great editorial Fred!”

“This current edition is one of the best.”

“I think the present magazine is very well done, but it's time for a new name (if the GCSAA can allow their publication name to evolve, we can as well)”

“Too many non interesting articles — give us news of members and not pros!!”

“No full page ads — ½ page the largest. Bring back the Bull.”

“We should all be proud of “**The Bull Sheet**”. Much credit should go toward Fred Opperman for doing a fine job over the years.”

“You're doing an excellent job.”

“Golden words I have heard today,

That the “**Bull Sheet**” is here to stay” from Ken Zanzig's poem 198?”

“The name of the publication should not effect its content in any way.”

“I think there are a lot of other things we should worry about in our association than changing the name of “**The Bull Sheet**”.

“Good idea — 4 color cover, is it possible to put a photo of the club we are going to play that month? I would volunteer to get the photos. Creative ideas to get articles, i.e. ... contests, friendly “pressure” to fellow supts. for articles.”

“Fred, pretty strong words in your editorial. However, having worked for Dudley Smith and Warren Bidwell, I am a traditionalist. Long live “**The Bull Sheet**”.

(cont'd. page 10)

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(Survey cont'd.)

"Maybe we can change the association name too — "Greater Chicago GCSA."

"The name "The Bull Sheet" has endured for 45 years without a problem, why change now?"

"I've always accepted the name "The Bull Sheet" — but never liked it. I do respect its history!"

"It has always looked professional to me."

"Keep up the good work."

"Overall I think that "The Bull Sheet" and its editor Fred Opperman was doing a fine job as our associations monthly newsletter."

"Make "Midwest Breezes" section the "Bull Sheet"."

"Great job Fred, regardless of the name, the publication of the MAGCS should uphold the fine tradition fostered by Ray and yourself. Keep it up."

"The cover doesn't make the book. Who are we trying to please, ourselves or others? I think most of our members have seen or heard of "The Bull Sheet" over the many years."

"I would like to see a bigger, more modern newsletter."

"Fred a great defense, well done. If you change the name "The Bull Sheet" to something else, this old guy will change also to another organization."

"Some sort of periodical for each year ending, so we can find certain articles easier than paging through our past magazines."

"Hi Fred!"

"Great job, Fred! But I also feel that a change would be good at this time. Our profession has changed dramatically in the last 45 years and our newsletter should catch up."

"Great job all of these years."

"Fred, I feel "The Bull Sheet" is fine the way its been since I've received 42 years ago."

"Fred, I enjoyed your comments on "The Bull Sheet" title. However, and although I agree with you on name change, a change for the younger people could be a positive move."

"Modernize the cover ..."

"No need to apologize for the soapbox Fred, and you were fair in providing opposing views equal opportunity to present their side."

"The Bull Sheet" has been the best, keep up the good work. We are proud of what we have."

"A fine publication, good job to all involved."

"Bull Sheet" is a great publication, and you do a great job with it. Keep up the good work."

"I enjoy "The Bull Sheet" as it is. Good job."

"Fred, you have one of the best newsletters around. I think that minor changes would enhance the publication. I am interested to see the survey results."

"Name of publications: 1. Turf Grass Tattler; 2. Superintendents Sampler; 3. Greenskeeper Gazette; 4. Ball Mark Banter; 5. Daily Divot; 6. Dudley's Divot! All of a sudden the name "The Bull Sheet" is starting to sound pretty good — leave it alone."

"Keep up the good work Fred!"

"The MAGCS newsletter is 'Top Notch'. I can appreciate the practical approach in it's making, for example I don't think it is necessary to change the front cover to a 4 color process. I'm not positive, but I have always felt that the national magazine is too extravagant in its making, not budget oriented as is our profession."

"Some mental giant at Coke A Cola had a similar idea about change a few years back, I wonder where he is today?"

"I have mixed emotions — "The Bull Sheet" stands for a lot. A professional name would possibly add to our credibility."

"Great publication. Keep up the good work."

"Logo is good. Dump cupchanger and replace with mid-age person dressed in golf clothing holding clipboard — (denotes working person in charge). Note Joel's idea might be best — reference 5/91 "The Bull Sheet" page 15."

"You may want to honor an outstanding superintendent of the past by naming the publication after that individual."

"More of what different superintendents in the area have going on at their courses — major projects, etc., would be great to get around and see ideas that would serve others in future." (cont'd. page 12)

(Survey cont'd.)

"Way to go, Fred."

"Good articles, and info."

"Wouldn't miss reading it."

"Fred, I look forward to receiving "The Bull Sheet" each month. I have always been taught if something is not broken, don't fix it. I can't understand how someone can feel change is so great and tradition isn't. I am not one of those."

"I want to be able to choose the size ad to be placed, however, there are so many ads on a page they all blend together. I feel I'm not getting good visibility for the money."

"I just tossed the May issue to another professional (engineer) and asked him to comment on the title. He responded without hesitation 'Not very professional'. I concur. Only the name is deficient. Cheers to all involved, Really! Thanks."

"Keep up the good work!"

"Why change anything that is working fine. I enjoy and look forward to my monthly issue of "The Bull Sheet"."

"Please don't get carried away and make this more of a magazine instead of a newsletter. Keep the costs equal to the revenue you generate."

"Maybe, just maybe the cup cutter guy could go. We might try something different — keep up the good work Fred."

"We were once called Greenskeepers. Are we better people because we are called Golf Course Superintendents, I think not, a name is a name, nothing more. It will not make you or break you. This we do by action or lack of it."

"You are doing an outstanding job."

"Keep up the good work."

"Feasible to put color pictures inside?"

"The newsletter needs to have a more business like image. Our management also looks at this newsletter and have said that it does not seem as professional as they felt it should compared to the image superintendents are trying to convey to the public."

"More articles & involvement by current superintendents. We have so many 'hot-shot' grass growers out there — let's share their secrets."

"Re: Name change. Although Fred Opperman presents some convincing arguments concerning tradition, etc., I have to agree with Joel Purpur's argument that the association should do everything to promote a professional image. Although the publication is certainly professional, I don't think the current name is."

"More ads if available and more pages. Front cover color photo of club that the monthly meeting is going to be at."

"As regional manager I receive several GCSAA chapter newsletters. "The Bull Sheet" is the most original, informative & unique of all. Don't let the 'marketing masterminds' change it."

"Three column would help appearance and readability. Also would improve perceived ration of ads/articles, eliminate problems on pages 7, 18-19, 27."

"The Midwest Breezes section is excellent. More articles by superintendents about maintenance practices they are trying and the outcome."

"I think updating of our cover can enhance "The Bull Sheet" appeal better than a name change. Time and tradition surely outweigh the necessity to compete in the image conscious 90's. We know who we are."

"I like "The Bull Sheet" just the way it is."

"The name has been around longer than the complainers who never sat in on a real 'bull session'. I'm tired of people trying to sanitize colorful language because of their own petty definitions. Give 'em hell, Fred."

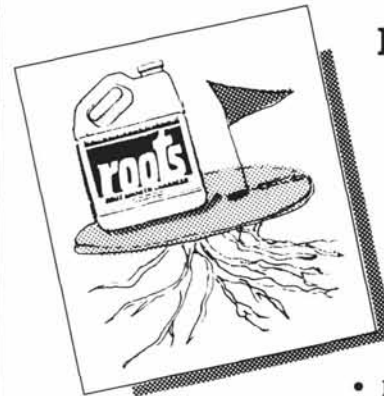
"I don't really care if we win any awards. I look forward to receiving my "Bull Sheet" every month more than any other publication. Keep up the good work."

Many people signed their cards and I thank them for doing so. I did not include their names with the comments for I felt it was not needed. It is very gratifying to receive the so many "Keep up the good work." I thank you for your support.

The Editorial Committee and the MAGCS Board has not discussed this survey as of this printing. We will do so in the near future, but the way I see it, there will be little changing to our current newsletter in listening to your responses.

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