

Environmental Awareness: Get With the Program!

by John Gurke

With the age of environmental awareness upon us, we as golf course superintendents must take whatever measures at our disposal to head off the negative public perception of our industry. This is nothing new to any of us, as our pro-active stance on environmental issues, our utilization of IPM practices, and the media exposure of golf course involvement in programs such as the Cape Cod Study have already shown. What more can we do?

Several keys to a successful environmental public relations program are: 1) citing authorities — backing up what we are doing with expert testimony, 2) receiving positive exposure through far-reaching media sources — not simply in our own industry's publications; and 3) having sponsorship from well-known and trusted organizations which will enhance our credibility.

One very simple method to achieve this is to join the Audubon Cooperative Sanctuary Program. Many of you already know that the USGA and the Audubon Society of New York State are working together in this program. Now is the time to take advantage of this opportunity and join. By doing so, we are working to:

- ★ Enhance wildlife habitats on our golf courses,
- ★ Encourage active participation in conservation programs,
- ★ Recognize golf courses as important open spaces, and
- ★ Educate the public on the benefits to wildlife and the environment our courses provide.

With the Audubon Society working with us, we have an internationally-renown organization in our corner — one which stands for environmental awareness. In short, it is another positive public relations tool we can use to further demonstrate our commitment to making the world a better place in which to live.

To "get with the program", just fill out the registration form and mail it in with the \$100 fee. You not only will receive all the necessary information to begin your own Cooperative Sanctuary Program, but you also will be taking another step in the direction we as an organization need to go to improve our public perception, and more importantly, our planet.

Audubon Cooperative Sanctuary Program for Golf Courses

REGISTRATION FORM

Course Name: _____

Contact Name: _____

Address: _____

City: _____

State: _____

Telephone: _____

Please include registration fee of \$100. Make check payable to Audubon Society of New York State, Inc. Mail to:

Audubon Society of N.Y. State, Inc.
Hollyhock Hollow Sanctuary
Route 2, Box 131
Selkirk, NY 12158 (518) 767-9051



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