

# NGF film strikes a chord the industry can replay

By Peter Blais

Anyone who saw the film "Our Common Ground" kicking off November's "Golf Summit 90" in Palm Springs, Calif., had to feel a little better about the golf industry heading into the two-day, biennial conference.

The 8-1/2-minute video was designed to "basically cover everything we'd be discussing at the conference," said National Golf Foundation Communications Manager Marty Becker.

While it accomplished that task, the medley of clips showing everyone from Arnold Palmer to Jackie Gleason to Joe Nextdoor swinging a golf club, spiced with some saucy old and new tunes, also left the 600 attendees with a collective smile.

"We were very happy with the way it turned out," said Becker, whose agency was one of 40 sources producers Winch & Partners turned to for footage and music in piecing together the film.

"We've gotten a lot of requests from people wanting to borrow it. We've got about a dozen copies we've loaned out to people who were at the summit."

Because of copyright and union restrictions associated with using existing footage, the film cannot be used for commercial purposes, said Tony Winch, president of Plymouth, Mass.-based Winch & Partners. It can be shown at association or industry meetings, he added.

For those who haven't seen it, "Our Common Ground" opens with shots from some of the country's most scenic courses to the accompaniment of Louis Armstrong singing "What a Wonderful World."

The idea that golf is for everyone is one of the film's main themes. A shot of thirtysomething Arnold Palmer and Gary Player shaking hands followed by a pair of unknown golfers high-fiving one another gets that point across. So, too, do views of children and disabled golfers on the practice range setting up Greg Norman's majestic fairway wood

## Construction, not market, delaying project opening

Delay in completion of two golf courses being built at the Newport Coast hotel and residential resort neighborhood between Newport Beach and Laguna Beach is not tied to a dramatic drop in home sales in California and in Orange County.

An Irvine Co. spokesman said there was too much work to do at the giant development, which eventually will have 2,600 homes, to finish both courses at the same time.

Originally, the golf courses were to open in July 1991. Now the course nearest the ocean will open late next summer. The second, a canyon course, will open later.

to a distant green.

"Our Common Ground" is generally upbeat. But it does point out some of the challenges facing the self-proclaimed "Sport of the '90s."

Finding space on already overcrowded courses for the record number of women and junior golfers taking up the game is one issue addressed.

The need for more facilities is brought home by a retired military man who spent years "waiting and waiting and waiting" while in the service. He swore he would never

wait again. But as he and two friends sit dejectedly in a golf car waiting to tee off in the early-morning light at Bethpage State Park Golf Course in Farmingdale, N.Y., he mutters, "Here I am, waiting again."

"Are we facing challenges?" the narrator asks. "Absolutely. Are they insurmountable? Not by a long shot."

That sets up a series of clips, including some incredible shots by a handful of the best-known PGA and LPGA players. The clips of Jackie Gleason hamming it up on

"The Honeymooners" and Lucille Ball doing the same on "I Love Lucy" bring a chuckle.

"But the fun stuff was the public golf footage," said Winch, referring to such clips as a woman dubbing a pitch shot and the startled expression of a man sinking a 35-foot putt. "You don't come across much footage of ordinary people playing. It's fun to see the amateurs hacking away like the rest of us."

Winch's firm spent three weeks collecting tapes. The NGF was the major contributor. Others included

all three major television networks, shoe companies, record companies, ball manufacturers, Golf Course Superintendents Association of America, LPGA and PGA.

Winch's firm spent two weeks reviewing and selecting the best footage while writing the script with the cooperation of the NGF. Three days of editing and another two of post-production resulted in the final product.

"We got lots of cooperation from the industry. That's what made it possible," Winch said.

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