

Be Systematic About Publicity

By GENE KORZELIUS

GOLF club members often may wonder why they don't get more newspaper publicity for their social and sports events. I know that some members complain to managers of their clubs, possibly thinking that the manager may have some magic power to solve the problem of space limitation which frequently confronts newspapers.

One of the misplays that club committees, especially those of women, make in attempting to get newspaper publicity is in forcing the hand instead of keeping gently at it until giving the club publicity becomes a habit with the paper.

Let me cite a recent instance. The ladies of the club were having a tea or a dance. They called the society editor, said they were forwarding a picture of their chairman, wanted it run no smaller than 2 column, used in every edition and inserted in a prominent position in the paper. Now I know of no better way to invite disfavor with newspaper people. That amounts to about the same thing as a salesman entering a store, putting over a big order then demanding that the merchant use his main show window for a display of these goods.

Newspapers seek news, of course. They are glad to look at pictures. Most often, when the occasion warrants, they will send their own photographers to get the pictures. But certainly, when they're just favoring a group by using a picture in the way of advance publicity, they're not going to be told how to use that picture. The editor's judgment will prevail. Space conditions will go a long way toward determining whether such a picture is to be 1 or 2 column. Also it might be added—the attractiveness of the subject will have a lot to do with it, too.

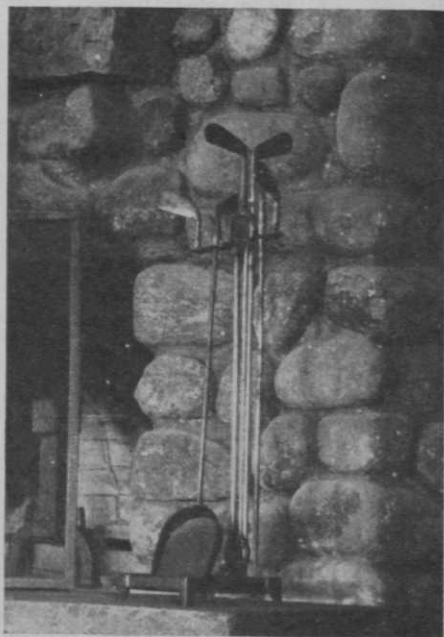
Each year golf provides more news, receives more reportorial attention than the previous season. That is not surprising. The number of persons interested increases. Consequently, the sport merits more newspaper attention. And I have particularly noted that it brings into the newspaper columns names that otherwise might never be in type. The most obscure

person occasionally flashes into the sports page news because he has shot 129—43-86 to win the Class C sweeps.

Golf clubs can aid the newspapers. The most valuable adjuncts toward producing a thorough and correct list of winners each day here in the Buffalo district are the club membership lists. These contain middle initials, for the most part, in addition to the correct (usually) spelling of names.

In smaller communities this applies as well. The sports editor or the golf writer will appreciate such a list. Not only will it be of value in reporting the club's golf news, usually containing the names of the more prominent persons in that vicinity, but it will be handy for reference to other departments of the paper, local, etc.

Also assisting me in my work is a bundle of score cards from each of the different clubs. If a story breaks about a



An interesting set of 'irons' are these fireplace andirons at the Walkill CC, Franklin, N. J. (Ed. B. Cale photo)

hole-in-one or a particular splendid or unusual shot on a certain hole, I simply refer to these cards, learn the par and the distance. This helps considerably in producing the story. Too, from having seen this particular fairway at some time or other during the past four or five years, I may be able to visualize the layout from tee to green; conditions right and left of that fairway.

Here in Buffalo and in all major golfing centers of the country the thorough coverage of the sport demands more time of the sports departments. It isn't as 20 years ago when your humble servant first took pen in hand, etc. There were only four courses that provided anything relating to news and, really, only one of these was active. I could make train connections upon leaving the office to get out there (12 miles away), pick up the scores, and meet "the limited" on its return journey in order to have the complete list of all the contestants, about 20 or 30, for the morning paper.

Few golf writers can think of leaving their offices, now, on the Saturday or Sunday evening of a weekend. Constantly the phones are ringing, bringing reports of the events: sweeps, 18-hole handicaps, me-and-mine tournaments, etc.

No wonder as one looks at it today and then takes the game in retrospect, that golf is no longer simply a sports page "filler," something to be thrown out at the discretion of the editor, but a "must go" and often, as in the case of major national tournaments or outstanding local events, a first-page item.

Accident Reminds of Necessity for Fireworks Safety Measures

MISSION HILLS CC (Kansas City district) was scene of a tragedy that has not occurred at other golf clubs because of the other clubs' good fortune, and for no other reason. During the Fourth of July evening fireworks display at the club an aerial bomb misfired and burst in a family group 140 ft. from the point where the bomb was ignited.

A 4-year-old boy was fatally injured, his sister, 6, badly injured, and his mother burned severely and her left eye critically injured by faulty performance of the bomb. Others in the vicinity were injured by the bomb and further injury from an incipient panic of apprehensive and bewildered parents and youngsters

was narrowly averted by quick, calm action of club employees and members.

The fireworks display, long a feature at Mission Hills as at other clubs, attracted non-members whose entrance was permitted as a neighborly action by the club. The dead boy, his injured mother and sister, were not of a member's family.

The fireworks exhibitor was not covered by insurance. However, it is said, the club's insurance covers the legal phase of the lamentable affair.

Club managers and officials who have contended with the difficulty of keeping crowds of children under control at Fourth of July fireworks displays, and who may have been counting on their good luck continuing, might well file this item as a reminder to be considered immediately prior to July 4, 1942.

Blue Hills' Signs Reflect Friendliness of Club

MANY clubs have signs in their locker-rooms advertising that it's the policy of the club to arrange games for members who come out without having made dates with playing companions. However, most of these signs read and look like pure formalities instead of actual good-fellowship expressions. Not so, though, the sign at Blue Hills Club (Kansas City district) where John Osteen is manager.

The Blue Hills sign is an attractive and quite large affair lettered on a metal background. It greets the eyes as one enters the Blue Hills men's locker-room.

It reads:

THIS IS A
FRIENDLY CLUB

It's an old custom to assist members in making up a game. When desiring this assistance just ask Tom Clark, pro; Paul Temple, caddie master; or any member.

You are a chairman of a committee, as is every other member, to assist others in making up foursomes. Please help us make our members happy.

BLUE HILLS CLUB.

A telephone between the first tee and the caddie-master's desk which is located near the locker-room entrance, facilitates filling out foursomes when members without games are in the locker-room and others who could use one or two players in completing their foursomes are awaiting their turn on the first tee.