

# TV Promotion

Two smart pros, Irv Schloss and Gene O'Brien, are using television to give golf a big boost in their communities. Here's how they go about it.

**T**HIS spring and summer golf again will get tremendous promotion from television programs. TV and golf instruction fit well together and pros and television directors have made steady progress in bringing valuable pro teaching into the homes of golfers and potential golfers.

But teaching is by no means all of the successful television golf programs. Gossip, rules, celebrity interviews, questions and answers on many phases of the game, and tournament coverage balance TV golf programs.

One point that smart pros and directors bear in mind is that a great many viewers and listeners never have played golf but are getting interested and would like to know just how to start. Seldom can the interests of prospective beginners be neglected in the programs.

"Pars, Birdies and Eagles," a weekly half-hour TV program put on by Joe Jemsek and Charley Nash in promoting play at their "Quality Group" of semi-private courses in the Chicago area, will be on the air for the eighth consecutive year when it starts its usual spring and summer schedule in May.

## Oldest TV Golf Program

Irv Schloss, pro at Mount Pleasant GC, Baltimore's fine municipal course, has one of the oldest individual pro television programs. He's getting ready for his seventh season. Irv even kept the show going last summer when he was recovering from a heart injury.

WAAM-TV, Channel 13, which sells the Schloss television show, presents the following outline of the golf program format:

## Golf is Your Game 15 Min. (13:45) Format Setting

1. If a rear screen is available, it affords the most effective indoor presentation. Use various shots from a golf course, the scene used to be determined by type of instruction. A grass mat used in front of the rear screen adds to the effect.

2. An outdoor presentation is quite effective if facilities are available and audio problems are overcome.

3. If neither of the above are available, a simple painted exterior 3-fold is suitable with props as above.

## Titles

Suggest a simple "shingle" type title for live opening. Two shingles connected by small chains for a pan shot as follows:

1. Golf is your game
2. With Irv Schloss, Golf Professional

Used at both opening and closing.

Show format as follows:

## Video

CU shingle #1 "Golf Is Your Game"  
Slow pan down to "With Irv Schloss,"  
golf professional.

Dissolve to Irv.

Ken Calfee, the pupil (l), asks TV golf maestro, Irvin E. Schloss, a question during Schloss' WAAM-TV "Golf Is Your Game" show.



## **Interest in Golf is widespread enough**

### **to sustain a year-around TV show**

#### **Audio**

ET (World) 1903

"Ready To Go Steady"

Irv intros self — show, and proceeds with business of day's show.

It has been found over a period of six years of doing this show that simple basic two-camera coverage (cover close-up) is most efficient and effective. Trick shots, effects, etc., tend to detract from basic idea. The show is all ad lib with occasional interviews. Care must be taken in positioning guests for close-up demonstration of grip, stance, etc.

#### **Closing**

Dissolve to shingles for pan shot as in opening.

#### **Top-Rated Sports Show**

Gene O'Brien, gen-mgr. and pro at Rolling Hills CC, Wichita, Ks., puts on a show that is a top-rated sports program in the area. Gene is a showman and golf promoter and the station staff is right on the ball.

The O'Brien show runs longer than most golf TV shows. This year it has run into the winter and one of its features was a "Golf Gifts for Christmas" program which Gene put on in mid-November. Of the Christmas gift program and the show in general, O'Brien says:

"I showed all the major make clubs and the show went over big. My Christmas gift sales were increased considerably since I have an audience which my station, KAKE-TV, estimates at 150,000 regular viewers. We have a good spot, being on from 9:30 to 10 pm on alternate Sundays during the winter and every Sunday evening during the golf season. Two local companies sponsor the program and there are several others on the waiting list."

O'Brien collaborates with Jack Miller, local sportscaster. The station is extremely generous in supplying appropriate props and also goes to a great deal of expense in taking films of local activity that O'Brien makes use of. The program usually starts with shots showing some of the members teeing off at Rolling Hills with O'Brien's dog getting into the act seconds later by trailing them down the first fairway. This sequence has become something of a trademark on the program.

Lead-ins usually are on the light and humorous side. Occasionally, O'Brien's program is introduced by a three-year-old swinging a club. Local and regional pros as well as leading amateurs come in to give tips and be interviewed. Touring pros also are featured whenever their schedules permit them to get away for a trip to the studio. So far, Faye Crocker, Marilyn Smith, Betty Jameson, Bev Hanson, Paul McGuire and Mickey Wright have been guests on the show.

#### **The Fare is Varied**

To add variety, O'Brien sometimes dedicates his program to women golfers and juniors. Once he imported six different physical types and showed how each could overcome whatever handicaps he had. "This," says Gene O'Brien, "enabled the viewing golfer to pick out his type and concentrate on correcting whatever faults he detected in his counterpart."

The Wichita pro uses practically the same props as Irv Schloss does on the Baltimore program. In addition, he has a T-shaped board to demonstrate stance and a blackboard to diagram the various points he tries to get across to the audience.

Present plans call for O'Brien to resume his weekly shows in April. He expects to introduce a series of contests in order to attract even more viewers. He's also planning an experiment which should convince non-players that golf, when properly taught by a professional, can become the most satisfying pastime they can indulge in. Gene is going to select a woman who has never touched a club and give her five minutes' instruction on each program in order to show how quickly the game can be learned and how skillfully it can be played after only a few months' training.

#### **Book on Water**

The new U.S. Dept. of Agriculture Yearbook for 1955 is entitled "Water". It is a good reference book for persons interested in turf management. Free copies are sometimes available through your congressman or senator, or the book may be purchased for \$2.00 from the Supt. of Documents, Washington 25, D. C.