

By **ED ELLIS**
National Golf Foundation

After Many Revisions A Golf Film Is Born

Getting the NGF's instruction movie assembled and edited took great patience . . . but a superb production resulted

"Make the finest, most effective golf instruction motion picture possible using the best professional golfers and the techniques of leading teachers familiar with the game."

In a few words, this was the objective laid down by the National Golf Foundation 16 months ago as it prepared to pick a team that could do the job — better than it had ever been done before.

What better place to look for top pros than in the PGA Educational Committee? Three were named: Don Fischesser, chairman, and pro at the Evansville (Ind.) CC; Johnny Vasco, pro at LeHigh Valley CC, Allentown, Pa.; and Irv Schloss of Dunedin Fla.

To find the best teaching talent, the Foundation selected a leader in the field — Les Bolstad, PGA member and assistant professor and golf coach of the University of Minnesota. To make sure the woman's angle was properly presented, two LPGA members rounded out the staff. They were Ellen Griffin, associate professor, Woman's College of the University

of North Carolina and 1962 LPGA teacher of the year; and Barbara Rotvig, woman's golf instructor, University of Michigan, and 1960 LPGA teacher of the year.

Teaching Aids Needed

There was little question about the need for such a project. A million new golfers joined the ranks of players in the last two years. Another 750,000 are anticipated in 1963 which swells the total to over 6,000,000 players.

Golf's popularity is increasing even faster than the population explosion. It is leaping along in an area where more instructors, more playing facilities and more visual aids are going to be sorely needed — among the 32 million youngsters between 10 and 19 years old. Experts, incidentally, predict 41 million in that bracket by 1970.

As long ago as 1958, the Foundation began studying the school golf market and spotted a startling demand for more golf instruction in the nation's colleges and high schools — even among Junior high and elementary schools! For example, one survey that year showed that only



18 per cent of the high schools, with enrollments of over 100, included golf in their physical education curriculum. But a whopping 83 per cent indicated that they wanted golf included.

Why Film Is Needed

This meant, of course, that physical education instructors were to be called upon to teach more and more golf. More pros were to be recruited to participate in school programs. Unfortunately, the demand was and still is going to outdistance both the club professional's and physical education instructor's time. Unless, of course, every possible aid — including

or a group of individuals each of whom use a different teaching technique. In some cases there is no technique and few can afford full color.

Add to this another rub. There have been fine examples of cooperation between the local club pro and the schools, but in many areas no professional is available and the physical education teacher is called upon to teach the golf class.

As a result, golf professionals have taken a critical view of physical education teachers — and teachers, naturally, are not always enthused about the pro's teaching methods.

Script Torn Up

Perhaps this is why, when the Foundation's film advisory staff sat down to examine the first script, they ripped it to shreds and decided to start over.

It took only five months to write the U. S. Constitution, but almost 14 to agree on the general principles and techniques for the Foundation's golf instruction series.

The educators set the pattern for the Foundation film approach. It is based on the whole-part-whole technique, accepted as a fundamental of learning. In fact, it's the principle on which the teaching machine and the whole concept of programmed learning is based.

Pupil Starts Swinging

A few golf pros have been using the basic idea for years. Instead of starting the beginner with the grip or stance or some particular part of the swing, they hand him a club and tell him to start swinging. Only after he has had an opportunity to get the

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Don Fischeer



Ellen Griffin

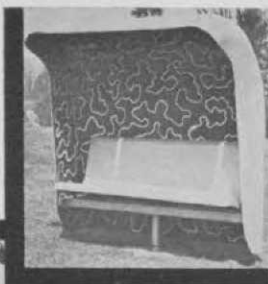
... longer than the Constitution.

teaching films — were incorporated into the lesson plans.

Methods Vary

However, herein lies a problem. There are hundreds of fine golf films available, but many are centered around individuals

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A Film Is Born After Many Revisions

(Continued from page 66)

feel of the whole swing, does the pupil start with one part of the swing — the address position, for example. After he has had an opportunity to habitize this, he moves into the next part and so on until the whole swing is taught.

The Foundation professionals accepted the teaching method, but threw out the teaching. The result was four rejected scripts and the problem still remained: What is the basic doctrine of the swing and how do you integrate it into the teaching method?

Agree After 14 Revisions

The next set of scripts came closer to agreement. At least here was a foundation — a chunk of rock on which both pros and teachers could agree. And agree they did, finally, after 14 script revisions which continued, even, after the final shooting and editing was done.

But the result is startling! Not because of the time, money and ulcers that went into the motion picture, but because for the first time there is a melding of a doctrine of the swing and a method of teaching on which professionals and educators can agree.

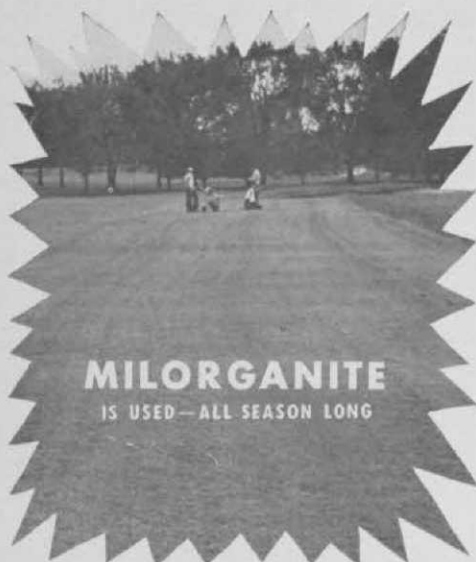
Divided Into Four Parts

The full color, 16mm movie series with sound, is divided into four parts. Part I is a 13 minute introduction to the game. "Welcome to Golf." It excites the interest of the non-golfer by introducing him to the game in some truly beautiful settings. Dallas Jones Productions began shooting some scenes for this unit during the Western Open at Medinah CC last summer. Three other Chicago area private clubs opened their courses to the NGF for many of the outdoor scenes. These were Glen Oak CC, Glen Ellyn,; Riverside CC and Westmoreland CC in Wilmette. The excellent layout at the Bellevue Biltmore in Belleaire, Fla. was another setting used.

In addition to showing these rich settings, Part I takes the viewer on a tour of the course, shows him how the game is played and introduces him to the equipment used. Finally, it demonstrates what he must do to learn the game.

Heart of the Film

Part II is the heart of the instruction film. Called "Building Your Swing," it dramatically demonstrates with slow mo-



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tion, full stop and superimposed animation, the intricate movements of the swing. An intense 27 minutes is spent in developing the swing from the whole to each part and back to the whole again. Dave Gumlin and pretty Darlene Anderson, two fine young golf students at the University of Minnesota, are pictured in the series. The producers also used a novice in most dramatic fashion to demonstrate how the swing develops. A beginner will easily identify himself with the subject on the screen as he builds controls into his swing.

For use in classes, large or small, this unit will give the professional and the physical ed teacher an opportunity to point out the basic movements. So much knowledge and information is packed into the section that it can be profitably seen over and over again.

Shows the Short Game

Part III, a 12 minute reel, does exactly what the title says: "Pitching, Pitch and Run and Sand Shots." Fundamentals are taught and the important differences in arm and wrist action for each of the approach shots is clearly demonstrated.

Part IV is devoted to "Putting." This excellent 10 minute film is not confined to a single method, but teaches several approved techniques. Both wrist and firm wrist and tap and stroke methods of applying momentum to the ball are included. The film concludes with a graphic demonstration of putting on uneven greens.

Can Be Bought or Rented

The films are available for purchase or rent. The purchase price of films I, II, and IV is \$65.00. Rental is \$5.00 per unit. Purchase price of Unit II is \$135.00 and rental is \$10.00. The complete set (four units) may be purchased in one package for \$295.00. Inquires should be directed to the National Golf Foundation, 804 Merchandise Mart, Chicago 54, Ill.

The full set of four films are now ready for distribution. Individual units recently were shown to a very limited number of PGA and school groups. The reaction has been exciting. Pros and teachers agree that the new NGF series are superbly presented. More than 200 requests for preview were received. Only a limited number of films can be set aside for preview so the best way to see the series is to rent or purchase the units. Some organizations have one or two sets available for members, including the PGA film library in Dunedin, Fla.