

Five years ago this month, I was sitting in this same chair staring at this same computer screen thinking the same thing: “What the heck am I going to write about?”

But back in January 1999, I was nervous — scared to death in fact — about the idea of setting a good tone for the premiere issue of *Golfdom*. After all, I’d pretty much bet the farm (and a lot of our parent company’s money) on the notion that superintendents wanted a new magazine.

So I decided to steal an idea from William Randolph Hearst (the publishing magnate who was the model for *Citizen Kane*) and write a mission statement that outlined what *Golfdom* would attempt to be for readers. Five years later, here’s a second look at those promises (in bold) we made back then with a few comments (below them) about how I think we’ve done along the way. I’ve edited some for length, but the original version is still online at www.golfdom.com if you’re interested.

***Golfdom* will assume its readers are smart people. We won’t talk down to you or insult your intelligence.**

The biggest thrill of this job is opening my e-mail after a new issue is mailed and finding that we’ve hit a hot button with you by opening some Pandora’s Box of a topic. It’s gratifying to know that, even when we do something challenging or controversial, the great majority of readers “get it.”

***Golfdom* will focus on solutions. You want results, not a laundry list of techniques you could try if you had infinite time and patience.**

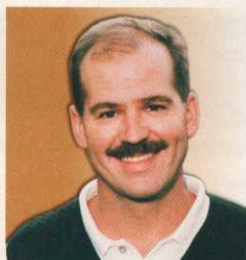
We’ve tried hard to keep this focus on the “takeaway” from every article. And by adding the *TurfGrass Trends* section a few years ago, we’ve expanded to include applied research studies and other more technical information that’s hopefully useful to you.

***Golfdom* will be designed for busy people. Our layout style and story structure is intended to help you efficiently harvest the knowledge you need.**

I was delighted recently to learn that *Golfdom* was identified as “easiest to read” in another industry magazine’s competitive readership study. In our time-compressed world,

Golfdom: Five Years in the Realm

BY PAT JONES



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***Golfdom* will look great and be fun to read. It’s a magazine, not brain surgery.**

Even though we’ve expanded our technical coverage and now have more pictures of dead bugs and mysterious patch diseases, we haven’t forgotten the words of wisdom offered by the rather tipsy former Redskins great John Riggins to Supreme Court Justice Sandra Day O’Connor, “Loosen up, Sandy baby, you’re too tight.”

***Golfdom* will have an attitude. (Forget) political correctness.**

I don’t know if it qualifies as political correctness, but I’ve toned my occasionally salty vocabulary down over the years thanks to good guidance from our editors and readers. That said, we’re still not afraid to print stuff we know will irritate some folks. Frankly, there are times when people just don’t like hearing both sides of a story. So be it.

***Golfdom* will take stands on behalf of its readers. We won’t shy away from controversy, and we won’t pull punches.**

Thanks to Editor Larry Aylward, Managing Editor Frank H. Andorka Jr. and a great staff of contributors, we’ve regularly taken on the status quo with stories and opinion pieces that simply didn’t get written before we came along. If we’ve helped you and other readers deal with issues in your professional or even personal life, we’re accomplishing our goal.

Well, that’s definitely enough self-congratulation in one column, but I’m proud of what our team has done. With that, I’ll end this the same way I ended five years ago by asking you what you think: You’re the judge. I’d love to hear your verdict.

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