

## GCSAA Goes "Prime" Time

Golf course management and a different view of the world of golf will be the feature attractions in an upcoming weekly television show to air on PRIME, a national sports cable television network, and its affiliates.

The show, entitled "Par for the Course," produced by the Golf Course Superintendents Association of America (GCSAA), started on March 28 on PRIME. GCSAA President Joseph G. Baidy, CGCS, made the announcement.

Every week, "Par for the Course" will take an innovative look at the world of golf by presenting topics on the game's cutting edge. Each episode is 30 minutes in length and the entire series will run for 13 weeks.

"'Par for the Course' is unique in its format because it seeks to entertain and educate viewers not only about how to play the game of golf, but also what it takes to make the game enjoyable," Baidy said.

Because most golfers and other casual observers are not fully aware of the benefits a golf course can provide, "Par for the Course" will spotlight regular features about golf's environmental attributes and other course management issues. Education on etiquette, golfers' responsibilities and rules of the game will also be emphasized.

In addition, each week "Par for the Course" will highlight great places anyone can play, conversations with major figures in the world of golf, practical golf instruction and trends shaping golf's future.

"Par for the Course" will be written and produced by GCSAA. GCSAA Public Relations Manager Scott Smith

will produce the show and veteran sportscaster Duke Frye will serve as co-producer and host of the show. Smith and Frye both bring extensive backgrounds in television production. Smith has been a writer/producer of video, film and cable television programs for nearly 13 years. Frye, a 16-year broadcasting veteran, was formerly a sports anchor at KPRC-TV, Houston. Frye also hosts and produces programs for the Kansas City Royals Television Network, and provides play-by-play commentary for PRIME.

PRIME is distributed to 22 regional sports networks nationwide, serving more than 40 million subscribers. PRIME's global division, Prime International, currently distributes programming around the world to affiliates in Asia, Europe and South America.

At this time, 19 of the 22 affiliates and the international division have agreed to distribute "Par for the Course."

"'Par for the Course' represents an excellent investment by GCSAA to increase awareness and enhance the image of golf course superintendents around the country and around the world," Baidy said. "Plus, it's yet another opportunity for viewers to discover what makes golf such a great game."

Headquartered in Lawrence, Kan., GCSAA is a 13,300-member international professional association dedicated to promoting the principles and techniques of responsible golf course management. Its members are the men and women who maintain the playing fields of golf.



*What a foursome — Dan Evavold, MTI, Mike Redmond, O.M. Scotts Co, Jerry Cerise, MTI and Russ Adams.*