

# 'Par for the Course' Begins its Second Season By Moving to ESPN

*Par for the Course*, the Golf Course Superintendents Association of America's (GCSAA) national television program, moved to ESPN on Jan. 1, 1995.

GCSAA will air 30 episodes of *Par for the Course* on ESPN, the total sports network that reaches more than 63 million households. Beginning Jan. 1, the show was scheduled to air on 19 Sunday dates and on 11 Thursday/Friday dates (see schedule attached) throughout the year.

In 1995, ESPN is launching a golf "block" of programming that airs on Sunday mornings. In addition to GCSAA's show, *Inside the PGA Tour* and *Inside the Senior PGA Tour* also will be part of ESPN's Sunday golf block. *Par for the Course's* Thursday/Friday dates will be adjacent to ESPN golf tournament coverage.

In addition to the show, GCSAA also will produce a series of feature segments for ESPN that will appear during the network's televised PGA Tour and Senior PGA Tour golf tournaments. These short segments will highlight issues and trends in golf course management in an entertaining and informative way.

A comprehensive look at the world of golf and golf course management are the main attractions of GCSAA's program. Every episode of *Par for the Course* takes an innovative look at the world of golf by covering cutting edge topics in an entertaining half-hour program. It seeks to entertain and educate viewers not only about how to play the game of golf, but also what goes into making the game enjoyable.

Every episode of *Par for the Course* highlights great places anyone can play, conversations with major golf figures, practical golf instruction and trends shaping golf's future. Features about golf's environmental attributes, entertaining education on etiquette, golfers' responsibilities and rules of the game are also emphasized.

Veteran sportscaster Duke Frye returns as host of *Par for the Course*. GCSAA Public Relations Manager Scott Smith also returns as producer of the show.

Included on the *Par for the Course* production team are Creative Communications of Kansas City, Great Plains Television (Overland Park, Kan.) and PGA Tour Productions (Jacksonville, Fla.). Each will provide creative services, and field and post-production.

Thirteen weekly episodes of *Par for the Course* appeared in 1994 on the Prime network from March through June.

## GCSAA's Par for the Course Program Clearances Sunday Morning Golf Block (Remaining)

March 5th, 12th, 19th, 26th

April 2nd, 9th, 23rd

July 9th

October 22nd

November 5th, 19th, 26th

December 3rd, 10th, 17th

## Adjacent to Weekday Golf Coverage

May 5th 12:30 p.m. PaineWebber Invt.

May 12th 12:30 p.m. Cadillac/NFL Classic

June 15th 3:00 p.m. U.S. Open

June 30th 1:00 p.m. U.S. Senior's Open

July 21st 1:00 p.m. British Open

Sept. 8th 1:30 p.m. Bell Canadian Open

Nov. 10th 1:30 p.m. Sr. Tour Open

*At printing, exact time slots for the Sunday Morning Golf Block were not known. Please consult your local TV listings for show times.*

## Toro Honors Don Merschman With Green Blazer Award

Toro honored Don Merschman as a distinguished commercial sales representative for MTI Distributing Company, Plymouth, and presented him with its Green Blazer award at the annual Toro recognition banquet held January 26, at the Innisbrook Hilton in Tarpon Springs, Fla.

In presenting the Green Blazer award to Merschman, Mike Anderson, Toro's Director of Commercial Sales and Service, said, "Don achieved an amazingly high increase in his equipment sales goal." He added that Merschman has sold Toro products for over 10 years and is customer service driven.

The Green Blazer award is presented annually to an individual who consistently achieves the highest sales levels and customer satisfaction. The winner receives a green blazer as a symbol of excellence.

## Member-Generated Articles

Articles written by members are the key to the success of a publication such as *Hole Notes*. We listen to each other's ideas and trust each other's common sense and advice, so why not share it?

An experience of a superintendent at one golf course may be of use to a fellow superintendent at another course. *Hole Notes* needs you to put down those thoughts on paper and welcomes your suggestions for articles.

Please contact Tom Johnson, Editor, *Hole Notes*. Phone 715-246-4850 or FAX 715-246-7059.