

'Par for the Course' Debuts On The Golf Channel

"Par for the Course," GCSAA's 30-minute television show, moved from ESPN to The Golf Channel on March 22. GCSAA will produce 13 episodes, airing every Saturday at 5:30 p.m., as well as rerunning once during a weekday afternoon and again Tuesdays at 2 a.m.

Each week, "Par for the Course" will take viewers inside the world of golf, featuring how-to-play instruction, outstanding places to play, interviews with industry leaders and celebrities, agronomic insights and environmental success stories.

On The Golf Channel, "Par for the Course" will receive an attractive early prime-time viewing slot and will reach a vital audience of influential golfers. GCSAA also will produce feature segments for the channel's live tournament telecasts. The Golf Channel is currently available in six million homes, but plans to be in 14 million homes by the end of 1997.

The Scotts Co. returns as the show's presenting sponsor, and this year's supporting sponsor is Responsible Industry for a Sound Environment (RISE). Several RISE members also have joined with the organization to sponsor a new segment within each episode. Segment presenting sponsors are Novartis, Rhone-Poulenc Ag Co. and Zeneca Professional Products, and the segment contributing sponsors are AgrEvo USA Co., American Cyanamid, BASF and Bayer Corp.

GCSAA will continue its excellent relationship with ESPN, producing feature segments to be aired during their 1997 PGA Tour and Senior PGA Tour telecasts. Feature segments will continue to air during TBS telecasts of PGA Tour events and the PGA Championship as well.

This article was reprinted with permission from the GCSAA and appeared in the February 1997 Issue of the GCSAA's Newsline.

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Precision Turf & Chemicals
7728 Commerce Circle
Greenfield, MN 55373
612-559-5293

Ken Quandt
Territory Manager
West Allis, WI
414-327-3993