

GCSAA Redirects Television Public Relations Strategy

After a successful six-year run, GCSAA's "Par for the Course" television show will not return for a seventh season. Instead, the association is looking to expand GCSAA's television presence through video news releases, television commercials and short 30- to 60-second informational segments designed for networks such as ESPN.

For the last two years, GCSAA has worked with Mullen, a Boston-based public relations firm, to develop a strategy to reach golf enthusiasts and the general public with the message that superintendents have an effect on golfers' enjoyment of the game, and that they play an integral part in maintaining and increasing the economic viability of golf course facilities. Mullen's research determined that the 30-minute magazine-format of "Par," while effective during its run, had served its purpose and was no longer a cost-effective public relations tool.

"GCSAA is refocusing its public relations efforts," says Ken Mangum, CGCS, communications committee chairman. "Par for the Course" gave GCSAA a foothold and television presence that we hadn't had before. With the new public relations and professional development initiatives, the association will be taking different avenues to maintain its presence and move to the next level."

For instance, to extend GCSAA's television reach, the association plans to continue looking for opportunities to air television commercials such as the one shown during the PGA Tour's John Deere Classic last July.

"The message was good and I think any time we can get in front of that many people it has to be positive," Mangum says. "We didn't have that much exposure with The Golf Channel."

"Par for the Course," which originally aired on the Prime Network in 1994, moved to ESPN for the 1995-96 seasons and to The Golf Channel in 1997. During its run, the show received several honors, including selection for the American Society of Association Executives (ASAE) Associations Advance America Awards honor roll.

1999 Delegates Meeting—

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ters will be invited to participate in the celebration.

Association Naming and Positioning Study

Delegates participated in an exercise to identify a list of criteria for selecting a potential new name for the association, the profession and a title that best represents and identifies superintendents.

Compensation and Benefits Survey Coordination

Delegates discussed ways to increase participation in completing the compensation and benefits survey to ensure that it is statistically valid and best represents superintendents' compensation levels.

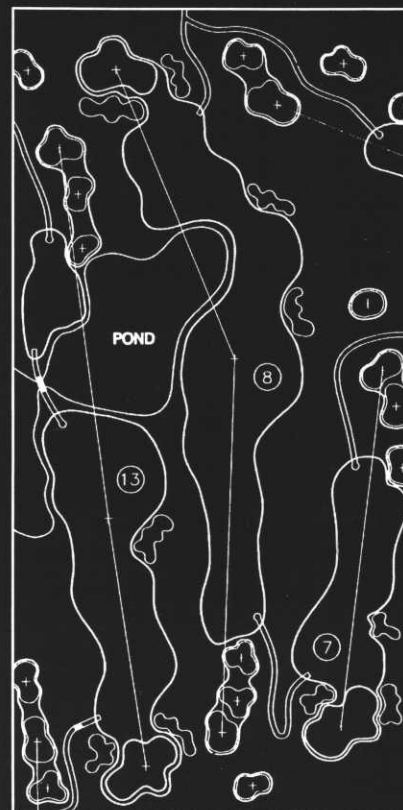
Food Quality Protection Act

Delegates learned about a grassroots campaign that is encouraging members and affiliated chapters to send letters about pesticide use on golf courses to their state senators and representatives in Congress.

Leadership Institute

Delegates supported the implementation of a Leadership Institute in 2000 at headquarters. This 15-month intensive program will train and prepare superintendents for future local and national leadership positions.

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