

## GCSAA Web Site Links Media with the Sources

How can a superintendent affect the speed of play? What is the impact of using effluent water for irrigation purposes? What policies do golf courses have on alternative or soft spikes? How are golf courses prepared for tournament play?

The media can find the answers to these questions and a myriad of others on the Golf Course Superintendents Association of America (GCSAA) internet Web site. The GCSAA Information Services Department has long been a source of data for the media, but a new feature puts journalists directly in touch with superintendents. In addition to finding information on a variety of golf course management topics, media representatives will now be able to pose questions to superintendents via the members-only GCSAA area of the GCSAA Web site.

Media inquiries can be submitted to the GCSAA media/public relations department, which will in turn be posted on the site. Member superintendents then have the ability respond to the media directly, or through GCSAA staff.

"GCSAA has always been thorough and current in providing a wealth of information on a variety of subjects, whether it be to the membership, media or public," GCSAA director and public relations committee chairman R. Scott Woodhead, CGCS, said. "This service takes that capability to the next level. There may be an issue for which no study has been completed, or there may be a question that may need a personal case study — such as the ongoing debate over soft spikes. Now the media can access the experts, the golf course superintendents, for the most accurate and pertinent information. We believe this is a significant, user-friendly service to the media."

Along with the ability to question superintendents, the site also provides news to the media through other vehicles. Tournament Fact Sheets, which preview the course and its personnel, are included in the "Golfer's Corner" section of the public area. These fact sheets are compiled for all USGA, PGA, PGA Tour (regular, Senior, Nike) and LPGA events. GCSAA news releases and media advisories can also be found on the public area in the "News" section, under "GCSAA News."

To post a question on the GCSAA Web site, please contact Media/Public Relations Manager Jeff Bollig or Public Relations Specialist Kristi Frey at 800-472-7878 (ext. 430 or 608), via fax at 913/832-4433 or by e-mail [media@gcsaa.org](mailto:media@gcsaa.org). The site, launched in May 1996, features public and members-only areas. The site can be found at <http://www.gcsaa.org>, and has had more than 250,000 hits combined in June, July and August.

Since 1926, GCSAA has been the leading professional association for the men and women who manage and maintain golf facilities in the United States and worldwide. From its headquarters in Lawrence, Kansas, the association provides education, information and representation to more than 16,700 individual members from more than 60 countries. GCSAA's mission is to serve its members, advance their profession, and enrich the quality of golf and its environment.

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