

Golfweek

News Release

FOR IMMEDIATE RELEASE
Jan. 29, 2007

FOR MORE INFORMATION, CONTACT:
Dustin Villarreal
Director of Public Relations
361-920-5005
d.villarreal@mail.utexas.edu

Golfweek to implement new diversity initiative after recent controversy

Orlando, FL. – *Golfweek* magazine will implement a new plan focusing on cultural and diversity issues in golf after an unfortunate decision by former editor Dave Seanor offended audiences and shined light on an increasingly glaring problem.

Current editor Jeff Babineau will lead the initiative along with President of Turnstile Publishing Company William P. Kupper in order to add diversity and healthy opinions to a publication that intends to raise the bar in the world of golf.

“We want to continue to be a leader in the golf world on matters most important to our readers and to golfers and future golfers alike,” Babineau said.

Changes in organizational methods will coincide with the new initiative after Golfweek issued an apology in response to a Jan. 19 cover depicting a graphic image with historical ties; an unfortunate decision intended to shine light on the lack of diversity in golf.

Babineau will now report directly to the president of the parent company, with publishing decisions to undergo a more “systematic and collective vetting process,” Kupper said.

--more--

“We felt that it was important to do more than apologize for our mistakes,” Kupper said. “We felt it was important to take this opportunity to become an even better organization with a better product for our readers, advertisers and investors.”

Three objectives the publication will set out to accomplish with the newly formed plan include diversifying the staff, audience, and the overall content that *Golfweek* magazine produces.

A new bi-weekly column that has Babineau excited is currently titled ‘growing the game,’ where guest editors from different backgrounds are invited to share their take on the sport.

“The column will build on golf’s increasing popularity among minorities and help to promote it as a game for everyone,” Babineau said. It will also feature special guest-editors with diverse backgrounds and expertise in the game.”

Special guest editors currently slated for the upcoming column include comedian and celebrity host of this year’s Bob Hope Classic George Lopez, Lee Elder, the first African American golfer to play at the Master’s tournament, and Lorena Ochoa, current number one player and the first Hispanic woman to win a major championship in women’s golf.

With the gears set in motion, *Golfweek* magazine hopes to reinvigorate the sport of golf and open a positive public forum for current issues.

--more--

“We feel very passionate about the game and we want to share that passion by helping to build interest in the game across cultural and racial differences,” Babineau said. “Our plan will help achieve that objective.”

###