

## SDGA-Orlando Students Explore Golf Jobs on The Golf Channel

Golf jobs have become less of a fantasy and more of a reality in recent years, as golf becomes more and more popular. Golf-focused programming, such as The Golf Channel, reflects this trend. In 1991, Joseph E. Gibbs envisioned a channel dedicated exclusively to all things golf; after confirming his instincts as to the rising popularity of golf, The Golf Channel debuted on January 17, 1995.

True to Gibbs' predictions, golf has continued to rise in popularity, creating an ever-growing audience for The Golf Channel's programming. Particularly popular is Monday night's lineup, known as 'Your Game Night'. With shows such as 'Playing Lessons From the Pros' and 'What's in the Bag', 'Your Game Night' provides advice on improving one's game and information on the latest in golf equipment.

As several golf school students recently found, 'Your Game Night' can also provide a valuable peek into what their future in a golf career can be like. On July 3, 2006, a group of students from The Golf Academy of the South, a San Diego Golf Academy golf school, paid a visit to 'Your Game Night'. Over a period of several hours, the TGAS students acted both as spectators and participants in the show. Guest host Charley King, a former TGAS instructor who was recognized as a Top 100 Instructor by Golf Magazine, gave a presentation to an audience of third and fourth semester TGAS students, answering questions and giving tips.

Alan Flashner, Placement Director and Instructor at The Golf Academy of the South, recognized that the students' visit to the set of 'Your Game Night' was more than just a field trip. "These trips allow our students to consider the media end of the golf industry for their future," said Flashner.

San Diego Golf Academy has been helping students enter golf careers for more than 30 years. With golf schools in San Diego, Arizona, Myrtle Beach, Orlando, and Hawaii, SDGA has given more than 5,000 students the education they need to get the golf job of their dreams. To help students get their foot in the door of an exciting golf career, the SDGA owned golf employment company, GolFutures, successfully places more than 85% of the school's graduates in golf jobs. Whether students decide to pursue a golf career at a resort, in administration, or in various media outlets such as 'Your Game Night' and The Golf Channel, San Diego Golf Academy is dedicated to providing its students with everything they need to succeed.

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### About the Author

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