



PGA

Kentucky Section

2017 KPGA SALES/MEDIA REPRESENTATIVE OF THE YEAR NOMINATION

Name of Nominee: Chris Jung
Category: Media Representative
Facility Name: Kentucky New Era
Facility Address: 1618 E. 9th Street, Hopkinsville, KY 42240
Facility Phone Number: 270-887-3261
Nominee E-mail Address: cjung@kentuckynewera.com.

1. Please briefly describe the nominee's service to the local Section and to the Association. The nominee has been a supporter of the KPGA for many years by his loyalty to promoting high school golfers throughout the state at local matches, dual competitions, regional/state tournaments and even banquets, summer tour events and even beyond high school seasons, covering the accomplishments of student-athletes in college. Chris has covered six different state tournaments in Bowling Green and has always walked all 18 holes, especially for participants in the hunt, providing hole-by-hole coverage on social media. He even had nearly 2,000 viewers on social media watching Christian County's Carson Holmes complete hole No. 18 in October during his 2nd Region Championship performance. The golfers in western Kentucky get unprecedented, yearlong coverage by Chris, which has helped enhance the game in his area and create excitement over golf. Additionally, Chris created an "Athlete of the Year" series, which is sponsored by Toyota, and has chosen the top male and female golfers from the Southern Pennyrile region the past three years, giving student-athletes an addition to their collegiate resumes and giving local high school golfers another award to chase.

2. Please briefly describe the nominee's contributions to the game of golf in the Kentucky Section.

Chris does not physically swing the club himself, but his contributions to the game are just as significant through the awareness he raises. When a local golf pro in his community set up a free day of instruction at the Boys and Girls Club chapter, Chris went to take photos, get interviews and printed an entire feature about what was done, which statewide officials were in attendance, and what the children learned. That type effort served several different groups on several different levels, and showed a willingness to contribute to golf's image and interest by individuals who may not have access to the game's resources or knowledge.

3. Please briefly describe how the nominee promotes the game of golf in the community and throughout the Section.

While part of this question was covered in answer No. 1, Chris promotes the game of golf immensely in his community by taking advantage of an array of tools. Not only does he write about matches and

tournaments in the Kentucky New Era newspaper, but he also takes photos (that are posted online, in the paper and on apps like Instagram), takes video of players on driving ranges or preparing for holes at state tournaments, provides frequent Twitter updates that list golfer accomplishments and rounds, and often chooses golfers for interesting human interest features so that regional and statewide fans/readers can learn more about these student-athletes, who are sometimes left off the radar.