

## MEDIA BACKGROUNDER



**Who:**

**Name:** Ethan Hanson

**Outlet:** Journal & Courier

**What:**

Media backgrounder for the tour of the new Pete & Alice Dye Clubhouse and interview with Dan Ross.

**When:**

Date: October 3, 2024

Time: 3:00 pm

**Where:**

Birck Boilermaker Golf Complex, Purdue University

**Outlet Background:**

The *Journal & Courier*, based in Lafayette, IN, is a leading regional news outlet that covers a range of topics, including local sports, community affairs, and Purdue University news. The outlet reaches an estimated **184,176** monthly unique visitors (Similarweb UVM) and has a print and digital readership of **4,957**. Its sports section is widely respected for high school and collegiate sports coverage, including Purdue athletics.

**Reporter Background:**

Ethan Hanson is a 2020 Radio, Television, and Digital News Association Golden Mic Award winner, recognized for his sports reporting. With a background in online, print, and television media, he covers sports, breaking news, and feature stories. He is known for telling in-depth stories that go beyond the scoreboard, engaging multiple communities. Hanson has a track record of driving digital and print subscriber growth. His work focuses on ethical journalism, with a commitment to quality and timely reporting.

**Recent Noteworthy Coverage:**

1. [More than The Sword for McCutcheon, Harrison and local bragging rights \(Sep.19,2024\)](#)
2. [Lafayette Jeff lineman Kyros Carr waits to play from IHSAA after transfer from McCutcheon \(Sep. 19,2024\)](#)
3. [Purdue women's basketball gets new start with new faces heading into 2024-25 season\( Sep. 27,2024\)](#)

4. [Legacy, competition fuel Lafayette Jeff safety Ka'Vion Campbell \(Sep. 27,2024\)](#)

**Suggested Interview Attire:**

Dan Ross is advised to wear a non-patterned Purdue University golf short- or long-sleeved shirt for the interview. This maintains a professional, branded look.

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**KEY MESSAGES:**

1. **Excellent Facilities:**

“The new Pete & Alice Dye Clubhouse offers an amazing experience for golfers and visitors, featuring premium amenities, such as a golf simulator, that align with Purdue's commitment to excellence in both academics and athletics.”

2. **Supporting Purdue’s Legacy:**

“This clubhouse is not just about enhancing the golf experience—it reflects Purdue’s dedication to innovation, tradition, and serving the broader community through facilities.”

3. **Bridging Tradition and Modernity:**

“While honoring the legacy of Pete & Alice Dye, the clubhouse represents a bridge between Purdue’s rich history and its future in athletics and recreation, and will be opening on Feb 1st, 2025.”

*Most Important Message:*

"The Pete & Alice Dye Clubhouse epitomizes Purdue's pursuit of excellence, providing a modern facility that enhances the experience for both athletes and visitors while preserving the tradition of Purdue athletics."

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**QUESTIONS & ANSWERS (Q&As):****Q: Why did Purdue decide to construct a new clubhouse?**

**A:** "The previous facility, while cherished, no longer met the growing needs of our students, athletes, and visitors. This new clubhouse was designed to offer a more modern and functional space that aligns with the high standards Purdue upholds across its athletic and recreational facilities."

**Q: How do you expect this new clubhouse to impact Purdue’s golf program and community?**

**A:** "This clubhouse significantly enhances the player and visitor experience, making it a key asset in attracting top talent and hosting premier events. It's a place where students, athletes,

alumni, and the public can enjoy modernized amenities, promoting engagement and a stronger community bond."

**Q: What role did Pete & Alice Dye's legacy play in the design of the clubhouse?**

**A:** "Pete & Alice Dye were visionaries in the world of golf course design, and their influence has been impactful on Purdue's golf program. The clubhouse was crafted to honor their legacy, melding tradition with innovation to create a space that will inspire future generations of golfers."

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**Hard-Hitting Questions Ross Should Prepare For:**

- *"How was the construction of this new clubhouse funded?"*  
Ross should be prepared to discuss the funding sources, emphasizing any alumni or community support, without delving into sensitive financial details.
- *"What is the reason behind the construction delay of the new clubhouse?"*  
Ross can highlight how the construction of new amenities such as a golf simulator was taking some more time and how the delay will make the clubhouse better.
- *"Why invest in this facility now, amidst broader financial challenges, such as the shortage of housing?"*  
Ross can explain that the timing reflects Purdue's long-term strategic vision to maintain and enhance its facilities, and how there are so many students/athletes who are looking forward to it.