

Lopez the Old Tom winner

LAWRENCE, Kan. — Nancy Lopez, a 48-time winner on the LPGA Tour, has been selected to receive the Old Tom Morris Award from the Golf Course Superintendents Association of America (GCSAA). The award presentation will take place Feb. 18 at the Golf General Session during the association's 71st In-

ternational Golf Course Conference and Show, Feb. 14-20, in New Orleans.

GCSAA's most prestigious honor, the Old Tom Morris Award, is presented each year to an individual who, "through a continuing lifetime commitment to the game of golf, has helped to mold the welfare of the game

in a manner and style exemplified by Old Tom Morris."

"When you look to those who have made a positive and lasting commitment to golf, Nancy Lopez has few peers," said GCSAA President Dave Fearis. "She truly has been a great ambassador for the LPGA and the game of golf. Her 48 career wins are impressive, but her professionalism, integrity and honor distinguish her from others."

PhDs unmask biocentrism

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the rights of nature should be defended first and foremost due to nature's intrinsic value rather than on the basis of its use by man. Man is considered to be just another biological resource in the scheme of things.

Coffman asserted that the ecospiritual practices and prin-

ciples of the biocentric leadership call for radical changes in laws, attitudes, values and behavior. These same radical biocentric values can be found in Vice President Al Gore's book, *Earth in the Balance*.

Following Coffman's chilling forecast of things to come, Dr. Tom Morgan, a professor of mass communications, reviewed the changing face of mass media and news reporting in modern times.

"The news is what the media says it is!" Morgan said. "News is a business. It is a product that is gathered, handled and distributed like any other tangible product."

Morgan explained that, to attract viewers and readers, news depends on stories of catastrophe, crisis, corruption, conflict, crime, change and human interest. Good news is normal. Bad news is unusual and provocative.

Here are Morgan's tips for superintendents to provide the media with their side of an issue:

1. Form a coalition of groups with similar interests.
2. Agree to disagree. Find the big issues and unite behind them.
3. Find common ground. In the face of danger all men are brothers.
4. Designate and train spokespersons.
5. Set simple and achievable goals.

Morgan said that after organizational steps have been taken:

1. Hit the rubber chicken circuit. Get the word out. Speak to other groups.
2. Go back to school. Volunteer to make presentations in local public schools.
- Let the children hear the facts. They are the voters and leaders of tomorrow.
3. Stand up in church. If the sermon gets secular and disagrees with your thinking, speak up.
4. Write the editor. You may not get published, but your letter is usually put into the story file of the topic you were writing about, and may be considered if they try to recycle the "bad news" story again.

5. Talk back. Radio talk shows love a spirited debate. Call in and respond if you hear someone bashing golf.

6. Start conversations. When you're out socially it's perfectly OK to mention the positive things going on at your club. Tell people about the good things you're doing.

7. Keep the faith. The time to get going is now. Don't wait for someone else to move first and put you on the defensive all the time.



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