

EPA, GCSAA Developing Public Education Campaign

Superintendents may be fielding more questions about environmentally responsible turf management as a new public education program gets underway. The joint EPA/GCSAA television public service announcement campaign, which reminds homeowners to "play it safe and think before you apply," has already attracted a number of media inquiries at GCSAA headquarters.

GCSAA-affiliated chapter presidents, government relations liaisons and members may view such inquiries as excellent opportunities to educate the public about topics such as integrated plant management, water protection, chemical use reduction, hazard communication and how golf courses use environmentally responsible practices. Specific questions about the "Think Before You Apply" campaign may be directed to GCSAA's communications department.

The PSAs have been distributed throughout the country, to network affiliates in the top 35 U.S. television mar-

kets and other key regions, as well as leading national cable TV networks.

The 30- and 10-second spots instruct viewers to follow directions on chemical containers and to use only the amount needed to do the job. The commercials include a toll-free number (800/858-7378) that viewers may call to receive more information from EPA about the subject.

Pesticides Studied

EPA is consulting with the U.S. Fish and Wildlife Service to determine whether some registered uses of 31 pesticides need to be limited in order to protect endangered species.

Among the pesticides to be examined are some golf course chemicals: acephate (Orthene), bendiocarb (Turcam), chlorpyrifos (Dursban and others), potassium nitrate, trifluralin (Treflan, Team and others), methyl bromide, aluminum phosphide (Phostoxin), azinphos methyl (Guthion), fenvalerate, naled and permethrin.

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