

Weeds Trees and Turf Wins National Award for Editorial Excellence; Aquatic Weed Series Singled Out for Citation

In a ceremony at the Waldorf-Astoria Hotel in New York City, November 12, *Weeds Trees and Turf* received a 1964 Award of Merit for Editorial Excellence from *Industrial Marketing* magazine. The awards were initiated 25 years ago as a means of recognizing superior editorial quality in America's business press.

Basis of the award to *WTT* was the three-part series, "Applicator's Manual of Aquatic Weed Control," which appeared in the October, November, and December 1963 issues.

Other winners in the *WTT* category were *Steel* and *Chemical Engineering* magazines.

In presenting the awards, *Industrial Marketing* spokesmen said the panel of judges, drawn from the communications industry, looked for importance of subject matter, quality of writing, ease of communication, and effectiveness of illustrations.

When *WTT* began the series in fall of 1963, the full effects of Rachel Carson's *Silent Spring*, a violent attack on pesticides, were just beginning to be felt. Scientists, applicators, and public health officials were particularly concerned about application of chemicals to control aquatic weeds. It was feared such applications, if not properly handled, might adversely affect potable water supplies.

But rampant weeds pose a major threat to the utility of lakes and ponds, irrigation ditches, and other waterways. Because of the lack of use-oriented information on this subject, *Weeds Trees and Turf* decided to present readers with a series of articles which would serve as an "on-job" manual.

WTT's Staff Biologist, David E. Schneider, began to prepare a three-part series on the subject, using as a guideline the concept that the series should tell readers: (1) how to identify aquatic weeds; (2) what chem-

icals to use for control; and (3) how to select application equipment.

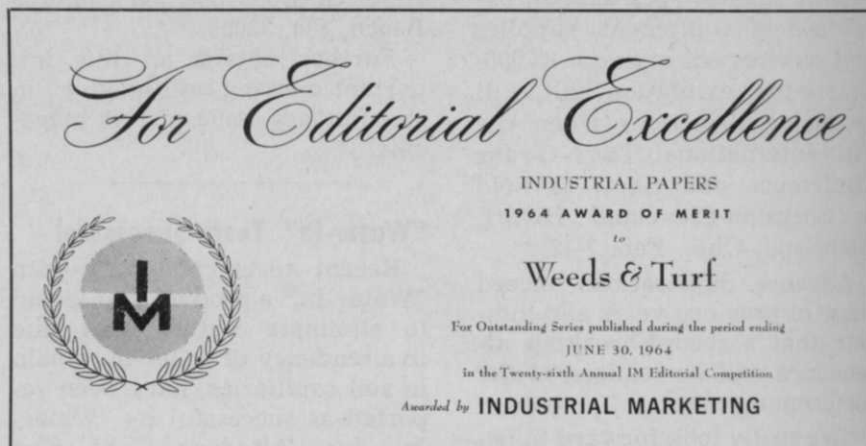
Because of the project's complexity, copies of the first draft were mailed to leading researchers with federal and state agencies, universities, and chemical manufacturers, for review and comment. When these annotated copies were returned, they were reviewed and pertinent comments were incorporated into the final version.

Besides using previously unpublished photographs from the Plantation Field Laboratory, USDA, in Ft. Lauderdale, Fla., *WTT* staffers made field trips into problem aquatic weed areas and shot additional species.

The project was six months in preparation; the series was one of three award winners in its

category (Industrial Publications) in the annual competition sponsored by *Industrial Marketing*.

Luncheon speaker during the presentation of the awards, Philip Gisser, told the assembled editors that the function of the business press today is vital to all productivity in industry and science. Moreover, he said, it is not enough to communicate data; editors must avoid overcommunication in a time when so much technical material is being produced. Gisser, Director of Advertising and Publicity for U. S. Industrial Chemicals Co., advised the editors to be selective in presentation of their materials. *WTT*'s citation is a recognition that its editors are achieving this selectivity for its readers.



Certificate of Editorial Excellence was presented by S. R. Bernstein (left), president of Advertising Publications, Inc., to *WTT* editor Charles D. Webb. Bernstein's company publishes *Industrial Marketing* magazine, which for 25 years has presented the annual awards to business papers judged outstanding by a panel of judges selected from the communications industry.

